

Tourism micro-segmentation

Data & artificial intelligence

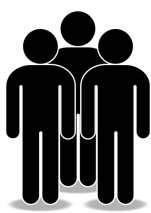
7 axis

1.



Seasonality

Skier
Summer visitor
Cross-border resident
Temporary worker
Hiker
...



Frequency

Weekly
Occasional
Monthly
Daily
Annual
...



Action

Silent Roamer
GSM
SMS
Voice
Apps
...



Origin

Spain
France
Belgium
Germany
Netherlands
...



Location

Pas de la Casa
Soldeu
Tarter
Arinsal
Ordino
Andorra la Vella
...



Socio-economic level

High level
Medium high level
Average level
Low level
...



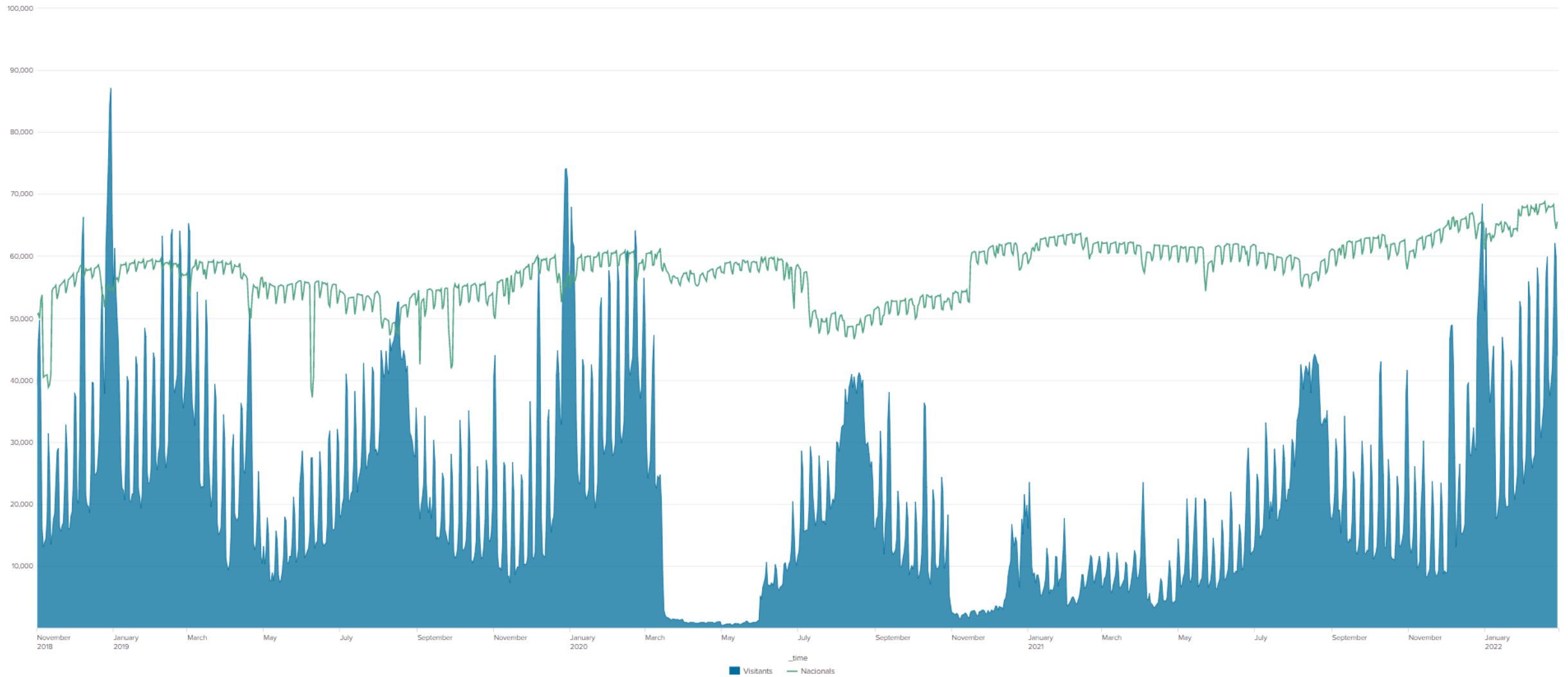
Interests and preferences

Restaurants
Skiing
Gaming
Video calls
..

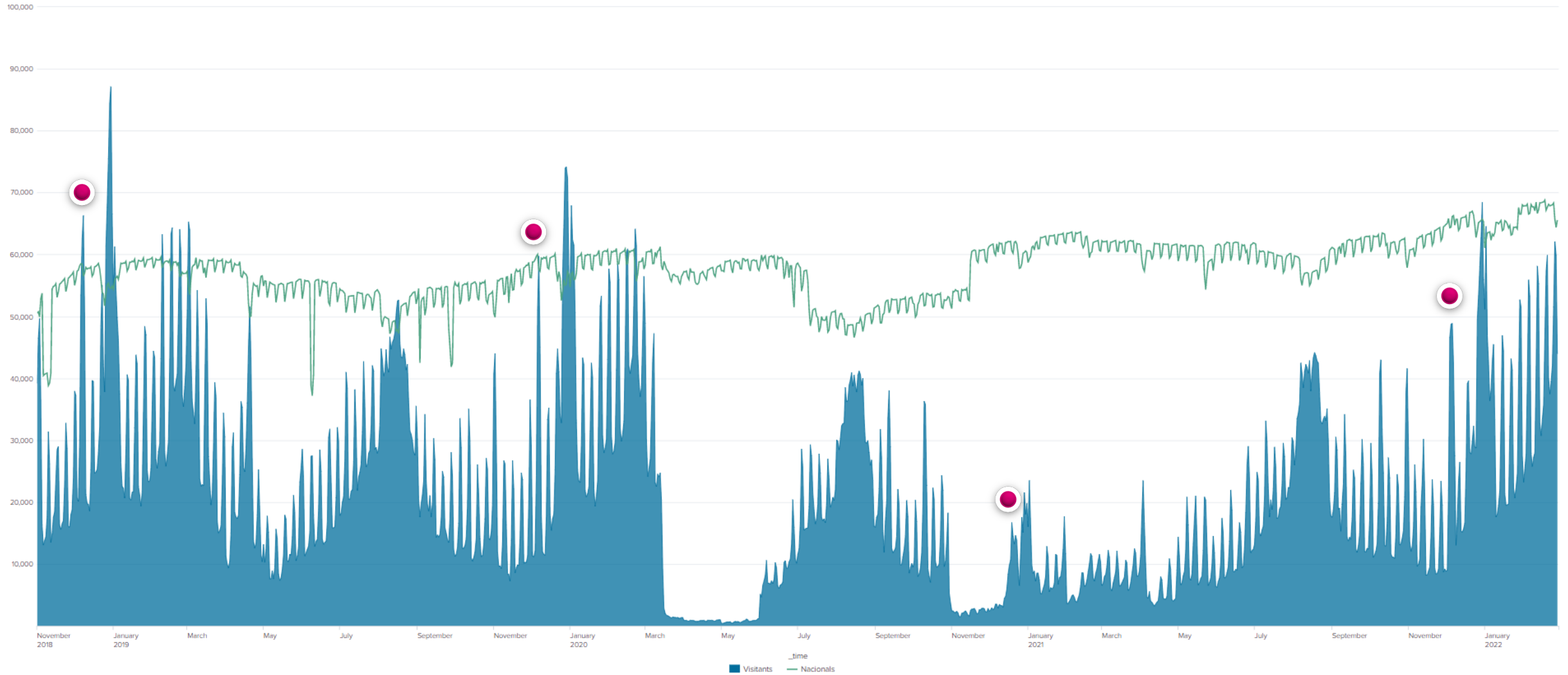


Seasonality

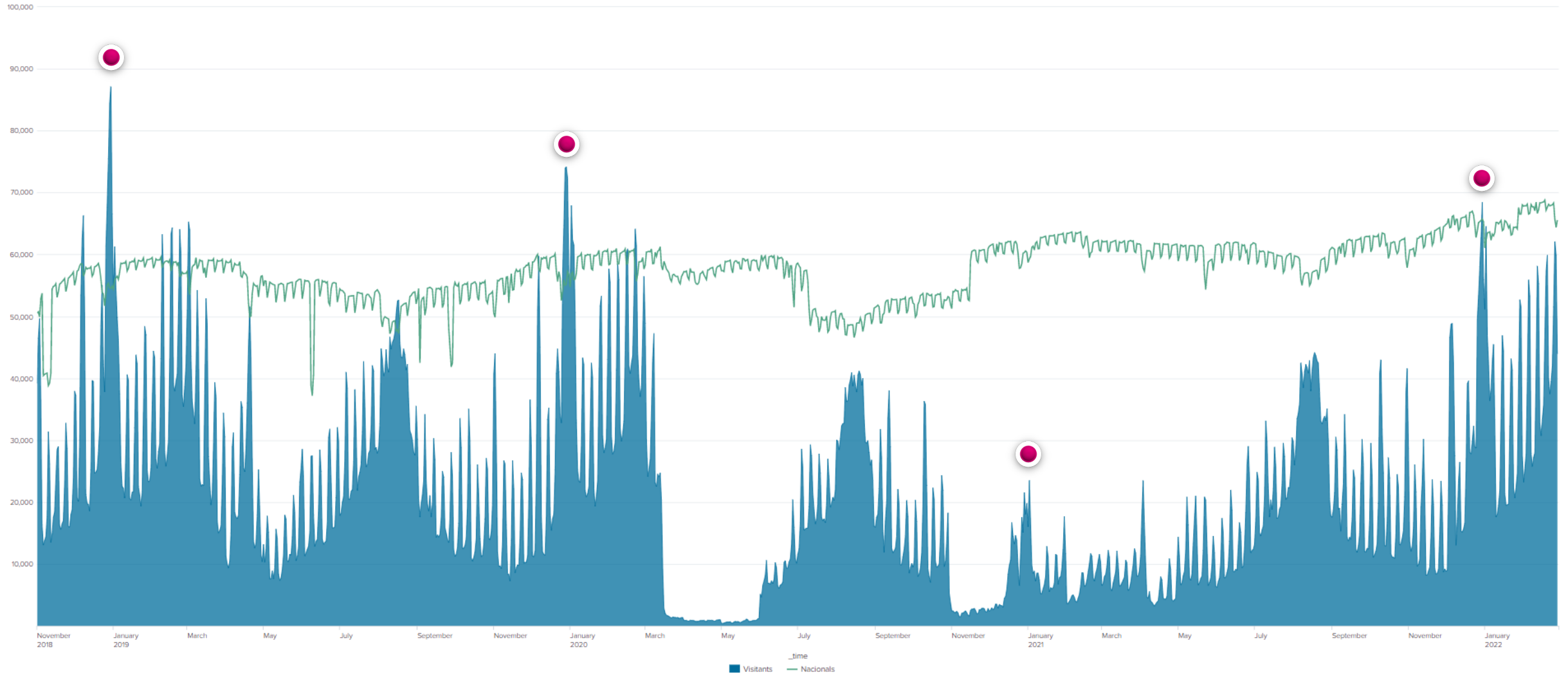
2.



