



**You. Smart. Thing.**

Sustainable Personalised Accessible



‘You. Smart. Thing.’ is the leading **travel demand management** platform **for destinations, venues, and major events.**

Our technology **enhances visitor experience** and **increases revenues** whilst reducing the disproportionate carbon footprint created by visitor travel.





# People struggle with irregular routes and generic travel advice

Google and Apple Maps aren't optimised for event travel planning.

Venues & organisers grapple with accessibility, safety, personalisation, environmental impact & ROI through lack of visitor data.

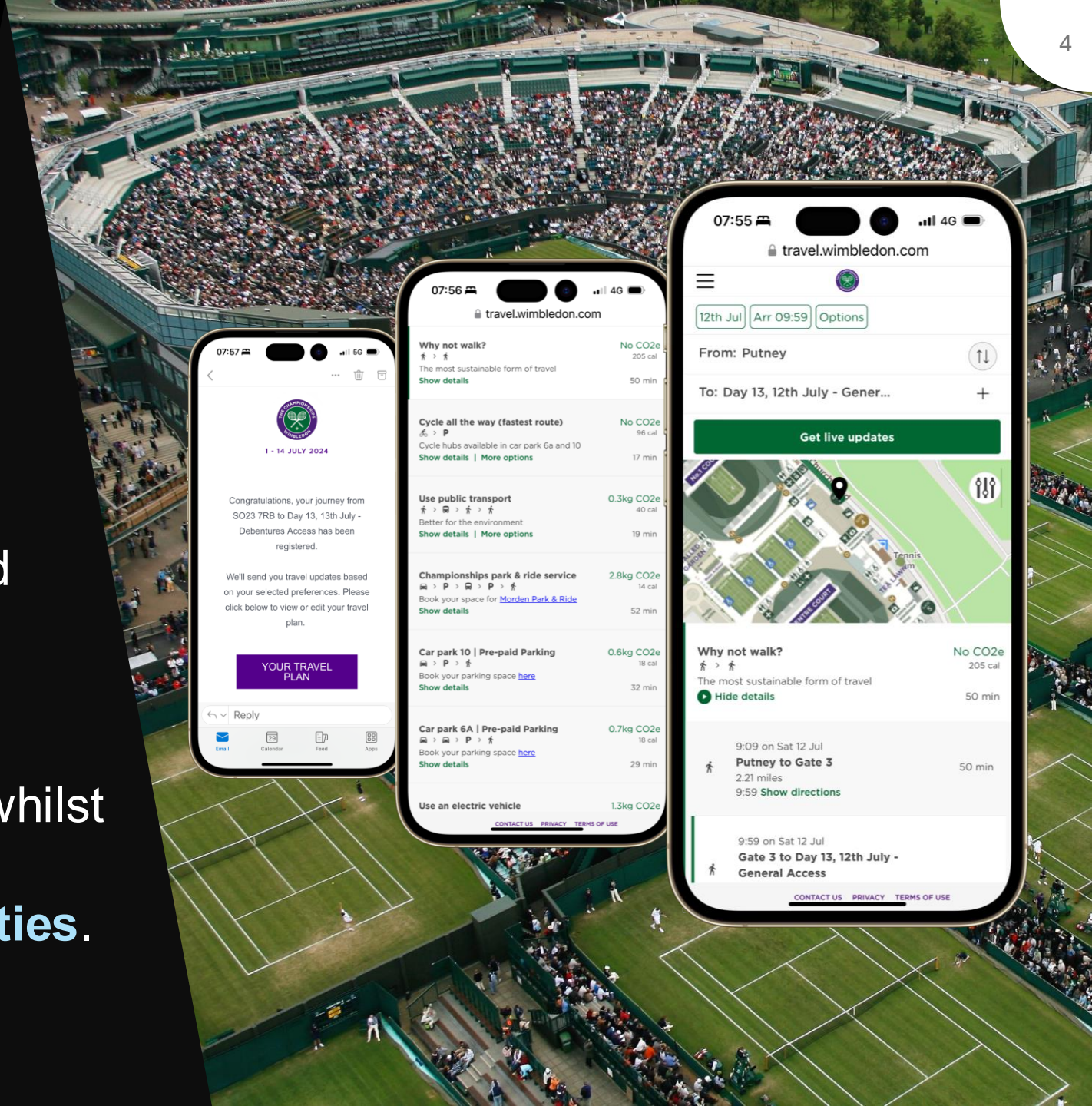
Disparate transport, event ticket & CRM systems block key insights.

