MABRIAN
A DATA APPEAL COMPANY

# DATA INTELLIGENCE FOR TOURISM DESTINATIONS

A single solution to provide all the necessary **updated contextual information** for more efficient and sustainable destination management

Big Data Tourism Observatory

The most comprehensive solution in the market for seamlessly incorporating **over 30 global data sources** into any destination intelligence system:

1. PRE
Dreaming & Inspiration

- TRENDS
- SOCIAL LISTENING
- FLIGHT SEARCHES
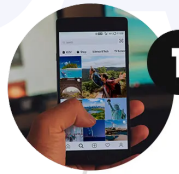
2. PRE
Booking & Planning

- AIR CAPACITY
- FLIGHT PRICES
- FLIGHT BOOKING
- ACCOMMODATION

4. POST TRIP
Sharing & Rating

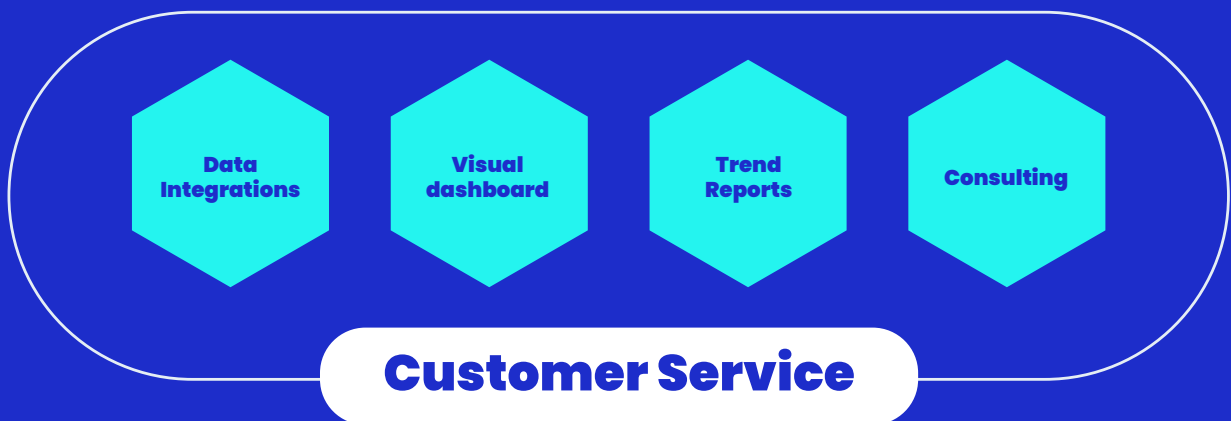- TRIP REVIEWS

3. DURING
Behaviour & Experience

- SPEND
- INTERESTS & PERCEPTION
- MOBILE DATA

The Transition To Smart Destination

Our data can be presented according to the **client's needs.**

- Data Integrations
- Visual dashboard
- Trend Reports
- Consulting

Customer Service

Support for Data Interpretation

Mabrian's team of tourism data specialists **offers continuous support for the identification, extraction, and interpretation** of the information required by the client.

→ **Training and follow-up sessions included**

→ **Resolution of specific queries**

→ **Preparation of standard and ad-hoc reports**
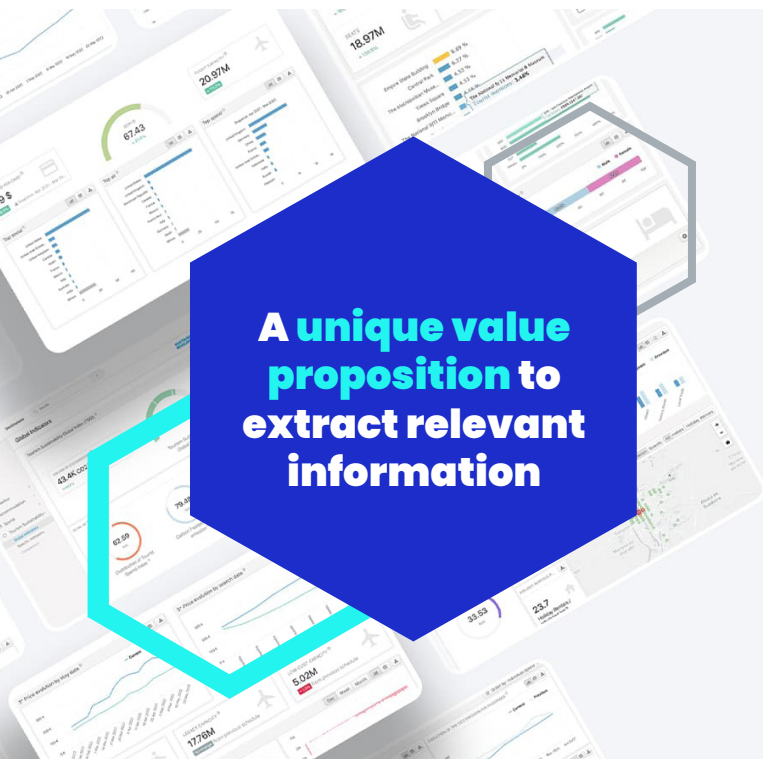
A **unique value proposition** to extract relevant information

Plug & Play Service

The Tourism Intelligence service **is available for any destination worldwide**, regardless of its size. The standardization of sources and indicators allows for rapid and straightforward implementation:

→ **Modular and adaptable** subscription service

→ Delivery in **6 weeks**

→ **Visualization dashboard + API** for integrations

→ **Ad-hoc data** integrations

→ **Open Data** projects

→ **Reports**

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Most comprehensive **data intelligence** solution for Travel & Tourism

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