Beyond Number of Visitors

Understanding Visitors Patterns from Hybrid Data

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OUR DNA

We set global standard research solutions for capturing the pulse of sustainable and competitive destinations.
We measure the success of leading brands of the visitor economy.
We are finally unsure about what we love most: travel or research. But lucky us: we do both!

TRAVELSAT© INDEX

The Gold UNWTO-Awarded standard for benchmarking your visitors' satisfaction, trusted by 100+ DMOs!

RESIDENT INDEX

Monitor your residents' engagement and acceptation towards local tourism development.

HYBRID DATA

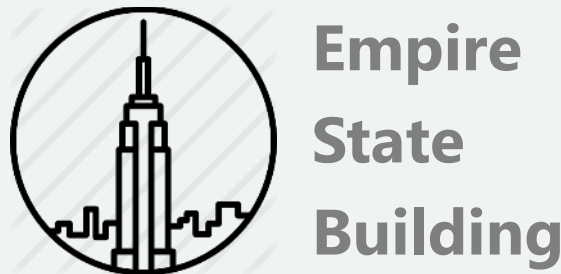Best insights from surveys and Big Data covering the full visitor experience. All in one place.

ENDORSEMENTS

For more impact and credibility when sharing our data to your stakeholders!

TCI Research
Travel Competitive Intelligence

UNWTO

WE'VE MEASURED SUCCESS OF 100+ TRAVEL BRANDS

From global stars to local hidden gems!

1. Social Analytics

How patterns from social listening can help destinations

![TRAVELSAT Pulse]

TRAVELSAT© Sentiment Methodology
## Social Intelligence for Destinations

Advanced semantic trends defined for destinations

o **Multilingual social analytics tools** + **Analysts' intelligence**

o Based on a **proprietary social web sentiment scrapping**

o Crunching content from all types of **travel and non-travel sources shaping destinations reputation**: websites, forums, blogs, micro-medias, FB/Twitter, Instagram, LinkedIn, Flick, Google+…

o TCI **convert the "noise" into relevant insights,** using advanced search and curation settings mapping **mainstream and emerging sentiment trends.**

o Analytics and trends **are illustrated by post examples.**

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Travel Competitive Intelligence
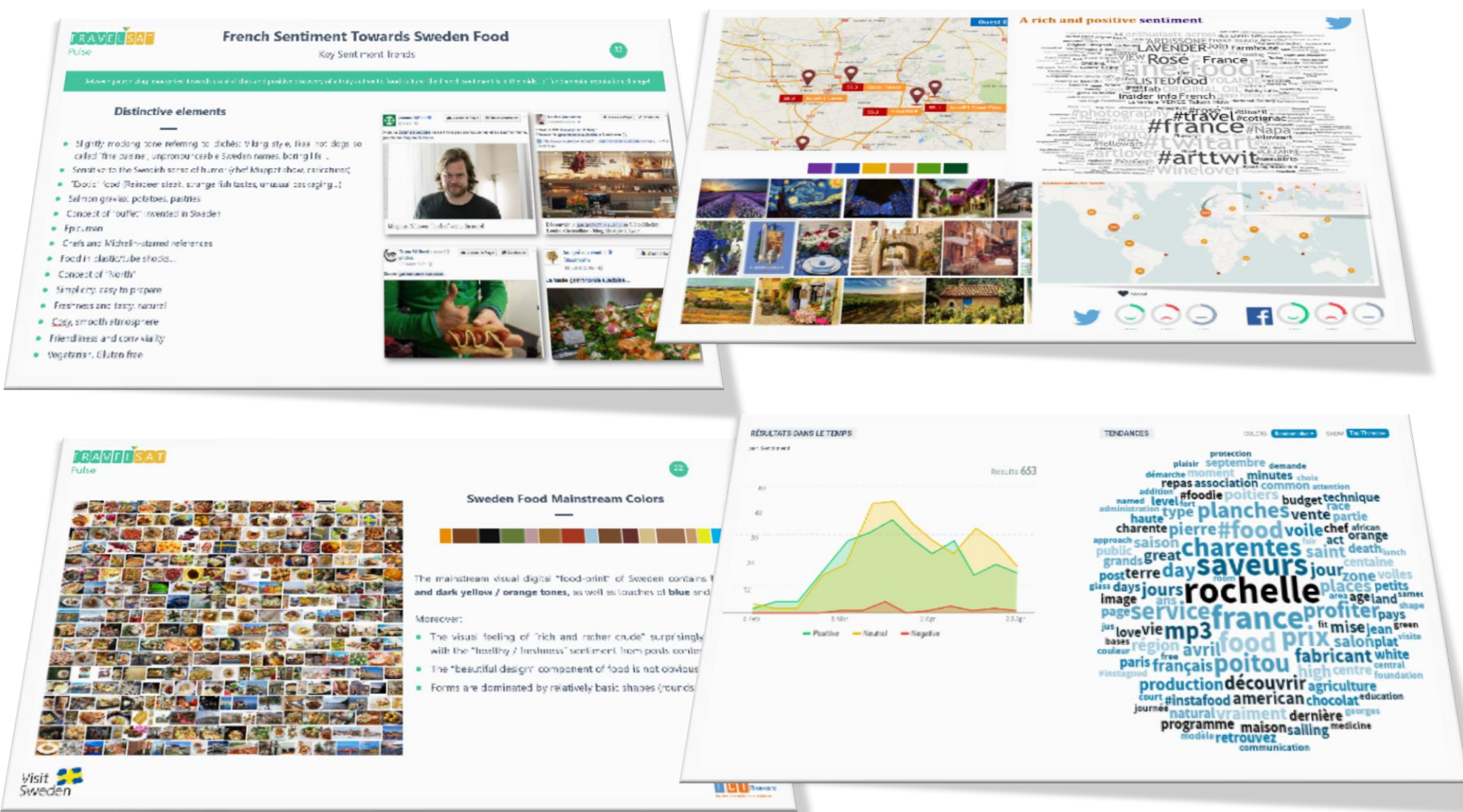
Louvre Museum New Branch in Lens

A completely new destination Around the Louvre-Lens (ALL)
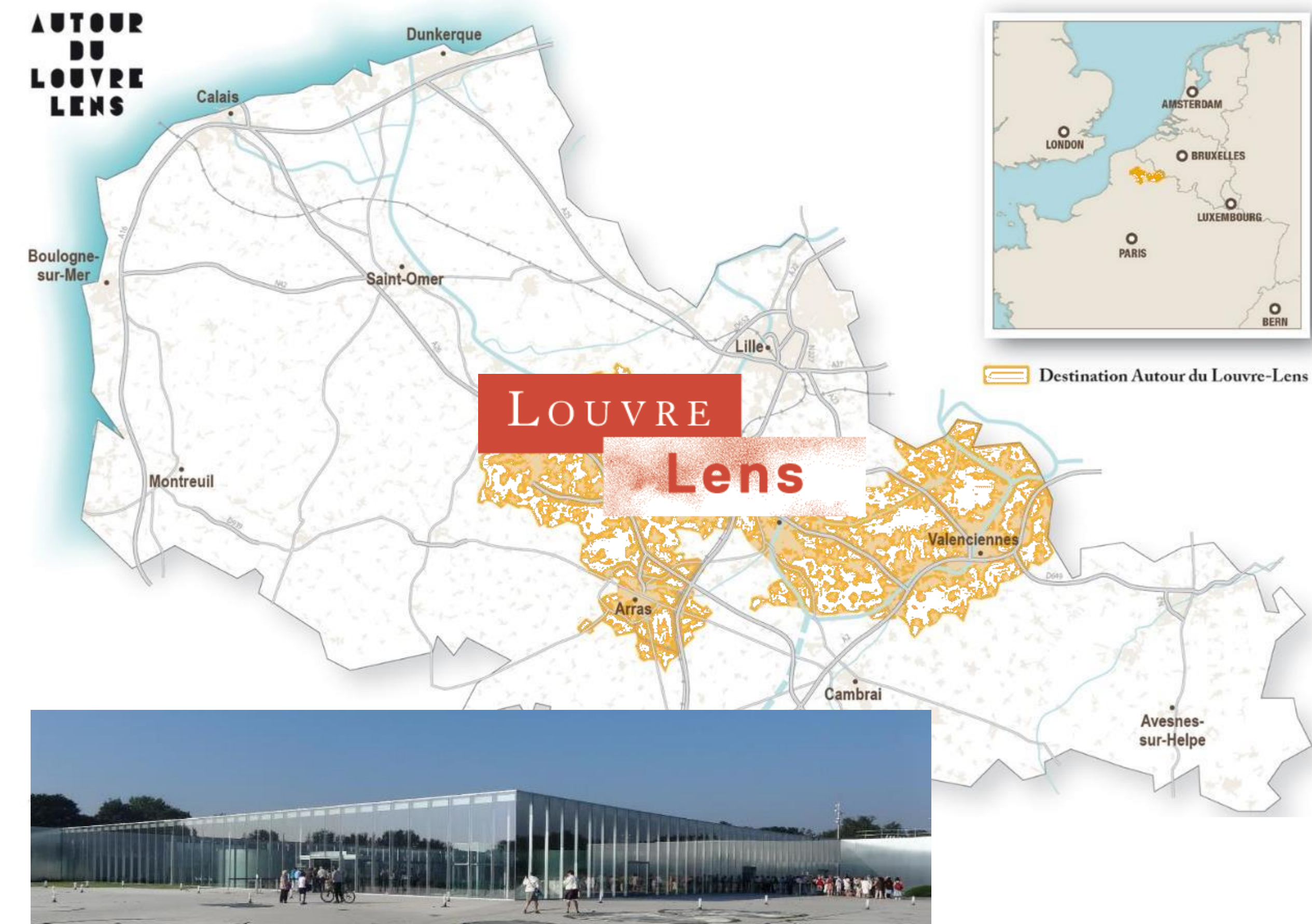
Unexpected success among… Japanese Visitors!

