

# VIVENTIAL VALUE

Specialists in smart tourism innovation, focusing on improved competitiveness and sustainability in destinations through the use of data on supply and demand.

The three key working areas with destination managers are smart data generation, STS consulting and knowledge transfer to the sector.

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Collaborating member of the Smart Destinations Network



## MONITOR FOR PERCEPTIONS OF HEALTH SECURITY AND TRUST IN THE DESTI- NATION'S TOURISTIC SERVICES

In the **context** of post-pandemic tourism management, customer confidence and decisions are conditioned by perception of health security and online opinions (sources: Expedia \*, ETC\*\*):

- 80% of travellers confirm that measures designed to tackle the pandemic will influence their decisions (\*)
- 83% of all travellers think it is important that accommodation should provide thorough cleaning and have protocols for regular disinfection (\*)
- 75% of travellers read reviews before booking accommodation, and opinions, considering "room cleanliness" and the "general state of the hotel" as the most influential (\*)
- Travel review platforms are the main source of European decision making (\*\*)

### Goals and benefits:

- To help destination managers work together with the private sector to offer a satisfactory and safe tourism experience
- Identify areas for improvement with regard to tourists' confidence during the decision, visit and sale phases

- Improve the image and reputation of the different tourism services, and in turn the destination as a whole

### Content:

- Audit on the perception of health and hygiene security in all the destination's resources
- Joint action plan with the private market based on project results
- Customised monitoring plan according to the results and particular needs of the destination

### Methodology:

- Analysis of content generated by customers on accommodation, restaurants, museums, beaches, activity companies, natural spaces, etc. on leading tourism platforms
- Application of Artificial Intelligence for identifying and analysing attitudes in the mentions related to the perception of safety and Covid-19 (capacity, social distancing, protocols, etc.), plus expert human analysis
- Segmentation by product, period, area, source market, etc. thanks to the customised data viewer.

Scope of smart destination application

**Technology**  
**Covid-19**

Solutions for destinations in the following areas



Type of solution