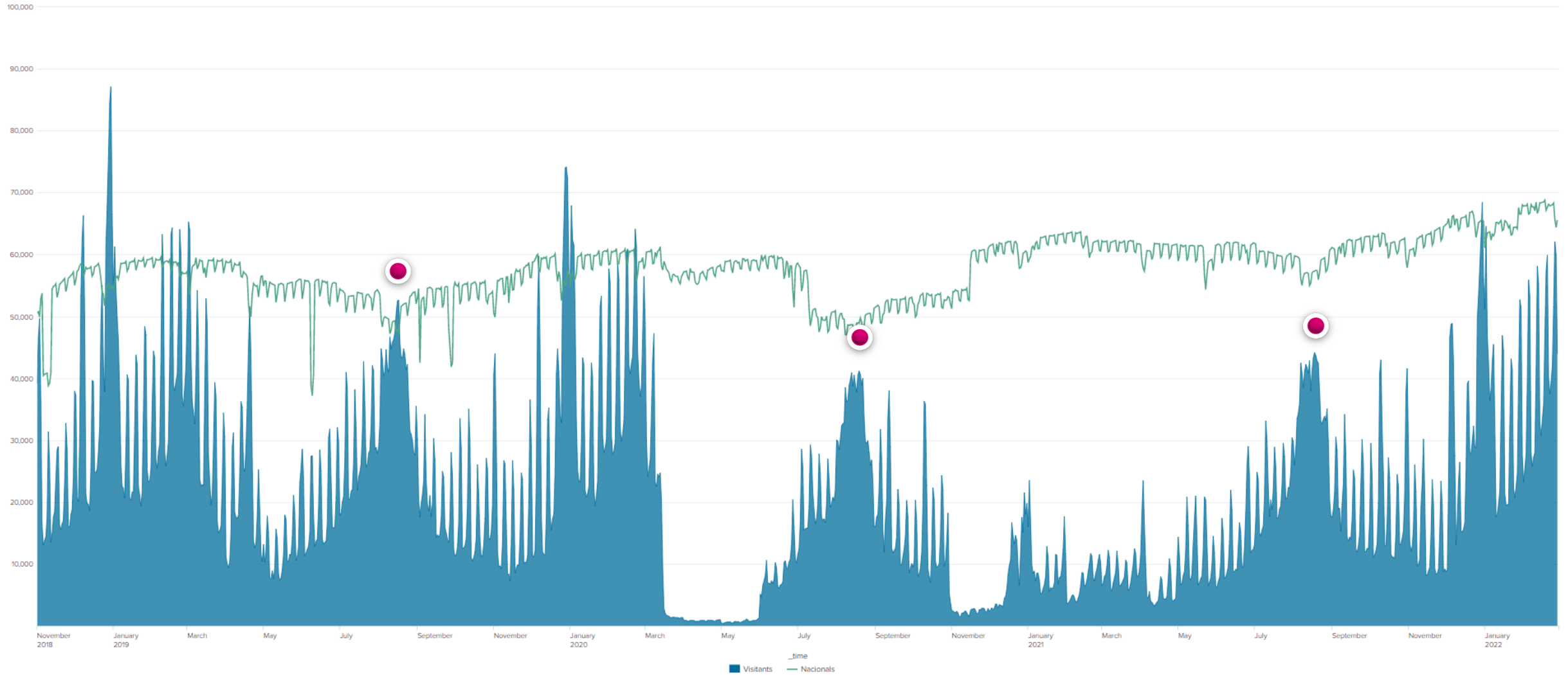
6-8 December holiday break (2019 – 2021)



New Year's Eve (2019 - 2021)



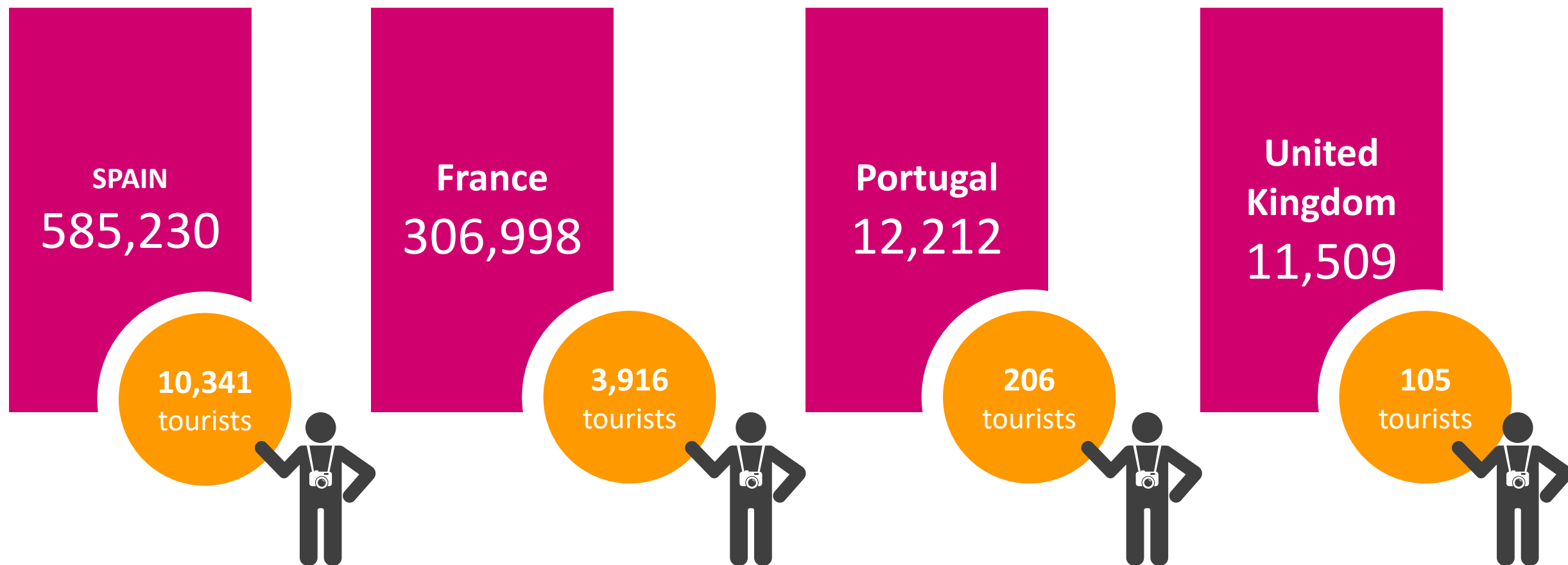
15 August (2019 - 2021)



Frequency

3.

Return tourists (2018-2021)



2021

2,268,515  8%

One –day tourist

Tourists

Regulars

Residential or cross-border

1,040,553  10%

991,304  7%

197,795  -3%

38,851  20%

45.87%

43.70%

8.72%

1.71%

Tipus Excursionista	Visitants	Variacio_anual	Tipus Turista	Visitants	Variacio_anual
Excursionista	258,847	188.47%	Turista de llarga estada	223,403	94.97%
Escursionista d'estiu de cap de setmana	13,406	16.38%	Turista d'estiu de llarga estada	20,639	55.44%
Escursionista d'estiu	479,253	-4.45%	Turista d'estiu de curta estada	400,417	34.74%
Excursionista de hivern	277,192	-14.37%	Turista de hivern de curta estada	315,853	-23.22%
Excursionista de hivern de cap de setmana	5,270	-20.07%	Turista de hivern de llarga estada	30,992	-64.68%
Excursionista de cap de setmana	6,585	-37.61%			

Action

4.

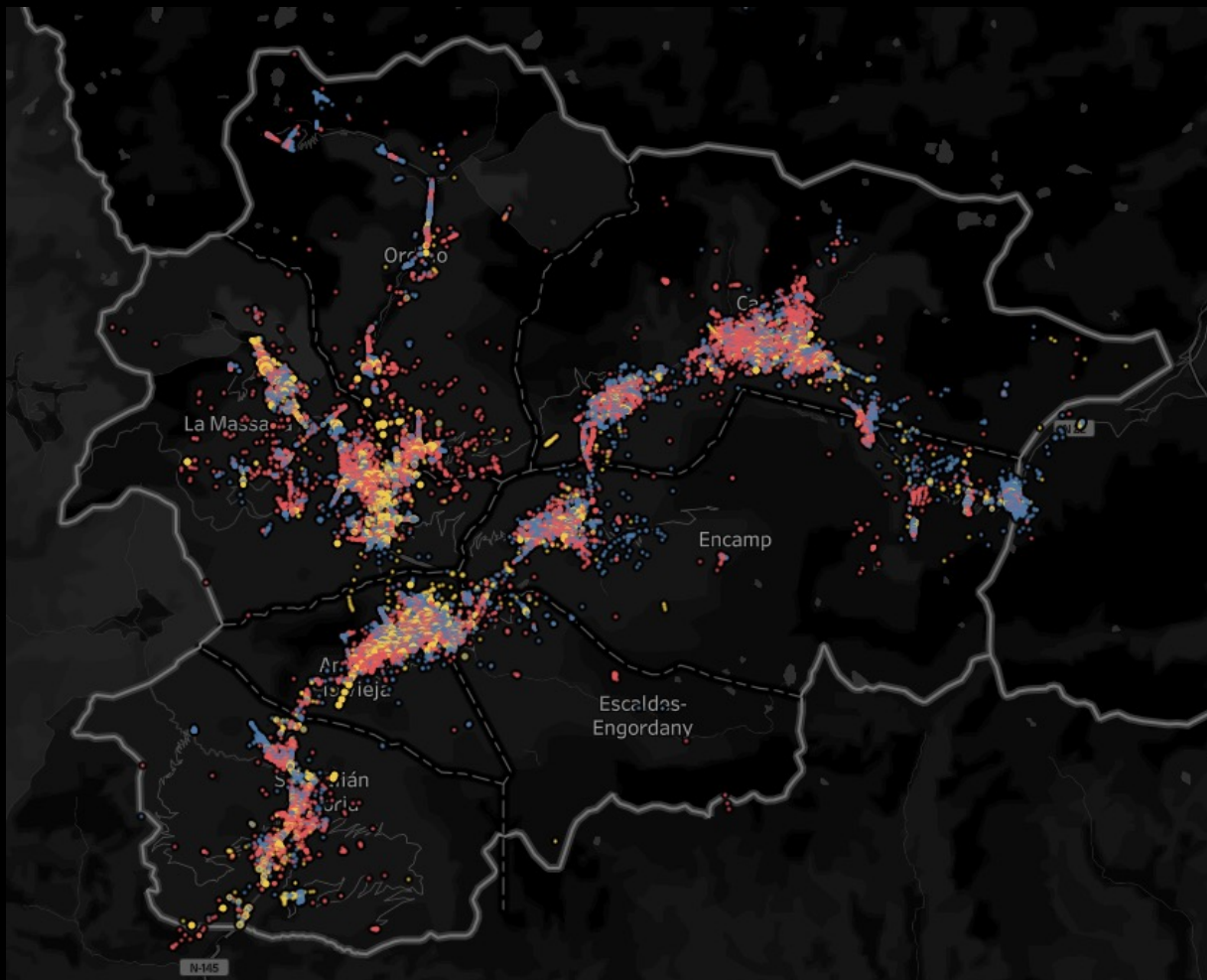
Dia: 28/02

Hora: 0



Origin

5.



