



# Taking back Control of your Destination

Case Studies from data-driven DMOs





# Typical DMO Cockpit view 10 years ago...

Money,  
Funding

Digital  
campaigns

Destination  
Branding

Destination  
Marketing



# Typical DMO cockpit view today...

Coronavirus

Trump

Trade Wars

Global  
warming

Brexit

Geopolitics

Terrorism  
threats

Exchange  
rates

Greta  
Thunberg

Over  
tourism

Refugees  
crisis



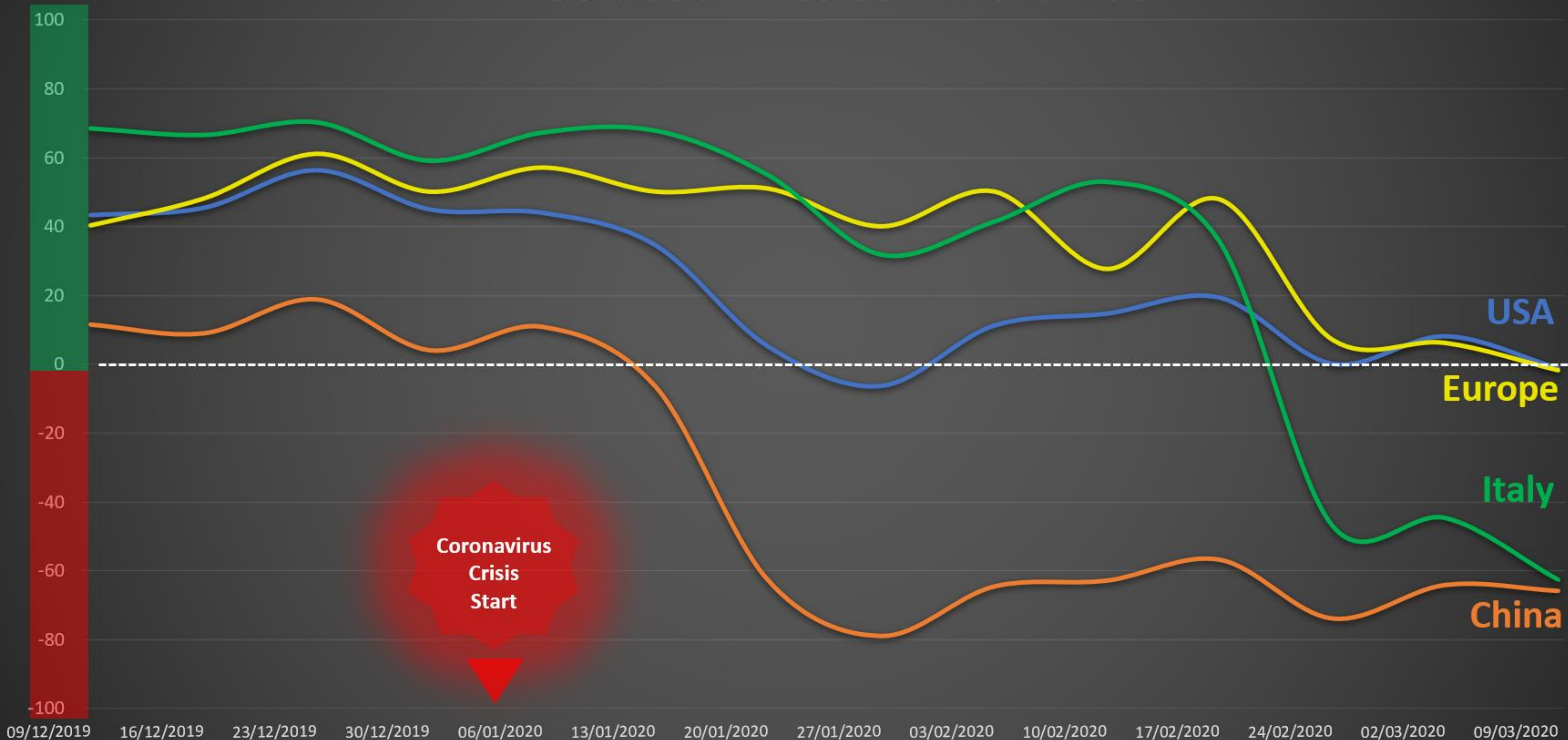
**Sir Peter Morris "Thank God we're out"** @petemorristwit tweeted  
My twitter feed is full of adverts promoting visiting Greece (as a tourist). I'd love to visit Greece, but with the constant influx of migrants (more on their way), it's definitely off my bucket list. Tourism is vital to Greece, I feel deeply sorry for them.  
published on 29/02/20 at 02:33 | Twitter | United Kingdom | [twitter.com](https://twitter.com) | 

