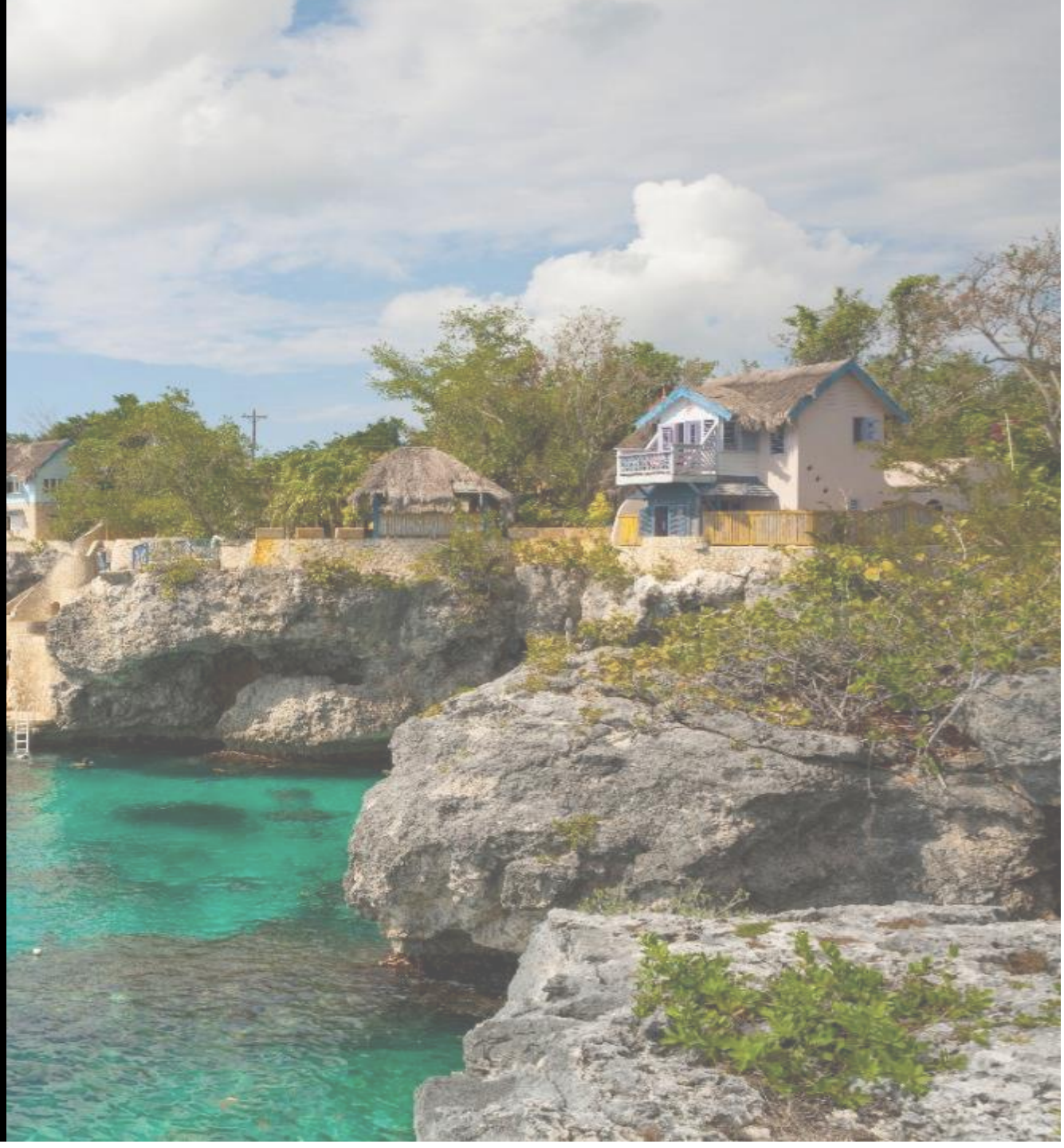
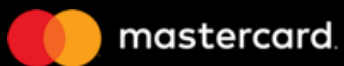




