



We inspire travel through data

Pitch Deck



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01

What is Travellyze?



Travellyze is a cloud-based tourism analytics platform designed by tourism marketing experts and built to help tourism brands and destinations make smarter, strategic and tactical marketing decisions

Inspire travel
through data



_The **Problem**

Destinations and travel brands don't know what travellers want, feel or think. This lack of understanding leads to a failed marketing strategies, misused resources and products that don't meet the travellers expectations.

_Our **Solution**

We provide data and key insights to help tourism brands and destinations make smarter, strategic and tactical marketing decisions. This leads to sustained growth, communities development and happier travellers.



_Our **True Value**



Accurate Data: We build our surveys with the intention of creating traveler profiles that align with more than 140 destinations around the world. We are focused on every detail and are very consistent in our research, that's why we have a 95% confidence index. We don't mess around with our data



Unique Rankings: We do not only get the data but we put it to work: we have developed 7 different unique rankings to help you understand what is your destination's position regarding awareness, perception, experience and revisitors analysis.



Versatile Team: Our team is just as unique as our data: we have data scientists, developers, marketing and travel experts. Our expertise, variety of skills and humane approach allows us to adapt to any type of data and intelligence needs that you may have



02

How do we get our data?

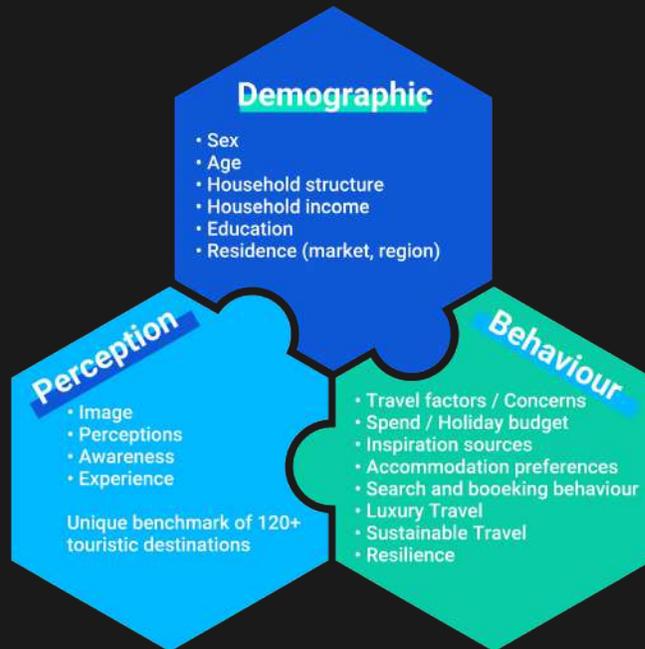


Data is the heart of the platform and that's why we work really hard to get it:

We perform a semestral extensive survey of over 20,000 leisure travellers from a statistically representative sample reflecting the demographic makeup of each European market. We conduct this survey in collaboration with recognized analysis bureaus in each market.

_What makes our data unique?

The Travellyze database includes three kinds of data: destination Image and perception. Demography and Travel Behaviour



↘ **Destination image and perception:** Empower your research with our image and perception analysis! Our platform includes perception, appeal, awareness and short term demand rankings, continent share of voice and average awareness index.

↘ **Travel behaviour:** We know that understanding how your travellers behave is a key part of any market research. That's why we gather data regarding travel spending, holiday budgets, travel months, accommodation preferences, sources of inspiration, search and booking habits, sustainable travel habits and resilience to travel.

↘ **Demography:** Understanding the demographics is key when defining your target markets and developing strategies. Dive into the gender, age, household structure, household income and education of your traveller.



Representative cross section: The surveys are conducted among a fully strategically representative cross section of 1,000-4000 panelists from each market. To ensure that each market is properly represented, the gathered data is weighted according to gender, age and geography.



Online Panels and selection of respondents: We use Online Panels to collect our data. Online panels collect responses either via a fully opt-in structure, including a signup page, or start with an RDD-telephone (and/or supplemented with cell phone) or mail recruitment.

