164

CATALOGUE OF TECHNOLOGICAL SOLUTIONS
FOR SMART TOURIST DESTINATIONS
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Glosario
Iconográfico

Inicio

PURPLE BLOB

Purple Blob is a company that stands out for its approachability, adaptability to client needs and innovation through new technologies. Their technical capabilities allow them to comprehensively develop, programme and connect projects, providing information with high added value to their clients.

www.purpleblob.net

BARET: SMART TOURISM PLATFORM

The BARET smart tourism platform was created as an **app designed to collect, process and compare large volumes of data from an immense variety of sources**. The aim is to provide the most complete, clear vision possible of what is happening with regard to tourist destination branding, the sector's business world and the main stakeholders in the area.

BARET is able to learn by analysing this information, and helps design successful strategies and actions for destinations, giving destinations and companies within the tourism sector control over the main flows of data that are of interest when designing their strategies for the future, and measuring the real impact of their actions:

- The platform measures flows and numbers of people who use routes or visit installations in real time, and compares this with the impact of marketing campaigns and actions aimed at boosting the destination's branding.

- It analyses the topics that clients and potential users are talking about in real time to design marketing strategies featuring content in accordance with the real experiences and interests of their target audience.
- It compares trends with real changes in bookings and business volume, finding out more about the target audience and its alignment.
- It analyses the real impact of investments and sponsorships, drawing conclusions about their profitability and efficiency, and obtaining smart recommendations for the future.

Methodology and characteristics:

Work is carried out on all the concepts concerning the destination's online positioning and on breaking down and producing granular data adapted to their scope of interest, generating data architecture that filters and enriches the Big Data taken from online monitoring and resulting in an effective table for future strategising and decision making.

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