 **Just Sharon** @SharonCancio tweeted  
i cannot believe this coronavirus really has my family questioning if to cancel my birthday trip to italy and greece pls punch me  
published on 03/03/20 at 17:07 | Twitter | United States | [twitter.com](https://twitter.com) | 



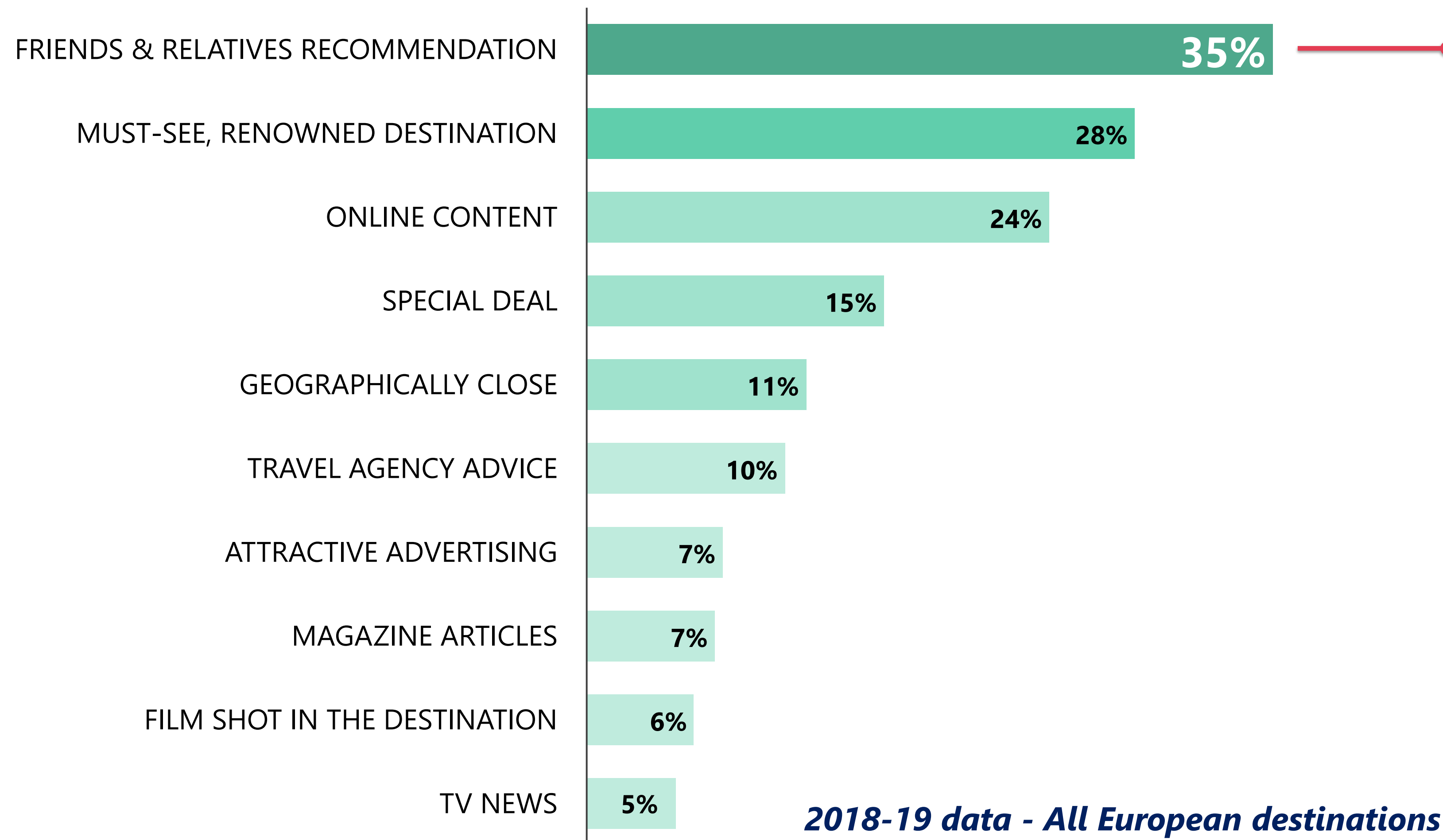
