

DATA-POWERED SOLUTIONS

Tourism Insights

HOW CAN TELEFÓNICA TECH HELP?

Learn how visitors and tourists behave in your area of influence.

Tourism Insights is a solution designed to provide you with an in-depth understanding of the tourism sector through Big Data and Artificial Intelligence techniques.

We combine data from Telefónica's customer network with business activity to provide you with **insights** on the **volume of visitors and tourists**, their **behavior** in the areas analyzed and their **socio-demographic profile**, including information on **overnight stays**.

WHO IS THIS SERVICE FOR?



Public and private organizations

of medium and large size that wish to have a deeper knowledge of visitors and customers, both in socioeconomic profiling and in the analysis of their behavior in areas of influence.



Small or medium-sized companies or public entities that,

even if they do not have analytical departments, need to obtain detailed insights in a simple way.



Large companies with analytical departments

looking to enrich their databases and optimize their internal processes.



Tourism Insights services are **flexible and adaptable to your needs**, whether in file, viewer or API format.

OUR VALUE PROPOSITION

Our service

The Tourism Insights service allows you to know the **real behavior of visitors in your areas of interest**, based on **socio-demographic micro-segments**. You can also make comparisons over time using different **time windows**.

Based on the availability of historical data, you can carry out descriptive and predictive analyses that will help you optimize your services and **anticipate the real needs of visitors and customers**.

What does it allow you to do?

This service will allow you to:

- › **Optimize services:** Improve the services you offer, such as garbage collection or smart lighting, adapting them to the real needs of visitors and residents.
- › **Define personalized proposals:** Create specific proposals for different visitor segments.
- › **Adjust service points:** Adapt the service staff according to the nationality or characteristics of the visitors.
- › **Anticipate the influx:** Anticipate visitor flows by taking into account seasonality and factors such as weather.
- › **Measure recurrence and loyalty:** Analyze the frequency with which customers or visitors return, identifying loyalty patterns.

Benefits

Pioneers in Spain

We are the first company in Spain to offer these types of services, with over eight years of experience.

Recurring projects

We manage a significant number of recurring projects that have consistently demonstrated the value of our services.

Telefónica Tech's differential value



Anonymized, extrapolated, and aggregated data from the mobile network, ensuring user privacy.



24/7 data collection with national coverage allows us to gain precise insights into who the tourists are and how they behave in different destinations.



Thanks to the sample size and its national-level representativeness, along with historical data, we can conduct customized studies based on different geographic and temporal aggregations.

EQUIPMENT, TEAMS AND ACHIEVEMENTS

Our teams

- › **400 professionals** dedicated to AI for enterprise and Public Administration clients.
- › **10 specialized** centers across **Spain** (Madrid, Barcelona, Valencia, Valladolid), **the United Kingdom** (London), **Central Europe** (Slovenia and Austria), **Brazil** (Sao Paulo), and the **Hispam** region (Santiago, Chile, and Mexico City).
- › **150+ certifications** held by our Artificial Intelligence experts.

Achievements

- › **1,000+ projects** executed.
- › **200+ clients** served.
- › Projects delivered in **25+ countries**.

BUSINESS MODEL

Our service is flexible and adapts to the needs of different types of customers. We offer both **one-shot** and **recurring deliveries**.

RELATED SERVICES

Cloud WiFi/SDLAN

Provides efficient connectivity at key points where mobility data is collected and processed. It facilitates access to and collection of real-time data within commercial areas, offices or transportation infrastructures, improving the ability to analyze mobility trends.



Advanced Analytics

Enables deep and advanced analysis of the mobility data obtained, so that hidden patterns and trends in people's behavior can be discovered, optimizing strategic decision making.



Use Case Discovery

Helps organizations discover innovative use cases for applying the mobility data generated, enabling them to identify new opportunities to optimize their operations.



Contact us to start the digital transformation of your organization.

