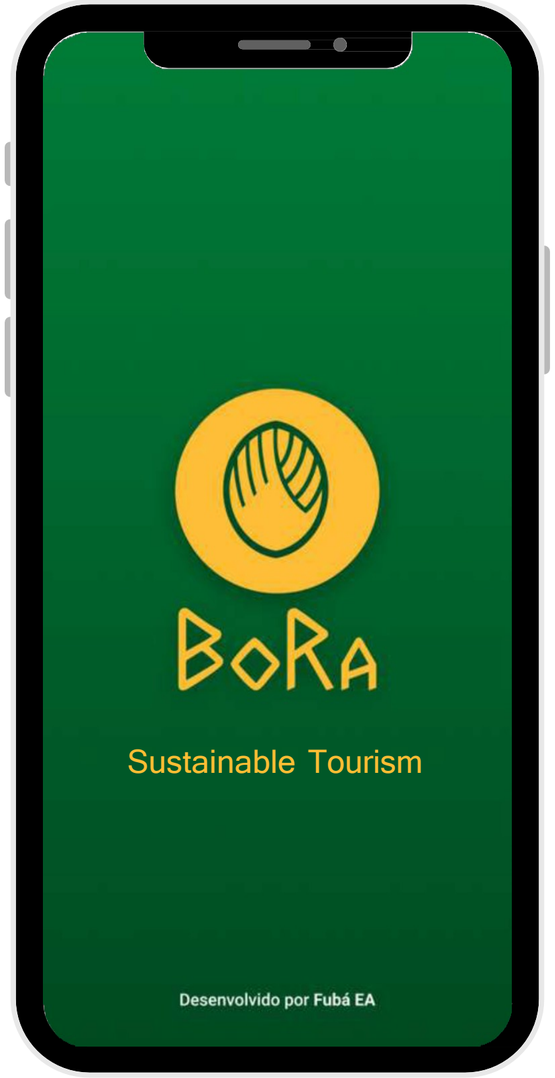


BoRa App: Transforming Visitor Experiences Through Inclusive Environmental Education

