

Tourism Insights Platform: Case studies Traveler Spending Patterns: Benchmark Strategies for Increasing Spend

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- Climate and security index sensitivity by origin market (how long it takes to recover)
- Client profiling by mixing behavior, bookings and spend patterns
- Identify those sub origins less sensitive to climate and security issues (by state)
- Link between markets-regions-products and venues to build meaningful campaigns.

Bahamas Mentions

2019

JANUARY

AUGUST

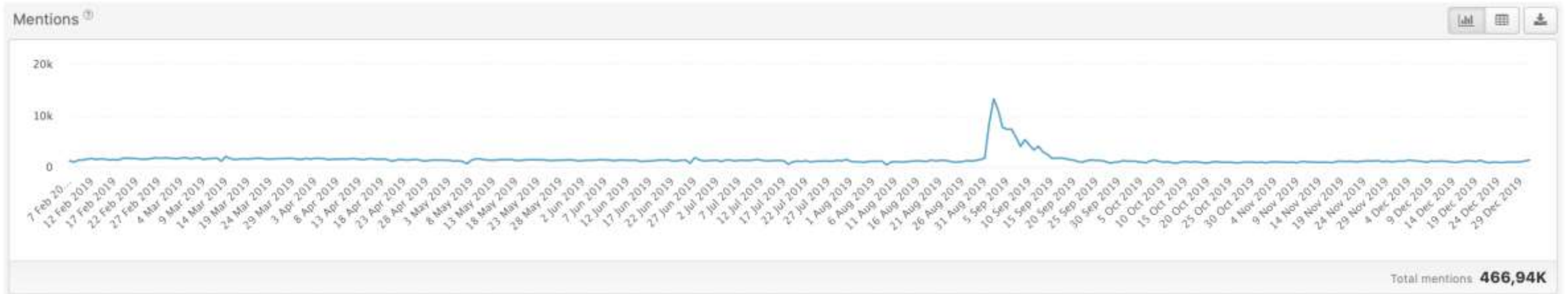
SEPTEMBER

DECEMBER



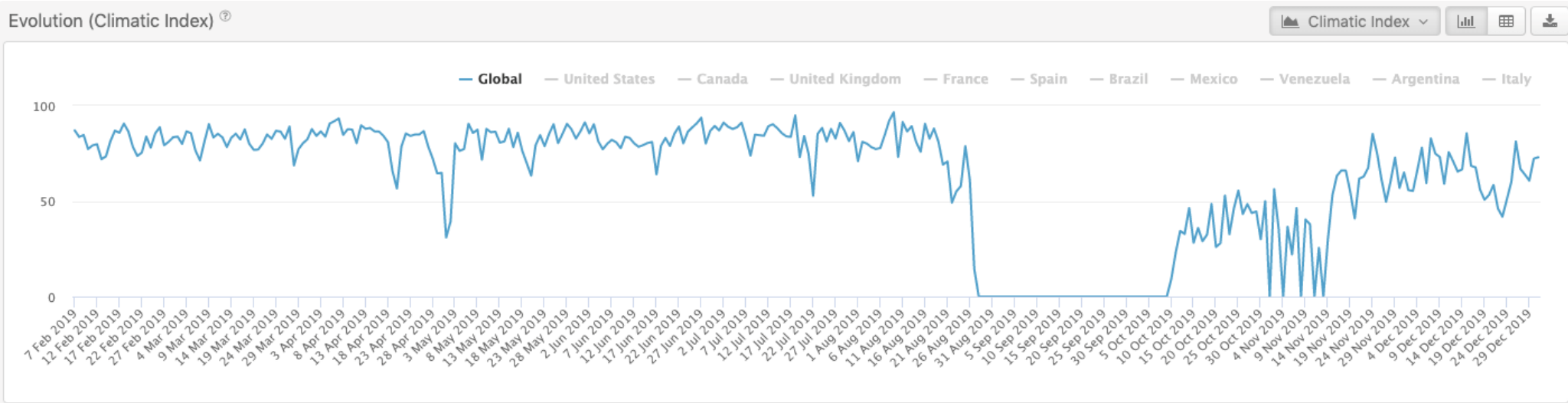
Dorian Hurricane
August 24th
September 10th

Mentions Evolution



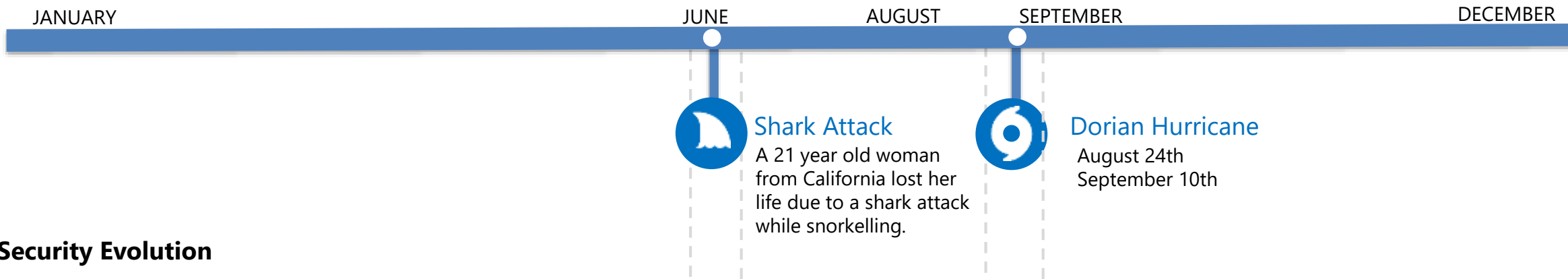
Bahamas Perceived Climate Index

2019 Global Evolution of Climate Index



Bahamas Perceived Security Index

2019 Evolution of Security Index



Security Evolution



Bahamas Bookings

Travel Date: August to December 2019

Bookings (Before Dorian) (Booking Dates 1st to 15th August)