15 August 2021 (2 am - 5 am)



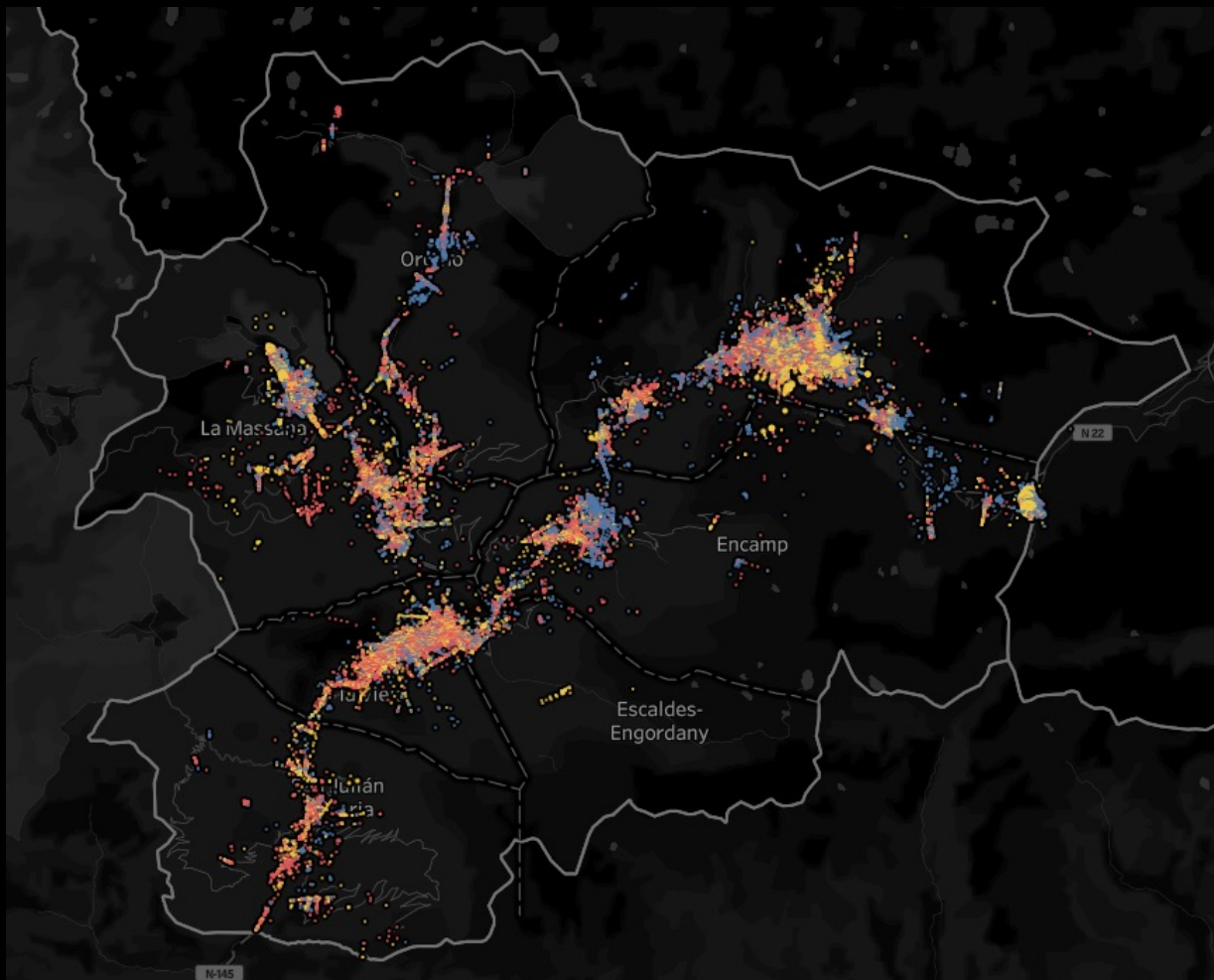
France



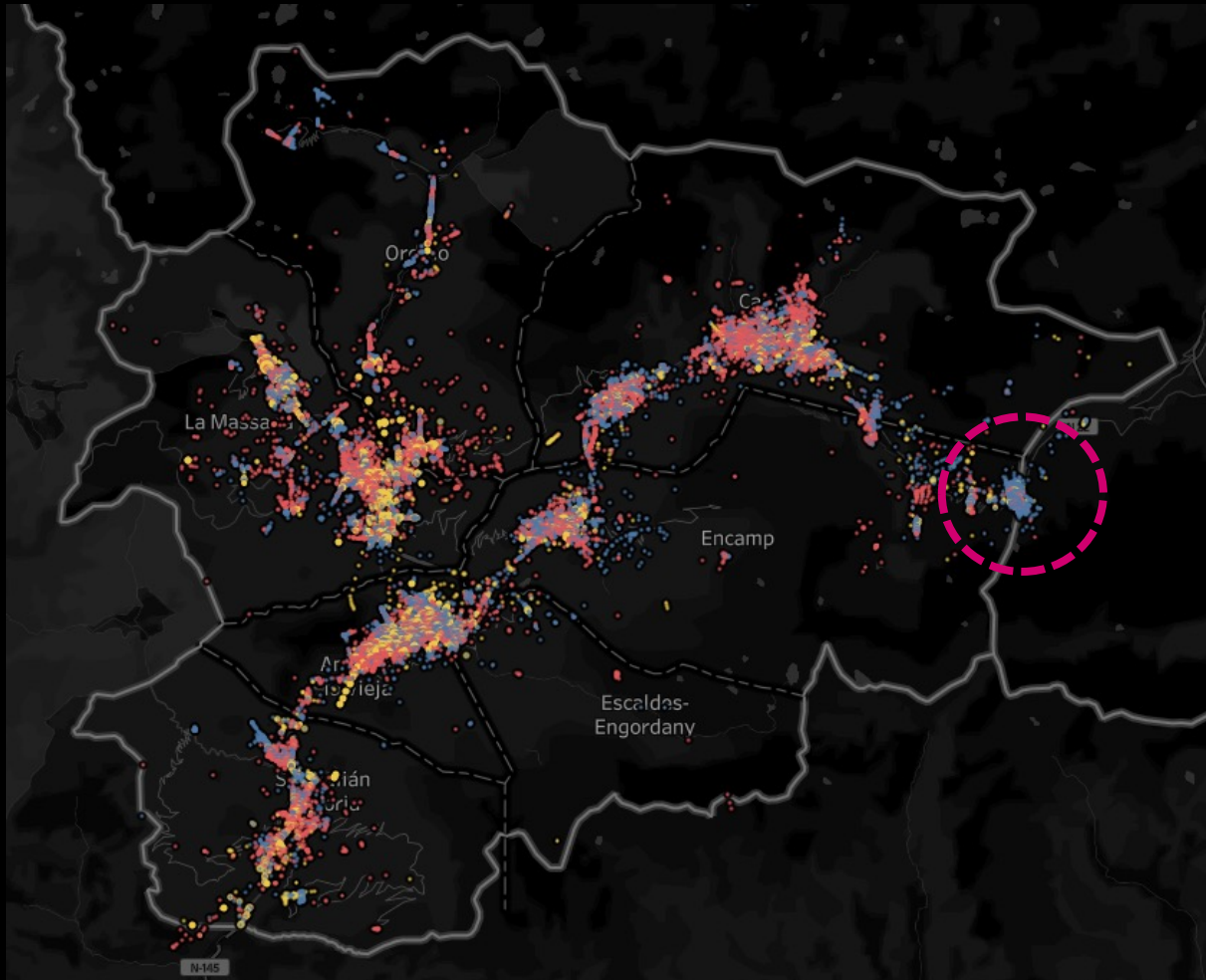
Spain



Other



30 December 2021 (2 am - 5 am)



15 August 2021 (2 am - 5 am)



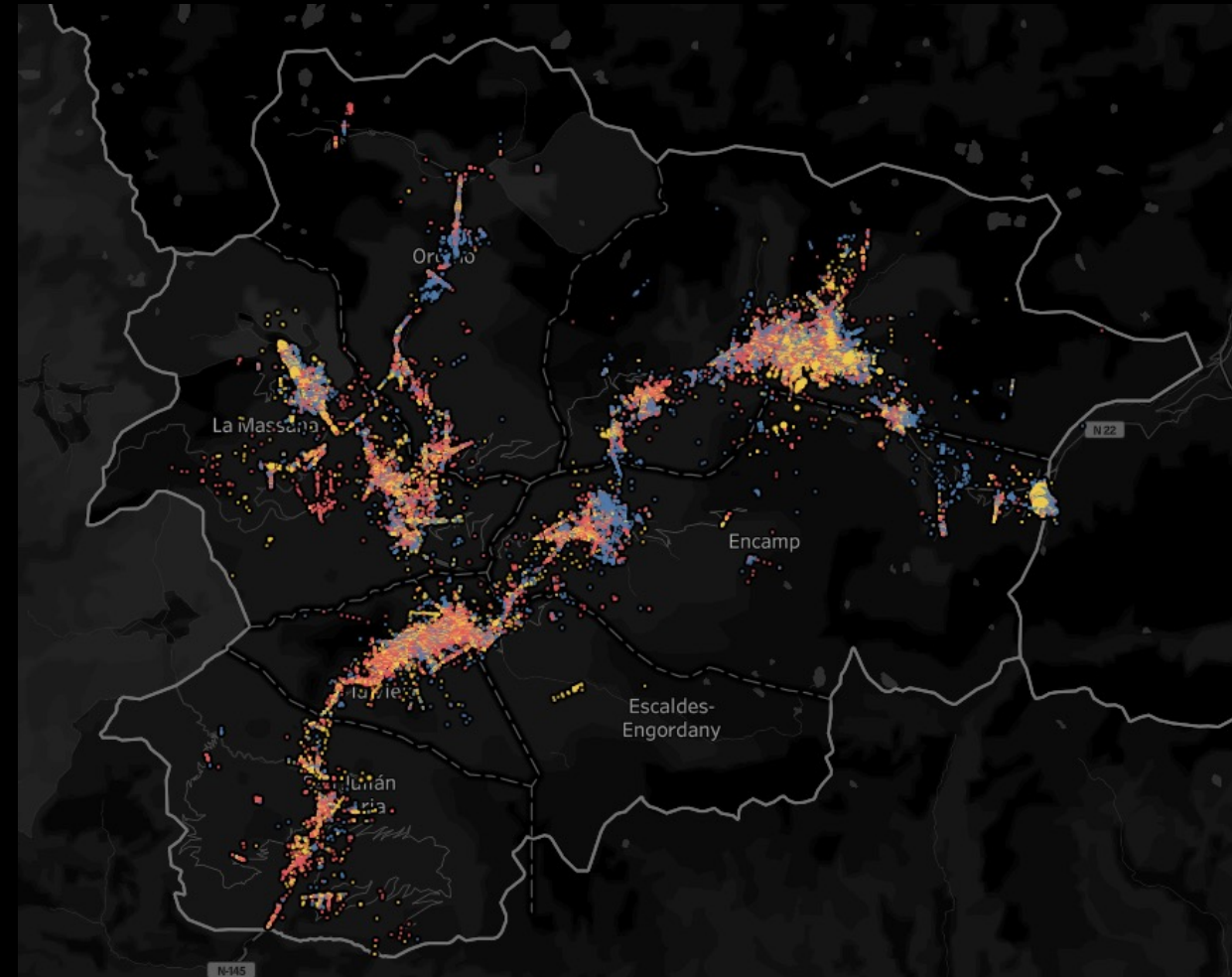