Dr. Mayla Valenti

Co-founder and CEO of
Fubá Environmental Education

Fubá
Environmental Education


Columbia

CONTEX

69%

of travellers actively seek more sustainable travel options

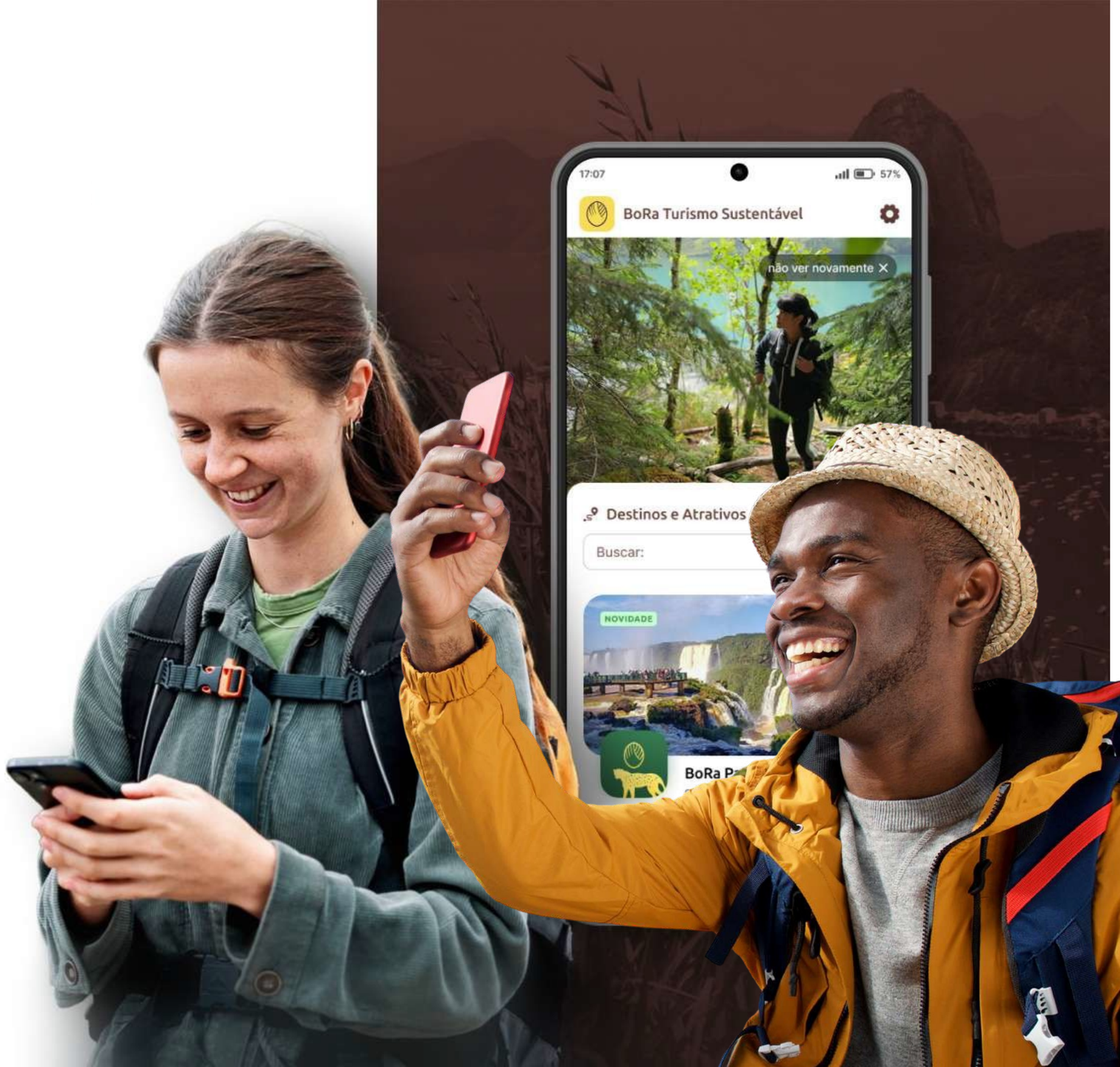
Source: World Travel and Tourism Council . A world in motion: shifting consumer travel trends in 2022 and beyond

Sustainable tourism grows rapidly, yet destinations and attractions often lack the tools to deliver educational, accessible, engaging, and locally connected experiences.