First, the panelists demographics are registered. Then a simple and random selection of the market's inhabitants is drawn based on the demographics. Panelists are then recruited to participate in specific surveys, for example via email invitation to the page of the panel provider. This method is a combination of desktop, tablet, and smartphones, depending on the device of choice from which the invitation is opened.

These panelists then receive an online questionnaire that they answer via PC or tablet.



The respondents: The surveys encompass responses from a certain number of people over the age of 18, distributed reasonably across the markets' regions. The large size of our surveys ensures a high degree of statistical certainty but also ample opportunity for breaking down the background data.



Importing the survey data to the platform: After the survey has been conducted, a series of tests and checks are done to ensure that the data imported in the platform is accurate and corresponds to the survey results

We gather more than **15 million data points** from 13 European Markets and regarding more than 140 destinations!

That's what we call strength in numbers



03

_Our Algorithm

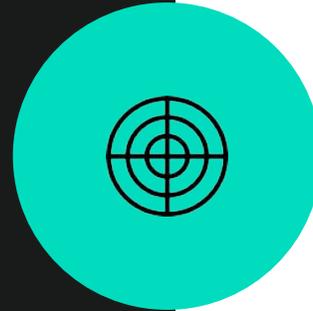
The reliability of our data is high, which means that we would get the same result if we repeated the analysis with a different sample. The validity is also high because we actually get answers to what we want to know.

Overall, the interval will be approx. +/- 1.4-3.16% for 1,000 responses and 0.8-1.8% for 3,000 responses. A very high level of security, the formula for a 95% confidence interval in the binomial distribution (response rate) is:

$$\left[\hat{p} - 1,96\sqrt{\frac{\hat{p}(1-\hat{p})}{n}} ; \hat{p} + 1,96\sqrt{\frac{\hat{p}(1-\hat{p})}{n}} \right]$$

"p" being the response rate measured and "n" the sample size)

The confidence index



First, let's talk about our algorithm, based on data analysis. The input is where we set the type of persona we want to analyze and the output brings all the characteristics of that persona, divided in two different categories: **Market and Destination**



Market data is about the persona, like demographics, budget, behaviors, etc. This information is based on the thousands of data points related to this type of questions in our surveys.



Destination is more complex as it is related to the index we calculate for each worldwide destination: **the Brand Image Index**. This is a combination of the 7 indexes that we have about destinations (variables like if they have been on the destination, if they would return, if they have heard about it, etc.).

The science
behind
our **algorithm**

04

_Our outbound markets



▾ Countries_

- Denmark
- Sweden
- Norway
- Finland
- Germany
- France
- Italy
- Spain
- Netherlands
- England
- Scotland
- Wales

▾ Regions_

- Nordic Countries
- United Kingdom
- Europe

And more regions
To explore!

_Our Destinations

More than 150!

↘ Europe_

- Andorra
- Austria
- Belgium
- Bosnia – Herzegovina
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- England
- Estonia
- Faroe Islands
- Finland
- France
- Georgia
- Germany
- Greece
- Greenland
- Hungary
- Iceland
- Ireland
- Italy
- Latvia
- Lithuania
- Luxemburg
- Malta
- Montenegro
- Monaco
- Netherlands
- North Macedonia
- Northern Ireland
- Norway
- Poland
- Romania
- Russia
- Scotland
- Serbia
- Slovakia
- Slovenia
- Spain
- San Marino
- Sweden
- Switzerland
- United Kingdom
- Wales

_Our Destinations

More than 150!