# Travel Web Social Conversations

## *Destination Net Sentiment Index*



BY PUTTING THE VISITOR EXPERIENCE MANAGEMENT ON TOP OF YOUR AGENDA

*What mostly prompted your decision to chose this destination?*



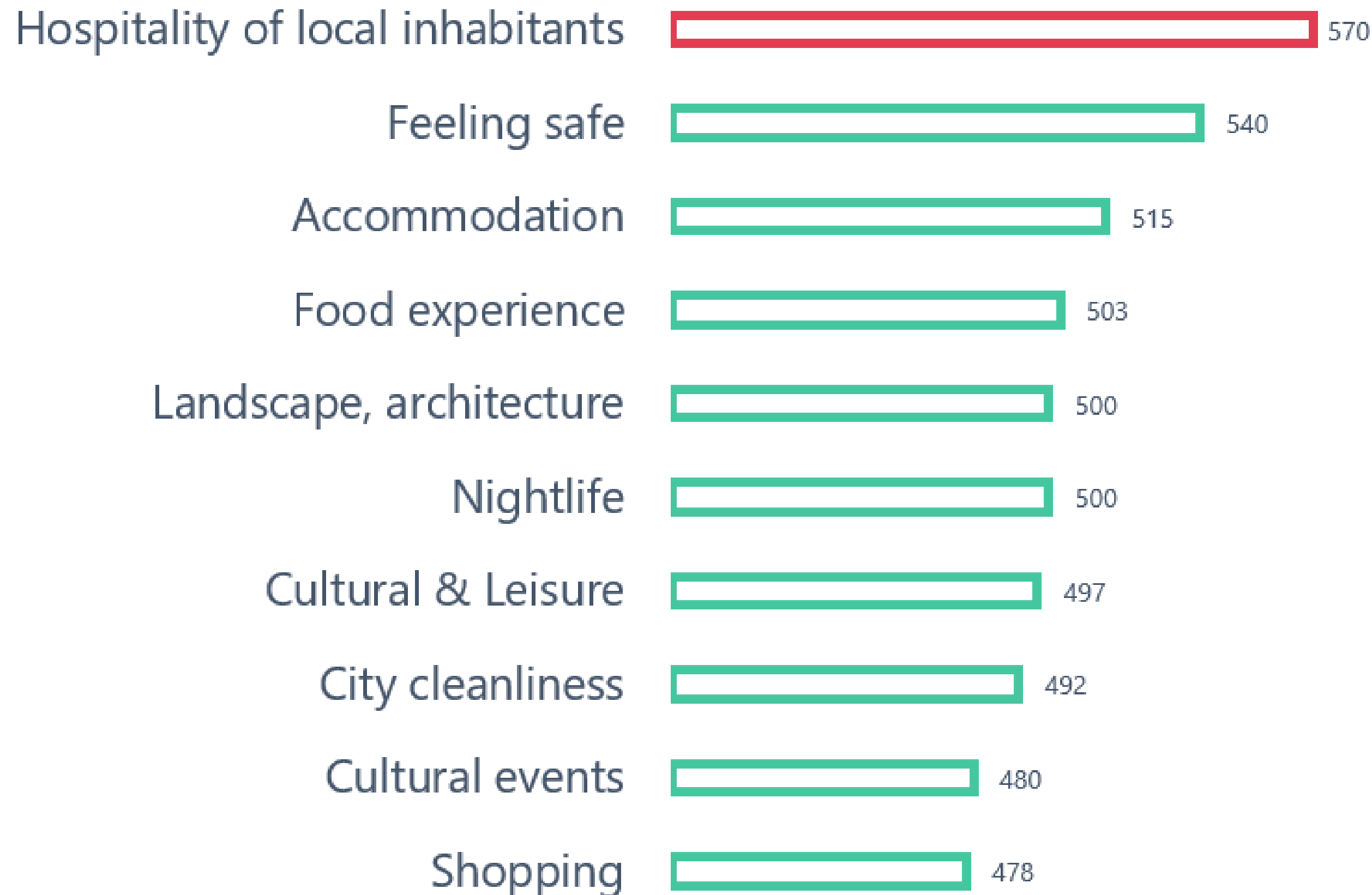
**Visitor experience is  
5 times more efficient  
than advertising!**