ENVIRONMENTAL EDUCATION + INNOVATION

BoRa

Sustainable Tourism



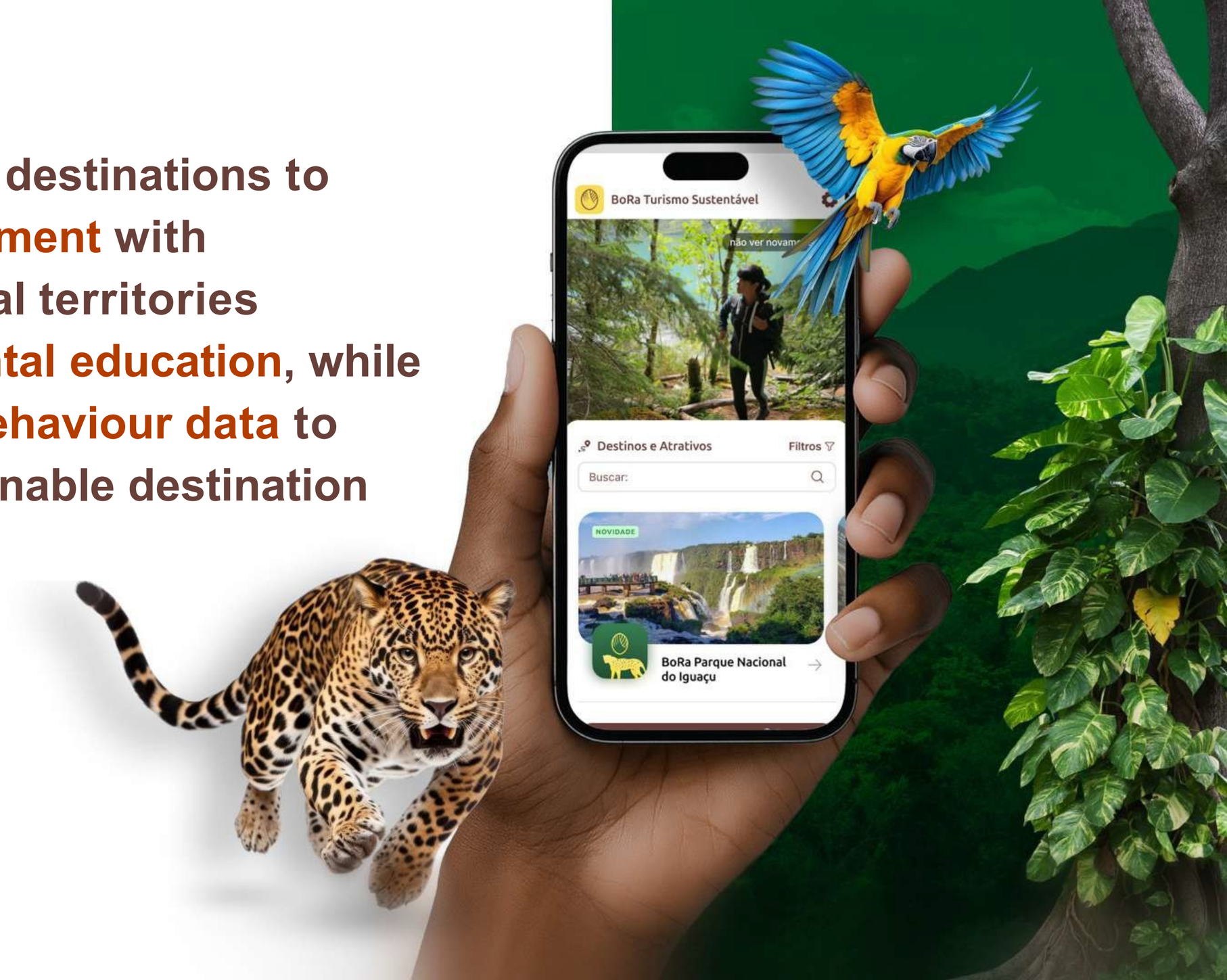
By

Fubá
Environmental Education

Supported by

FAPESP
FUNDAÇÃO DE AMPARO À PESQUISA DO ESTADO DE SÃO PAULO

The BoRa app helps destinations to **scale visitor engagement** with biodiversity and local territories through **environmental education**, while generating **visitor behaviour data** to support more sustainable destination management.



Desenvolvido por:

