

INTELIGENCIA TURISTICA

Pioneering company specialised in the implementation of tourism intelligence and smart destinations.

www.inteligienciaturistica.com



Collaborating member of the Smart Destinations Network



STANDARDISED TOURISM INTELLIGENCE SYSTEM

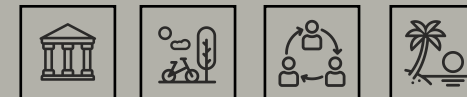
This system involves:

- Having a systematised monitoring and intelligence process
- Implementing the UNE 166006 standard
- Capturing information procedurally
- Analysing and understanding events in real time
- Facilitating interactions with visitors and the environment
- Supporting the decisions of destination managers
- Permitting improved tourist experience quality in Smart Destinations
- Organising the digital data layers at the destination
- Advancement in the structuring of a Smart Destination Office
- Phase prior to implementation of the technological platform
- Establishing an indicator dashboard
- Knowing trends and alerts that can be applied at the destination
- Establishing more dynamic, better targeted promotional strategies
- Having knowledge to develop different tourism products
- Monitoring the competition
- Compiling data on the city's internal objects: hotels, museums, tourist offices, etc.
- Establishing the destination semantics.

Scope of smart destination application

Governance

Solutions for destinations in the following areas



Type of solution