*2018-19 data - All European destinations and markets*

# RESIDENTS' ATTITUDE AND SENSE OF PLACE

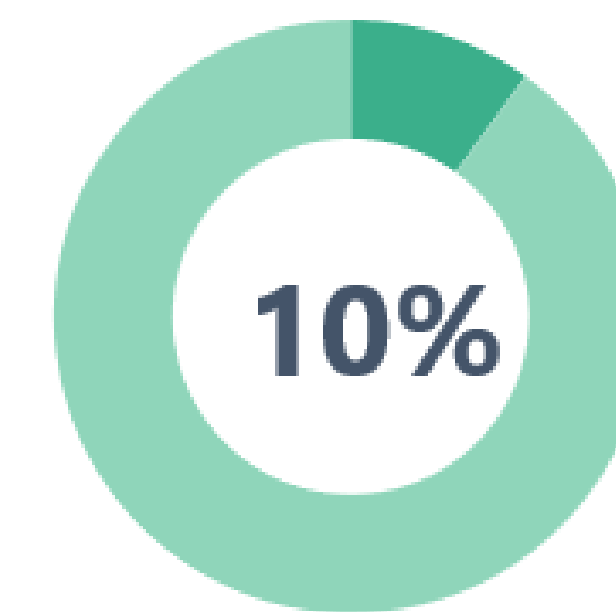
## MASSIVELY INFLUENCE YOUR VISITOR EXPERIENCE

### TOP10 Drivers of Visitor Satisfaction

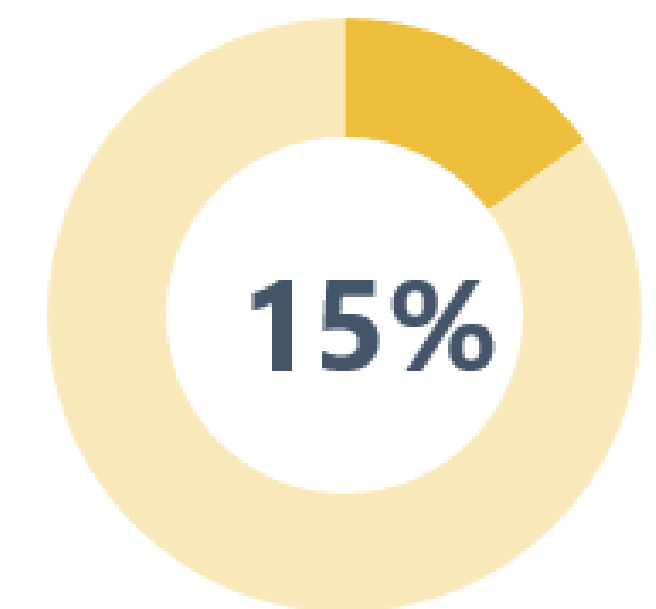


*Residents' attitude is the #1 driver of visitor satisfaction in your city*

*... And residents are also part of your hospitality chain!*



**HOST GUESTS**  
REGULARLY / OCCASIONALLY



**HAVE CONNECTIONS TO**  
TOURISM ACTIVITIES



# Taking back control of Destination Brand

A few inspiring case studies







## Visitor Experience & Satisfaction

Does your destination deliver a competitive experience at all steps of the visitor journey?



## Destination Sentiment

What is your destination's sentiment competitive DNA from social web conversations?



## Visitor Spending

What locks / fosters visitor spend in your destination?



## Residents Sentiment

Are your local residents tourism ambassador?



# SETTING ENDORSED INTERNATIONAL STANDARDS



**TALEB RIFFAI**

Former UNWTO General Secretary



*The TRAVELSAT® Competitive Index plays a great role in the tourism future. Congratulations for your Award!"*



**Dieter HARDT-STREMAYS**

President, European Cities Marketing



*TRAVELSAT® is the solution for understanding the wide range of emotions, I do see a big chance for our cities to benchmark on this strategic reputation issue"*





