

TOURISM INSIGHT



WE KNOW THE CHALLENGES

Accommodation companies' and tourism destinations' managers are facing big challenges to improve their competitiveness in an evolving and highly demanding environment.

1

Attract new and higher value tourists through new channels

2

Understand the behaviour and preferences of each origin market

3

Segment offer and communication more accurately

4

Identify new niches and business opportunities

5

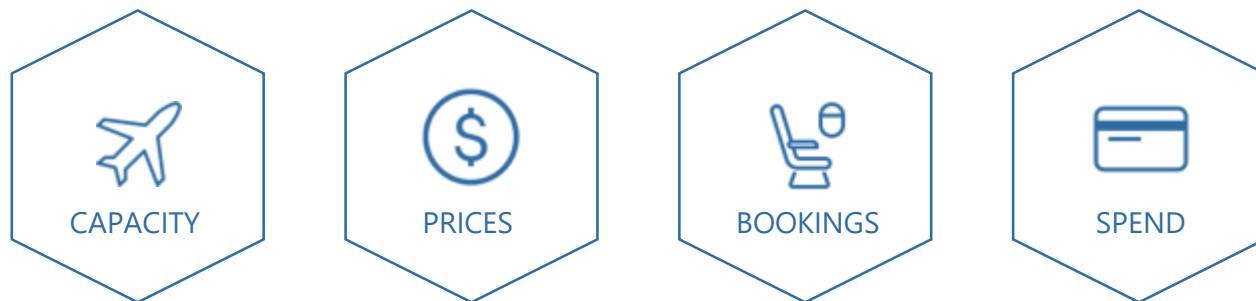
Make investments **profitable**



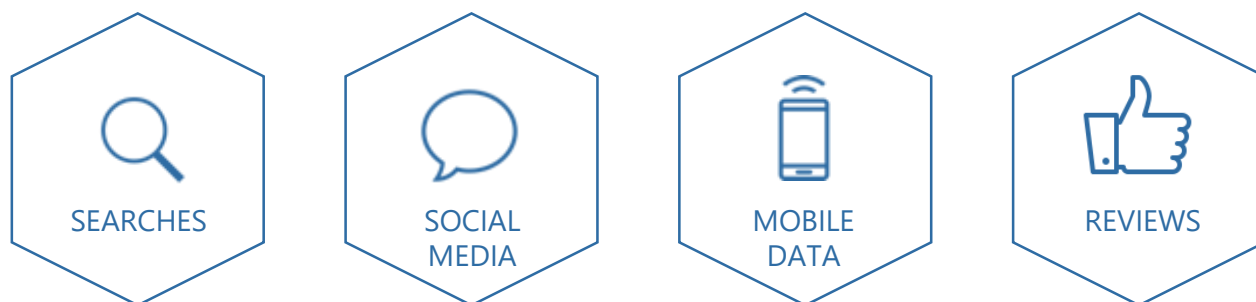
MAKE KNOWLEDGE-BASED DECISIONS

Complement the static and limited traditional methods of data compilation (surveys, historical statistics, etc.) with updated, representative and accurate information. There is an immense ocean of data with a lot to say about the market, we help you to transform it into knowledge.





