

TUROBSERVER

Turobserver offers each destination the tool most suited to their needs, with the aim of creating greater efficiency in terms of strategic decision making through the analysis of Big Data on tourism.

www.turobserver.com



BIG DATA FOR SMART DESTINATIONS

Collaborating member of the Smart Destinations Network



TUROBSERVER SMART TOURISM REPORTS

Regular **Smart Data Reports** turn Big Data into smart data, the simplest and most direct way to access the most relevant data about the destination, thus saving time and resources.

By analysing **over 250 sources of data**, the Turobserver team creates customised reports as PDF files that include the modules the destination selects from a **wide range of data**:

- Hotels and holiday rentals available
- Tour operators and distribution
- Reputation of the destination (accommodation, restaurants, beaches, monuments and points of interest, golf, etc.)
- Traveller profiles
- Rate of deseasonalisation
- Hotel demand (searches/bookings)
- Search trends (Google Trends)
- Flight data
- Competitor destinations
- Other data.

These reports are easy to read, and therefore can be used immediately in decision making, while their format makes data democratisation easier as they can be quickly shared with the business sector, therefore encouraging better governance.

The reports are **tailor-made** for each destination and issued regularly (monthly, quarterly, etc.), so they can follow the progression of KPIs, measure results, and manage more efficiently.

Scope of smart destination application

Technology

Solutions for destinations in the following areas



Type of solution