Driven by a Ghost Ambassador "Sanaa", the Louvre-Lens Japanese Architect

Mentions among Japanese at museum opening

#France - 377

#Sanaa - 332

建築デザインの引出しBOT BotKenchiku

SANAA・ループル美術館・建築の纏う軽やかさがサナアの持ち味 @Vimeo「Louvre-Lens by SANAA - 2012」を鑑賞 https://t.co/hOi26PcA1P https://t.co/iTofjpyP8O

The DMO now amplifying the Japanese Proud Driver

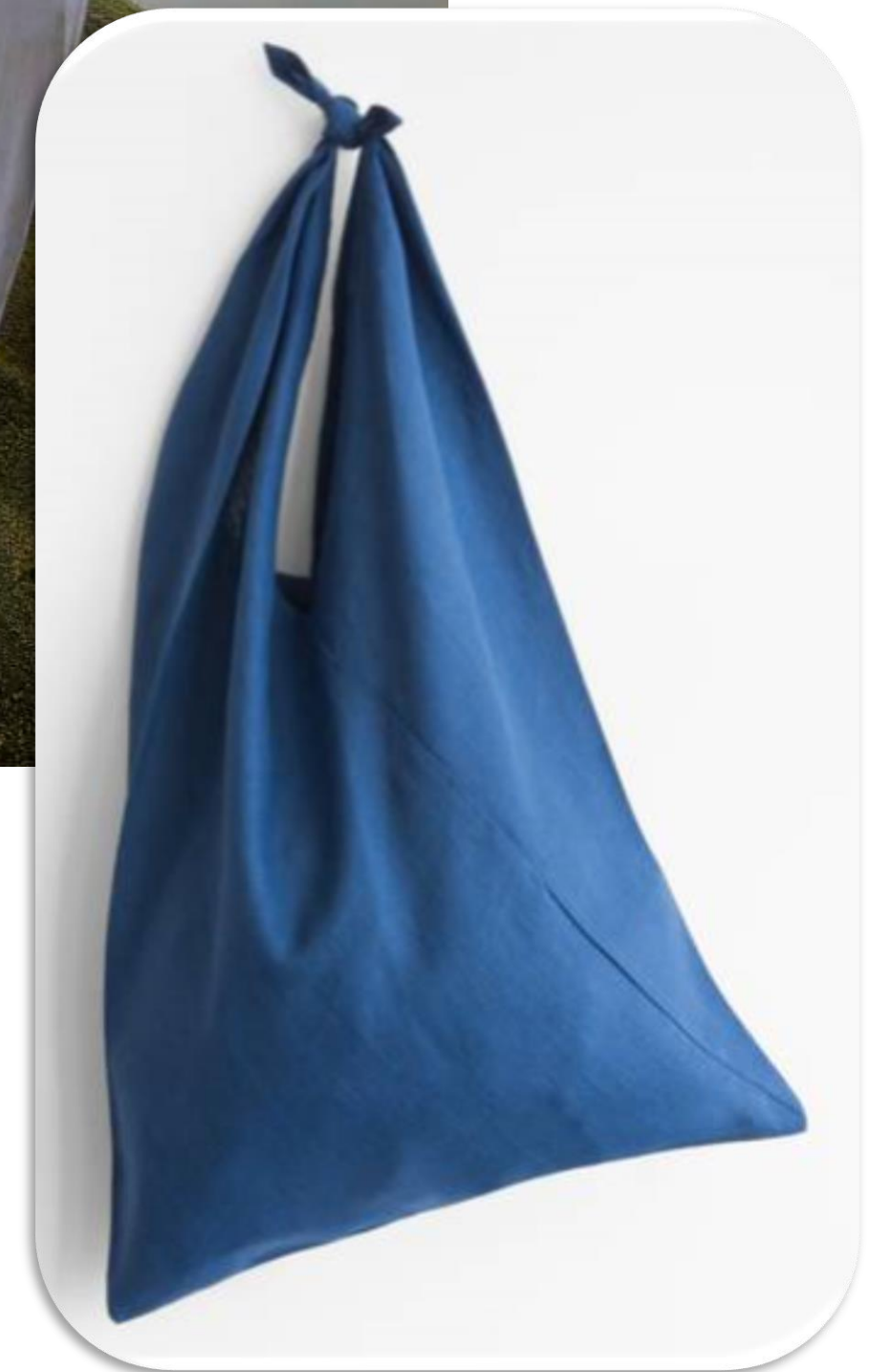## Accelerates storytelling efficiency… and add extra sales in Info Centers and museum!

○ **The Furoshiki Bag**: a Japanese type of bag as a nod to the Japanese architect of the Louvre-Lens museum: SANAA. The bag has been made in two colors: deep blue that reminds the miners work overalls and a soft charcoal grey to remind the slag heaps. **Japanese visitors love it !**

Sources: TCI Research TRAVELSAT Pulse

A Ghost Ambassador promoting Peru Adventure

How a Game can change the Destination reputation...

+17 pts

PERU

COMPETITION

Radar axes: FUN, RELAX, ADVENTUROUS, WORD-RENOWNED, NO MASS TOURISM, AFFORDABLE, SAFE, ACCESSIBLE, ECODIVERSITY, FOOD, HOSPITABLE, HIST.HERITAGE, LANDSCAPTE, OUTDOOR

PS4 TOMB RAIDER DEFINITIVE EDITION — WINNER 40 E3 AWARDS — 18

PERUVIAN JUNGLE 100% COMPLETE — 772 GOLD PIECES — CITY OF THE SERPENT

Voir le monde à travers ... les yeux de Lara Croft par PycMenthe

pycmenthe   created a post

Tomb Raider n'est plus à présenter. La série, qui fait le bonheur de ... un blog de voyage. En voici quelques-uns qui auront marqué nos soirées.Le Pérou On n'aurait, bien...

published on 25/08/18 at 13:11 | Blogs | France | hellocoton.fr

* TEST * Shadow of the Tomb Raider: efficiency for originality? –...

