

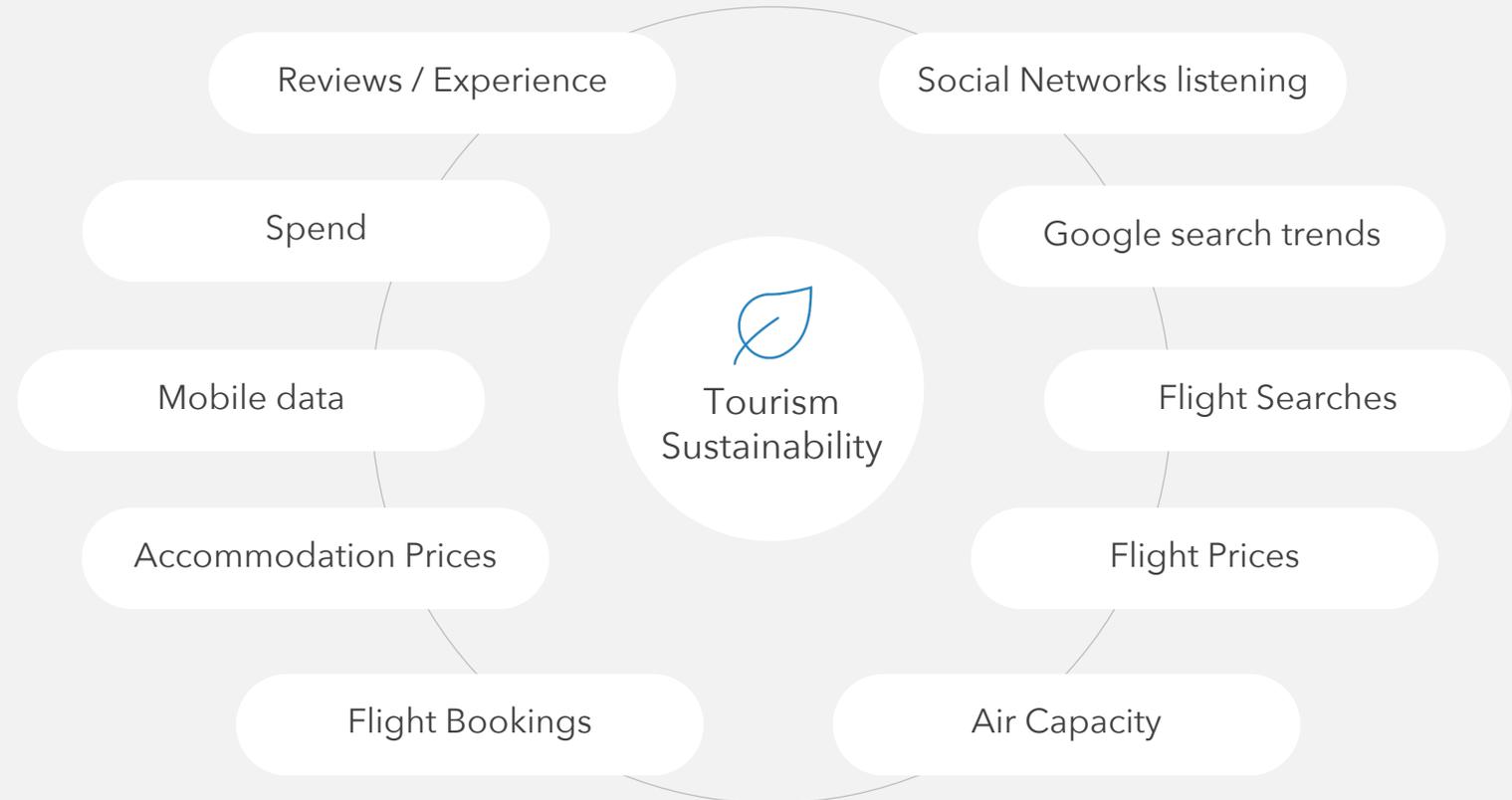
## The only constant nowadays is the fast change

- New era of constant **instability**
- **Updated analysis** vs. uncertainty
- Cross-data analysis and data interpretation generates **knowledge**
- From data to action: **Operational and Strategic Decisions**



# Big Data for Travel 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.



## Global sources:





Dreaming  
and Inspiration

Booking  
and Planning

Behaviour  
and experience

Sharing  
and rating

Travel Stages

## Monitoring the complete travel journey

We observe and record visitors' behaviour throughout all decision phases.