Last update: 31 Des 2019

YOY enabled

Travel Date 1 Aug 2019 – 31 Dec 2019



▲ 8.54 %



TOTAL PASSENGERS [Ⓜ]
24,27K
 + 8.54% from previous year



STAY DURATION [Ⓜ]
7,2 days
 + 1.41% from previous year



ADVANCE PURCHASE [Ⓜ]
35 days
 + 7.35% from previous year



Bookings (After Dorian) (Booking Dates 15th to 31st August)

Last update: 31 Des 2019

YOY enabled


Travel Date 1 Aug 2019 – 31 Dec 2019



▼ 2.57 %



TOTAL PASSENGERS [Ⓜ]
22,56K
 - 2.57% from previous year



STAY DURATION [Ⓜ]
7,5 days
 + 7.14% from previous year

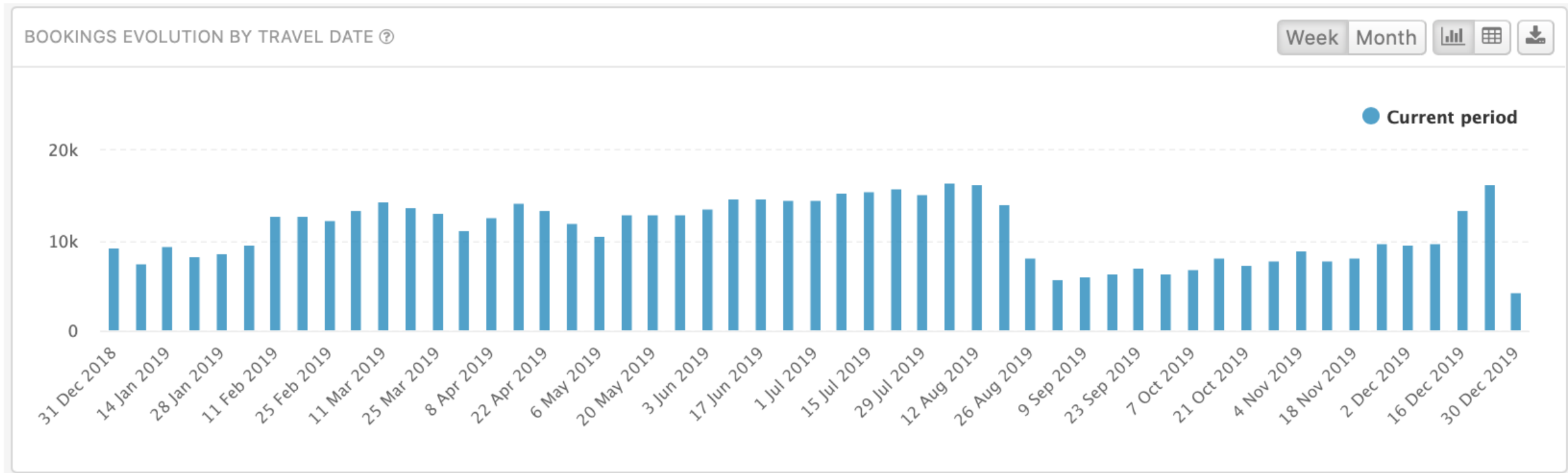


ADVANCE PURCHASE [Ⓜ]
36,7 days
 + 8.90% from previous year



Bahamas Bookings

Bookings Evolution by Travel Date



Bahamas Flights

Capacity Growth

2019



2020



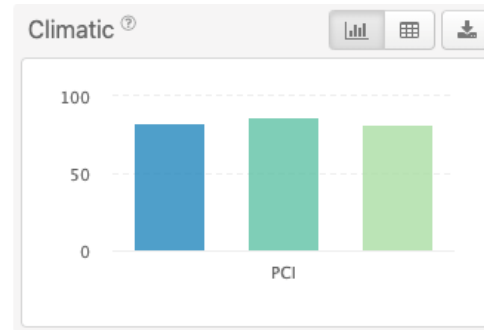
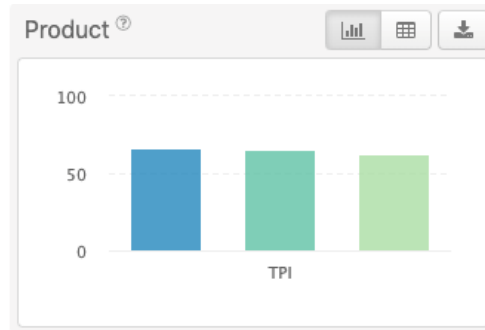
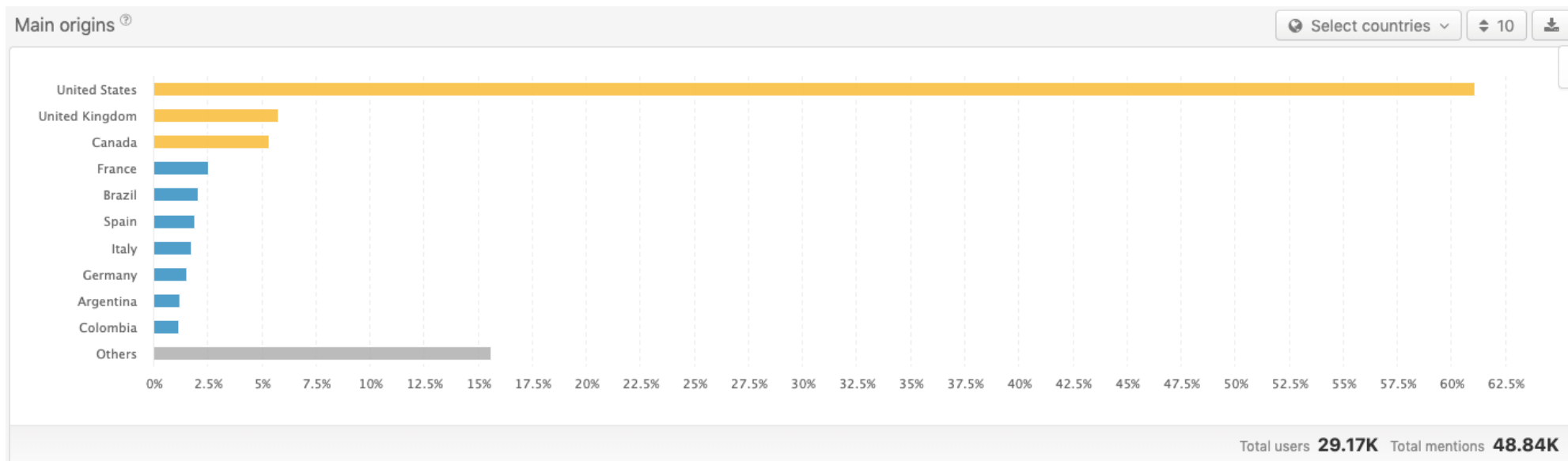
Main Origins