drbyos   created a post

...starting a dangerous journey that will bring them straight to Peru. We are generally limited to a ... plant a world that is credible, mysterious and extremely compelling. A graphic delight, but also...
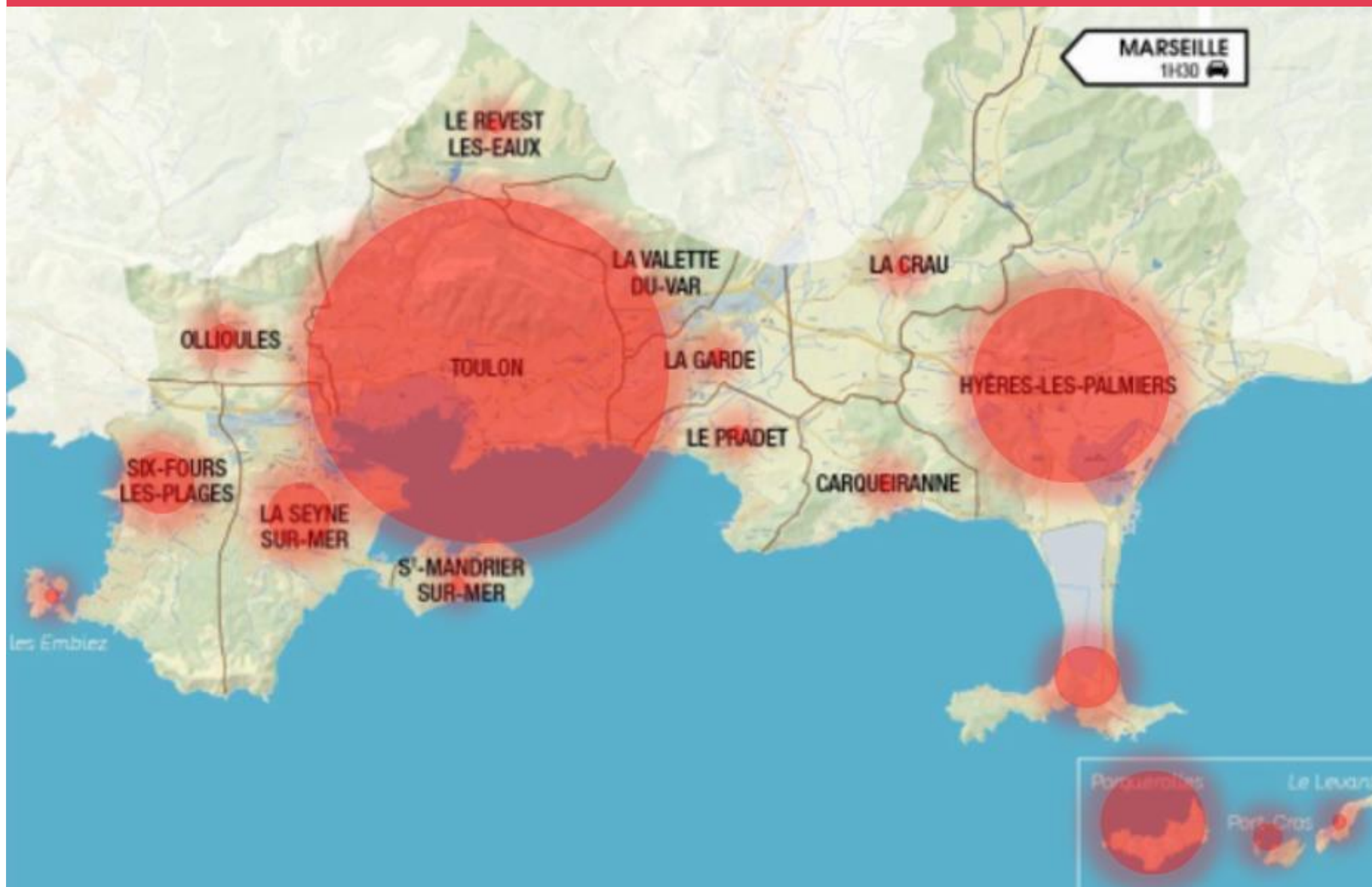
published on 12/09/18 at 00:09 | Blogs | Canada | archynety.com
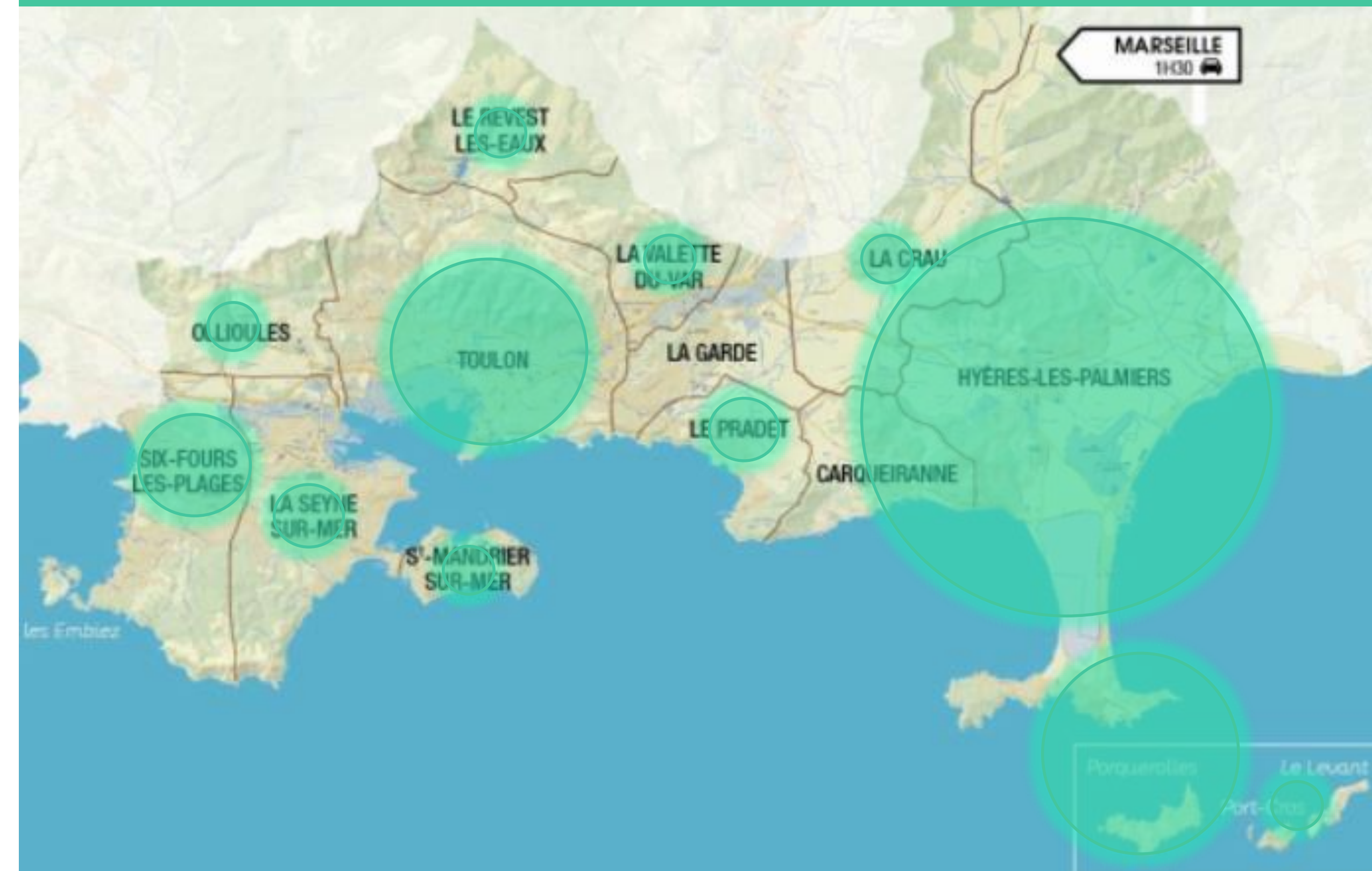
Social Analytics for Unveiling Opportunities