# So, we've created a next generation 'travel assistant'

Over 20 million personalised  
low-carbon travel plans delivered  
via client websites, CRM & event  
registration platforms

Instilling confidence & assurance whilst  
reducing CO<sub>2</sub>e by ~30%\* and  
creating new revenue opportunities.

\* Est. based on event baseline of 50% of people driving X 40% mode shift to public transport.





# Delivering transformational engagement

By unifying transport and event systems, we enable data-driven operations that increase **profitability through optimised visitor flow**, while accelerating positive environmental impact 🟢



# AI Travel Marketplace

“A member with additional needs, keen to access the outdoor spaces of Compton Verney to improve her mental well-being, had an unsuccessful visit using a local bus.

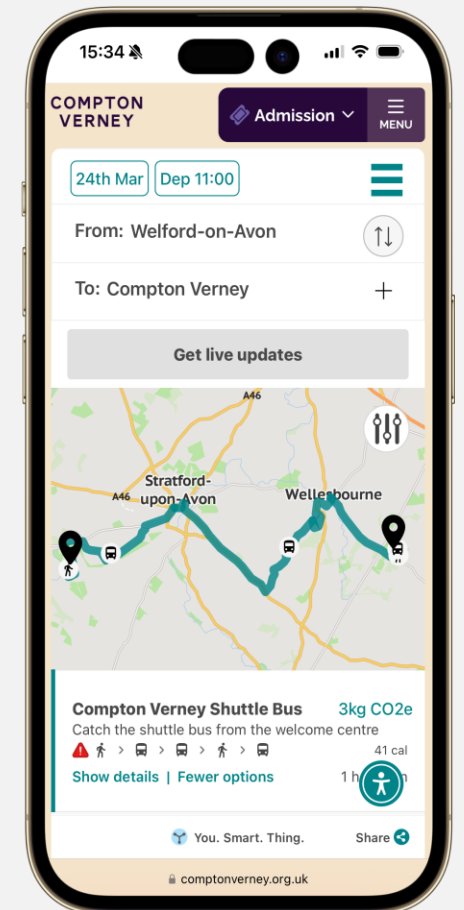
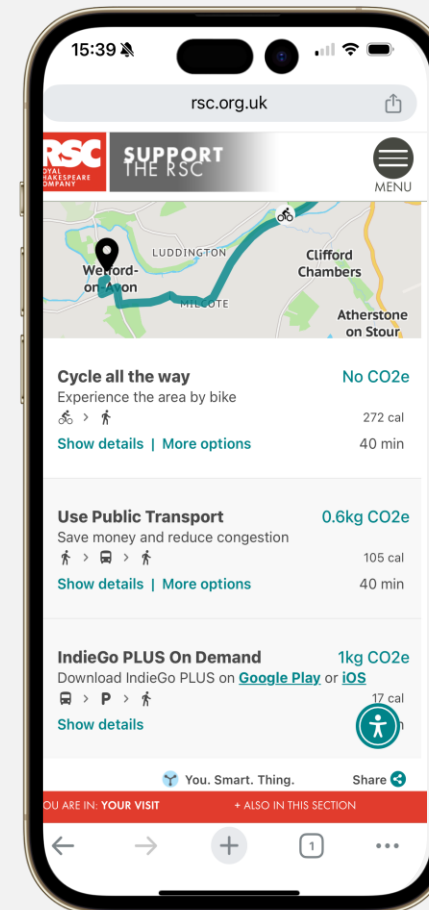
Signposted to Indigo PLUS DRT, she was able to book a journey with a pickup outside her house and arrange a swift return journey after a Team member contacted the service.