Fubá
Educação Ambiental

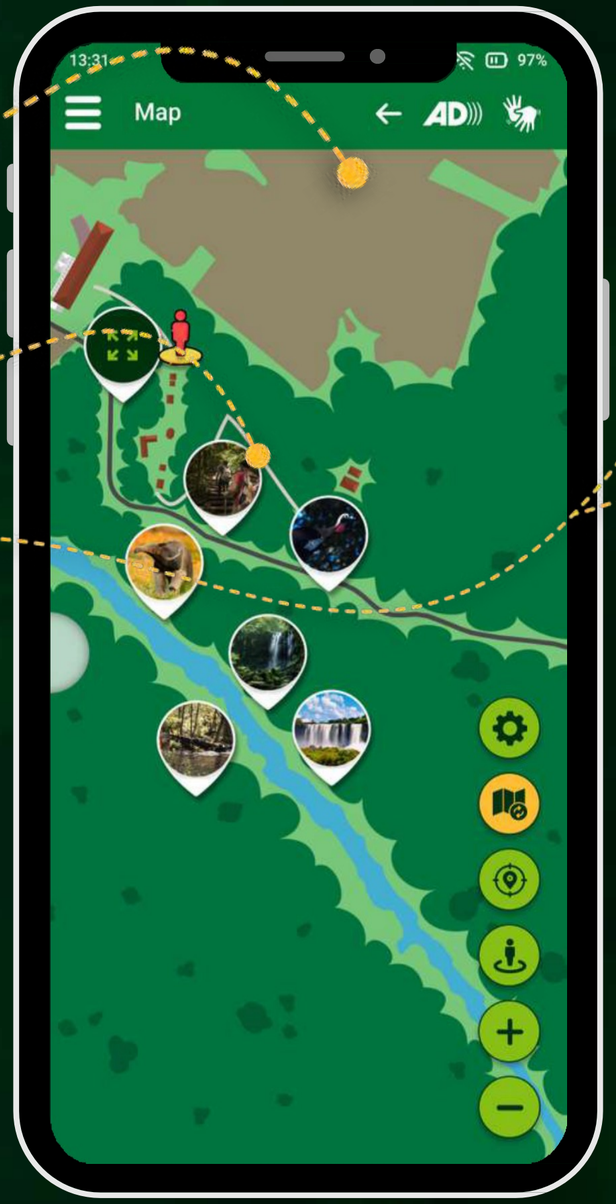
SOLUTION

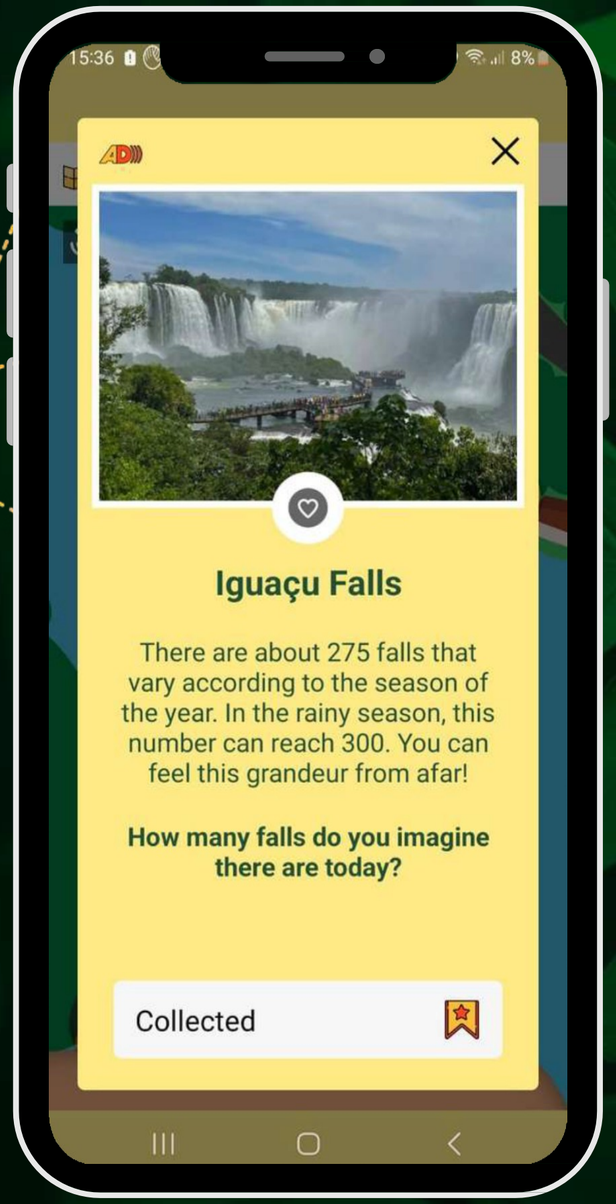
Interactive map with geolocalization

Personalised itineraries

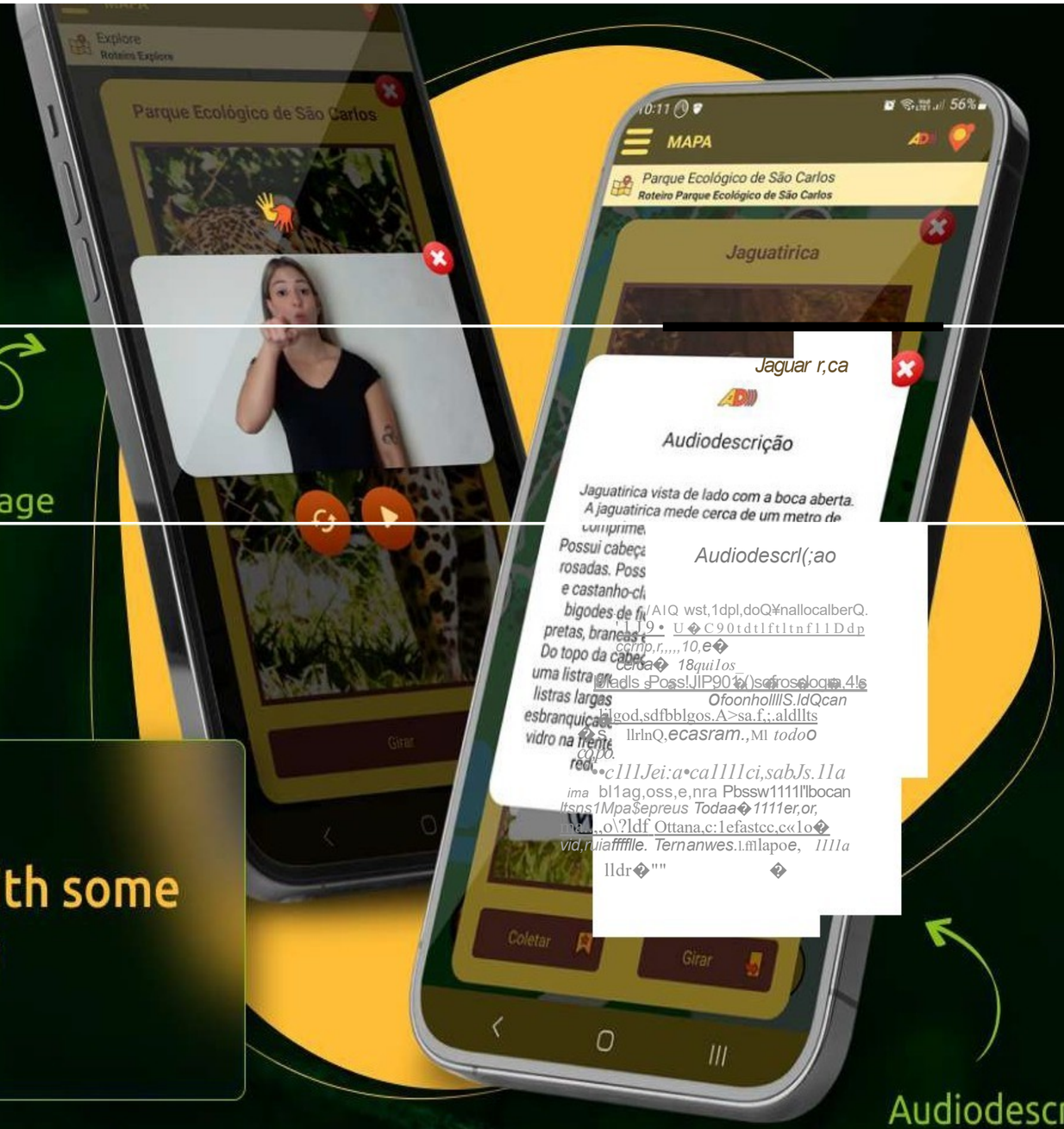
Gamified offline educational content

BoRa enables destinations to support larger numbers of visitors without compromising the quality of the experience.





ACCESSIBILITY



Sign language

Free access for tourists

1 billion people worldwide live with some form of disability

(Instituto Semeia, 2021)

Audiodescription

Data platform

While enhancing the visitor experience, BoRa can also track visitor behaviour and provide data through a dashboard that helps destinations and attractions make better decisions.