### **Planning- Decision - During Visit -Post Visit**

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.



# Mabrian provides answers to key questions

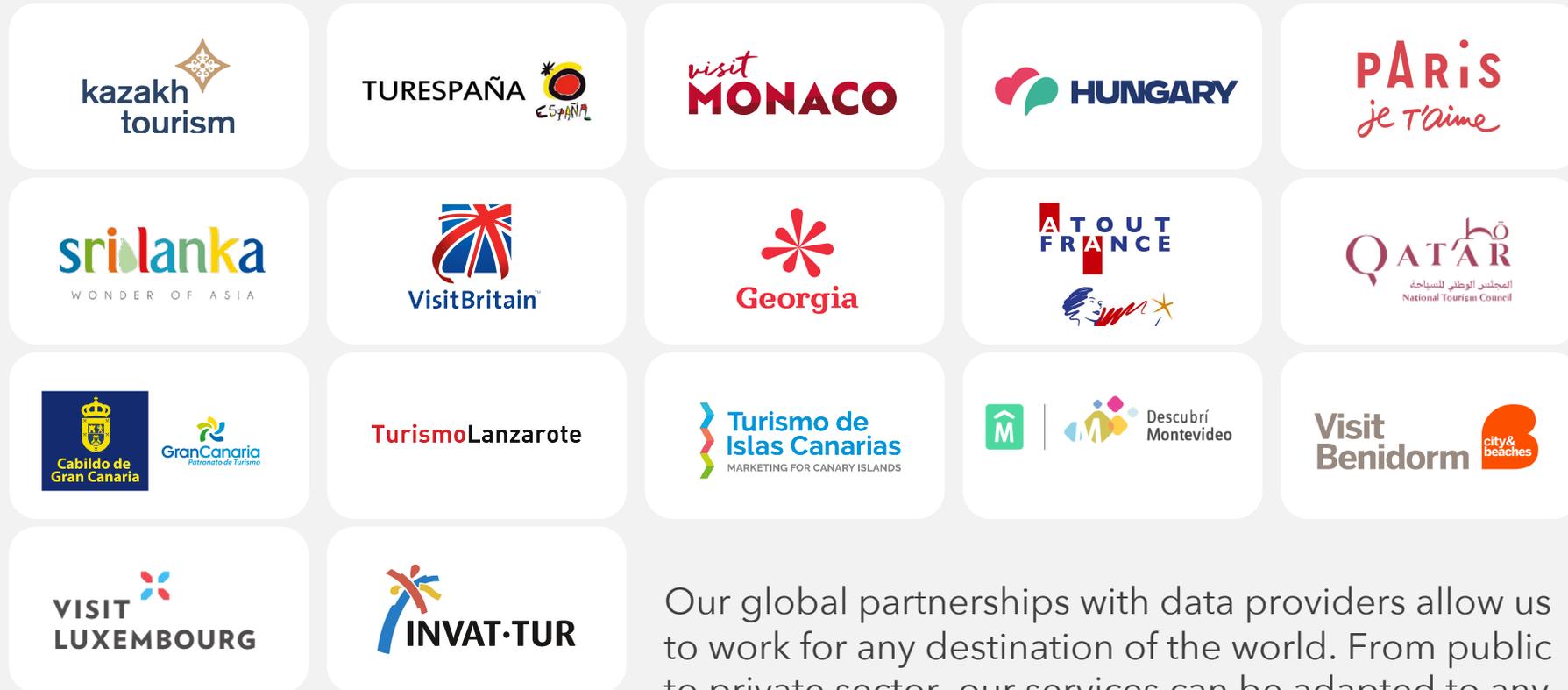
In 6 main areas of destination management and marketing by using Big Data

## Travel Intelligence

1. Demand & Targeting
2. Destinations' Access facility
3. Branding & Communication
4. Client Experience
5. Destination Benchmarking
6. Tourism Sustainability

Strategic and operational planning

Monitoring of results



Our global partnerships with data providers allow us to work for any destination of the world. From public to private sector, our services can be adapted to any size of organization: National, Regional and Local Tourism Organizations, Hotel Chains, Airlines, Investors, etc.