Place Brand Awareness & Tourism Products
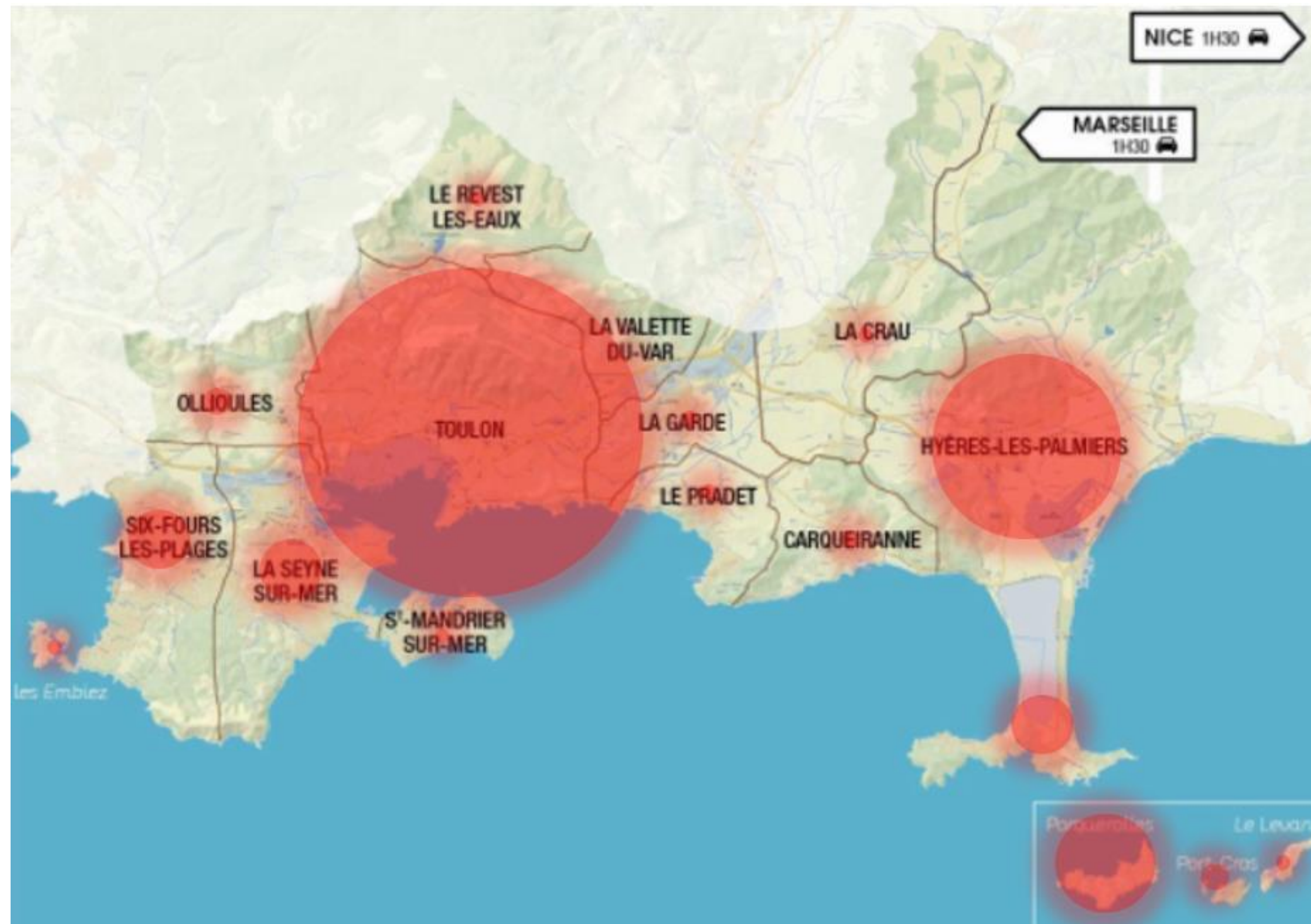

Place Reputation - Sentiment Volume

Tourism Products - Reviews Volume

Social Analytics for Unveiling Opportunities

Place Brand Awareness & Tourism Products

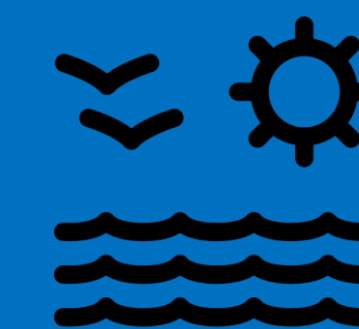**Topics mentioned in Social Web Conversations**
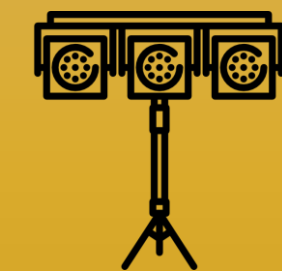
Culture, art, heritage, 34%

Nature, parks, 15%

Sports/ outdoor, 14%

Arts of living, 9%

Sea, cruise, water, 32%

Events, 10%

Food, 6%

Ultra-Trail, Formula 1, Sailing Regatta, Kitesurfing, Rugby, Fitness, Cycling, Hiking, Diving…
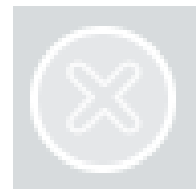**Toulon area associated to the ultimate "active Provence" potential destination**

A Ghost Ambassador of Outdoor Sentiment

Non tourism brands increasingly fuels destinations appeal

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guillaume_mariez shared an image

Stolen moments. 🌿🌱☀️ . **Toulon**. France ... **#travelblogger** #swag #vintage #style #smile #igerstoulon #igers #iphone **#Provence #toulon #gopro**

published on 22/07/18 at 15:44 | Instagram | United States | instagram.com

GoPro

floo_enduro • S'abonner
Baou de Quatre Ouro

floo_enduro **#gopro #toulon** #baou #quik #vtt #quikstories #enduro #mtb #bh #lynx #ollioules #bhlynx #friends #ytcapra

lucas_lgr83 🤘🤘

alex_wlooo Hâte de revenir 👌🤟

lucas_lgr83 🤘🤘

alex_wlooo Hâte de revenir 👌🤟

Prepa&Phys is at Toulon Plage De La Mitre.
8 May · Toulon, France · 🌐

➡️ Une bonne séance itinérante avec la team de **#Toulon** ce soir !
    Rien ne peut démotiver le coach et ses prepaphysiens... et surtout pas la météo   👌 !!!
    En bonus, une petite #timewrap avec le nouveau joujou du coach **#gopro** #hero7 #black
#prepaphys #training **#outdoor**

TCI Research
Tourism Competitive Intelligence

Visual Analytics for designing a new Brand

Colors, shapes, picture context say a lot about your Brand DNA

Visual Brand DNA Analytics
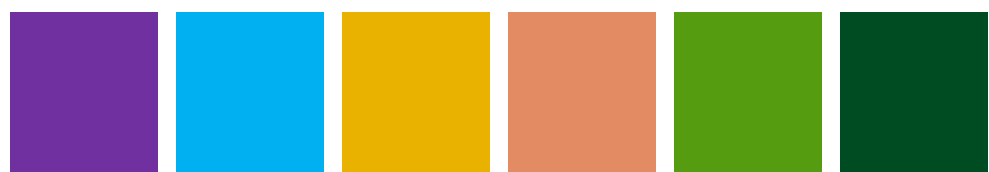
New Branding

Other example of predictive Hashtags
With more or less desirable consequences...

TRAVEL SAT Pulse

#netflix #chernobyl

#lalaland

+40% Tour Operating in the Chernobyl Area

>10% of visitors in L.A.

TRAVELSAT Pulse

EUROPEAN CITIES MARKETING
MEET EUROPEAN CITIES

PRESS RELEASE

PRESS RELEASE

EUROPEAN CITIES MARKETING
MEET EUROPEAN CITIES

16/05/2019

ECM and TCI Research team up to map cultural e-reputation trends and reveal cultural champion Cities in Europe!

Photo by Iván Rivero from Pexels

European Cities Marketing in collaboration with TCI Research released the first City Sentiment Index report for its members. Using a social listening analytic protocol specially designed for ECM, TCI Research analysts consolidated reputation insights, converting 1+ million of content crunched from all social platforms into actionable KPIs and inspiring insights for cities. The partnership with ECM will enable destinations across Europe to monitor the reputation pulse of cities and understand what drive their reputation.