PARQUE NACIONAL DO IGUAÇU
ICMBio-MMA

Strategic Visitor Insights

Flow and carrying capacity

Cataratas Trail - 63%
Canafístula Trail - 10%

Digital itinerary connecting the trails

Visitor retention

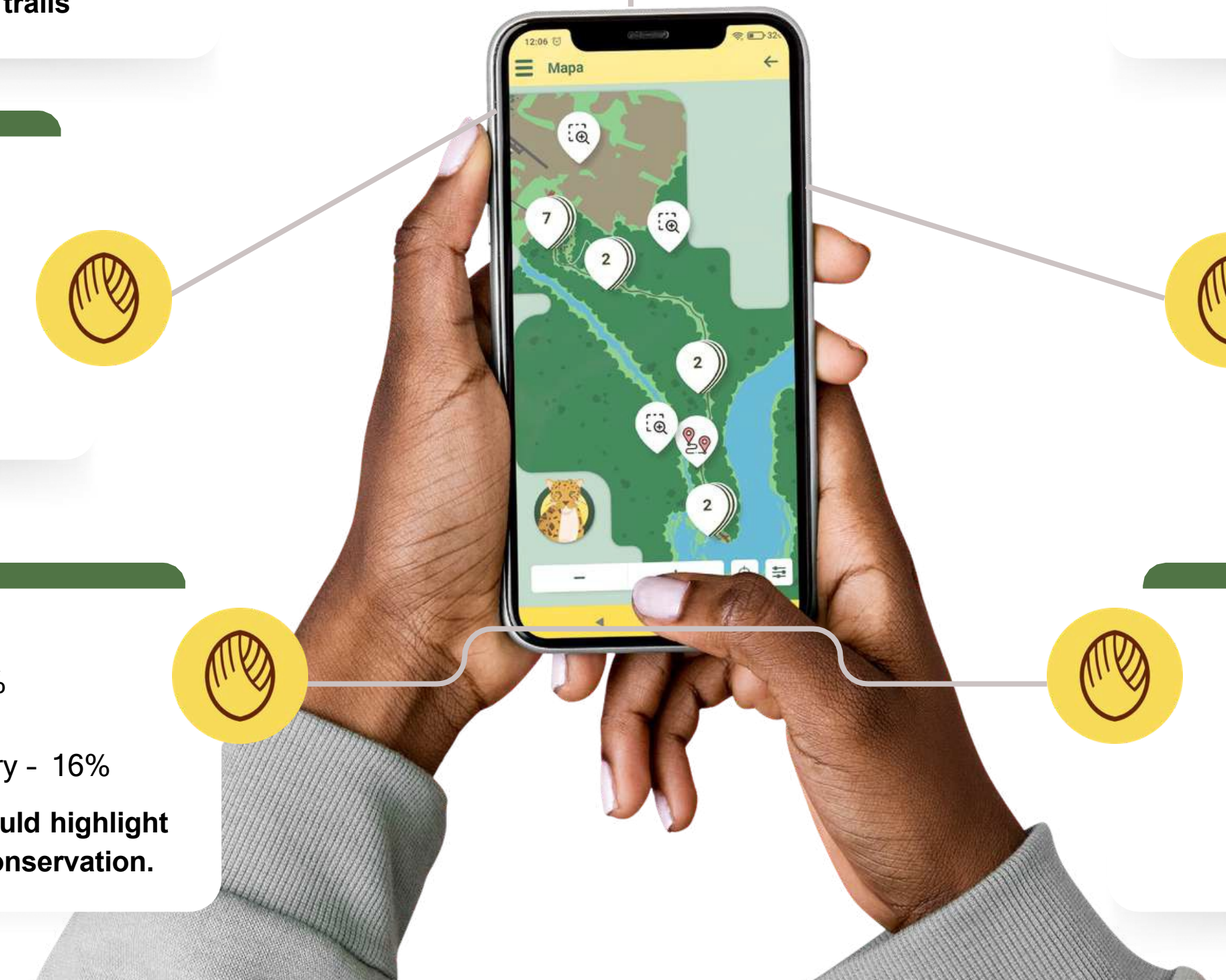
Over 60% repeat visitors

Untapped demand for new experiences

Itinerary Ratings

Average rating: 4.9/5

Low-Impact Products with High Perceived Value



Visitor Safety

“The Coatis on the Trail” was the most visited sight

Safe Wildlife Interaction

Visitor Interests

- Biodiversity - 45%
- Landscape - 38%
- Culture and History - 16%

Marketing should highlight wildlife and conservation.

Longer Visitor Stays

Birdwatching and Architecture itineraries rated 5/5

Niche visitor experiences increase ROI without physical infrastructure

Visitor Flow Management

BoRa showcases all the attractions within a destination and encourages visitors to explore lesser-known itineraries and visit during less crowded times.



