

KIDO DYNAMICS

Company specialised in mobile big data, enabling it generate deep knowledge about the mobility behaviour of millions of people through machine learning technologies leveraged by the science of social physics.

www.kidodynamics.com

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Collaborating member of the Smart Destinations Network



TOURISM INTELLIGENCE PLATFORM

The Kido Dynamics tourism intelligence platform provides **indicators and useful information about visitors and tourist activities in the destination** to guide managers' strategic decisions, assessing their impact in real time and definitively contributing towards the destination becoming a Smart Destination.

The Kido Dynamics tourism intelligence platform enables other agents in the sector (hotel companies, restaurant and leisure chains, event organisers, real estate managers, etc.) to obtain the most up-to-date information on the profile of visitors and tourists in the area of interest, compare it with those of competitors and thus detect changes in habits or new market niches that can contribute to the design of a much more attractive offering.

Kido Dynamics also commercialises access to these indicators through queries made to a REST API developed for this purpose. The aim is to **simplify integration** with other Business Intelligence viewfinders and platforms as an additional source of data.

Covid-19: The level of mobility is one of the most relevant indicators for the spread of the Covid-19 pandemic. The mobility analysis solutions marketed by Kido Dynamics can help determine the real impact of the pandemic on a municipality, based on the actual residents rather than on data from the National Statistics Institute (INE). This makes it possible to identify which mobility scenarios are having the greatest impact on the spread of the virus, as well as predicting the most accurate measures and monitoring the impact these are having.

Scope of smart destination application

Technology
Covid-19

Solutions for destinations in the following areas



Type of solution