Street-art, design, festivals, cinema events, virtual reality, anniversary celebrations, pop-up events blending culture, food and nature, major classic and contemporary art exhibitions besides theme museum celebrating local culture from fashion talents to aviation pioneers... The first City Sentiment Index Report reveals **the incredible diversity of cultural experiences and emotions generated by European cities, perceptible through social web conversations**.

https://www.europeancitiesmarketing.com/ecm-and-tci-research-team-up-to-map-cultural-e-reputation-trends-and-reveal-cultural-champion-cities-in-europe/

City Sentiment Index - Cultural Theme

TRAVELSAT Pulse

TOP 10 Intensity Index

City	Value
MADRID	508
PARIS	407
LONDON	400
BERLIN	325
BARCELONA	309
BRUSSELS	307
FLORENCE	256
VERONA	187
TURIN	187
AMSTERDAM	176

0   100   200   300   400   500   600

TOP 10 Positiveness Index

City	Value
PRAGUE	160
SEVILLE	146
REYKJAVÍK	144
TALLINN	141
VILNIUS	139
DUBROVNIK	136
COLOGNE	123
BRUGES	121
AMSTERDAM	118
EDINBURGH	117

50   70   90   110   130   150   170   190

Period: Oct 2018 / Jan 2019
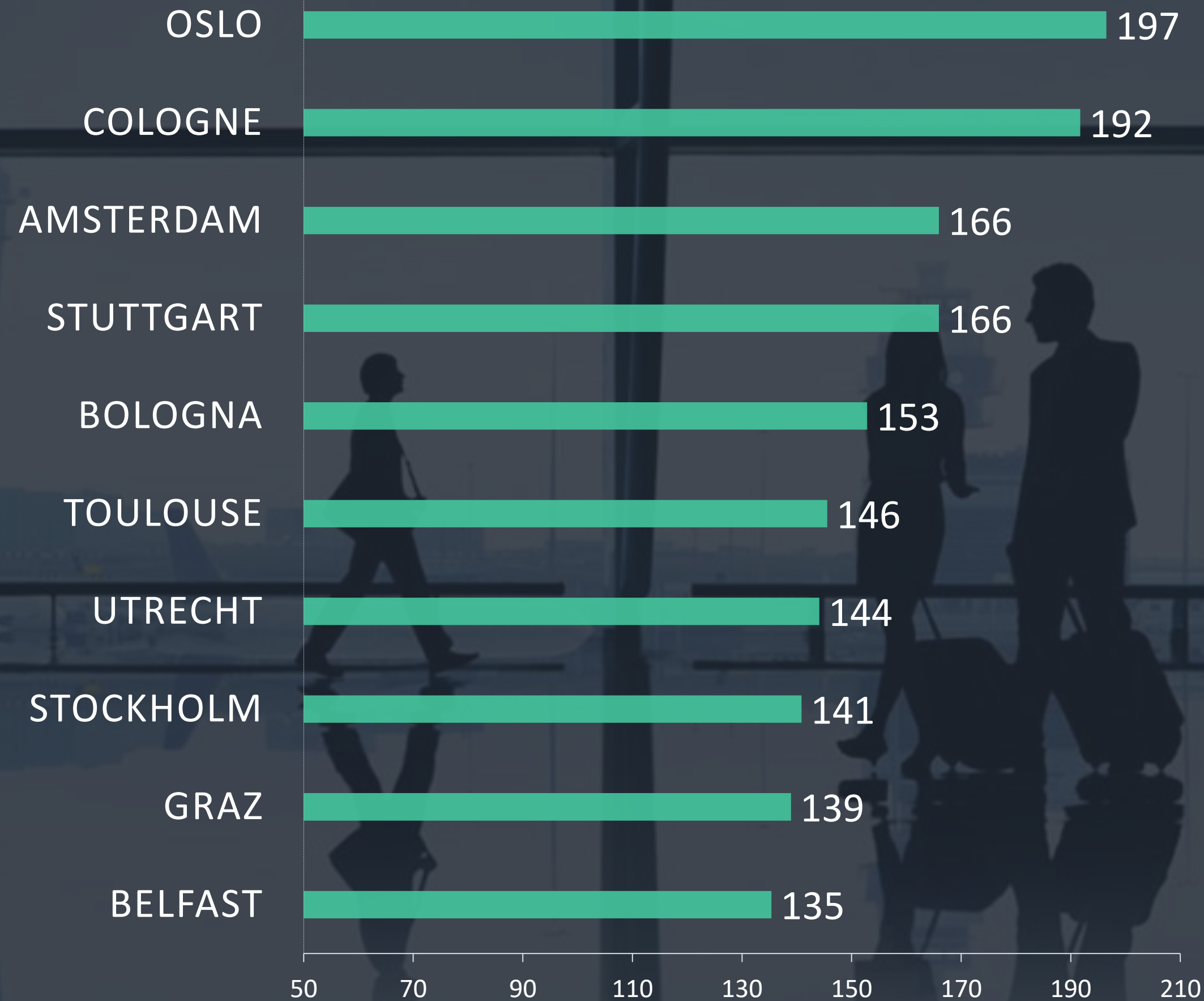
Visit Tallinn

Tallinn City Tourist Office & Convention Bureau

👍 141

Positive Sentiment Index

Average cities = 100

The Tallinn cultural positive sentiment was particularly driven by:

- **Festivals** on both broad and niche topics (Cinema, Music, Games, Medieval, Flowers…)

- **Street arts** and **architectural experiences** from **"soviet-vintage"** to Orthodox vibes…

- A **dynamic international atmosphere** yet in a smart city

- Unique emotions mixing **festive and young spirit** (from Erasmus in particular)

- A learning sentiment while **socio-cultural changes** are visible to visitors

- **Christmas markets** associated to **culinary experiences**

- The **snow presence** offering a special cultural "touch"