France



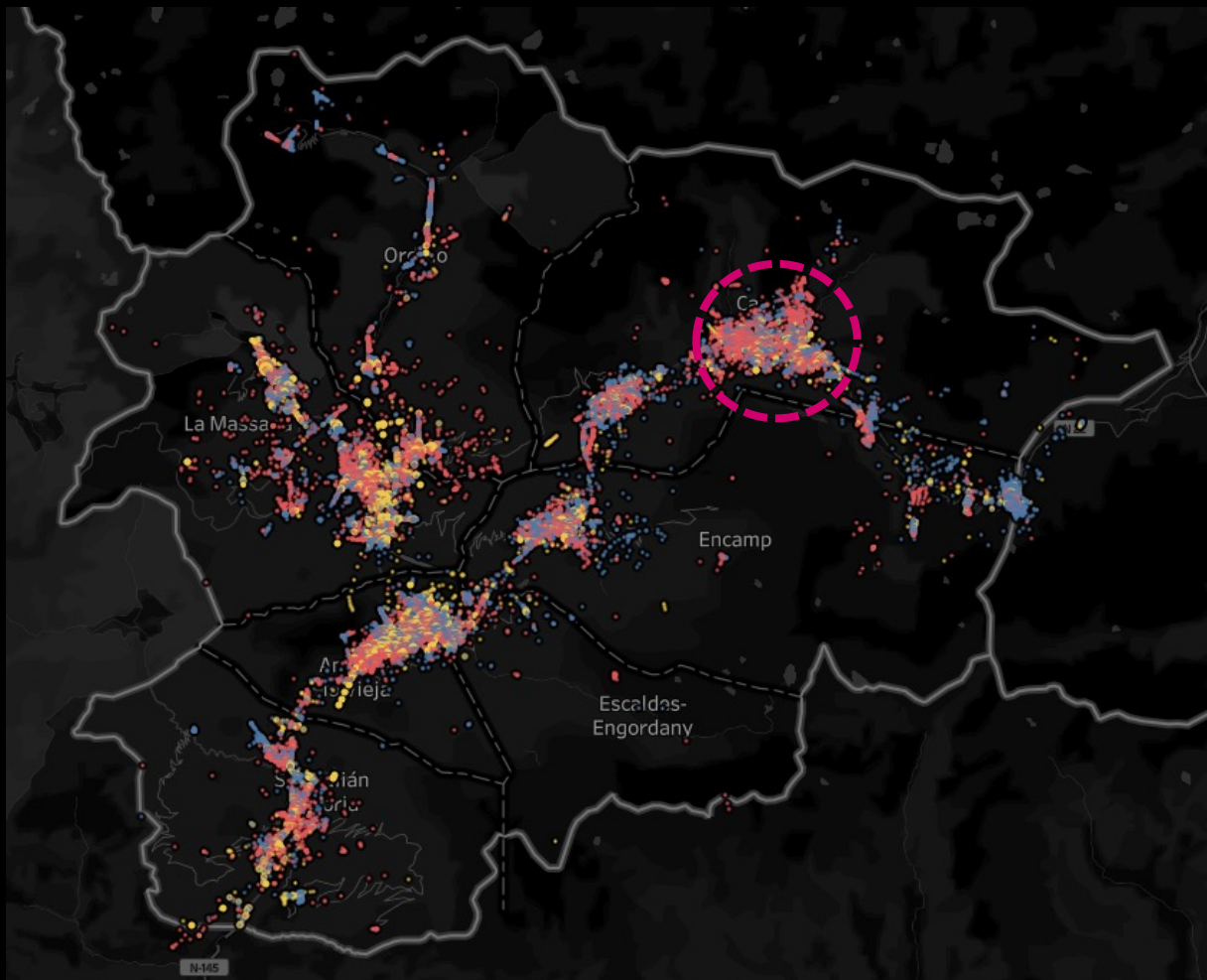
Spain



Other



30 December 2021 (2 am - 5 am)



15 August 2021 (2 am - 5 am)



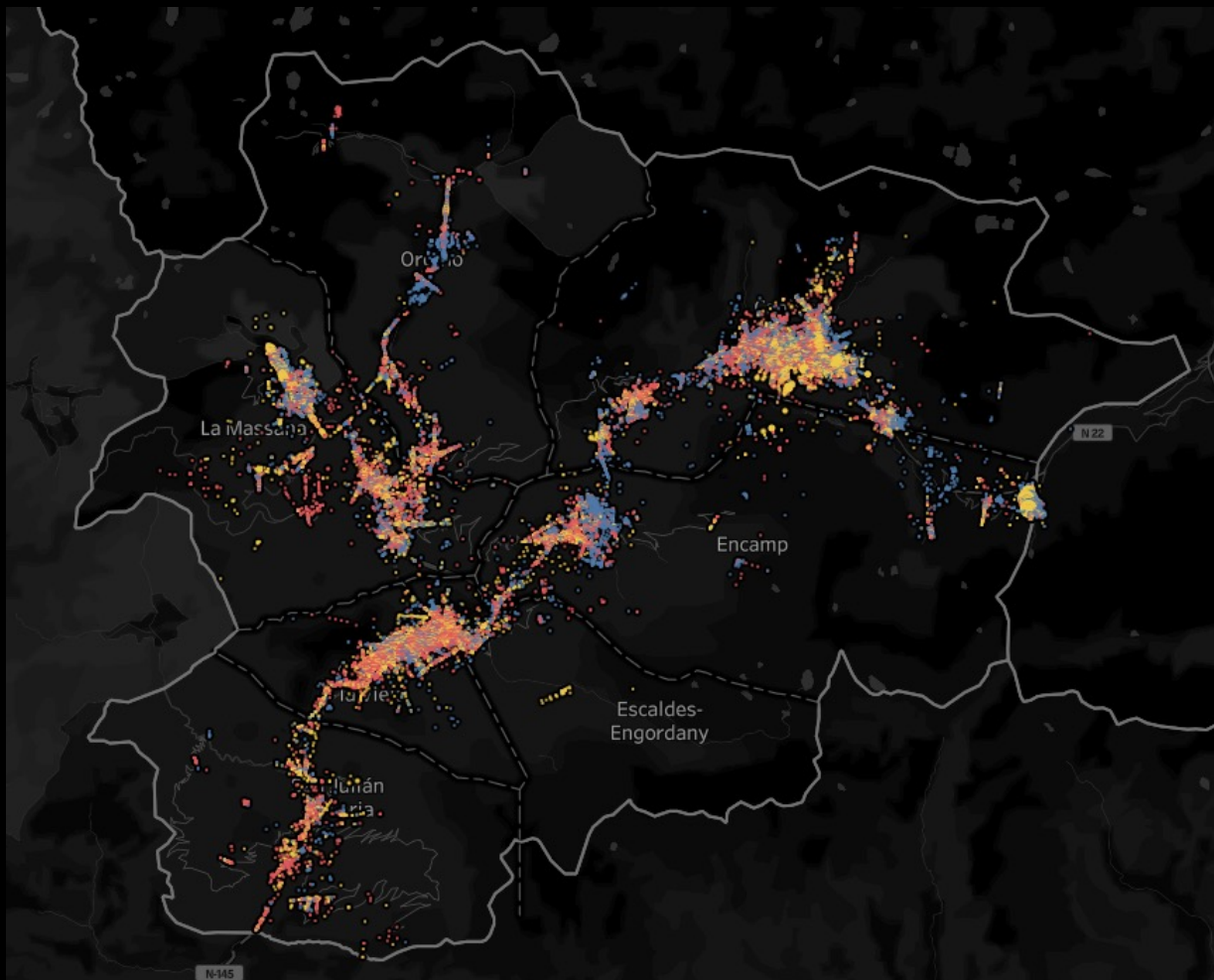
France



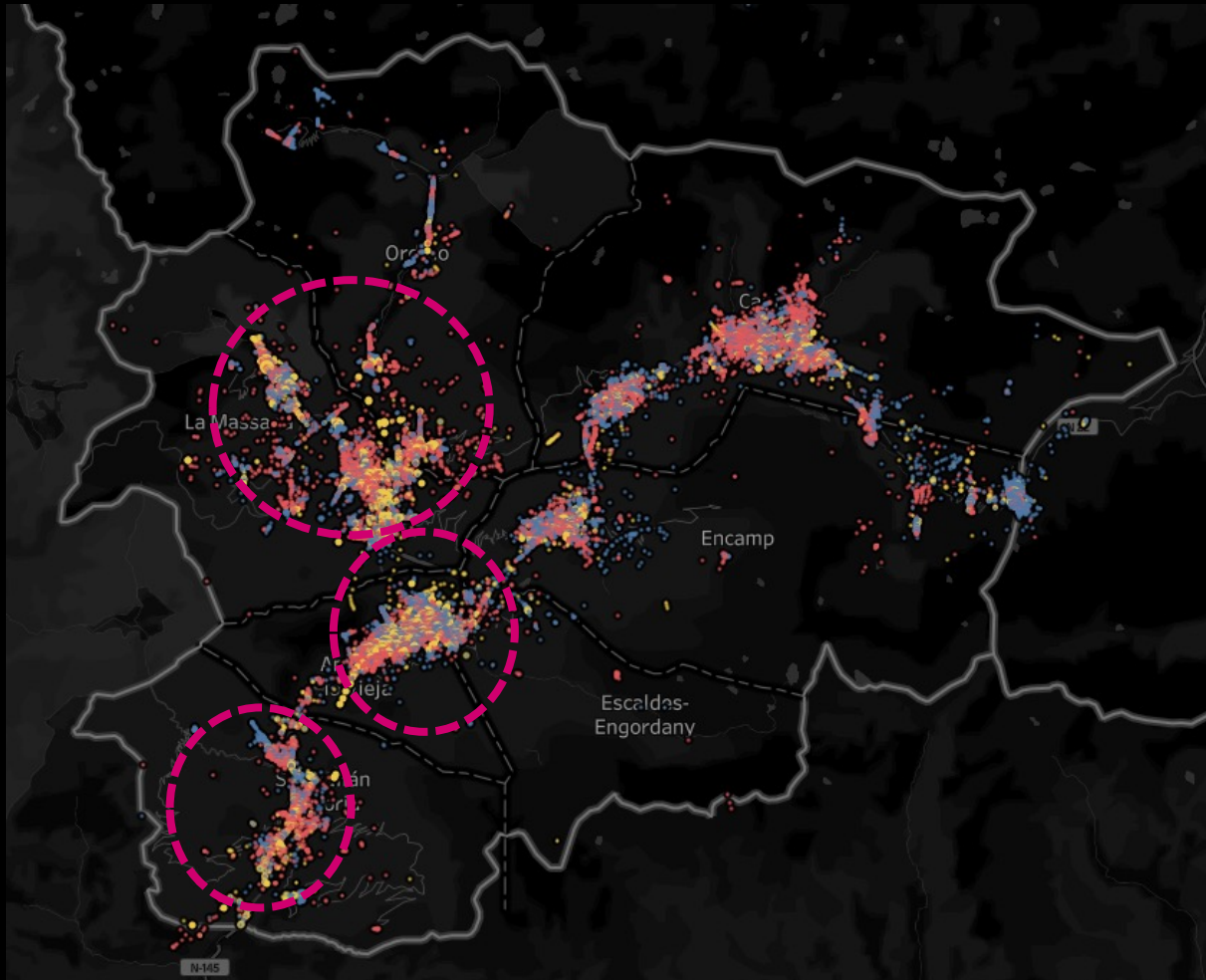
Spain



Other



