Empowering Tourism with Big Data

Daniel Nieto

- Digital Tourism and Tourist evolution.

- Tourist market consolidation.

- Microsegmentation with Big Data.

- Big Data applications in Tourism.

- Big Data applications in Incoming Business.

| ANALOGIST TOURIST **1.0**	SOCIAL TOURIST **2.0**	COLLABORATIVE TOURIST **3.0**
• Traditional tourist • Travel agency dependent • Can't compare prices • Uses a lot of luggage • Low booking speed • Printed tickets	• Uses Internet at home • Online plan and book • Internet comparators • Light luggage • High booking speed • Tickets on mobile or printed	• Always connected • Willing to try • Social communities • Very light luggage • Last moment bookings • Environmental awareness

New life for travel agencies

Photo Galleries

Travel talks

Travel films

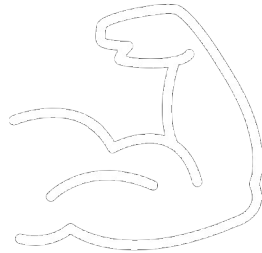Travel workshops

Telephony
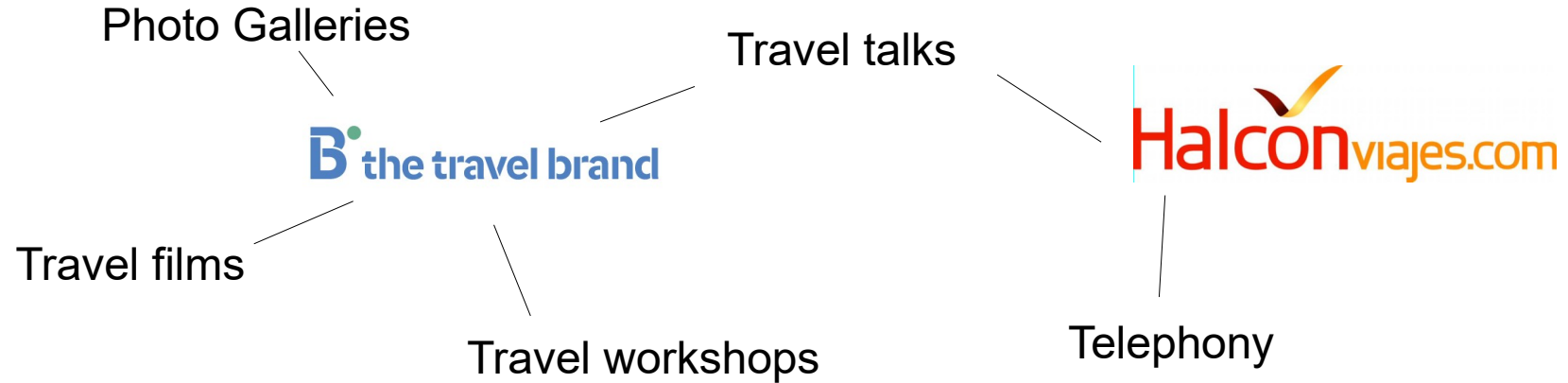
EXPERIENCES & SERVICES

Tourism Market Consolidation

Purschasing other OTA/B2B companies

Analysing Data. Focusing efforts in product personalization

Microsegmentation with Big Data

Tourists' habits analysis

Activity-Based
Website Traffic, Purchase History, Call and Mobile Data, and Response to Incentives

Sentiment Data
Look into their products and companies, likes or follows in social media, comments and reviews, and customer service records

Social Network Profiling
Offline information as work history, or group membership

Big Data Applications in Tourism

① **SMART BRACELETS**. Radiofrequency.
Room key, Credit payments, Personal and Medical data…
Disney Magic Band will recommend restaurants and atractions.

② **PERSONALIZED SERVICES AND OFFERS**.
OTA : *based on geolocation, previous reservations, occupation at destination*
Hoteliers: *minibar offer, adequate rooms.. IA: A/A,calefaction, use of water...*

③ **AIRPORTS 4.0**
"Free" wifi. Airports could known where passangers expend time.
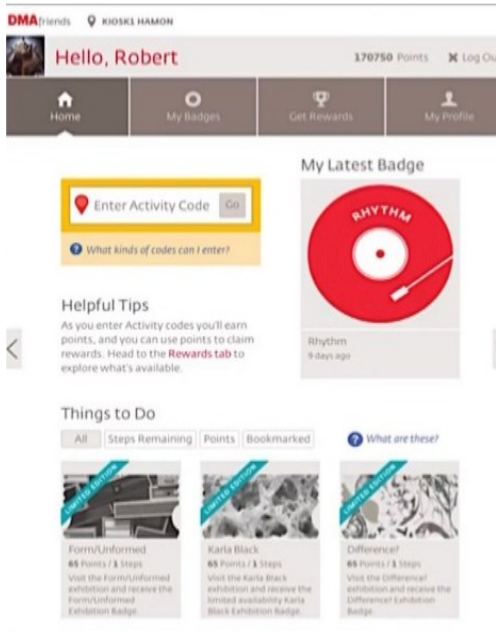*Connected luggage. GPS and sensors. Help to distribute. "Anonymous"*

Big Data analytics

Objectives

- Raising visitation
- Deeping engagement
- Improving investment outcomes

How?
Open wi-fi

Customers earn points exchangeable for services.

Big Data Applications in Incoming Business

Internal data analytics
- Cancellations forecast
- Contracts and bookings analysis > All precalculation needed?
- Client product personalization
  - Focus efforts
  - Optimization (rqs/bookings) > QoS

External data analytics
- Provider crashes
- Social network profiling