- Positive noise around **celebrating the 100 Years Estonia Anniversary**

- …

2. Mobile Location Data

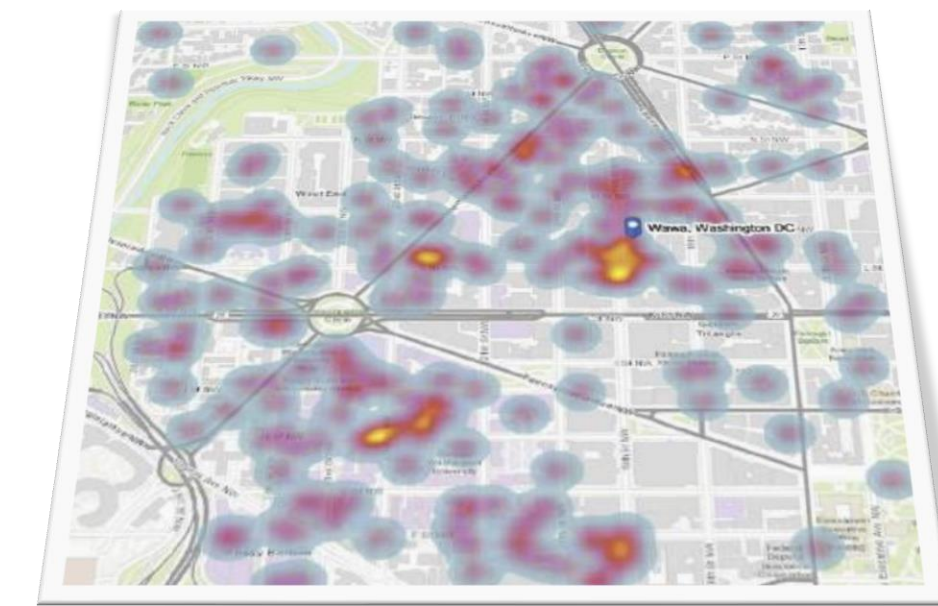Understanding Visitors' Mobility

TRAVELSAT Pulse
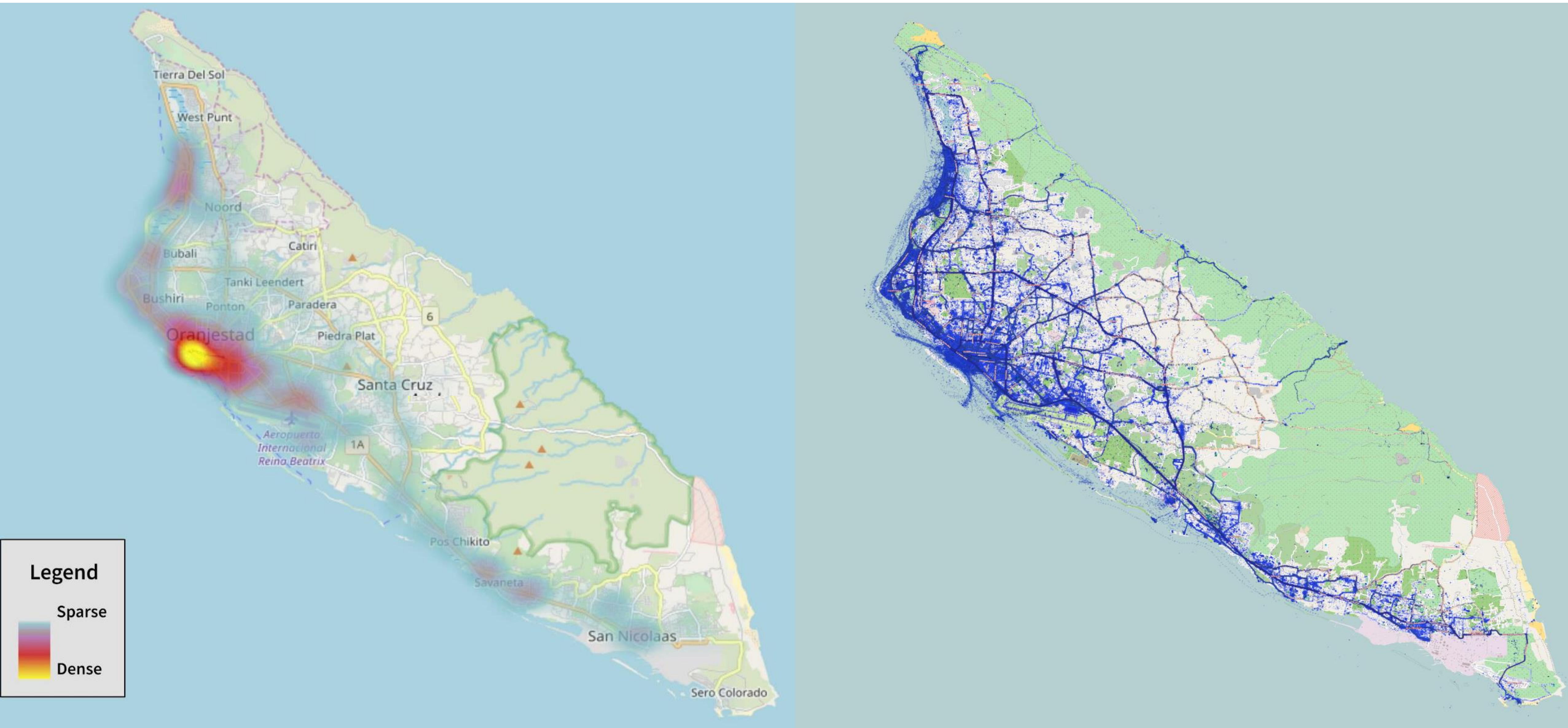
Cruise Visitors Mobility

Where do cruise visitors go on the destination?

o **Source**: Mobile location data tracking cruise arriving passengers at ship dock.

o **Data Pattern Period Analyzed**: 2018.

o **6000+** unique mobile devices sourced location data tracked from 200+ App publishers (~50% total volume).

o **Devices attribution**: areas where Cruise ships pulled in are geofenced, and the areas where only cruise ship passengers can go, before getting into the mainland.

o **Analytics reported**:

- **Point Map.** Visualizes "pings" all mobile devices gave off while traveling throughout the island.
- **Heatmap**. This shows density of devices seen throughout the destination in relation to the area definition.
- **Points of Interest Visitation Map.** This map reports the % of visit for specific pre-defined strategic places on the island.

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Travel Competitive Intelligence

Cruise Visitors Mobility
Where do cruise visitors go while on shore?

Legend

Sparse

Dense

FOOD EXPERIENCE

TRAVELSAT Competitive Index

● xxxxxx   ----- Caribbean norm

Chart values (xxxxxx / Caribbean norm):

Category	xxxxxx	Caribbean norm
Overall quality	218	187
Diversity	212	182
Staff hospitality	247	233
Value for money	145	187

HIGH

ACCEPTABLE

xxxxxx offers a **solid competitive food experience** to its visitors, in terms of quality, diversity and staff hospitality.

However, a competitive **gap remains on value for money perceptions**, particularly compared to Mexico.

INDEX	xxxxxx	CARIB.	BAHAM	MEXICO	CY ISLD	PACIFIC	FLORIDA
Quality	218	187	185	247	204	182	195
Diversity	212	182	176	219	191	187	228
Hospitality	247	233	224	263	234	198	229
Value for money	145	187	155	234	162	138	191

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Travel Competitive Intelligence

Restaurants
TOP 15 Best Performers

RESTAURANTS	Score / 10
Carte Blanche	Xx
2 Fools and a Bull	Xx
The Kitchen	Xx
Flying Fishbone	Xx
Amuse	Xx
Bavaria Food & Beer	Xx
Yemanja Woodfired Grill	Xx
Gostoso	Xx
Wacky Wahoo's	Xx
Barefoot	Xx
Pinchos Grill & Bar	Xx
Delimar Peruvian Seafood Restaurant	Xx
Dutch Pancake House	Xx
Gasparito	Xx
Anna Maria's Ristorante	xx

Min review basis per unit: 40

TCI Research
Tourism Competitive Intelligence

Restaurants
Poorest Quality Area

RESTAURANTS	Score / 10
Iguana Cantina	Xx
The Old Fisherman	Xx
Hadicurari Restaurant	Xx
Le Bistro	Xx
Delifrance xxxxxx	Xx
Hard Rock Cafe	Xx
Tomato Charlies Pizza	Xx
Eetcafe The Paddock	Xx
Senor Frog's	Xx
TGI Friday's	Xx
Champions Sportsbar	Xx
The Old Man & The Sea	Xx
Mexicado at Hyatt	Xx
B55	Xx
Sushi-Ya	xx

Min review basis per unit: 40

TCI Research
Tourism Competitive Intelligence

Are Cruise Visitors Guided to the best Food options?