	Total	%Total	%YOY
United States	2,22M	60,8%	+14,18% ↗
Bahamas	1,06M	28,88%	-11,89% ↘
Canada	157,78K	4,31%	+13,73% ↗
Cayman Islands	55,78K	1,53%	+1,35% ↗
United Kingdom	55,27K	1,51%	+0,43% ↗
Jamaica	26,15K	0,72%	+8,32% ↗
Cuba	19,05K	0,52%	+8,97% ↗
Turks and Caicos Islands	17,84K	0,49%	-0,59% ↘
Panama	17,15K	0,47%	-7,2% ↘

	Total	%Total	%YOY
United States	2,17M	61,79%	-1,91% ↘
Bahamas	945,44K	26,87%	-18,34% ↘
Canada	162,27K	4,61%	+3,13% ↗
United Kingdom	62,48K	1,78%	+13,04% ↗
Cayman Islands	62,48K	1,78%	+12,01% ↗
Jamaica	26,21K	0,74%	+0,86% ↗
Cuba	19,94K	0,57%	+4,69% ↗
Turks and Caicos Islands	17,5K	0,5%	-1,72% ↘
Panama	16,95K	0,48%	-1,17% ↘

Bahamas (social networks)

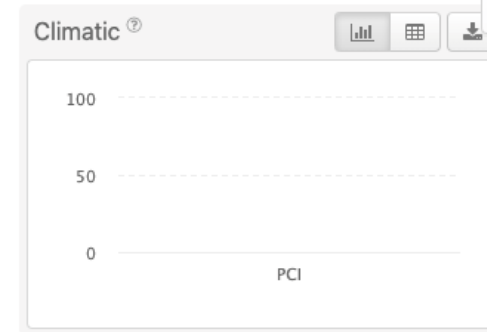
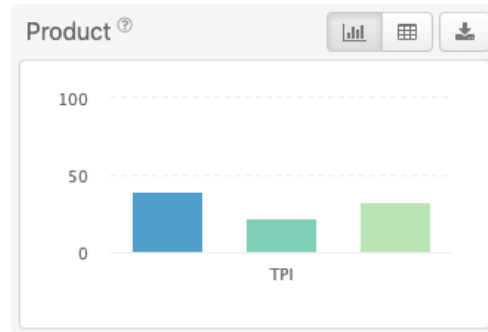
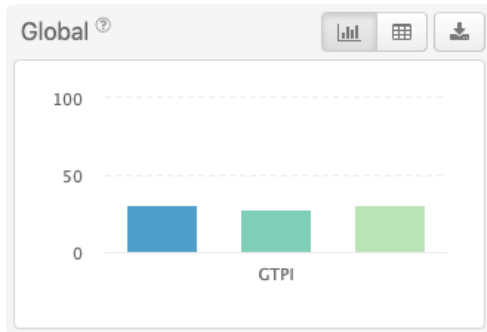
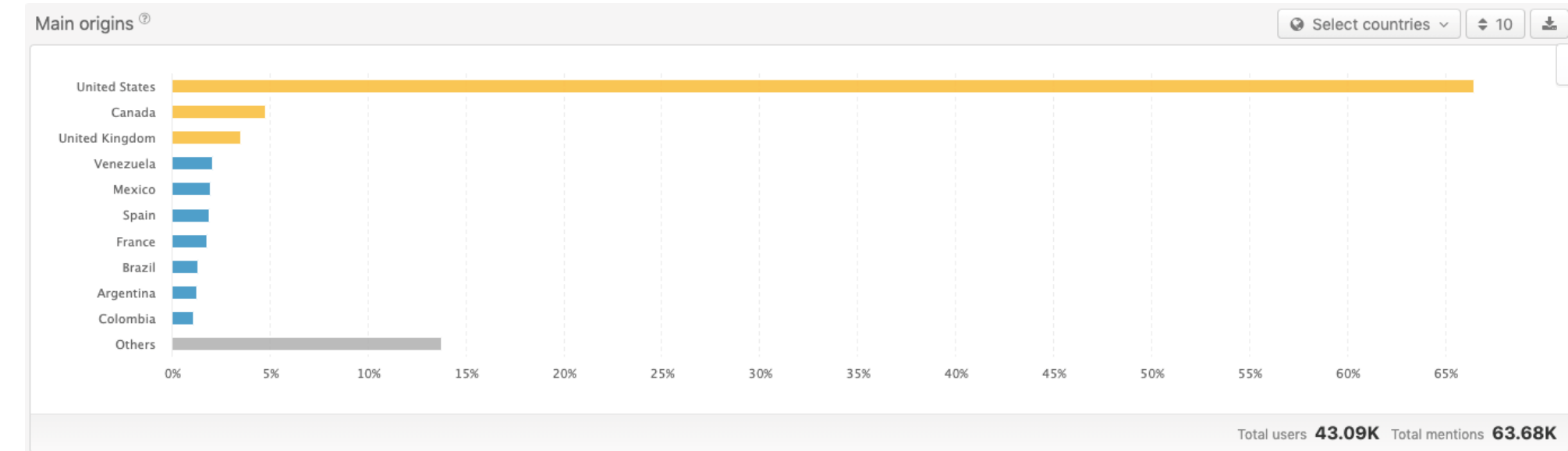
2019 Before Dorian Hurricane (Top 3 Origins)



