

TYRCEO DATA SOLUTIONS

Tyrceo specialises in studying demand and online reputation. They analyse social media, opinion portals, hotel bookings and any other website or database to provide the richest, most useful data for towns and the tourist who visit them.

www.tyrceo.com

TYRCEO

GEOLOCATING TOURISTS

The tourist geolocation platform finds which geographical areas are most likely to respond to capture campaigns, based on the extraction of data about tourists' interests and analysing the homogeneity of the locations.

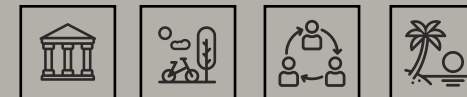
- **Phase 1:** extracting tourists' interests based on Big Data, opinion surveys, active listening on social networks and any other source of information.
- **Phase 2:** analysing the homogeneity of the location through statistical comparisons and formulae.
- **Phase 3:** constructing a classification model (machine learning, AI) for geographical location and capture through logarithms.

Tyrceo helps destinations attract more tourists. They specialise in analysing demand and reputation, tourist knowledge and geolocation.

Scope of smart destination application

Technology

Solutions for destinations in the following areas



Type of solution