↘ Africa and The Middle East_

- Cabo Verde
- Botswana
- Gambia
- Kenya
- Madagascar
- Mauritius
- Namibia
- Rwanda
- Seychelles
- South Africa
- Senegal
- Tunisia
- Morocco
- Zambia
- Zimbabwe
- Abu Dhabi
- Armenia
- Tanzania
- Azerbaijan
- Bahrain
- Dubai
- Egypt
- Israel
- Jordan
- Oman
- Pakistan
- Qatar
- Saudi Arabia
- Turkey

↘ Asia and Oceania_

- Australia
- Burna
- Cambodia
- China
- Honk Kong
- India
- Indonesia
- Japan
- Laos
- Malaysia
- Maldives
- Nepal
- New Zealand
- Philippines
- Singapore
- South Korea
- Sri Lanka
- Taiwan
- Thailand
- Vietnam
- Fiji

↘ America_

- Antigua and Barbuda
- Argentina
- Aruba
- Barbados
- Belize
- Bahamas
- Brazil
- Canada
- Chile
- Colombia
- Mexico
- Costa Rica
- Cuba
- Ecuador
- Jamaica
- Martinique
- New Caledonia
- Panama
- Peru
- Puerto Rico
- Saint Lucia
- Saint Vincent and the grenadines
- The Dominican Republic
- Tahiti
- Trinidad and Tobago
- United States of America
- Venezuela
- Virgin Islands
- Uruguay
- Paraguay
- Honduras
- Guatemala

05 ————— Our **Products**



We know that the travel ecosystem has a huge variety of actors and we have created specific solutions for different problems. We always adapt to the reality of diverse cases, finding the best way to empower your agency or destination:



Destinations: Do you work for a DMO and need data from a specific market? Do you want to understand how your destination is perceived? Do you want to know who is travelling to your destination and how they behave? Do you need to integrate data into your own tech stack?

We recommend:

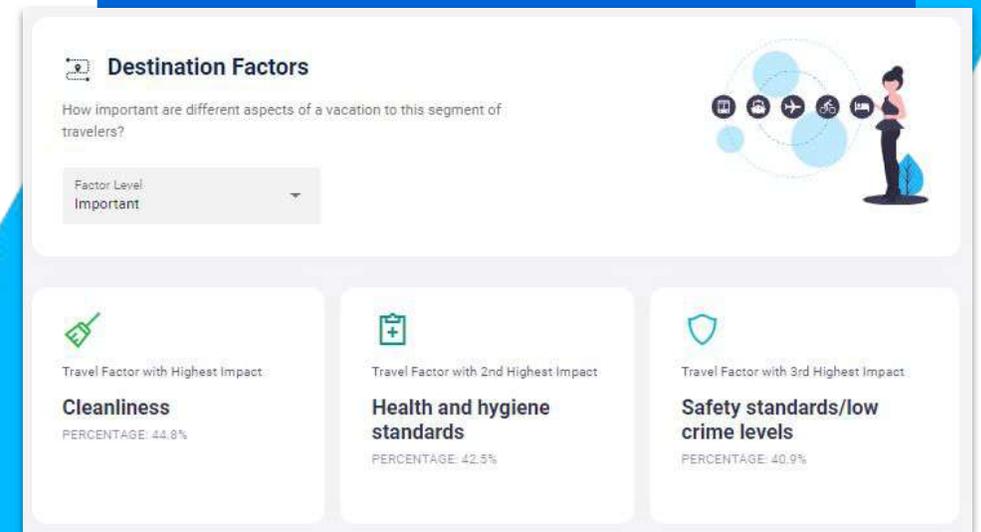
- **Traveller Profiles**
- **Dashboard**
- **Rankings**
- **Pre-programmed reports**
- **Destination Plus**
- **Customised reports**

Key Features

- **Cross-referencing:** You can cross-reference information and analyse your audience according to a specific destination, hotel or airline
- **Graphic representations:** Graphics are a great ally when trying to understand complex data. You can present your insights in a variety of ways that will make your analyses look professional, such as premade bars, graphs and pies
- **Data Confidence Index:** Using too many filters could affect the confidence level of your sample, that's why we will always let you know how reliable the sample you are analysing is.
- **Intuitive:** You don't have to be a data scientist to use Travellyze! Our simple and easy-to-use interface allows you to access the data and insights you need, anywhere and anytime.