United States, United Kingdom, Canada

Bahamas (social networks)

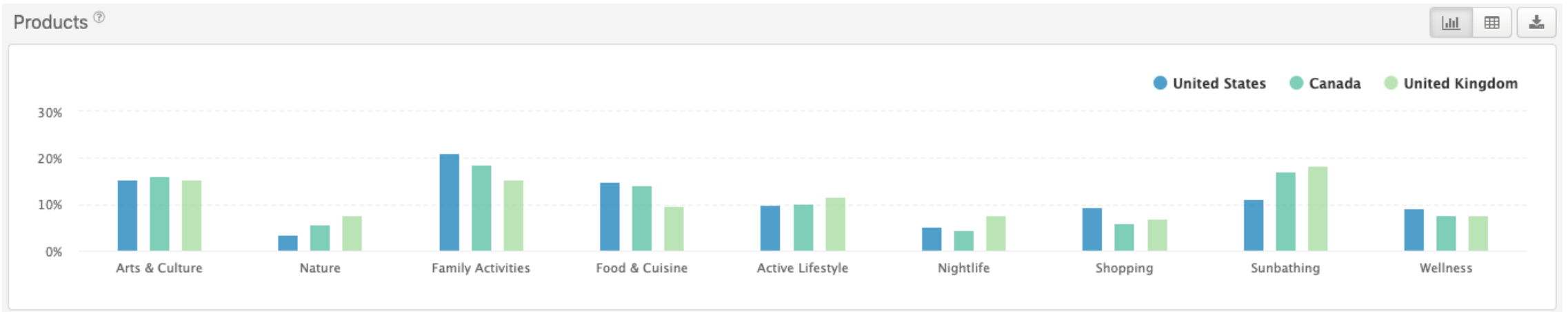
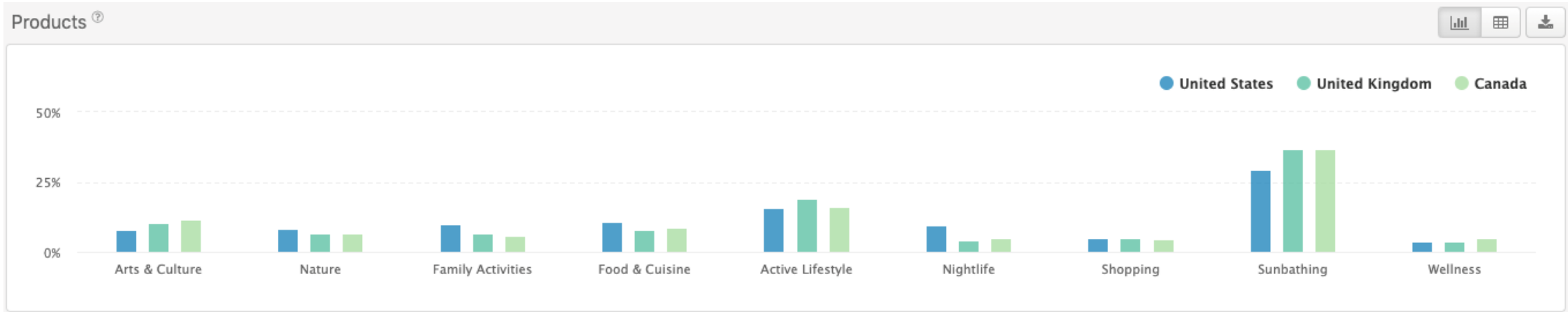
2019 After Dorian Hurricane (Top 3 Origins)



United States, Canada, United Kingdom

Bahamas (social networks)