## Use Case: Girona's Pyrenees

Identify and profile the tourists most interested in nature and active tourism to adapt targeting and communication

Analysis of Social Media spontaneous mentions related to nature and active products and the destination to get:

- Interest and satisfaction levels
- Best target market: segments and demographics
- Communication Opportunities

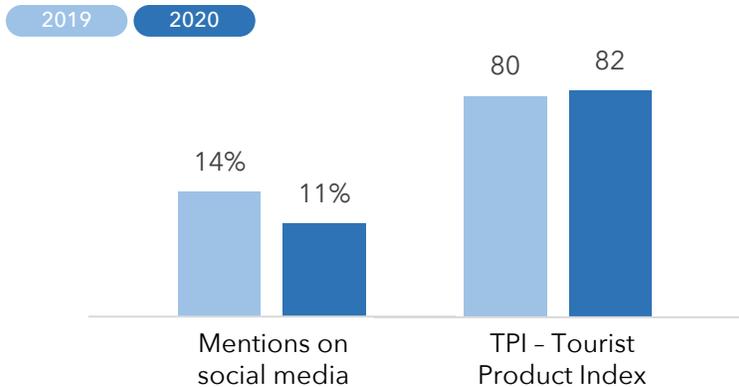




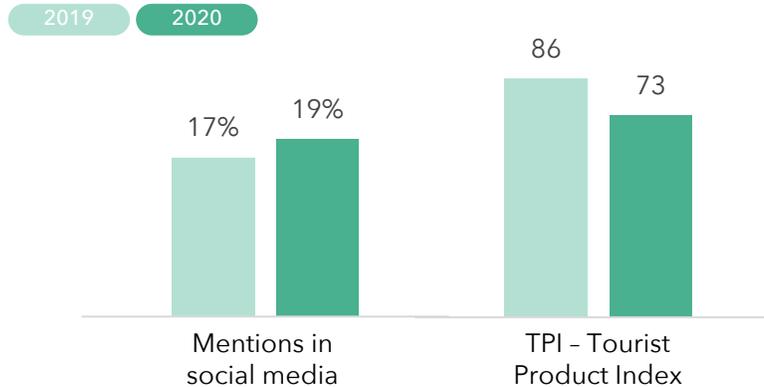
## Identifying the best segments

# Interest, perception, demographic and attractions

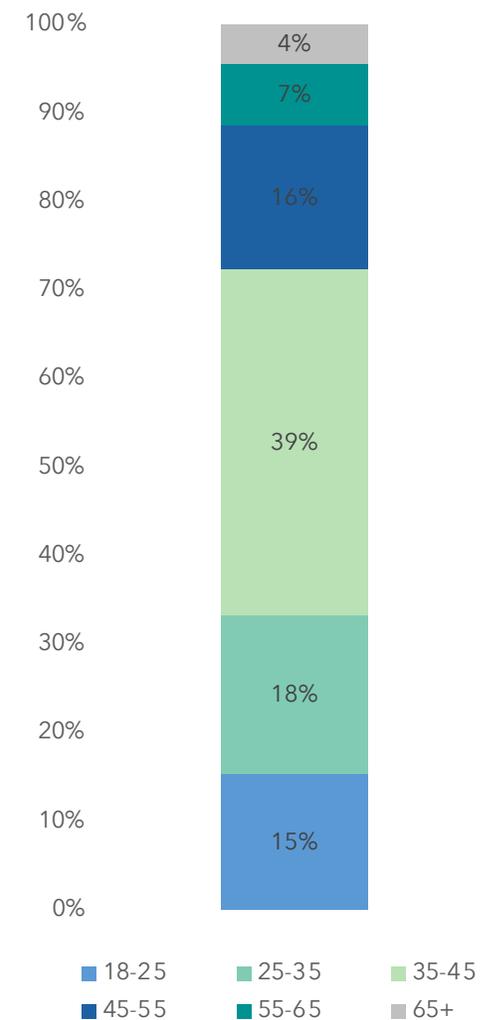
### Active



### Nature



### Interest by demographic: Active & Nature



### Most mentioned attractions: Active Product

- 2020
- La Fageda d'en Jordà
  - Vallter
  - Vall de Núria
  - Parc Natural de la Zona Volcànica de la Garrotxa
  - Llac de Puigcerdà
  - Ruta del Ferro
  - Real Club de Golf Cerdanya
  - Pont de Besalú
  - Vall de Camprodon
  - Volcà Croscat

### Most mentioned attractions: Nature Product

- 2020
- La Fageda d'en Jordà
  - Llac de Puigcerdà
  - Parc Natural de la Zona Volcànica de la Garrotxa
  - Pont de Besalú
  - Volcà de Montsacopa
  - Volcà Croscat
  - Vall de Camprodon
  - Vallter
  - Vall de Núria
  - Castell de Besalú