How Big Data can help Tourism and Destinations?

China $224Bn
US $488Bn
Mexico $80Bn
Brazil $56Bn
Argentina $22Bn
UK $104Bn
France $89Bn
Russia
Germany $130Bn
France
UK
Russia
China
Japan $107Bn
Germany $130Bn
Brazil $56Bn
Argentina $22Bn
Mexico $80Bn
US $488Bn
Japan $107Bn
Technology provider at the heart of travel

Travel Providers
- Airlines
- Hotels
- Airports
- Railways
- Car rentals
- Tour Operators
- Cruises
- Insurance
- Ground handlers
- Others

Travel Sellers
- Travel Agencies
- TMCs
- Online Travel Agencies
- Metasearchers
- Media players
- Corporate Self
- Booking tools
- Others

Buyers
- Corporations
- Travellers

Connecting the travel ecosystem
What’s the key factor behind a successful strategy?

Your challenges:
- Am I focusing on the right origin markets?
- What is the ROI of the campaign?
- Who are my competitors? How are they doing?

Our Data and Platforms:
- Search – Schedules – Availability
- Bookings – Tickets – Itineraries
- B2B advertising – B2C advertising

Unlimited possibilities:
- Continuous performance monitoring
- Strategic origin markets
- Campaign optimization
- Benchmark with competitors
Ciudad de Mexico: 46% increase in international arrivals

- 2014-16: +11 m international visitors
- Competitors dashboard
- Continuous performance monitoring
- Design and execution of media strategy
“We gained an incredible 8,164 new visitors to the Canary Islands. This is the first time we have an ROI in terms of conversions, understood as real purchases.”

Average CTR for Canary Islands advertisements, when the user was looking for an alternative destination.
Fighting disease epidemics with travel data analytics

Rio de Janeiro
Population: 6,386,608
Area: 1,197 km²
Weather: 45.9 °C
Case data: No data.

Opacity:
Data source: Population Density
Epidemiological: Off
Mobility: On

Search: Rio de Janei ro br-3630

2016 Magic Box 0.5 - ZIKA
Combination of temperature, population, and people's movements in Brazil.
Thank You!