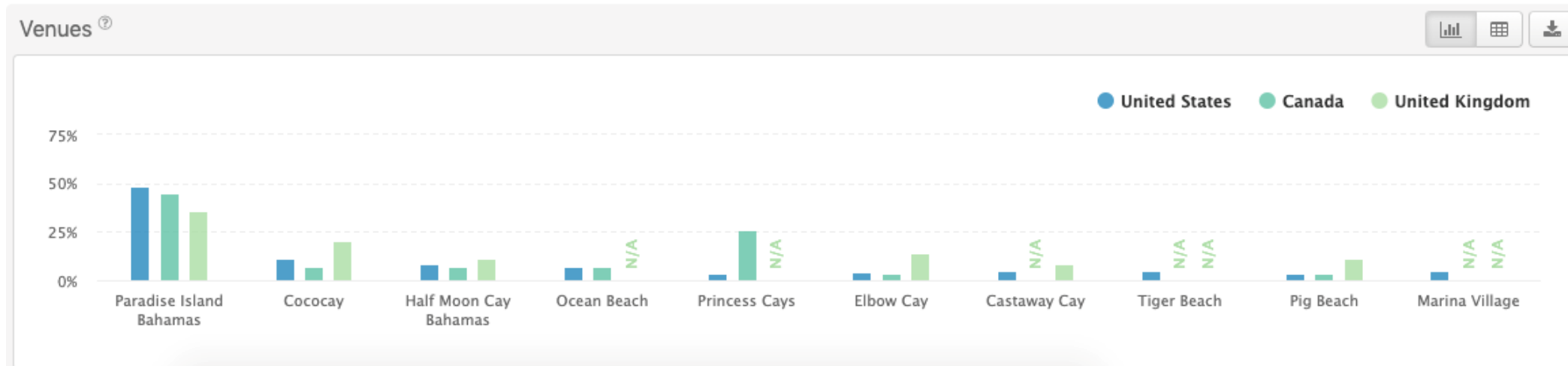
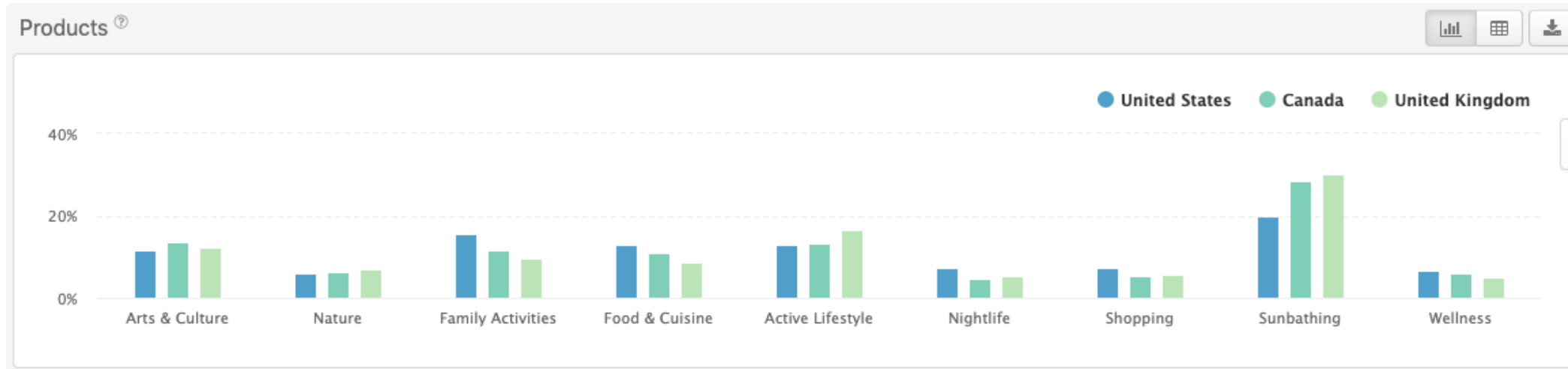
2019 Product interest Before/After Dorian Hurricane (Top 3 Origins)



United States, Canada, United Kingdom

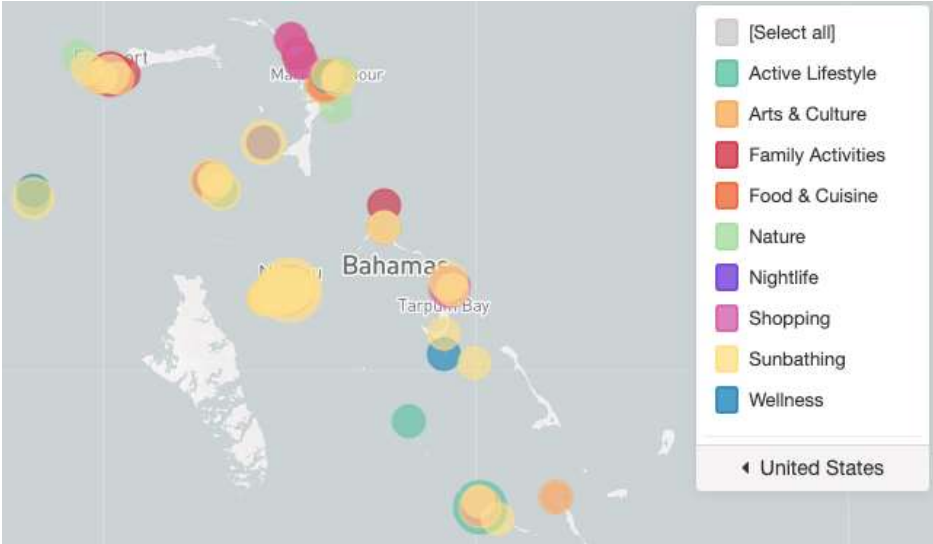
Bahamas (social networks)

2019 Product and Attractions interest (Top 3 Origins)

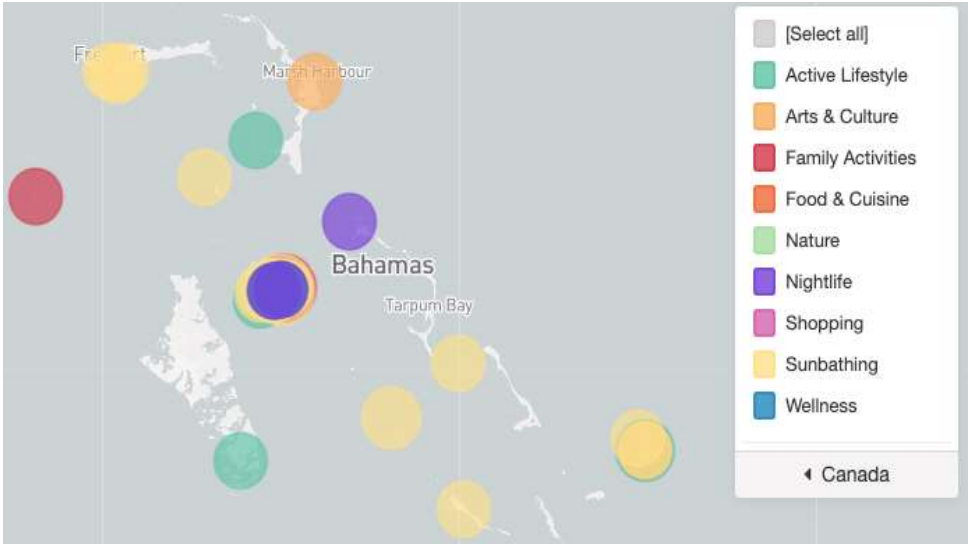


Bahamas (social networks)