Traveller Profiling

Need to create and understand different traveller profiles? We got your back! Our intuitive interface will help you conduct comprehensive market research and get actionable insights. You can cross-reference perception, behavioural and demographic from different markets.



_Dashboard

Do you need to make data available for your team or others? A dashboard is the perfect solution! If you already have one developed, we can connect it to our data via API. By integrating our information via API into your dashboard, you gain access to our platform and can use that data as you see fit.

You don't have a dashboard? Don't worry! We can create one that adjusts to your needs and deploy it to your Power BI or URL of choice

Key Features

- **Integration:** You can easily integrate our dataset into your dashboard via API!
- **Simplicity:** A dashboard allows you to make a quick assessment of a destination's position by checking a few crucial KPIs
- **Adaptable:** You can choose the information that the dashboard displays based on your needs. You can even add several filters and graphic displays!



Divided between Destination and Market, our platform gives you access to:

Destination Research: Image Ranking - Awareness Ranking - Continent Share of voice - Positive Perception Ranking - Destination Appeal Ranking - Destination Experience Ranking - Visitation Ranking - Revisitors Analysis

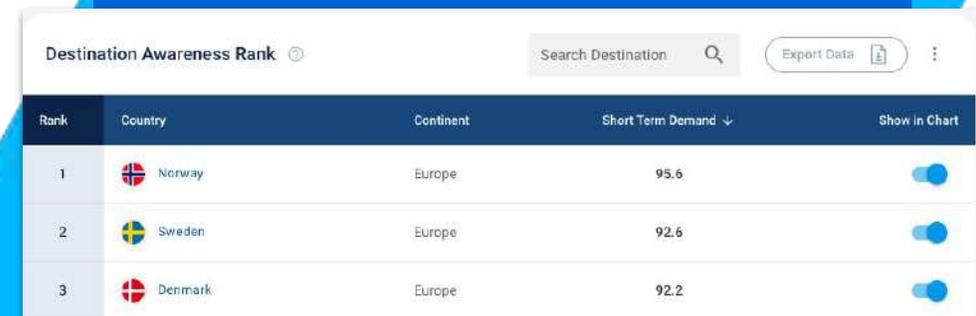
Market Research: Household Income Ranking - Travel Inspiration Ranking - Travel Factors Ranking Travel Booking Analysis - Accommodation Ranking - Travel Behaviour Analysis - Social and Environmental Analysis

Key Features

- **Easy to read:** Rankings provide a clear and straightforward index that can help you understand your position in the travellers mind.
- **Unique:** Not only the information but the algorithm behind our rankings provides exclusive insights. You can't get this type of data anywhere else
- **Comprehensive:** Each ranking condenses different types of information, providing an encyclopaedic and extensive approach to your destinations perception and awareness.

_Rankings

Do you want to understand how your destination is perceived compared with others? We have developed a variety of unique rankings and indexes to help you understand what is your destination's position regarding awareness, perception, experience and revisitors analysis.



Rank	Country	Continent	Short Term Demand ↓	Show in Chart
1	 Norway	Europe	95.6	<input checked="" type="checkbox"/>
2	 Sweden	Europe	92.6	<input checked="" type="checkbox"/>
3	 Denmark	Europe	92.2	<input checked="" type="checkbox"/>

_Pre-programmed Reports

Looking for fast but high-quality data? Choose between our 4 pre-programmed reports: Destination Brand Awareness, Sustainability, Country Snapshot and Country One Pager Report. They are ready to go and you can download them in minutes!



