

# NETHODOLOGY

A market research company specialising in consumer insights, brand reputation and social intelligence. They help their customers to discover opportunities and trends through the research and interpretation of digital environment data.

[www.nethodolo.gy](http://www.nethodolo.gy)

# Nethodology\*

Collaborating member of the Smart Destinations Network



# DIGITAL TOURISM REPUTATION MONITOR

The Tourism Reputation Monitor developed by Nethodology offers different tourist destinations an **overview of their destination thanks to competitive analysis**, both quantitative and qualitative, of the destination as a tourist brand.

Through the monitoring and analysis of the huge amount of data available in the digital environment and social networks, they supply destinations with fundamental insights about their digital reputation, such as visibility, attributes, customer experiences, stakeholders, market share, positioning with respect to competitors, etc.

This information is essential to learning about tourists' opinions and views, both current and potential, and provides destinations with fundamental data for making strategic and operational decisions (marketing campaigns, communication initiatives, evaluation of sponsorship, etc.).

The Reputation Monitor helps **answer** questions like:

- How well-known is the tourist destination?
- What are visitors' experiences like?
- Which media/influencers are talking about the destination?
- What attributes is the tourism brand associated with?
- Has the marketing campaign been effective?

Scope of smart destination application

**Technology  
Governance**

Solutions for destinations in the following areas



Type of solution