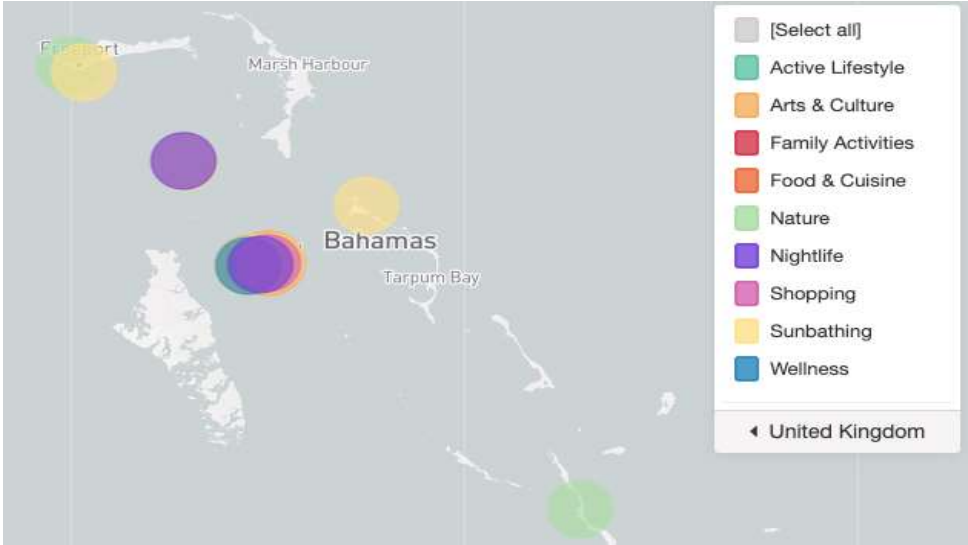
2019 Product interest by geolocation



United States



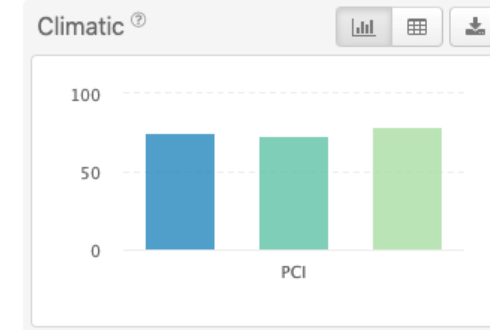
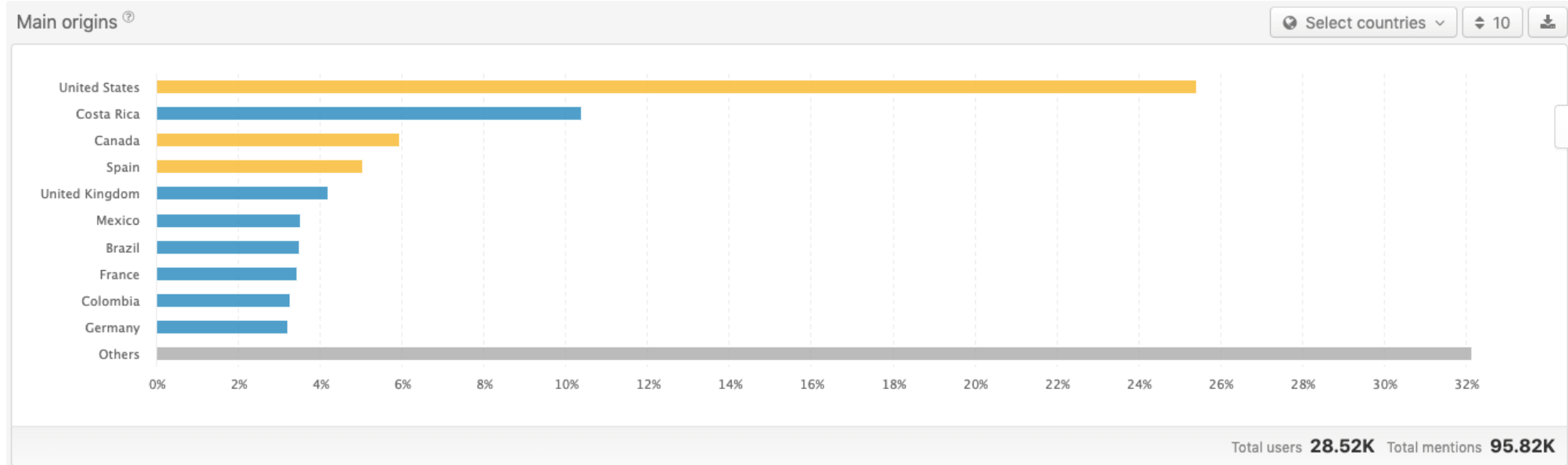
Canada



United Kingdom

Costa Rica (social networks)

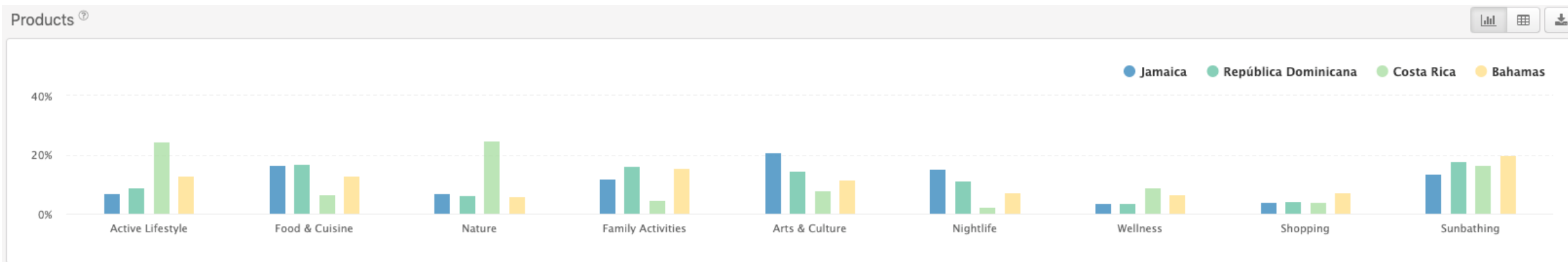
2019 (Top 3 Origins - excluding domestic tourists)



