

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

UNDERSTANDING TOURISTS

Segmenting and profiling audiences to better understand them in relation to tourism, and therefore maximising the effectiveness of tourist communication, marketing or event campaigns.

It provides an accurate vision of the tourism topics that attract travellers, and demonstrates their importance within the market.

- It adapts tourist attractions to people's interests
- It boosts and improves campaigns, focusing on the content that attracts tourists
- It finds new tourists.

Tyrceo processes data about tourists' places of origin, identifies those that are most influential, and studies all their preferences and lifestyles to improve communications. It also identifies what it was that attracted them to the destination.

It finds new tourists who are likely to be attracted to the destination and studies social media, while at the same time monitoring hotel occupancy and lots of other useful data to ensure that nothing escapes the control of the tourist office.

Scope of smart destination application

Technology

Solutions for destinations in the following areas



Type of solution