Visit Patterns vs Satisfaction Patterns

Where Cruise Visitors go
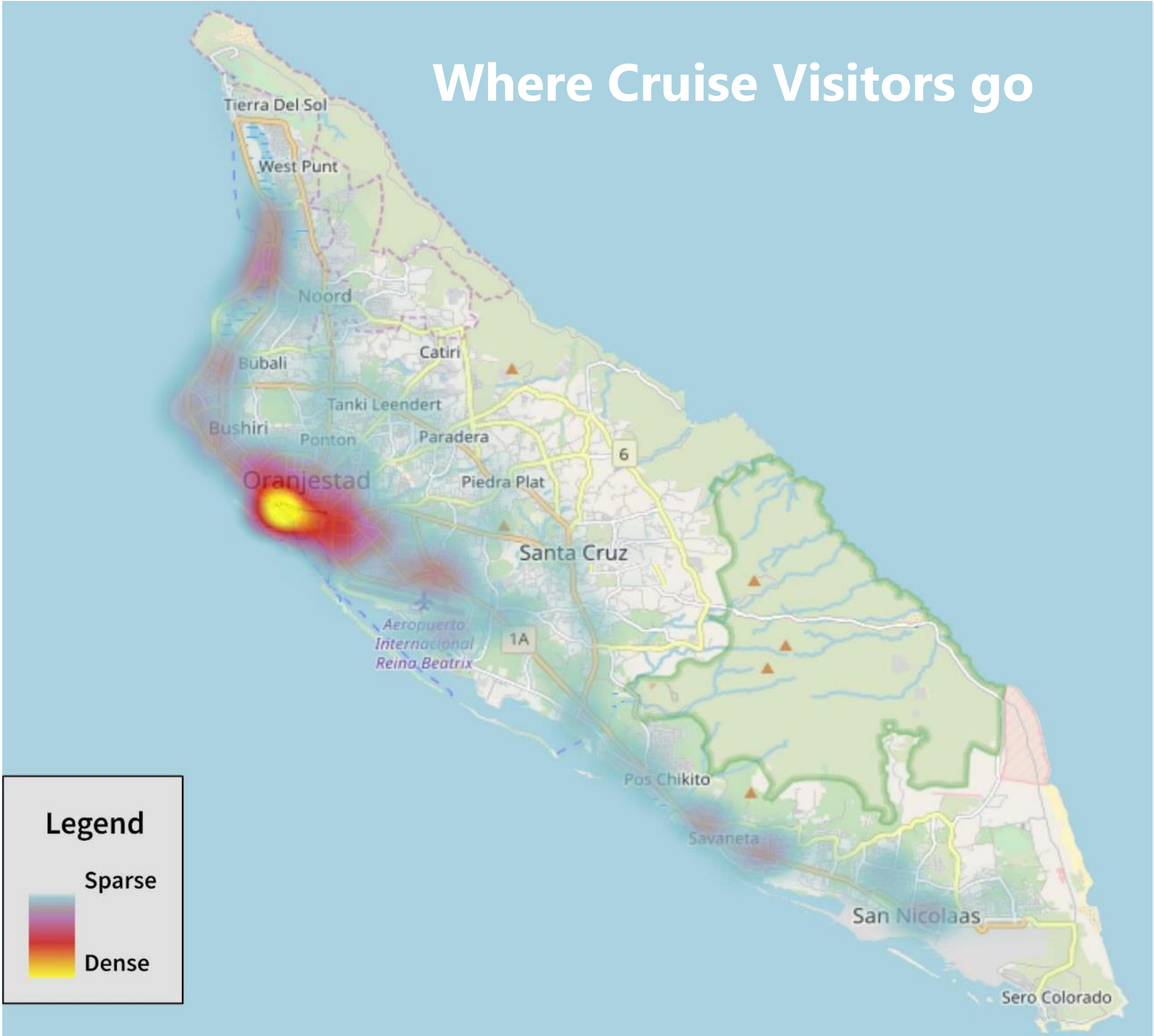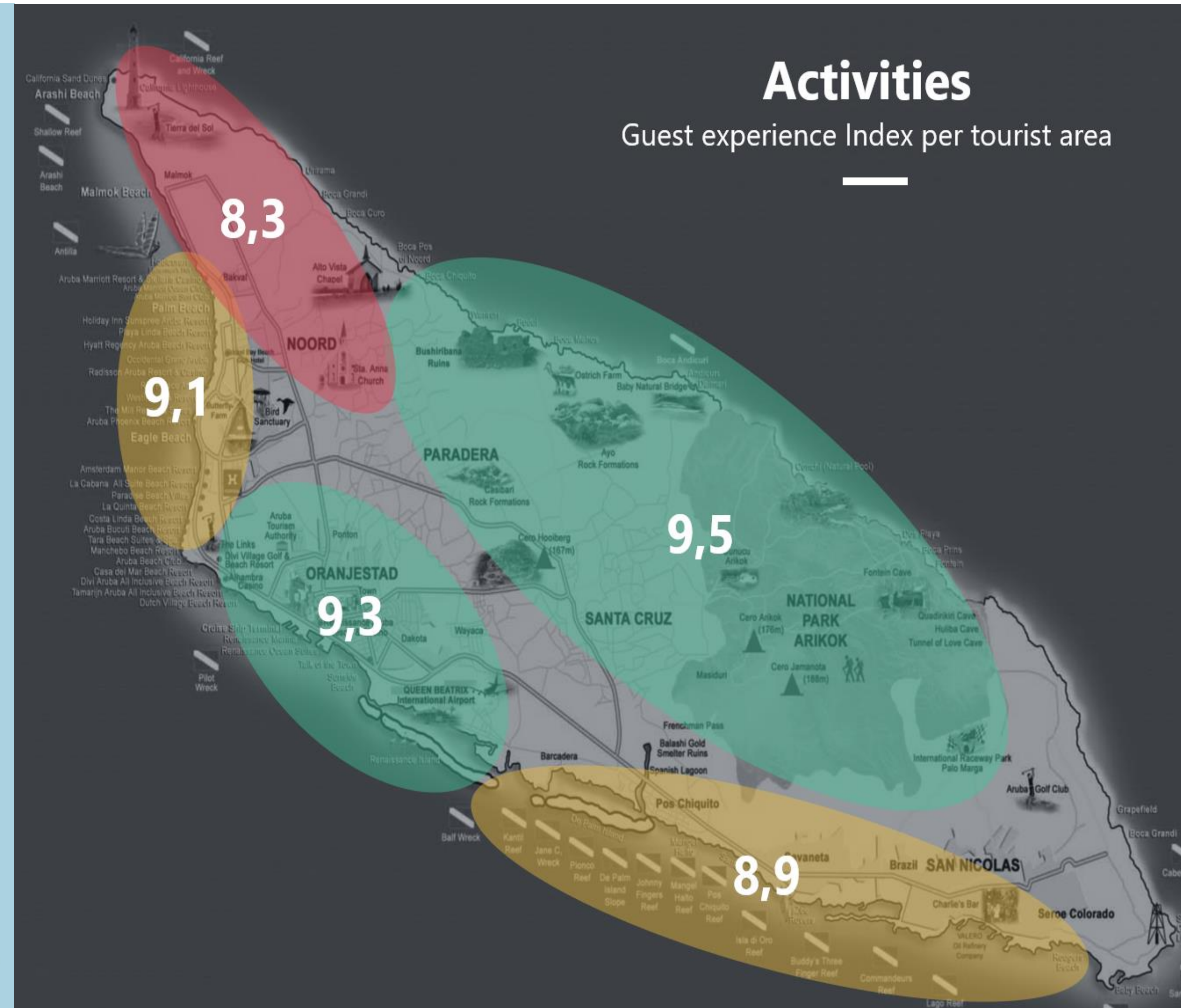
Food Experience
Guest Experience Index per Area

Legend

Sparse

Dense

Are Cruise Visitors Guided to the best Attractions?

Visit Patterns vs Satisfaction Patterns

Where Cruise Visitors go

Legend
Sparse
Dense
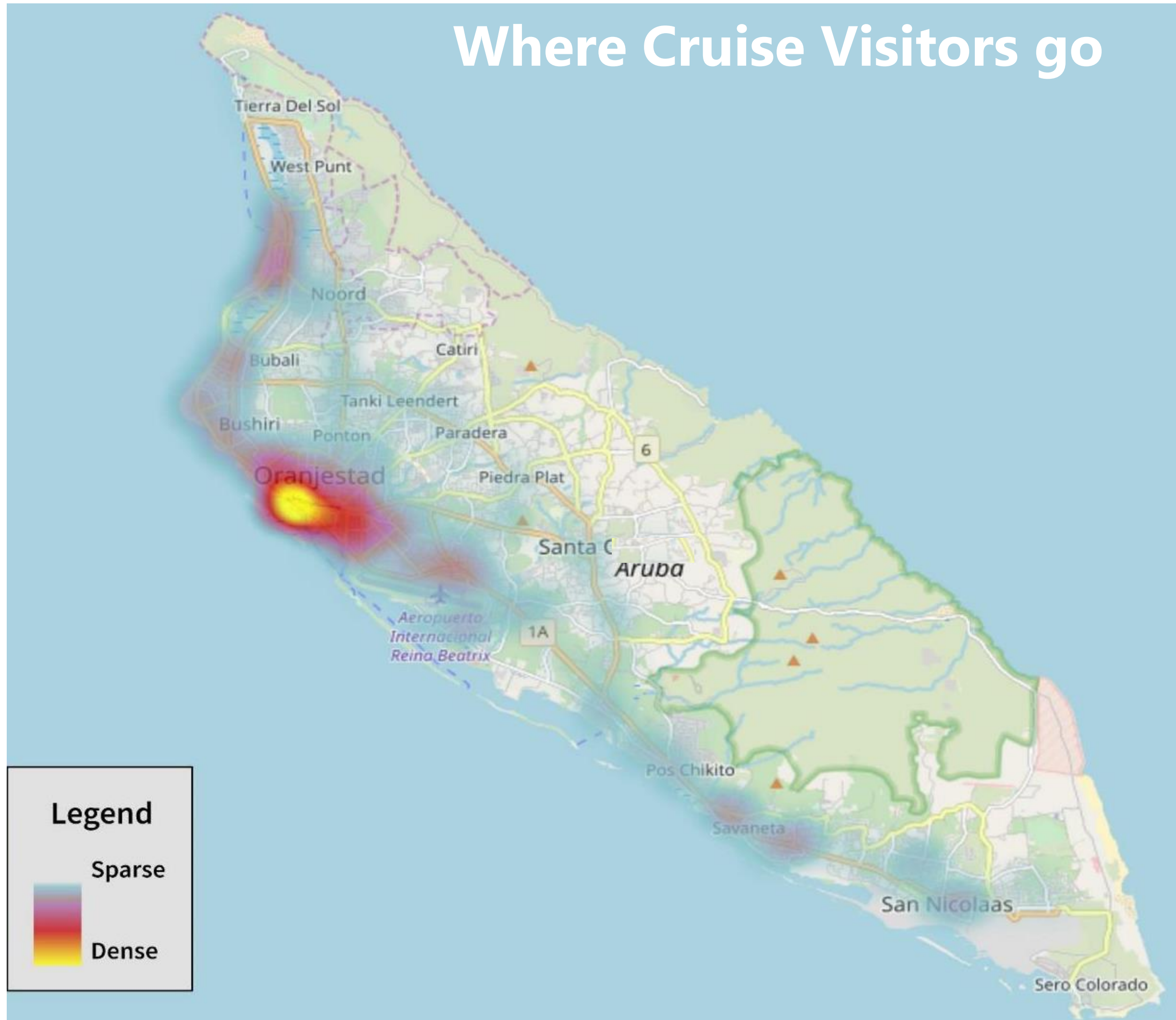
Activities
Guest experience Index per tourist area

8,3

9,1

9,5

9,3

8,9

TakeAways...