30 December 2021 (2 am - 5 am)



15 August 2021 (2 am - 5 am)



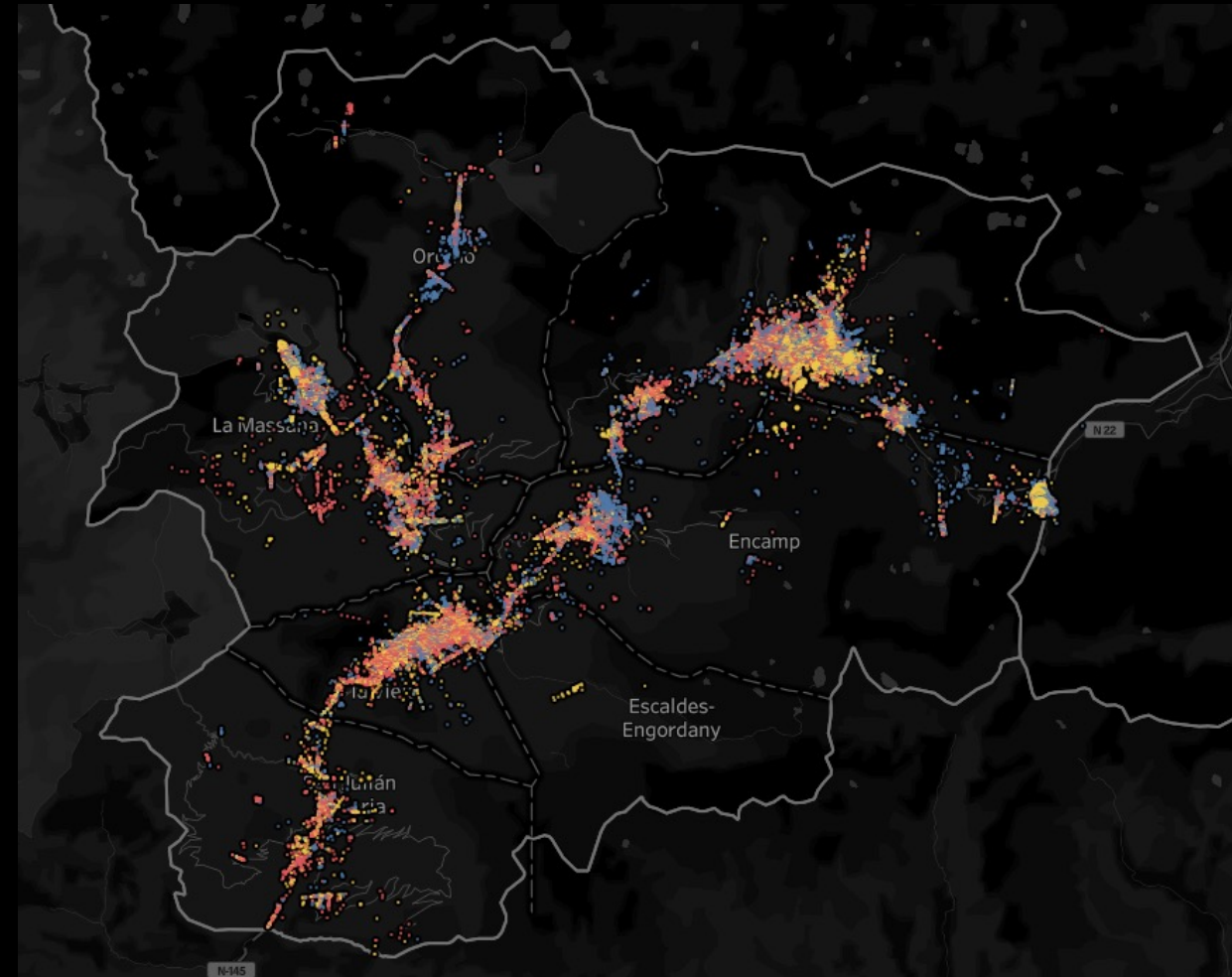
France



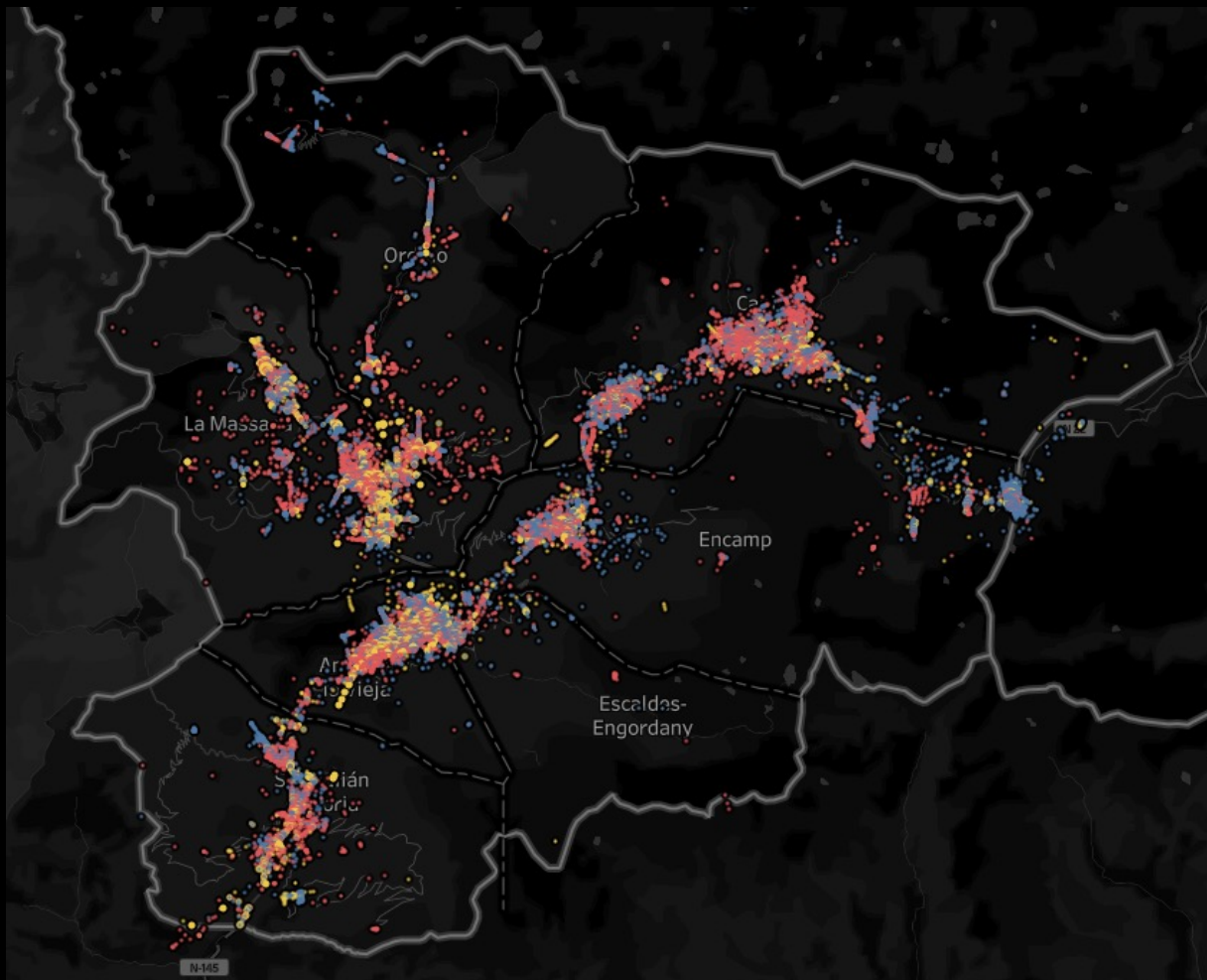
Spain



Other



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15 August 2021 (2 am - 5 am)