Transactional data



Behavioural data

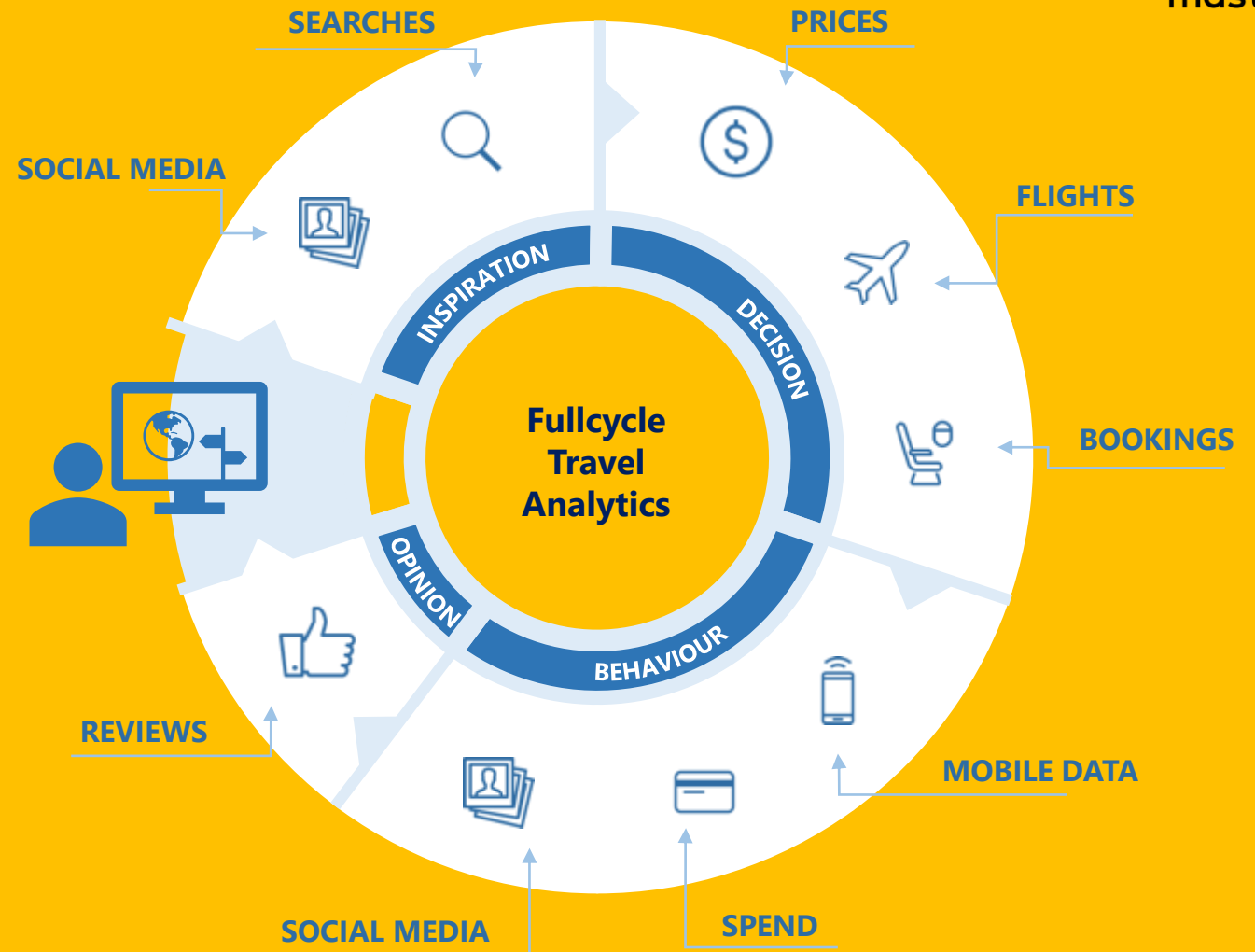
BIG DATA FOR TOURISM INTELLIGENCE

Mabrian® has developed a Business Intelligence platform focused exclusively on the tourism sector. It simultaneously combines several information sources to perform a multivariable analysis.

THE COMPLETE TRAVEL CYCLE

We observe and record visitors' behaviour in all their decision phases.

