

INNOVARIS

Innovaris is a company that is highly specialised in providing services in public management and administration, and also in the private sector.

www.grupoinnovaris.com



Collaborating member of the Smart Destinations Network



ANALYSING TOURIST DEMAND THROUGH BIG DATA

Through information **based on the study of statistics** and with the potential of Big Data, which will be provided by external suppliers as input, it is possible to gather data that, once processed and anonymised, provides information that is highly relevant for the sector. The following specific aspects are worked on:

- **Heat maps:** visualisation and analysis of people by specific areas and time slots. This information can be captured on a map of the location
- **Presence and mobility:** analysing the presence and flows of movement towards, from and within the destination, determining visitors' geographical origin and nearby departure point
- **Segmentation into profiles:** taking mass, representative samples that allow segmentation into diverse socio-demographic profiles (origin, age, gender, etc.), whose data is irreversibly anonymised in strict compliance with data protection regulations (GDPR)
- **Functionality:** establishing and defining relevant indicators that can be analysed. Definition of the municipality's geographical grid, and its divisions by areas or districts. Definition of the study period and sample to be analysed.

Scope of smart destination application

Governance

Solutions for destinations in the following areas



Type of solution