A positive conclusion to her visit.”

*Louise Sinclair*

*Head of Marketing, Compton Verney*

10,992  
Travel Plan Queries



# Impact

We've made your  
journey easier – find the  
best travel options to  
your appointment

CLICK HERE, or scan the  
QR code, to try our new  
Travel Assistant.

[https://travel.yousmarththing.com/warwick\\_hospital](https://travel.yousmarththing.com/warwick_hospital)



South Warwickshire  
University  
NHS Foundation Trust



Successfully deployed a proof of concept for an **NHS Trust**.

Effective integration with Liftango to promote the **Indigo PLUS DRT** service in South Warwickshire.

Identified opportunities to **enhance rural connectivity** using the Travel Assistant.

# Customer-Centric Delivery

Indigo PLUS

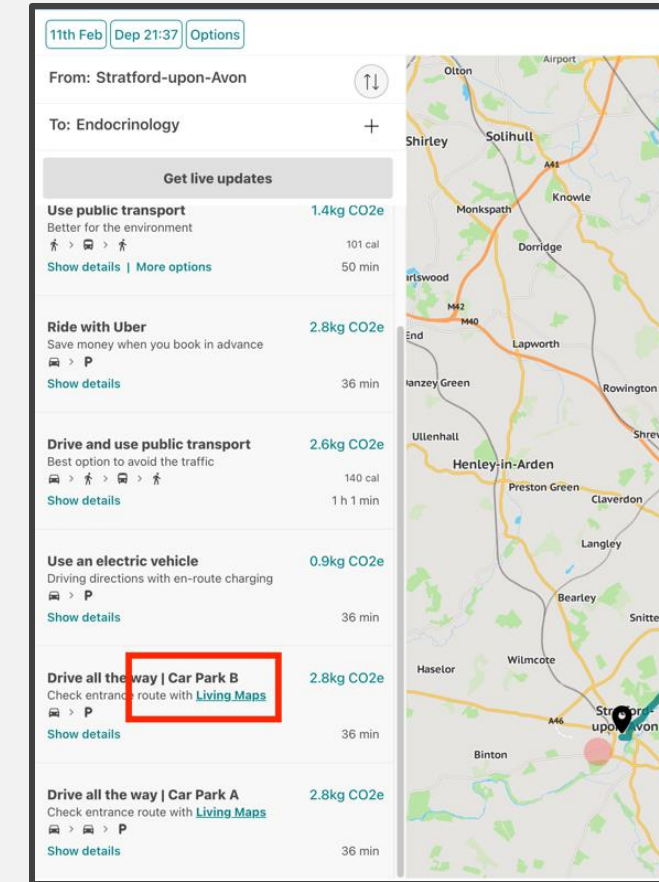
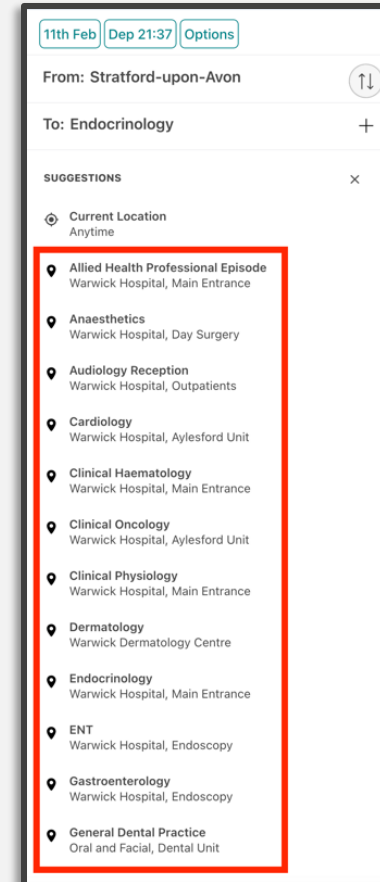
Demand Responsive Transport

