

## STRATEBI

Stratebi is a Spanish company based in Madrid and Barcelona, created by a group of professionals with extensive experience in information systems, solutions and processes related to Business Intelligence.

[www.stratebi.com](http://www.stratebi.com)



## BIG DATA ANALYTICS FOR THE LEISURE AND TOURISM SECTOR

It identifies trends relating to the behaviour and satisfaction of tourists and visitors in order to respond efficiently to their requests and:

- Make analysis and decision-making processes efficient and less costly
- Develop special market and study segments
- Convert information into knowledge to gain customer loyalty
- Integrate multiple data channels: shops, call centres, mobiles and social media
- Streamline decision making with comprehensible visual models
- Reporting: Manages its own dynamic reporting system
- Specific KPIs for the tourism sector: Travellers, destinations, transport, etc.
- Increase the profitability of marketing actions and campaigns
- Anticipate the market and customers to respond proactively

More than 150 KPIs available, many of them specifically for the Tourism sector:

- Conversion rate
- Abandonment rate
- Average advance booking
- Bounce rate
- Booking pages viewed
- Average number of visitors who book
- No. of travellers per year
- No. of Spanish travellers
- Percentage of visits that require assistance
- Errors per booking pages viewed
- Exits at the last stage of check-out
- Type of transport
- Average age of travellers
- Average duration of stay
- Geographical destination/ location
- Hotel quality rating
- Long-stay trip destinations
- Percentage of car hire bookings
- CO<sub>2</sub> emissions per travel company
- Travellers by gender
- Visitor satisfaction level
- Local satisfaction level
- Intensity of tourist use per hectare
- Total volume of water used
- Percentage of returning tourists
- Economic activity generated by tourism

Scope of smart destination application

**Technology**

Solutions for destinations in the following areas



Type of solution