New Itineraries Without Physical Infrastructure

BoRa creates **new visitor experiences** without the need for physical infrastructure.

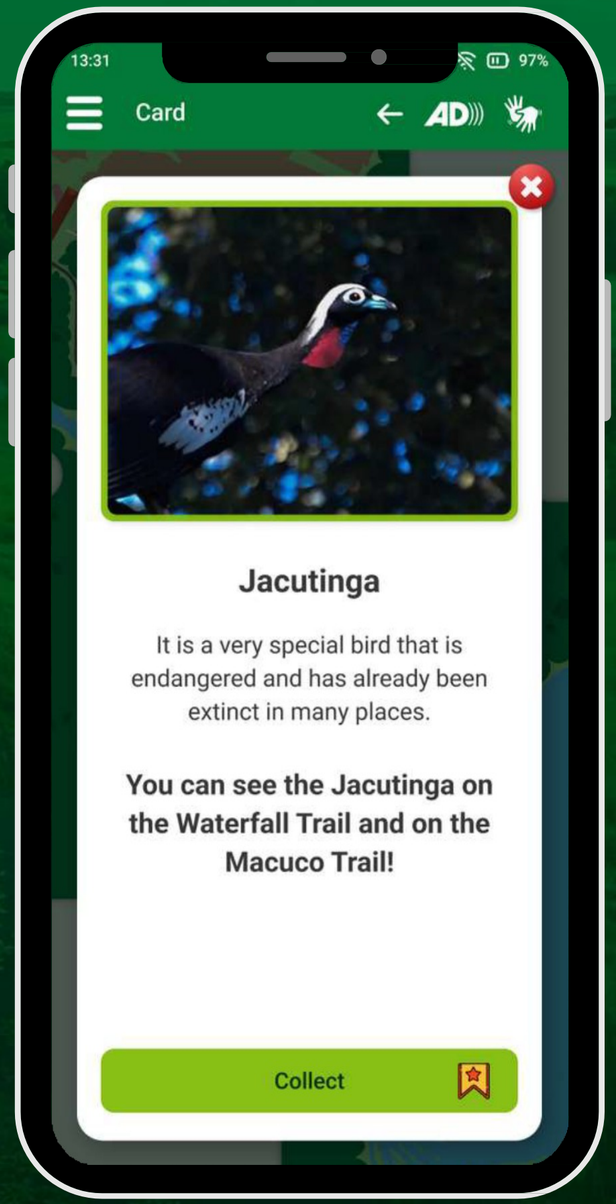
It builds on **existing points of interest** to offer new itineraries for visitors.

It also **reduces the need for signage and printed maps**, which quickly deteriorate and become outdated, helping destinations save both natural and financial resources.



BoRa

- Protected
- Areas Zoos
- Museums
- Cities



POSITIVE IMPACT



10

Cities and visitor attractions

49

Accessible educational itineraries

42

Local businesses featured in the app



54k+

Downloads

56

Countries represented among users

Brazil and Portugal



TEAM



Dra. Mayla Valenti
CEO



Dra. Ariane Di Tullio
CFO



Dra. Andréia Nasser
Projects



Dra. Flávia Thiemann
P&D



Leonardo Roese
CTO



Daniel Marchiori
Designer



Bruna Patrizzi
Marketing and Sales

+

Specialists in environmental education, accessibility, audiovisual production, and sales

ACHIEVEMENTS & PARTNERSHIPS



#WeArePlay

g.co/play/weareplay

Ariane, Flávia, Andréia & Mayla

FUBÁ EDUCAÇÃO AMBIENTAL

SÃO CARLOS, BRAZIL

Google Play



itaipu parquetec

sanca hub

turis tech hub

empresa filha UFSCar

FAPESP

Aceleração Embratur LAB

startup FIEMS SESI

GRANDE RESERVA MATA ATLÂNTICA

São Paulo - Paraná - Santa Catarina

NEST Tourism Innovation Center Portugal

AI

Audio description

Multilingual content

Data insights



Environmental education
links people, nature, culture, and history to drive real change

BoRa



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Sustainable Tourism

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