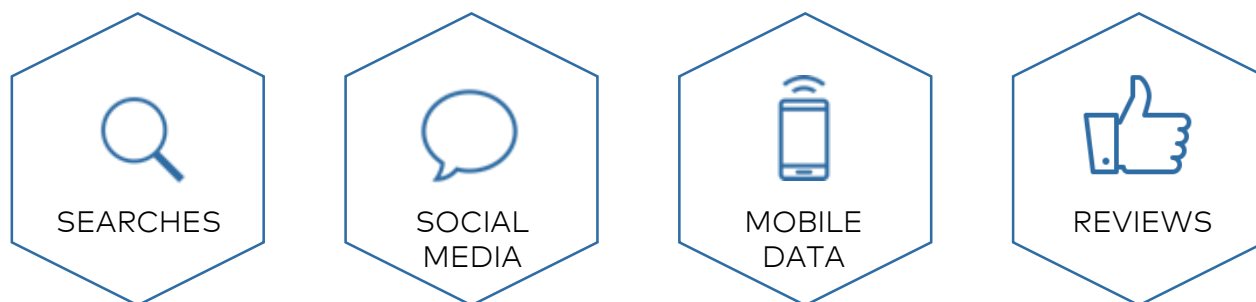
Mastercard Tourism Insights

Leverage big data from the entire travel cycle to help you attract more valuable visitor segments, generate more visits and more revenue for local economies.





Air Connectivity and 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 that includes Mastercard's Spending Data as a key differentiator.

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.





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?

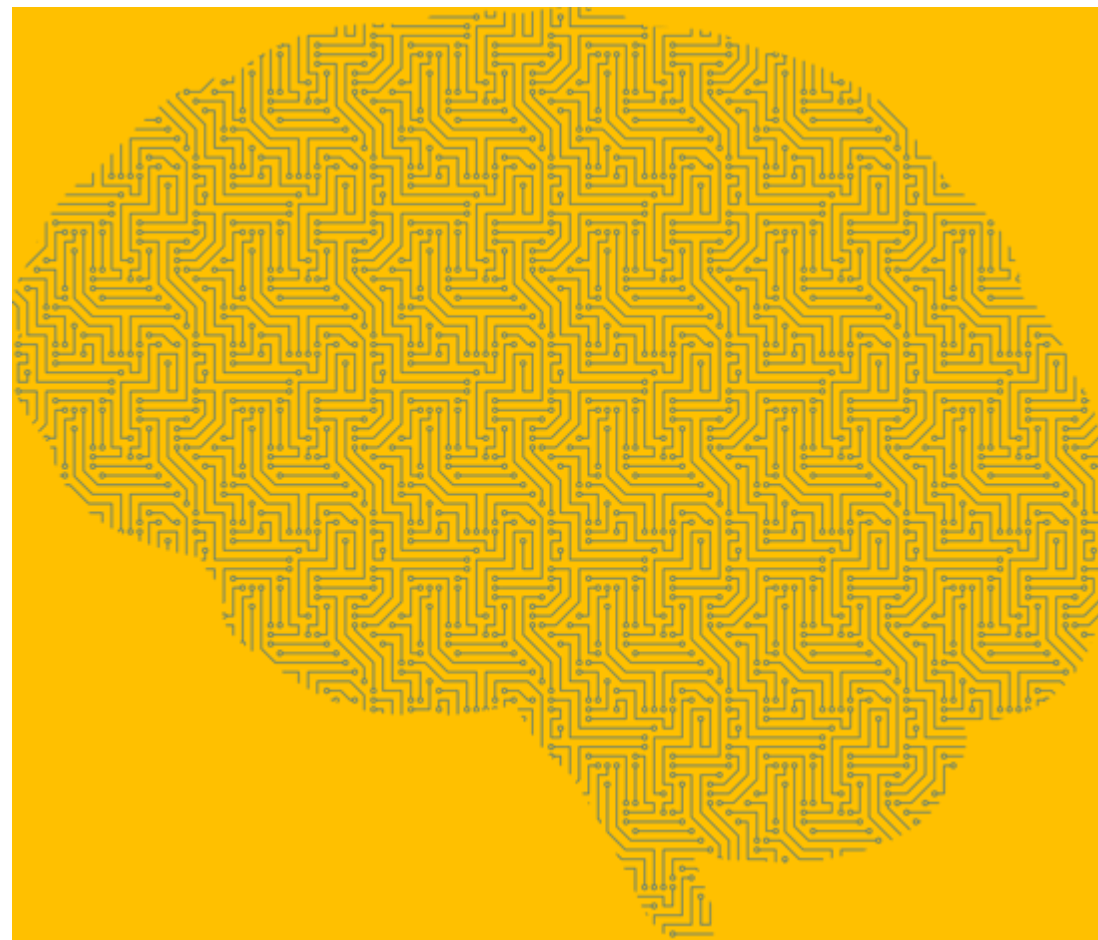
 Compare indicators with your competitors.

 Integrate your own data sources (surveys and statistics).

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. TI algorithms have been recognised by the Centre for Technological and Industrial Development (CDTI) of the Economy, Industry and Competitiveness Ministry of the Spanish government.





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