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OLOCIP

Company specialised in the development and implementation of Artificial Intelligence for the generation of knowledge for optimisation and support in decision-making processes. Experts in addressing predictive and prescriptive responses in a personalised way.

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Collaborating member of the Smart Destinations Network

Olocip
miembro colaborador
Red DTI

ARTIFICIAL INTELLIGENCE PLATFORM AND KPI MONITORING WITH PREDICTIVE CAPABILITIES

Implementation of Artificial Intelligence systems in tourist management digital transformation projects to optimise tourism quality and help foster the sector's deseasonalisation.

The smart platform **permits**:

- Facilitating **visualisation and understanding** of the different data sources and variables
- Tourism **behaviour** analysis
- Analysis of **trends and the seasonality** of each variable
- Assessing the **impact** of the SARS-CoV-2 virus on tourism
- Analysing the status of the sector's **recovery**
- **Seasonal trend prediction** within each variable of the sector
- **Design of customised plans** for attracting each type of tourist focused on the following objectives, among others:
  > Attracting quality tourism
  > Increasing tourism occupancy rates
  > Optimising seasonal occupancy levels, attracting different tourist profiles to the destination throughout the year, and avoiding situations of minimum occupancy during the low season
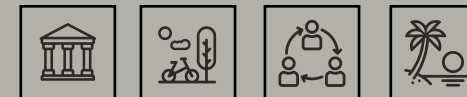
Differential value of artificial intelligence in the digital transformation process.
One of the fundamental reasons to digitalise is the opportunities the computerised data analysis offers. This is because studying past and present data (descriptive) can assist in drawing conclusions that support decision making. However, the greater the increase in the volume of data, the harder it is to separate relevant information from irrelevant data. Moreover, this approach does not enable future scenarios or situations that do not appear in the data to be assessed. The use of artificial intelligence overcomes these limitations by using past data to train predictive models to provide information about the future (predictive). These models can be used to view suggestions about which actions to take to maximise the probability of achieving set goals (prescriptive).

Scope of smart destination application	Solutions for destinations in the following areas	Type of solution
Technology **Governance** **Covid-19**		