

AI of Things

# Tourism Insights

Understand how visitors and tourists behave in your area of influence



## What is Tourism Insights?

Tourism Insights is a solution that **facilitates in-depth and distinctive understanding of the tourism sector** by means of Big Data and Artificial Intelligence techniques. By combining the large volume of data on Telefónica's customer network and business activity, it provides insights into the volume of visitors and tourists and their behaviour in the areas under analysis, their socio-demographic profile and overnight stays.



## Features

Tourism Insights has a wide range of features:

- › **Visitors' place of residence:** based on regional, national or international origin.
- › **Socio-demographic segmentation:** analysis by sex, age, volume, socio-economic level, purchasing power and digitisation.
- › **Web segmentation:** based on web browsing interests.
- › **Localisation:** time-slot analysis of the areas visited by the tourists.
- › **Average stay:** in terms of overnight stays.
- › **Mobility patterns:** identifying the points of interest.





## Benefits

Tourism Insights offers great benefits for your business:



**In-depth knowledge of the profiles/ visitors in the area and travellers' behavioural patterns** throughout the geographical area under analysis, applying mathematical models to Big Data technologies.



**It can answer specific business questions** segmented by socio-demographic profiles.



**Optimisation of the resource planning and management of a point of sale or space** to provide detailed information on the people visiting the area.



**Increased capacity for analysis and monitoring:** possibility of accessing results within a short period of time and comparing current and past results dynamically in order to identify areas for improvement and define action plans.



**Real data by extracting and anonymising the data from the mobile network:** hundreds of millions of mobile customers that generate thousands of millions of events each day.



**Personalised analysis:** by applying mathematical models to Big Data technologies, profiles and behavioural patterns of the tourists are obtained to provide a specific response to the customer's needs.



**Generation of result reports:** data visualisation tools with an easy-to-understand interface for any company profile, generated in keeping with the required information, e.g. volume of tourists, places most visited each day and time slot, classification between foreigners and nationals, etc.



**Effectiveness:** the tool can provide a very large and representative sample of the people moving through the areas under analysis, compared to traditional solutions such as the more costly and scope-limited surveys that it can complement.





## Sectors of application

A solution for **companies and organisations that offer services in the tourism sector** (hotel chains, travel agencies, restaurant chains, etc.) and **public administrations** (town and city councils, etc.) that need to understand the tourists that access their business area and their behaviour in order to **improve their services and commercial offer and optimise the effectiveness of their actions** while allowing them to **discover new lines of business by analysing the impact of tourism on specific areas**.



## Reason Why

With Telefónica Tech's creation, the integration of the Big Data/AI units into the IoT makes the offer even more comprehensive, **incorporating sensorisation, connectivity, analytics and infrastructure capabilities into the ensemble**.

We have the **unique ability to combine and analyse customer data with IoT data, Open Data and the mobility of the Telco network, allowing us to obtain behavioural patterns** processed on the pioneering platform with our own patented algorithms, thanks to which we can **offer a high amount of accurate data and information at a lower cost** than other information providers in the tourism sector, with **domestic and international coverage and the availability of historical data**. We also have the **capacity to offer personalised and consultative sales**, accompanying customers throughout all the phases of their business needs.



## Success stories

Ajuntament  de Girona

AYUNTAMIENTO DE  
**SANTANDER**

 **ALCALÁ DE HENARES**  
AYUNTAMIENTO

 **prom**  
**perú**

Allianz  Parque

 |   
Madrid  
Destino

 **PATRIMONIO**  
NACIONAL

**UNWTO**  
World Tourism Organization

  
**IBEROSTAR**  
HOTELS & RESORTS



## Contact

Find out how we can help you to **understand how visitors and tourists behave in your area of influence**.

For further information, please contact us: