

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.

www.viventialvalue.com



Collaborating member of the Smart Destinations Network



VISITOR EXPERIENCE AND DESTINATION TOURISM REPUTATION MONITOR

A bespoke service for each destination, which consists of implementing a **system for monitoring, handling and visualising thousands of online opinions and ratings produced by tourists on relevant sources** (OTAs, search engines and review communities), directly linked to the key areas of governance, innovation and knowledge.

It has been implemented and adapted to all types of destinations and sectors, including several destinations within the Smart Destinations Network, with a focus on:

1. Customer experience:

The iRON® online reputation index, divided into:

- Sectors (accommodation, restaurants and attractions at the destination)
- Products (culture, nature, leisure, gastronomy, activities, shopping, etc.)
- Time periods (comparative with previous years, months, days)
- Territories (regions, provinces, districts, cities or by micro-segmented areas of the municipality)
- Source markets (national vs. foreign, mature markets, emerging markets)

- Type of customer (families, couples, groups, individuals)
- Type of service (accommodation category, gastronomic club, etc.)
- Cross-segmentation of destination-tailored indicators on a detailed interactive dashboard

2. Perception of Covid-19 safety precautions:

A module specifically designed to understand and improve visitor perception of the health precautions in place at hotels and other types of tourist accommodation, restaurants, on tourist activities and at cultural and natural attractions in the destination, through a combination of:

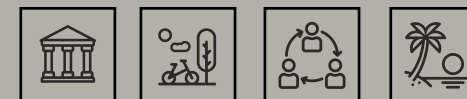
- AI techniques to identify semantic content and categorise feelings
- Further expert human analysis to correctly interpret results and design improvement actions

Together with the generation of said knowledge to improve a municipality or destination's competitiveness and sustainability within the tourism sector, emphasis is also placed on the design of actions to transfer the results to all the agents within the sector in order to implement competitive improvements (interactive dashboards, ad-hoc reports, workshops, etc.).

Scope of smart destination application

**Technology
Covid-19**

Solutions for destinations in the following areas



Type of solution