The right Data at the right Time!

Will make the difference for your destination

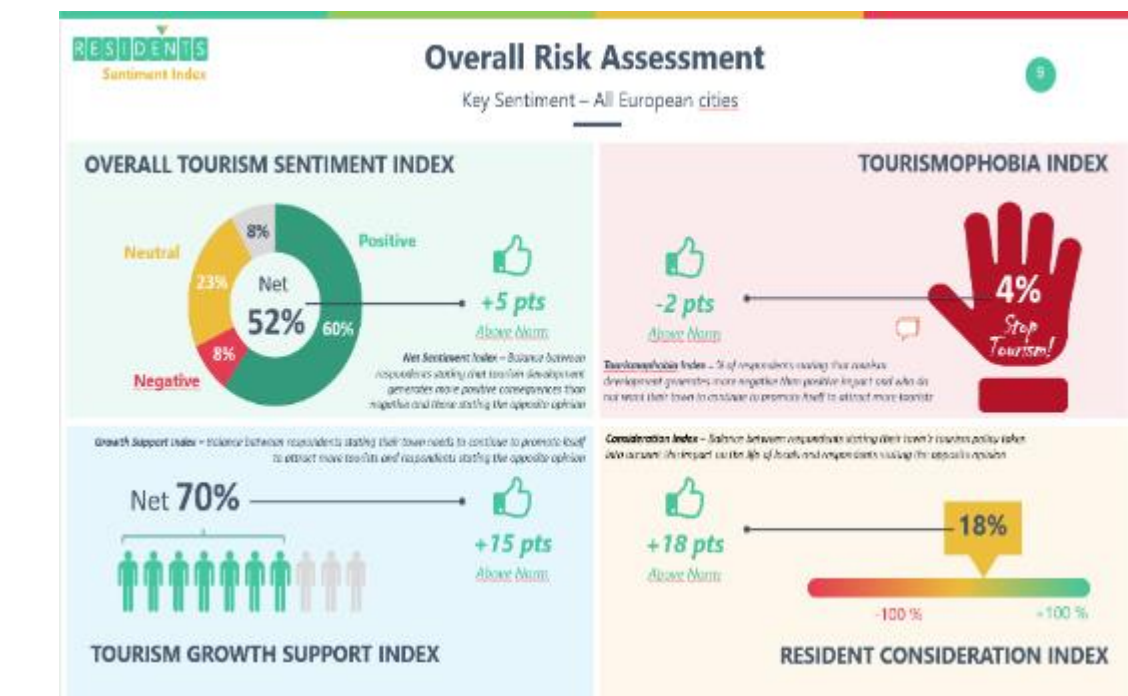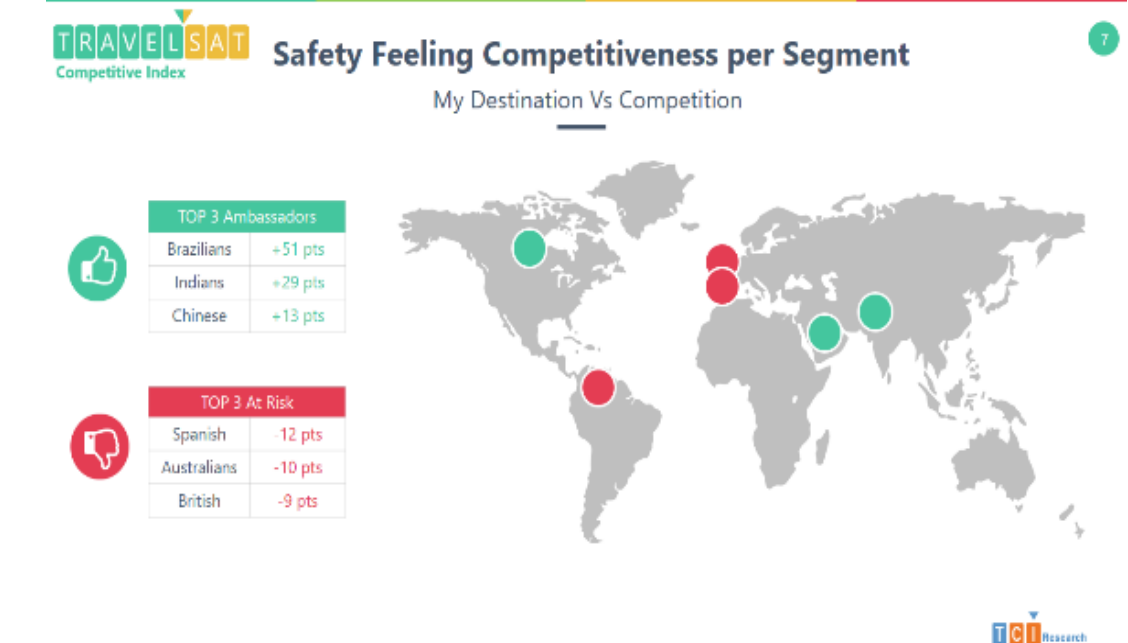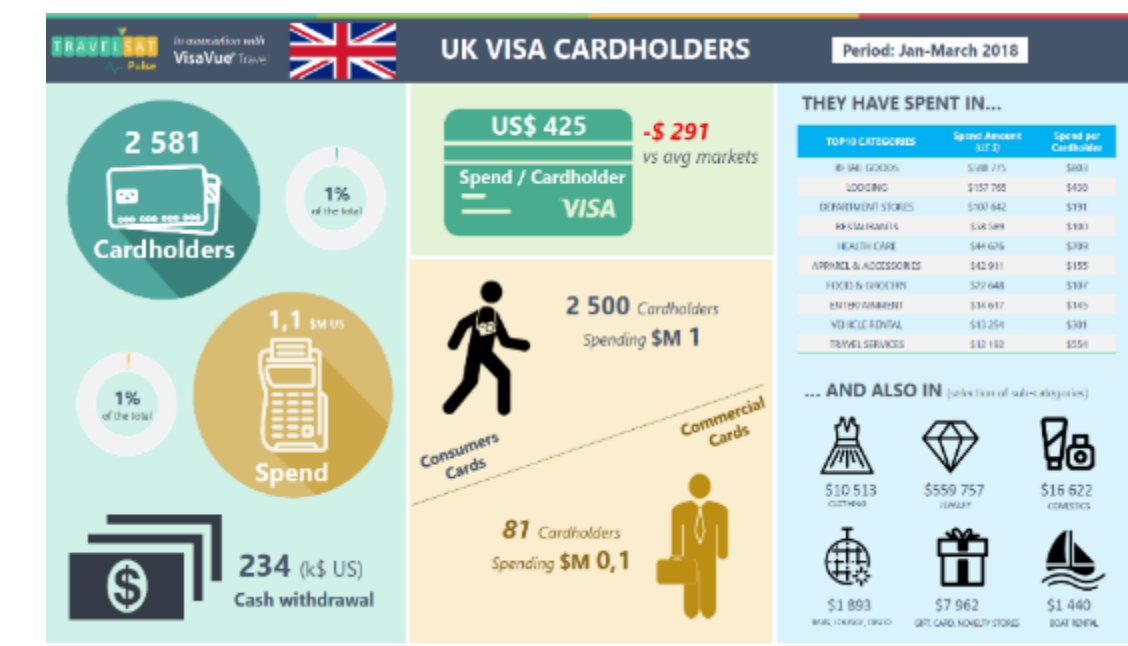✓ Data must remain / become your **best friends**

✓ Data require **neutrality – Mind the (free) sources!**

✓ Big Data require **interpretation**

✓ **Hybrid data** (combining surveys + Big Data) is the **safest option**

Let's start a conversation about your destination!

TCI Research is an independent UNWTO-Awarded market intelligence agency leading in international tourism and travel competitive analysis. It provides public and private players of the visitor economy with innovative research solutions and insights combining conventional surveys with controlled Big Data analysis covering the whole visitor journey

We are a global leader in destination competitive analysis.

Our standpoint is international.

Our methodologies are endorsed and awarded by reputable tourism organizations.

We control smart integration of Big Data in combination with traditional surveys.

Our team is senior and highly flexible.

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🔗 www.tci-research.com

🐦 @TRAVELSAT_index