Living Map

Campus Wayfinding

Drive Train Drive

Multi Modal Journey Types



# Next Steps

**Liftango**

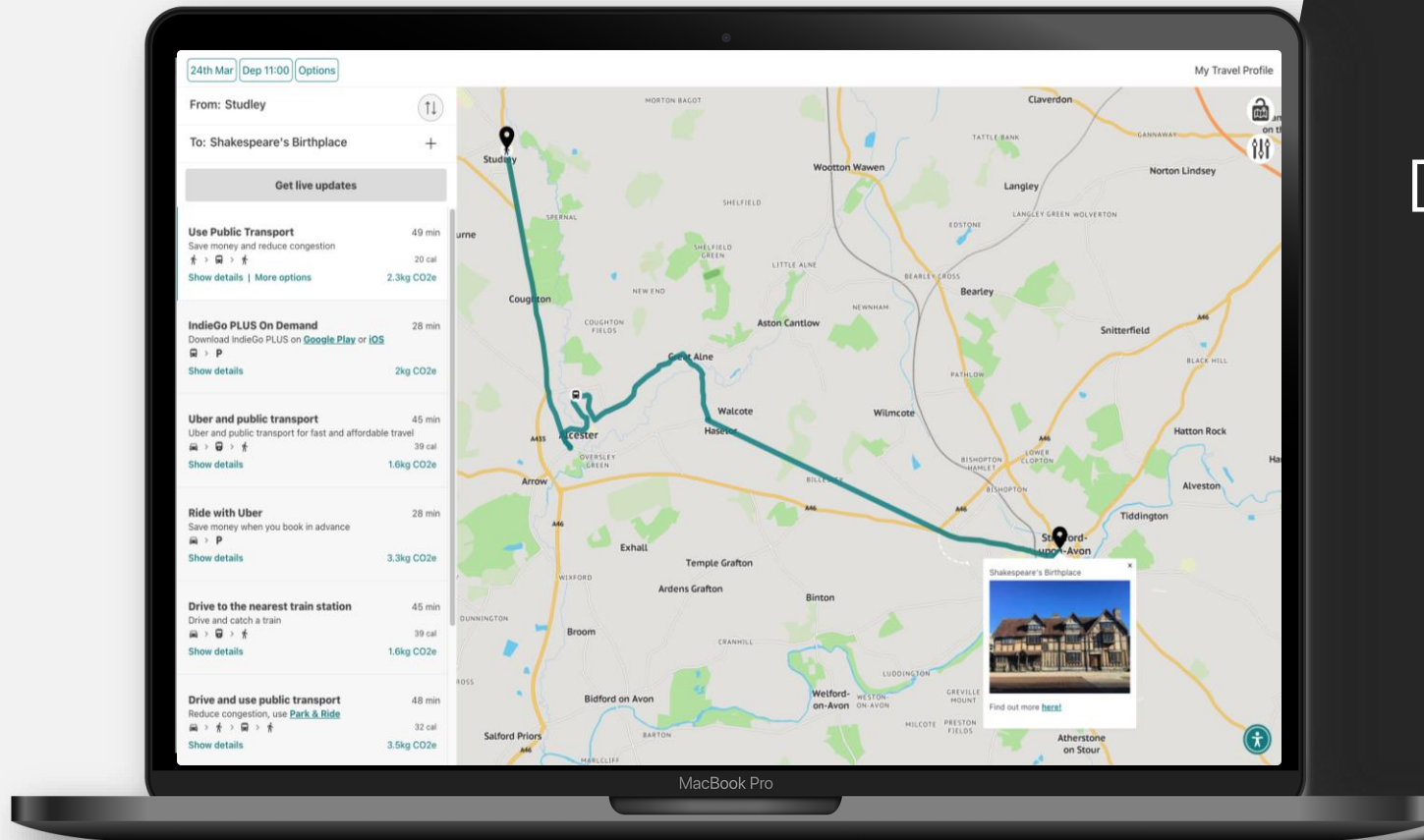
Demand Responsive Transport

**NHS Trusts**

Campus Wayfinding, ICB's,  
Appointment comms

**Smart Travel Partnerships**

UK wide roll out





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[yousmartthing.com](https://yousmartthing.com)