The Spanish Traveller

General demographic breakdown of the Spanish respondents to the Travelyze survey

Population

Population (Latest Government Census)

47.260.584

Source: The World Factbook Data

Gender

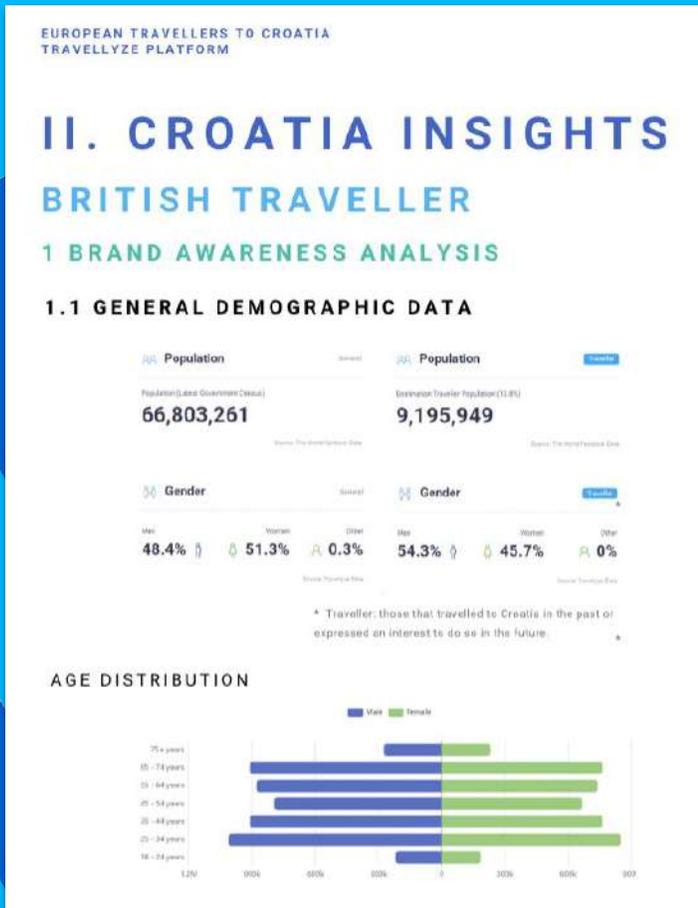
Men 50.1% Women 49.4% Other 0.5%

Source: Travelyze Data

Key Features

- **Destination Brand Awareness Report:** Shed light into the minds of the travellers from a specific outbound market that visit your destination of interest. It includes an ultimate traveller profile of the person who is looking to go to your destination in search of the five travel factors of your choice.
- **Sustainability Report:** Understand the demographics, consumer behaviour and perception of the sustainable traveller within a specific market. It includes travellers that have high environmental concerns and those want to minimise their carbon footprint.
- **Country Snapshot Report:** Get the basic data regarding demographics, travel behaviour and destination image of the traveller of your chosen market
- **Country One Pager Report:** Ideal for those that prefer to get to the point. It summarises the main ideas of the Country Snapshot Report

_Customized Reports



Do you need a specific report but don't have the time or data to make it? We can make it happen! Our team of data scientists and travel experts can navigate through our 13 million data points and get just the information that you need. Even if you need more specific data, we can create Ad-Hoc Surveys and get it for you! Experience and revisitors analysis

Key Features

- **Ad-Hoc surveys:** If you need specific data, we can get it for you! We can use our network of analysis bureaus and expertise to conduct personalized surveys
- **Custom made:** We build each report according to your specific demands. You don't have to invest time creating the report, just let us know what you need and we'll do it for you
- **Expertise:** We are a team of passionate and seasoned travel experts. We will use that experience to get the precise marketing insights and statistics that you need.

06

Our Team

A diverse group of passionate professionals that not only believe in Travellyze's vision but also bring their unique perspective in order to fulfill it.



Chris Pomeroy: The leader of Interface Tourism Group, Europe's leading communication, marketing and public relations agency, specialised in the travel and tourism sector.



Constanza De la Cruz: Our liaison with Turtech, a community dedicated to promote travel entrepreneurs, growth and the development new products.

06

Our Team

Chris and Constanza lead a team of travel, tech and marketing experts:



Sebastián Rudolph - Product Manager



Juan Aguerre - Marketing



Matías Jerbic - Business Developer



Chiara D'Angelo - Sales Development Reps (SDRs)



Enrique Choza - Developer



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Thank you!