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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

Brain Trust Consulting Services
miembro colaborador
Red DTI

TOURISM INTELLIGENCE TO OPTIMISE THE MODEL

The company **helps measure data and turn it into smart information to better manage new models of tourism**, providing information to facilitate the implementation of different actions, and generating a thorough, useful knowledge of the reality and opportunities in a given destination, making all local residents participants in the model.

They boost collaborative models that help promote the circular economy and local industry/activity, always with a focus on residents, and their relationship with tourists.

They define and implement smart, high-quality tourism procedures to assist with decision-making:

Optimising the tourism model
- Studies on coexistence and residents' opinions
- Research into co-governance and public-private participation
- Analysis of new post-Covid traveller trends
- Studies on the consumer habits of travellers in destinations

- Identifying and categorising groups and profiles
- Tourism competitiveness and revitalisation programmes
- Studies on diversifying areas, broadening the appeal of the destination
- Benchmarking prices, products and services across the whole of the destination's value chain
- Developing loyalty programmes
- Analysis of the opportunities offered by the destination, and new business niches
- Sizing, segmenting and profiling travellers by place of origin
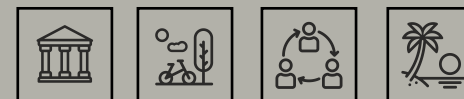
Data research and intelligence
- Tourism and sustainability observatory
- Analysing traveller satisfaction and recommendations
- Studies on brand image and position
- Managing and optimising flows within the city
- Analysing the socio-economic and environmental impact tourists have on the destination

Scope of smart destination application	Solutions for destinations in the following areas	Type of solution
Technology **Governance**		