

MABRIAN

Specialists in extracting market intelligence for tourist destinations from the analysis of large volumes of data from diverse sources: social networks and portals, flight schedules, airline searches and bookings, accommodation, card payments, and presence and mobility patterns.

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MABRIAN
BIG DATA FOR TRAVEL INTELLIGENCE

Collaborating member of the Smart Destinations Network



MABRIAN TOURISM INTELLIGENCE PLATFORM

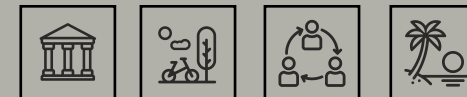
The **Mabrian Tourism Intelligence Platform** offers information and indicators based on real-time data analysis in a simple, user-friendly way, designed specifically for the management and promotion of tourist destinations. The service is provided under a platform subscription model, which is complemented with an accompaniment and tourism advisory service, as well as a report service.

Access to the Mabrian Tourism Intelligence Platform is **adapted to the needs of each customer** in relation to three factors: number of destinations to analyse, number of markets to be included in the analysis and type of data to include. Moreover, it includes a support service with analysts and tourism consultants to facilitate the use of the information in decision making.

Scope of smart destination application

**Technology
Governance**

Solutions for destinations in the following areas



Type of solution

