

BRAINTRUST CONSULTING SERVICES

A consultancy firm that works to support the tourism ecosystem, helping national and international destinations to position themselves in their search for a green, sustainable and digital strategy, defining and implementing viable, measurable plans in the short, medium and long term, and transforming the tourism model.

www.braintrust-cs.com

BRAINTRUST

Collaborating member of the Smart Destinations Network



STRATEGY AND VALUE PROPOSITION FOR SMART DESTINATIONS

Braintrust focuses on travellers' trips from start to finish, improving experiences, satisfaction and recommendations, encouraging tourists to return, and increasing their spending. This boosts local economies, protects tourism capital and brings regions together, with sustainability as the goal.

Solutions are tailored for each customer, responding to very specific needs and making each project unique:

Strategies and Tourism Development

- Offices to design, implement, assess and monitor next-generation plans
- Strategic sustainable tourism plans
- Creating and supporting a report to fund SETUR's programme of sustainable tourism plans for destinations
- Destination commercialisation and promotion strategies
- Marketing plans
- Repositioning the destination's brand
- Premiumisation strategies
- Creating a product club
- Product design, launch and testing

- Communication plans
- Deseasonalisation policies
- Plans to attract and develop MICE tourism

Destination experience

- Design of the traveller experience
- Review, update and revitalisation of products
- Diversification of tourist attractions
- Training models and plans

Digitalisation and Transformation Strategies

- Analysis and implementation of augmented reality solutions
- Design of user experiences and modernisation of apps
- Development of tourist management dashboards
- Gamification strategies

Scope of smart destination application

**Technology
Governance**

Solutions for destinations in the following areas



Type of solution