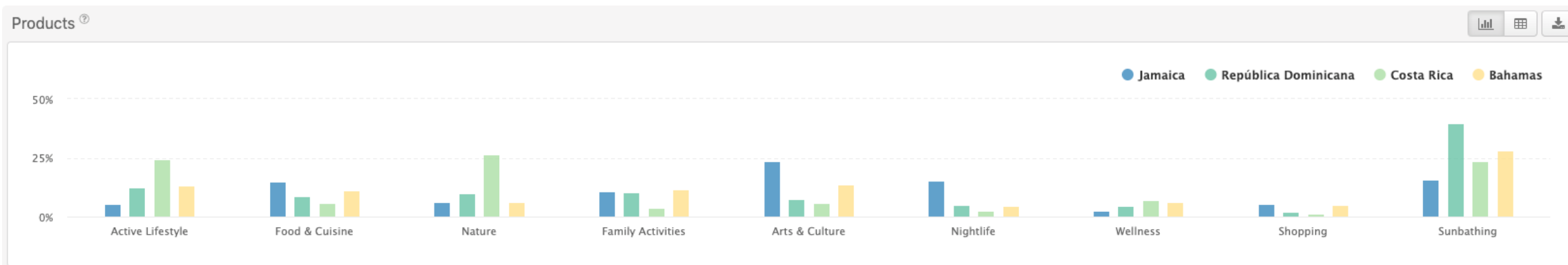
United States, Canada, Spain

A Competitive Analysis: Bahamas vs JAM,DR,CR

2019 Product interest per origin based on social networks



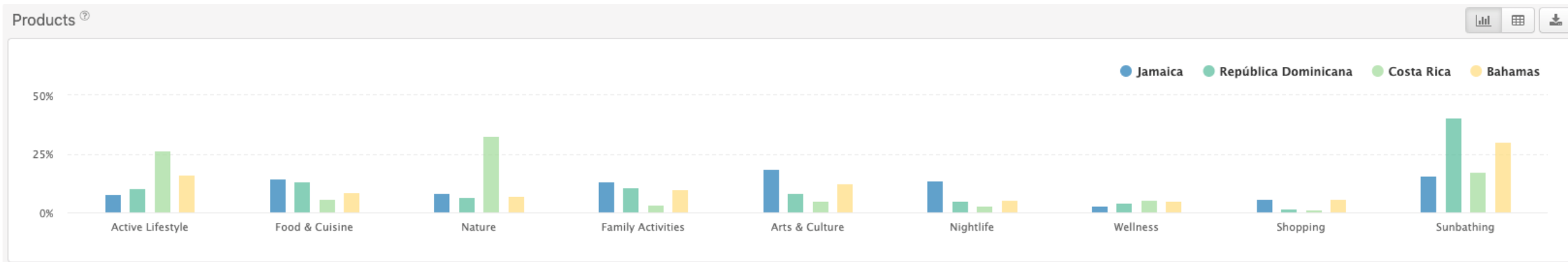
Origin:
United States



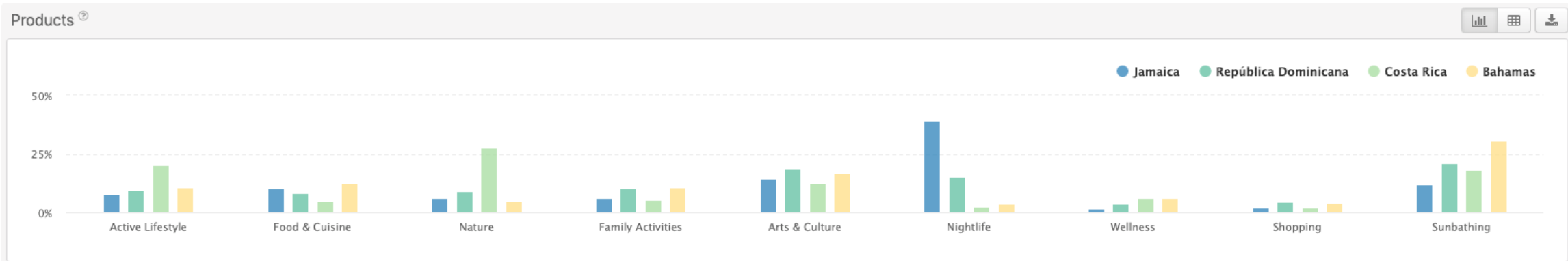
Origin:
Canada

A Competitive Analysis: Bahamas vs JAM,DR,CR

2019 Product interest per origin based on social networks



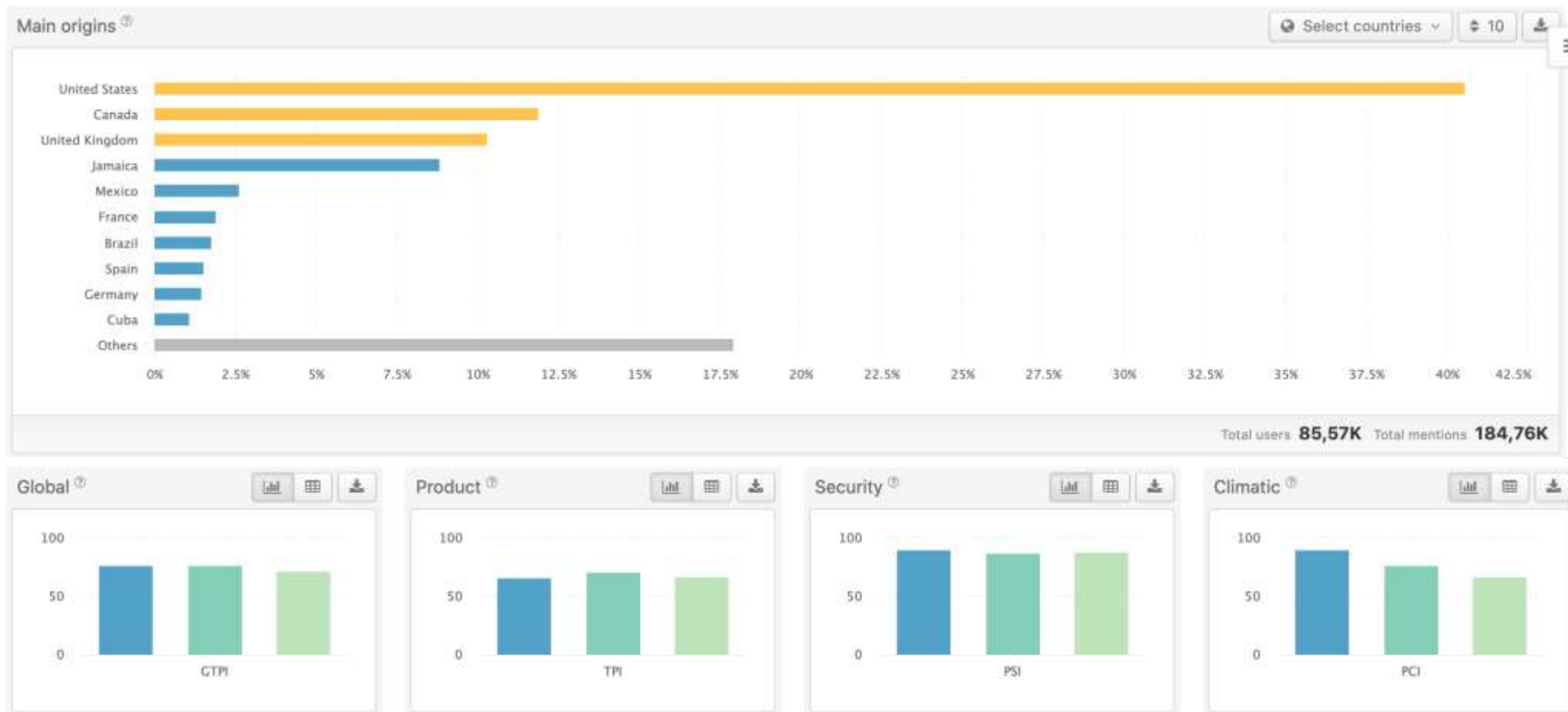
**Origin:
United
Kingdom**



**Origin:
Spain**

Jamaica (social networks)

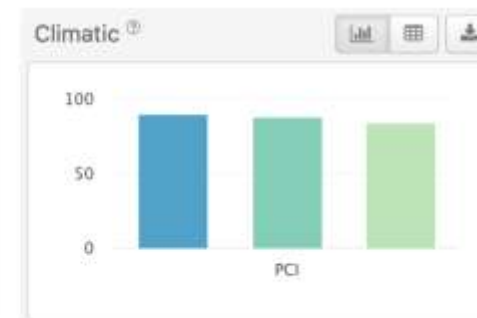
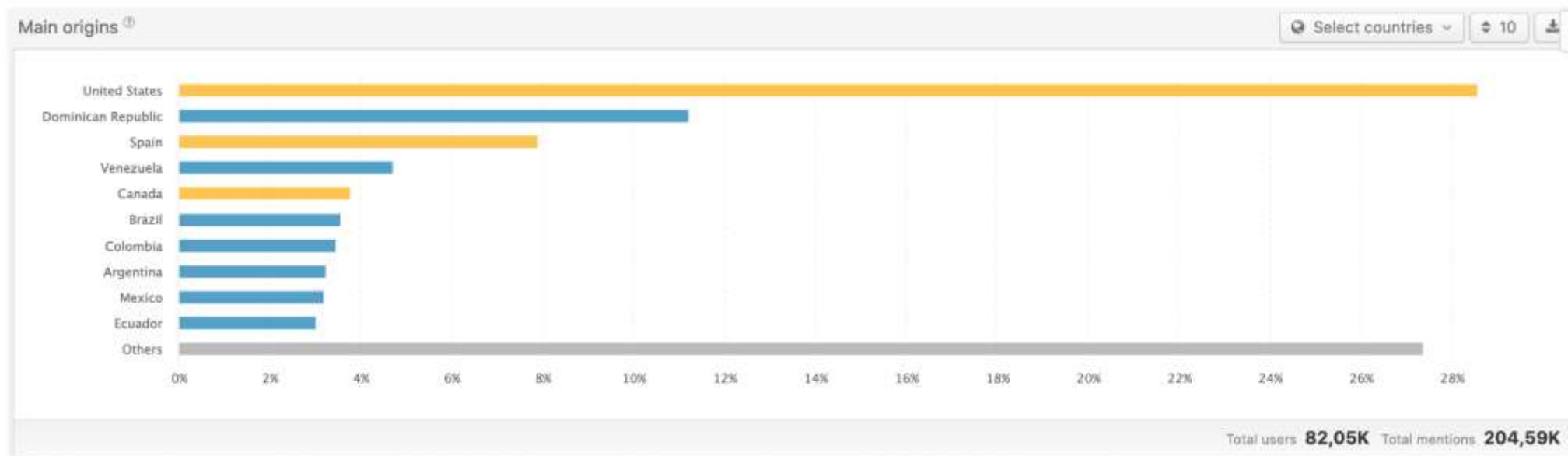
2019 (Top 3 Origins)



United States, Canada, United Kingdom

Dominican Republic (social networks)

2019 (3 of top 5 origins)



United States, Spain, Canada

Tourism Insight has provided us with a very intuitive and useful platform for Seville, Spain analysis. Thanks to the platform and the team behind it we have been able to have different approaches to what our visitors say about Seville and our tourist attractions. This has led us to have another view beyond the numerical data of the offer and helped us to make some decisions about the management of the destination.

Best regards

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