The only constant nowadays is the fast change

- New era of constant instability
- Updated analysis vs. uncertainty
- Cross-data analysis and data interpretation generates knowledge
- From data to action: Operational and Strategic Decisions
Mabrian® has developed a Business Intelligence platform focused exclusively on the tourism sector. It simultaneously combines several information sources to perform a multivariable analysis.

Global sources:
Monitoring the complete travel journey

We observe and record visitors' behaviour throughout all decision phases. From the inspirational moment of the trip, through flight searches and price comparison, flight bookings, all the way to behaviour and spend patterns at destination.
Mabrian provides answers to key questions

In 6 main areas of destination management and marketing by using Big Data

<table>
<thead>
<tr>
<th>Travel Intelligence</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Demand &amp; Targeting</td>
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<tr>
<td>2. Destinations’ Access facility</td>
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<tr>
<td>3. Branding &amp; Communication</td>
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<tr>
<td>4. Client Experience</td>
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<tr>
<td>5. Destination Benchmarking</td>
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<tr>
<td>6. Tourism Sustainability</td>
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</tbody>
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Strategic and operational planning

Monitoring of results
Our global partnerships with data providers allow us to work for any destination of the world. From public to private sector, our services can be adapted to any size of organization: National, Regional and Local Tourism Organizations, Hotel Chains, Airlines, Investors, etc.
Use Case: Girona’s Pyrenees

Identify and profile the tourists most interested in nature and active tourism to adapt targeting and communication
Analysis of Social Media spontaneous mentions related to nature and active products and the destination to get:

• Interest and satisfaction levels
• Best target market: segments and demographics
• Communication Opportunities
Identifying the best segments
Interest, perception, demographic and attractions

Active 

<table>
<thead>
<tr>
<th>Mentions on social media</th>
<th>TPI - Tourist Product Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>14%</td>
<td>80</td>
</tr>
<tr>
<td>11%</td>
<td>82</td>
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</tbody>
</table>

Nature 

<table>
<thead>
<tr>
<th>Mentions in social media</th>
<th>TPI - Tourist Product Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>17%</td>
<td>86</td>
</tr>
<tr>
<td>19%</td>
<td>73</td>
</tr>
</tbody>
</table>

Most mentioned attractions: Active Product 
2020 
La Fageda d'en Jordà
Vallter
Vall de Núria
Parc Natural de la Zona Volcànica de la Garrotxa
Llac de Puigcerdà
Ruta del Ferro
Real Club de Golf Cerdanya
Pont de Besalú
Vall de Camprodon
Volcà Croscat

Most mentioned attractions: Nature Product 
2020 
La Fageda d'en Jordà
Llac de Puigcerdà
Parc Natural de la Zona Volcànica de la Garrotxa
Pont de Besalú
Volcà de Montsacopa
Volcà Croscat
Vall de Camprodon
Vallter
Vall de Núria
Castell de Besalú

Interest by demographic: Active & Nature 

- 18-25: 4%
- 25-35: 16%
- 35-45: 39%
- 45-55: 18%
- 55-65: 15%
- 65+: 4%