CATALOGUE OF TECHNOLOGICAL SOLUTIONS FOR SMART TOURIST DESTINATIONS 2022 EDITION. SEGITTUR

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



TOURISM TRENDS TRACKING

The Tourism Trends Tracking service provides destinations with a quantitative and qualitative analysis of the tourist trends and/or products which are generating the most interest and demand in the different source markets. Tourism Trends Tracking is performed by means of a fivephase methodology:

- Discovering: Identifying the global trends with the most attraction potential, as well as how tourism products are developing.
- Matching: Identifying which destinations are most closely linked with each tourism trend or modality to establish the positioning of the destination being analysed.
- Offering: Analysing how the offer relating to a specific trend is being structured.
- Motives: Identifying the motivations that affect the tourist personas within each trend.
- **Profiling**: Establishing the tourist profile linked to each trend.

Using this information, the destination can identify, analyse and prioritise the tourist trends and products that may result in a higher value differential within its own tourism offering, as well as gaining operational insights about how to promote them, which audiences to target, which type of messaging to use, etc.

Collaborating member of the Smart Destinations Network



Scope of smart destination application

Technology Governance

Solutions for destinations in the following areas









Type of solution