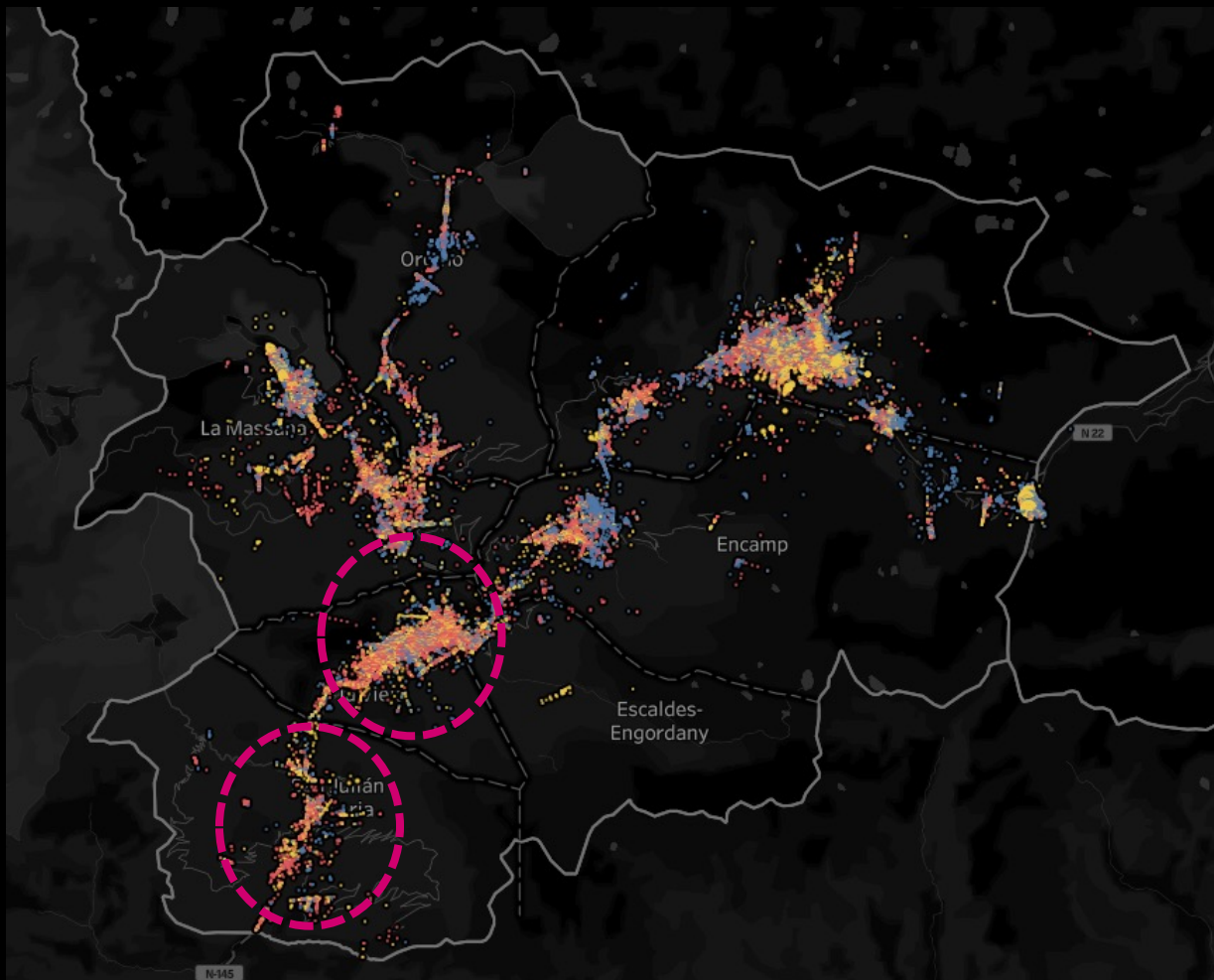
France



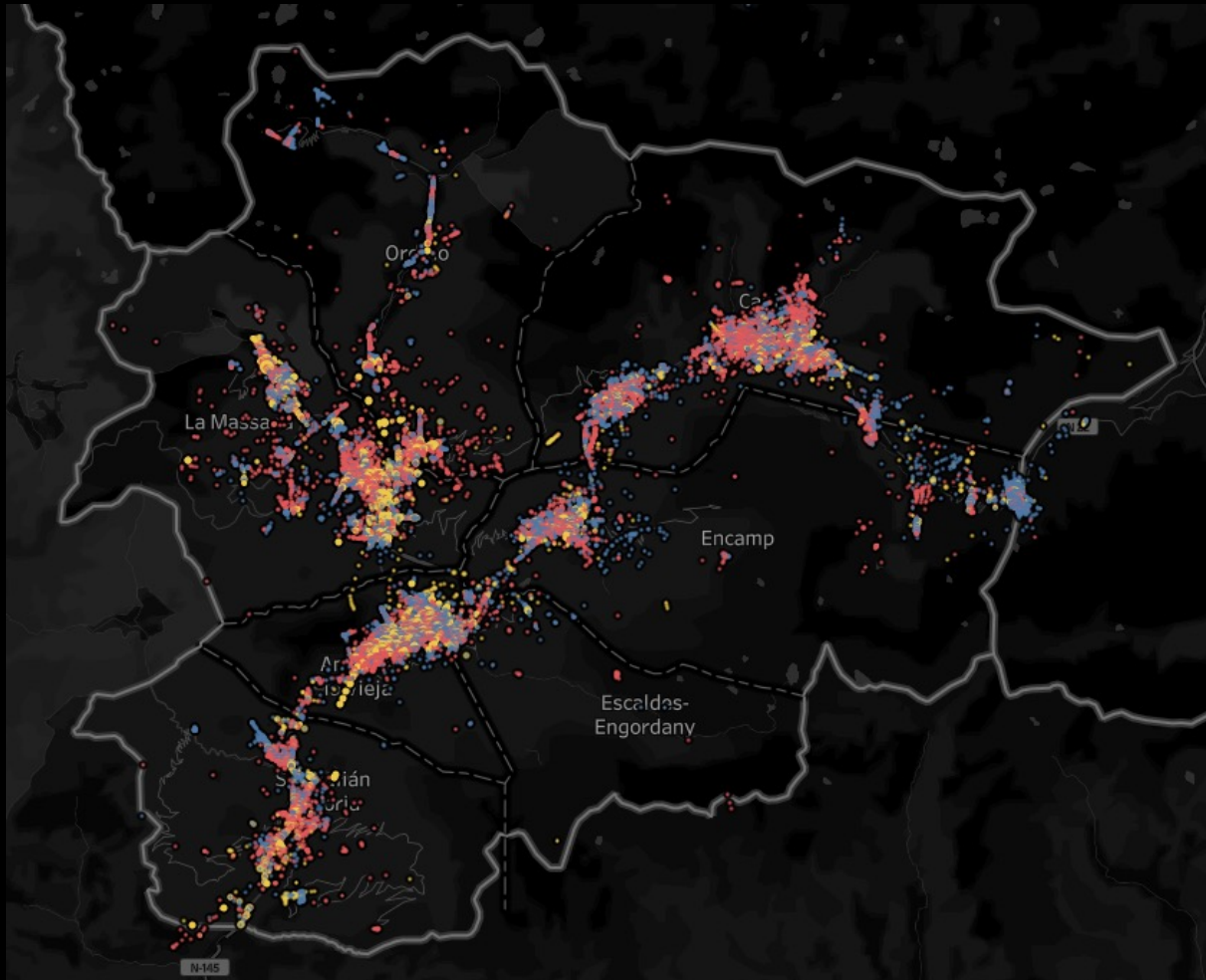
Spain



Other



30 December 2021 (2 am - 5 am)



15 August 2021 (2 am - 5 am)



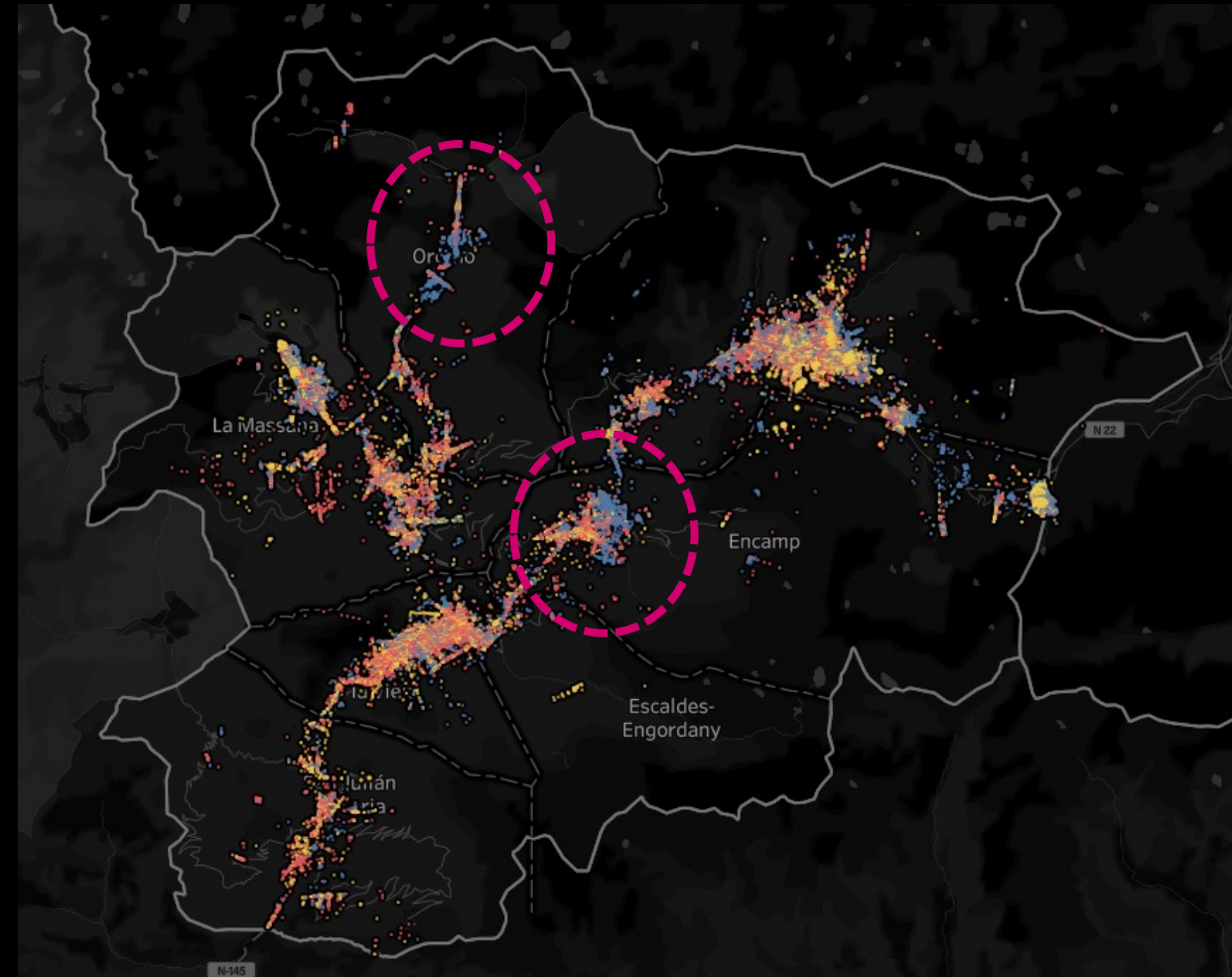
France



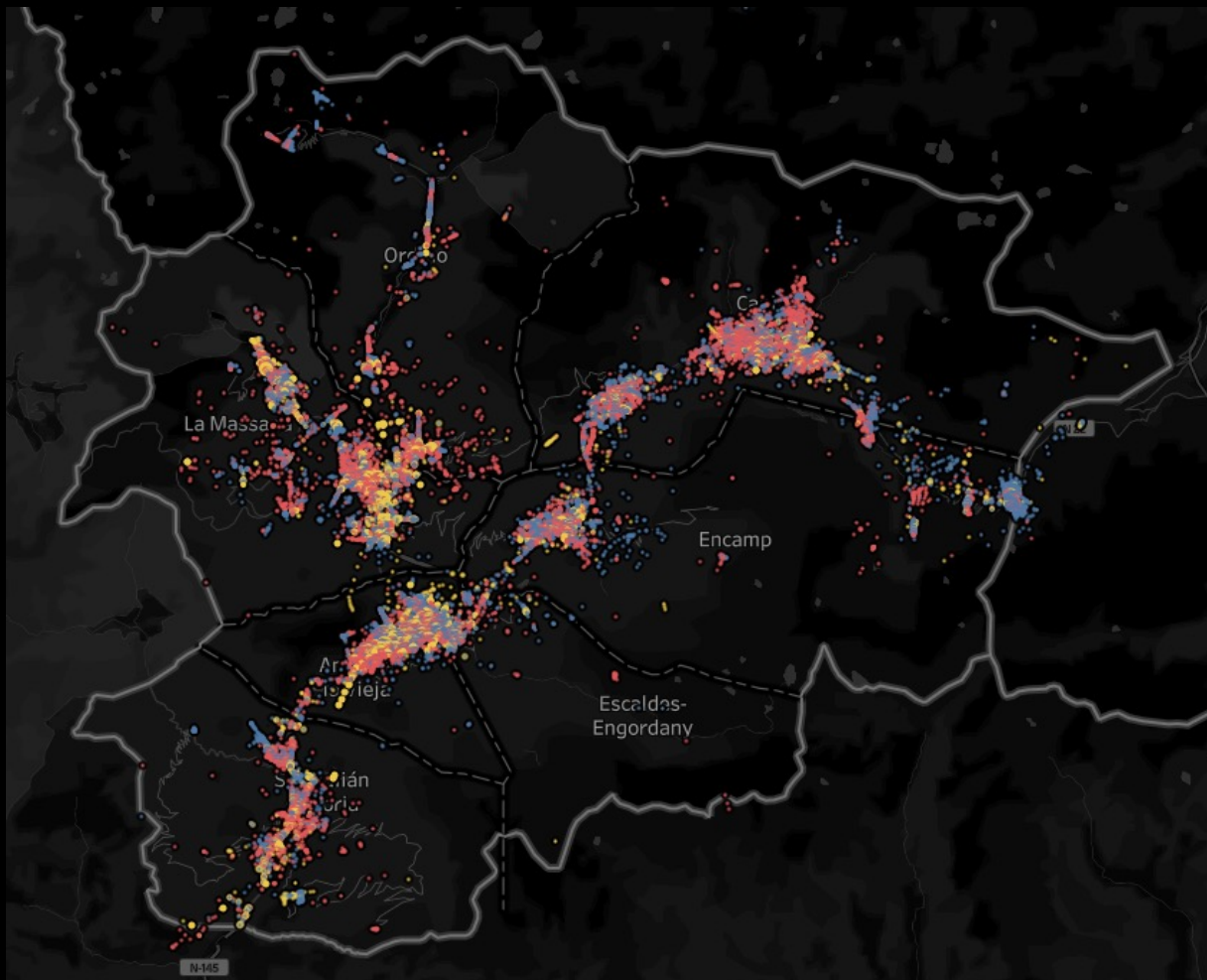
Spain



Other



30 December 2021 (2 am - 5 am)