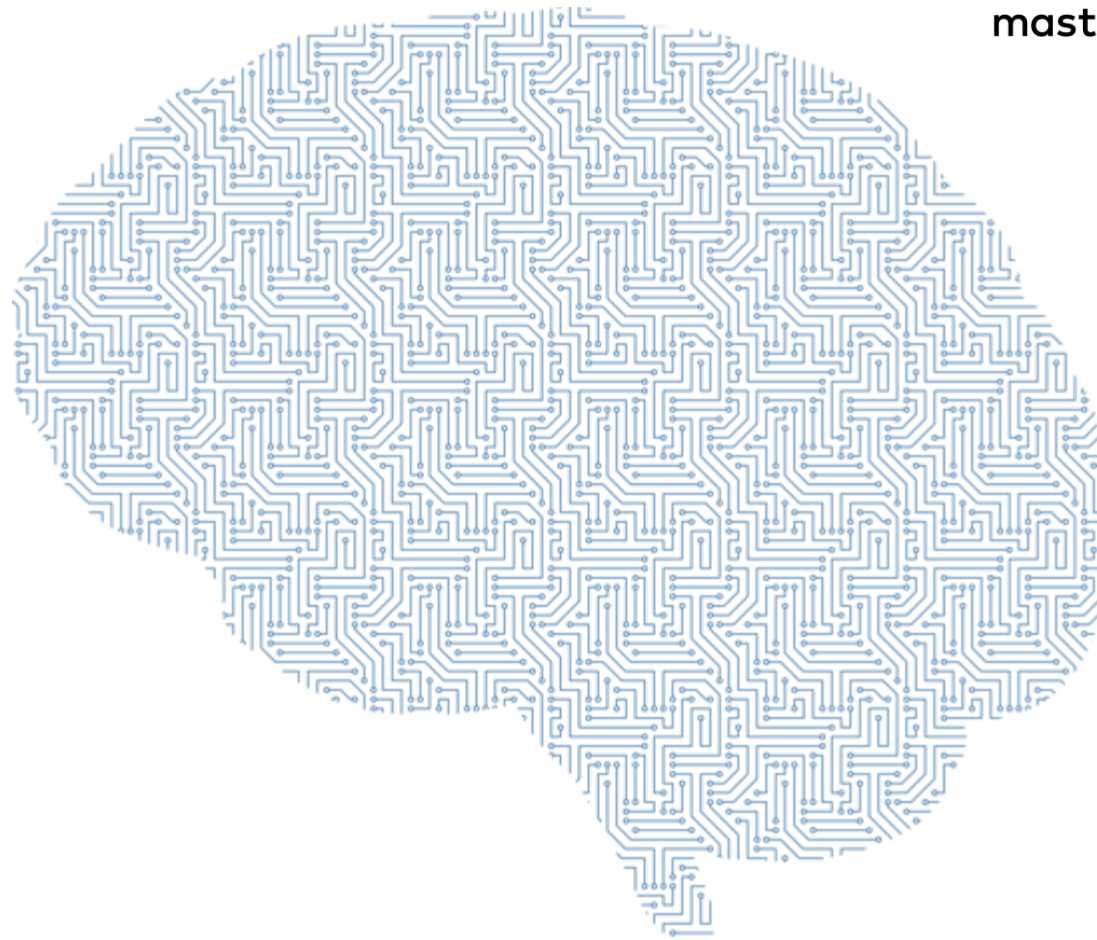
From the inspirational moment of the trip, through flight searches and price comparison, flight bookings, all the way to behaviour and spend patterns at destination.



IT'S NOT MAGIC, IT'S ARTIFICIAL INTELLIGENCE

Artificial Intelligence and Machine Learning applied to tourist Big Data, allow our algorithms to understand and predict behaviour patterns on a global scale. Natural Language Processing techniques (NLP) extract the perceptions and sentiment of the comments expressed on Social Media.

This process transforms the collected data in useful knowledge for decision making. Our algorithms have been recognised by the Centre for Technological and Industrial Development (CDTI) of the Economy, Industry and Competitiveness Ministry of the Spanish government.



MAKING IT USEFUL

Our efforts are focused on offering actionable knowledge, with clear practical utility. Here are some of the topics that we can help you address.



Which **products and tourist attractions** generate more interest?



How **satisfied** are visitors with the destination (in general, with tourist products and with hotel services)?



What are the visitors' **security and climate** perception?



How **many visitors** does my destination really have? Do they stay overnight?



Where do visitors **go and congregate**?



How and what do **visitors spend money** on at destination?



What is my airport's **total connectivity** and evolution?



How and when are tourists **searching for flights** to my destination? Is there an increase in demand? Where?



How and when are visitors booking flights? Calculate the **"Window of Opportunity"**.



Micro-segment and measure all this information by origin markets (country and region), time of year, age, gender, etc.



What **flight and hotel prices** are on offer for my destination?



Compare indicators with your **competitors**.



Integrate **your own data sources** (surveys and statistics).



MAKING IT EASY

Easy and user-friendly cloud environment.

Predictive alerts and warnings for deviation of main KPIs.

Customisable **periodic reports** and concrete studies with close support from our analysts.

Downloadable tables and graphs in multiple formats for ease of operational use.

Application Programming Interface (API) integrations to enable information exchange.



THE IMPORTANCE OF OUR SOURCES

Reliability, representativeness and regulatory compliance are key points for us. Mastercard's and Mabrian's algorithms offer a confidence level above 95%. Our company only works with reliable data providers, ensuring the strict compliance of Personal Data Protection regulations.

WE ARE NOT ALONE

Important clients and international reference partners have trusted our solution. Our platform has been recognised as the best tool for Marketing Promotion in the Smart Destination Awards edition of Fitur Madrid 2018.

