

# IMPROVE OPERATIONAL EFFICIENCY WITH BETTER DEMAND FORECASTING

Gain **unique contextual insights** for accommodations and destinations that will enhance supply and demand predictions

## Revenue Management and Direct Sales

Enrich your sales channel strategy and dynamic pricing by better adapting to the context:

- Destination demand
- Accommodation and flight pricing
- Average stay
- Air connectivity, etc.



## Marketing and Campaigns

Exponentially increase the return on campaigns with better segmentation

- **Identifying** demand hotspots for the destination
- Activation at the **optimal moment**: decision phase
- Message **segmentation** by specific groups: city of origin, season, age, spending level, etc.

## Forecasting

Improve projections and budgets by anticipating demand and price trends at the destination

- Destination demand **12 months in advance**
- Destination connectivity **12 months in advance**
- Destination pricing **6 months in advance**

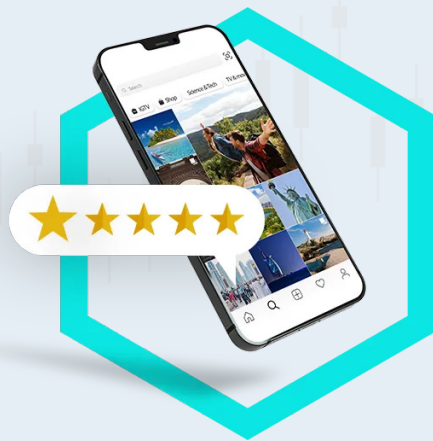


## Expansion and Investments

Reduce uncertainty and streamline the investment decision-making process



- Database for **feasibility analysis**
- Destination outlook analysis **up to 12 months ahead**
- **Global competing analysis:** key markets and competitor destinations

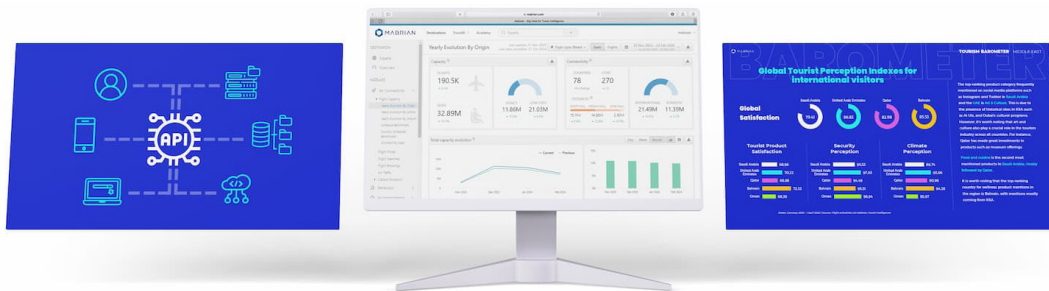


## Satisfaction and Competitiveness

Analyse your **competitive position** with respect to all accommodations in the destination in terms of price and satisfaction levels

- **Competitiveness analysis** of demand composition
- **Tracking of average prices:** by booking date and arrival date
- **Sentiment analysis of reviews:** overall satisfaction and by departments

## Access information in multiple formats



INTEGRATIONS (API) - VISUAL DASHBOARD OF INDICATORS - REPORTS



**MABRIAN**  
A DATA APPEAL COMPANY

## Most comprehensive data intelligence solution for Travel & Tourism

Download this information in PDF



**Commercial office**  
Av. Diagonal 512 1º 1ª,  
08006 Barcelona,  
Spain  
+34 931 968 272

**Headquarters**  
Costa des Muret s/n, Maó,  
07702 Menorca, Spain  
+34 871 201 231

[MABRIAN.COM](http://MABRIAN.COM) · [INFO@MABRIAN.COM](mailto:INFO@MABRIAN.COM)