15 August 2021 (2 am - 5 am)



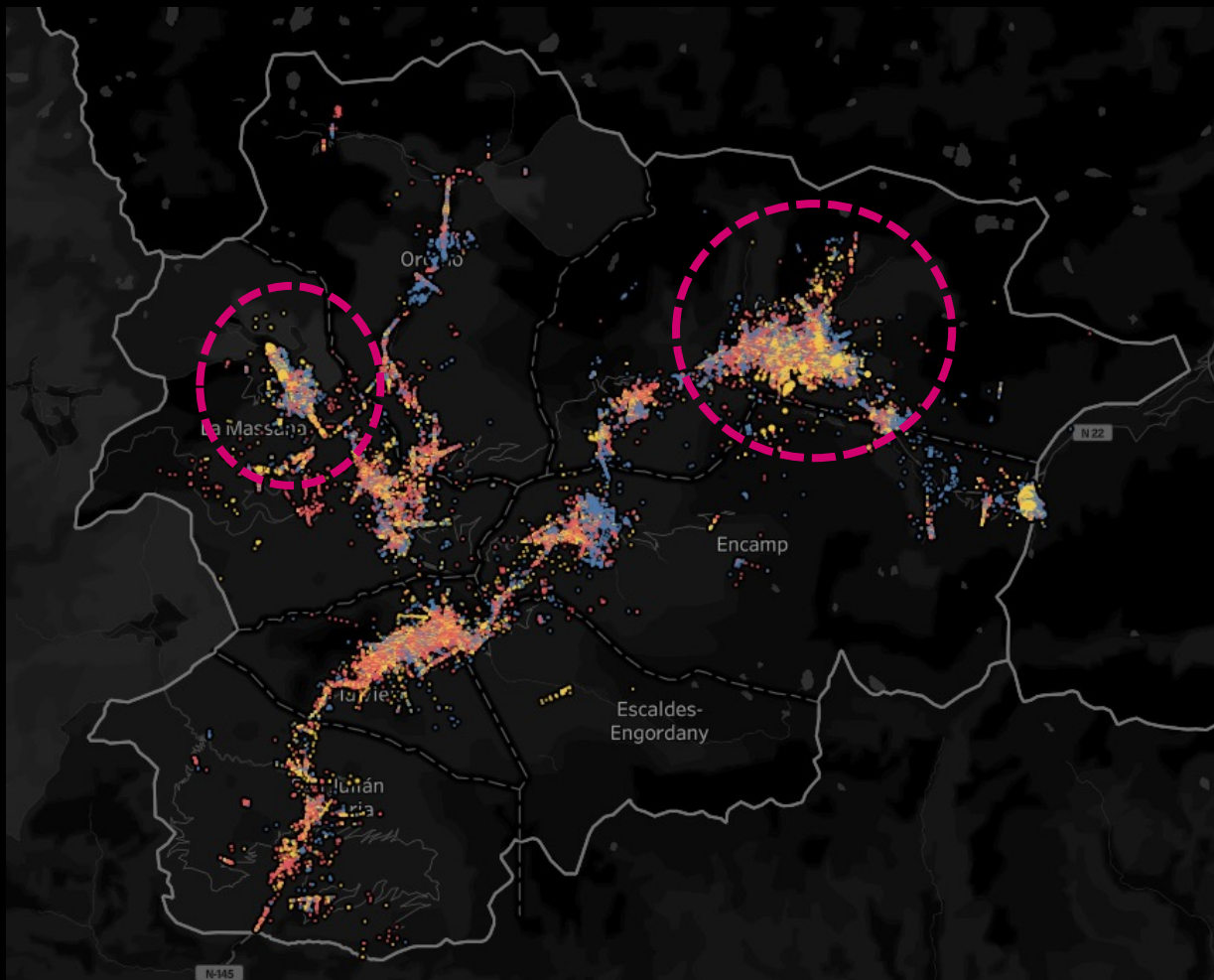
France



Spain



Other



30 December 2021 (2 am - 5 am)



One day tourists

828  49%

65.35%

Tourists

351  9%

27.70%

Winter

26.12%

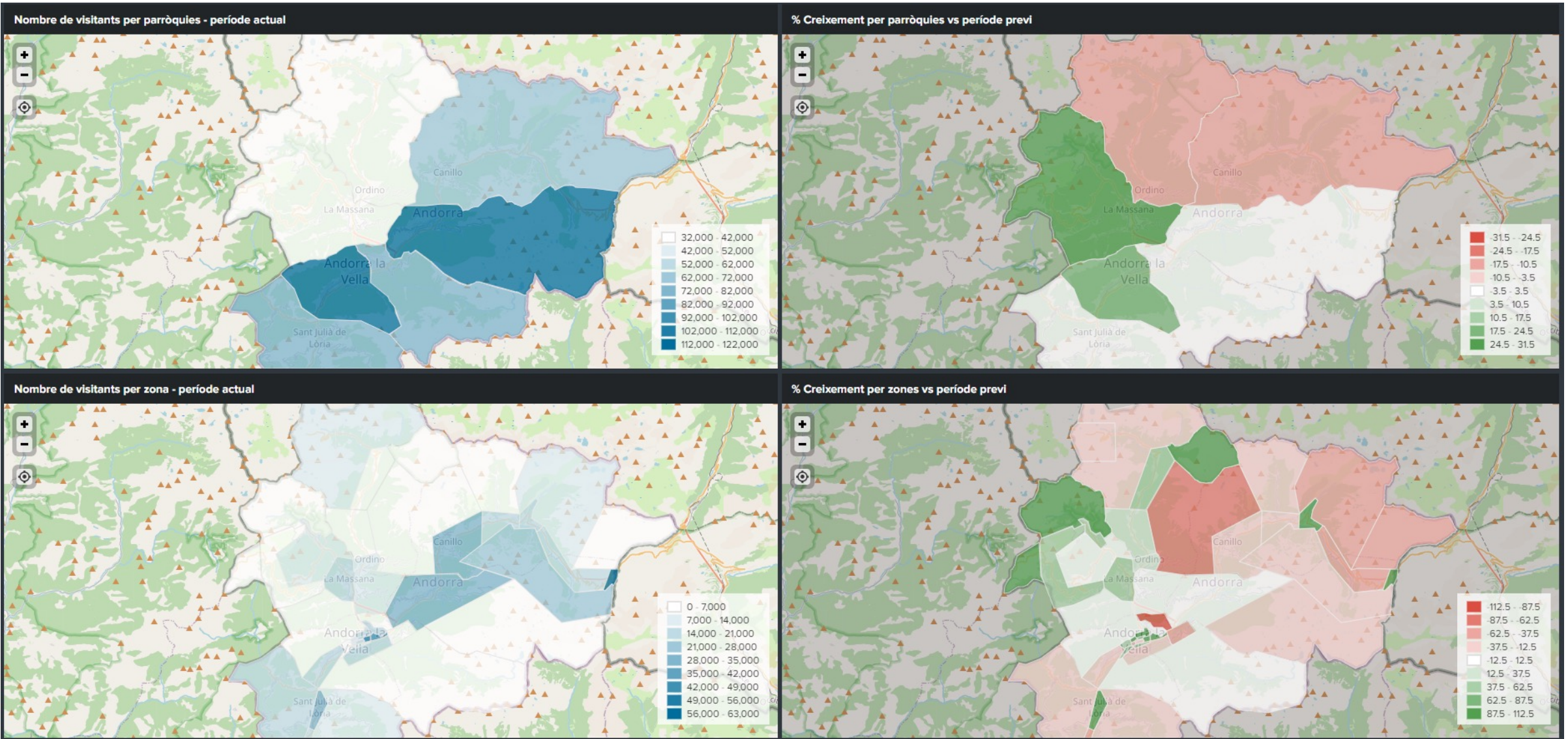
Summer

44.20%

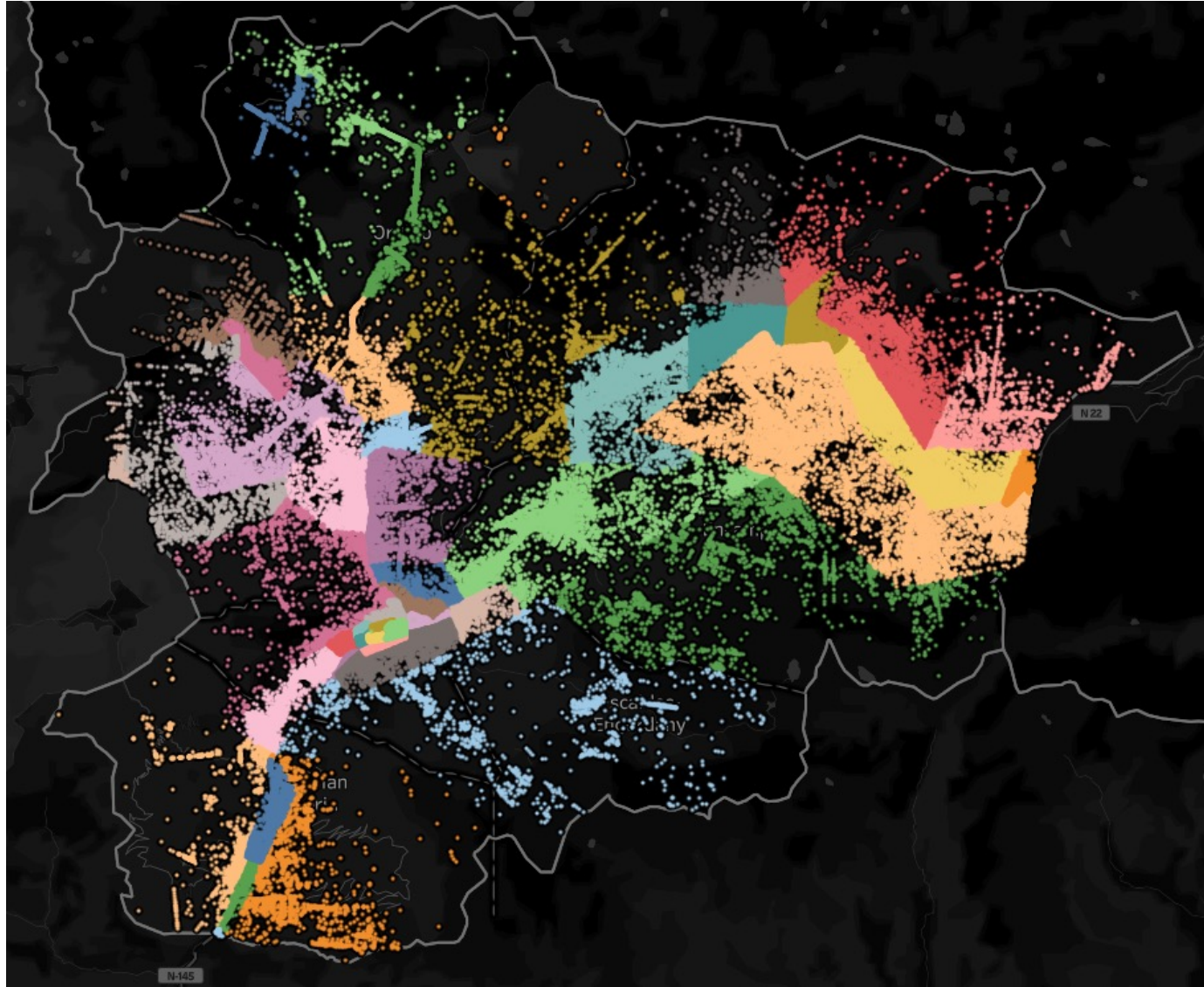
Location

6.

