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TOP TOURISM MARKETING

Smart, profitable solutions for tourism marketing and publicity. Through an extensive portfolio of innovative, strategic, creative and dynamic options, channels and actions, this company aims to optimise results, achieve ambitious objectives and satisfy the needs of every client.

www.toptourismmarketing.com

Collaborating member of the Smart Destinations Network

INSIGHTS-X FOR DESTINATIONS

Destination intelligence tool for assisting tourist destinations to substantiate their **strategic decision making**. Using actual hotel booking data from transactions made via the TravelgateX platform, they offer destinations the ability to combine, various metrics and dimensions relating to both bookings and demand in real time to create customised reports (total number of bookings, source market, traveller profile-couple, family, solo, group, average length of stay, booking lead time, booking date, check-in date, ADR, etc.). They can also compare the performance of their destination with that of competitor destinations.

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