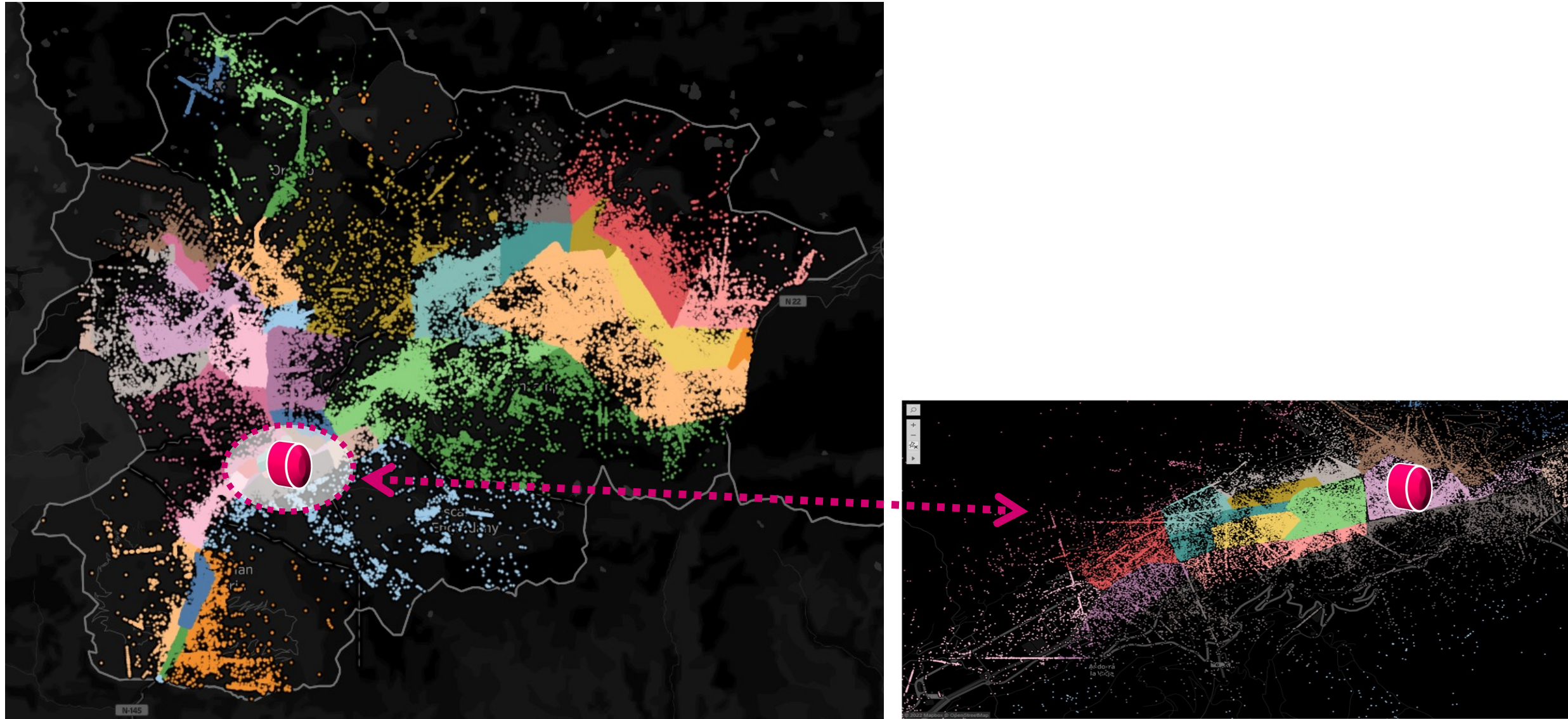
Week of 15 August 2021



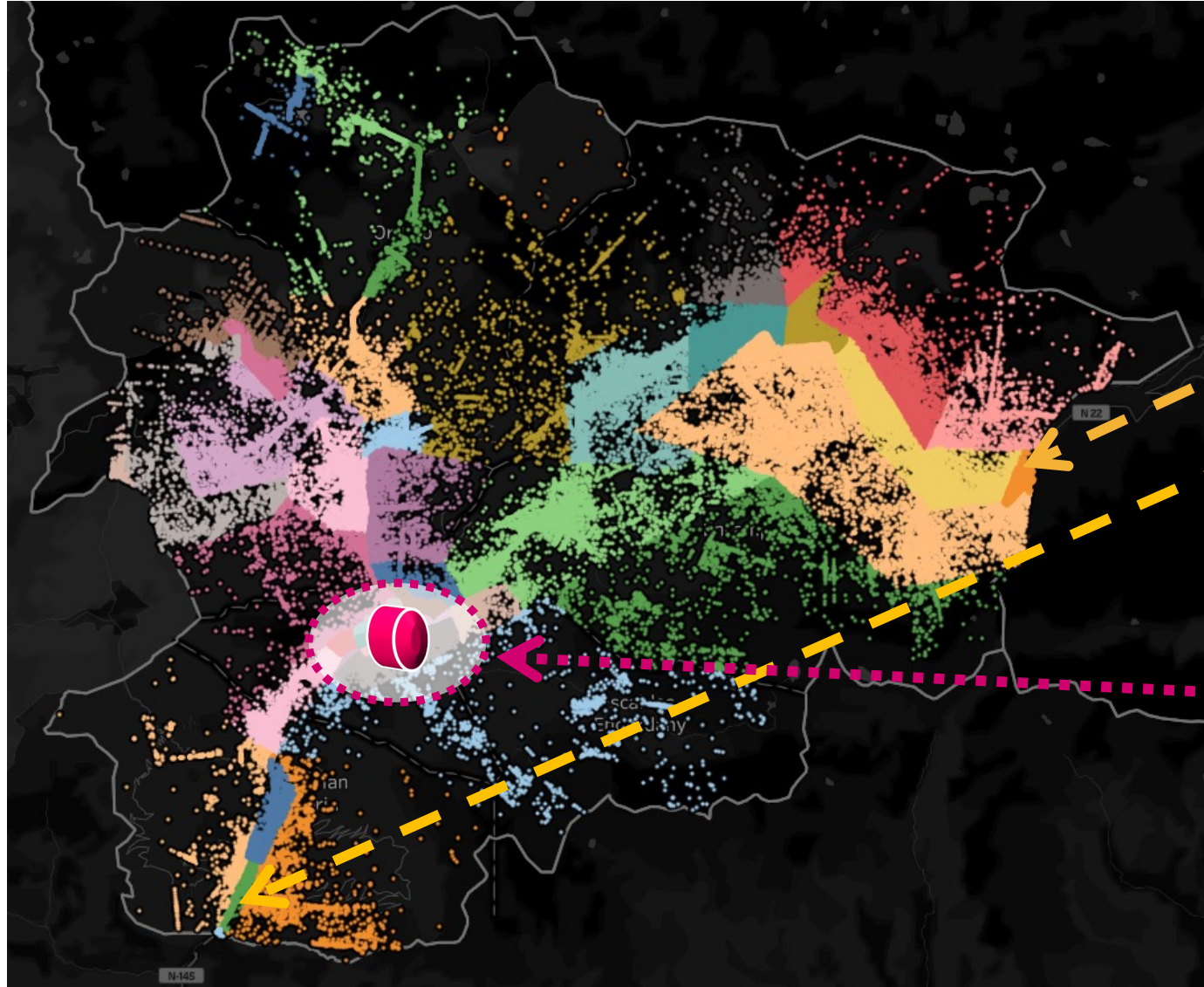
Effective advertising campaign tool



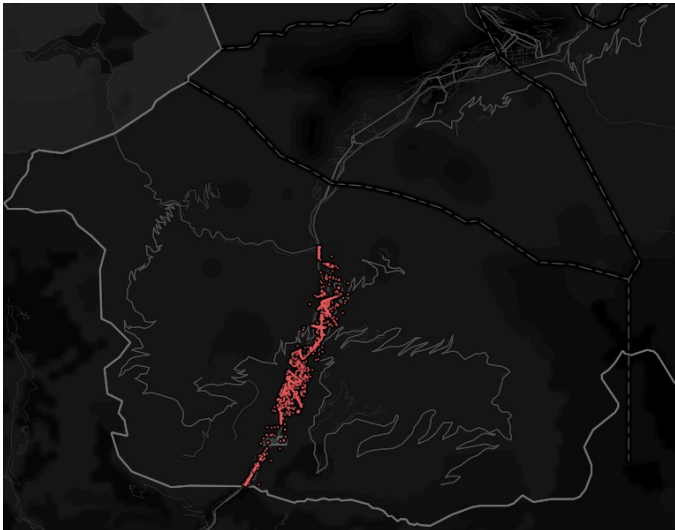
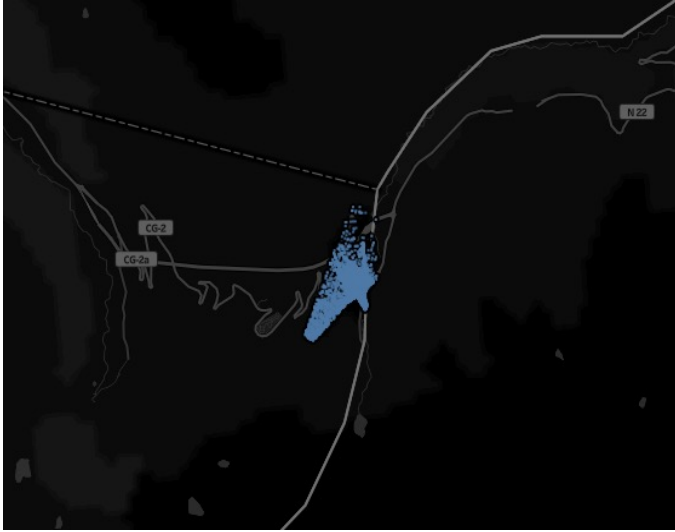
Effective advertising campaign tool



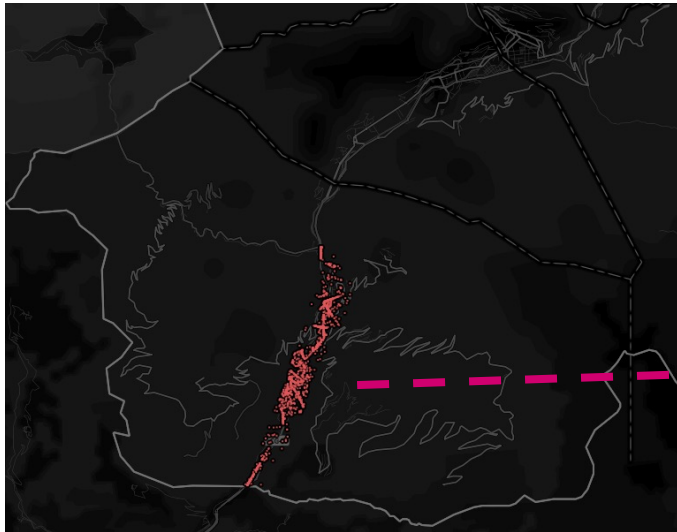
Effective advertising campaign tool



Effective advertising campaign tool

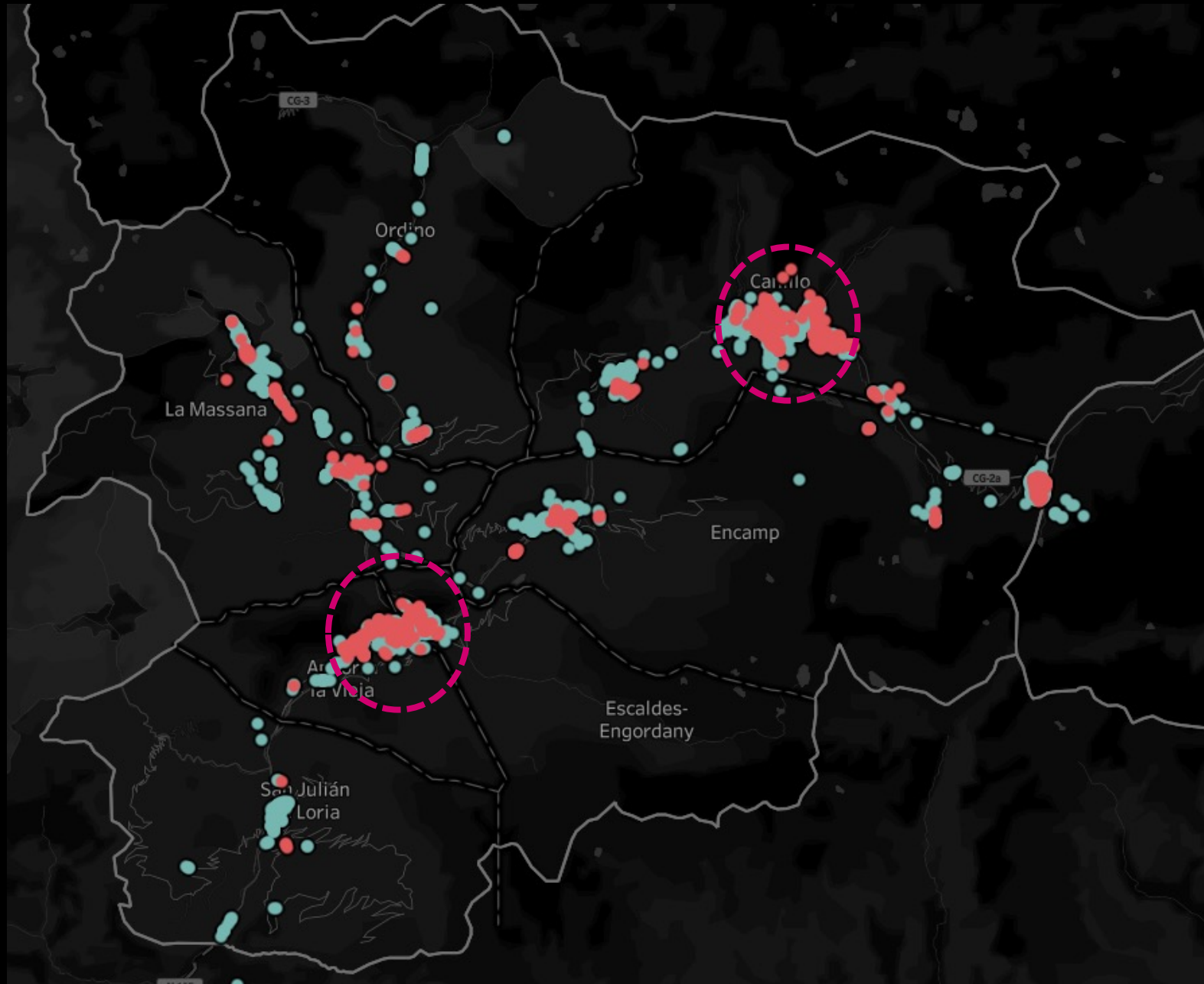


Effective advertising campaign tool



Purchasing power

7.



30 December 2021

(2 am - 5 am)

-  Phones < €200
-  Phones > €800

Interests and preferences

8.

Most Used Apps per month by category

Apps más utilizadas al mes en el mundo por categoría



Most downloaded App categories

Categorías de apps más descargadas por dispositivo en España

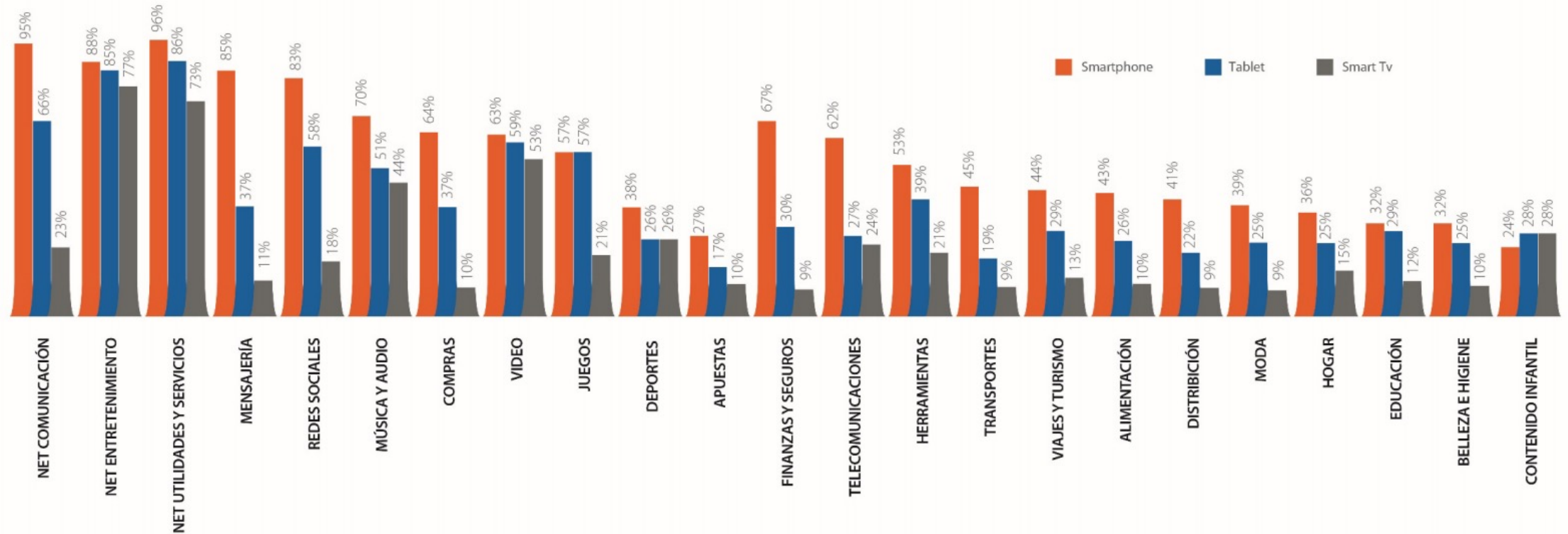


Gráfico elaborado por ditrendia a partir de datos de IAB

Micro-segmentation

9.





Improve **the user experience**



Pair the offer with the **demand** in shorter times



Effectiveness of campaigns



Focuses efforts on the **most sustainable** offer

Tourism micro-segmentation

Data & artificial intelligence

Thank you

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