# Copenhagen Case Study

*A Smart data-based Management of Visitors and Residents Sentiment*







**WONDERFUL<sup>®</sup>  
COPENHAGEN**







	Overall fulfilment of expectations	Overall stay value for money	Intention to recommend (net %)	Intention to repeat visit (net %)
COPENHAGEN	 189	 103	 73%	 44%
AVERAGE COMPETITION	200	153	77%	41%
MAX VALUE	248 (Stockholm)	203 (Lisbon)	85% (Prague)	54% (Prague)
MIN VALUE	142	103	68%	28%

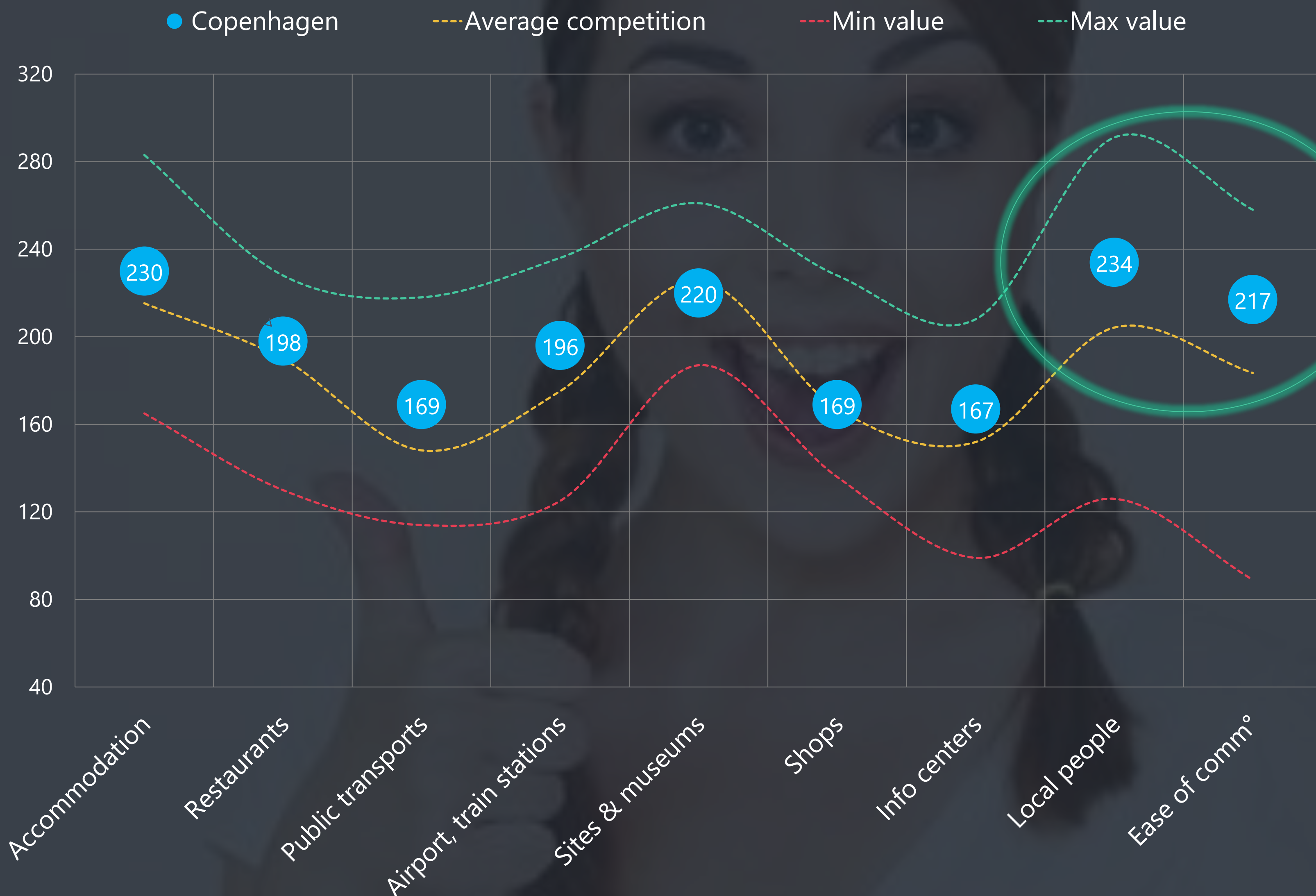
**Competitive scope:** Copenhagen, Amsterdam, Barcelona, London, Berlin, Rome, Prague, Lisbon, Stockholm, Brussels, Dublin





The deficit observed in the *overall stay value for money* does not results neither from the travel cost to destination nor a poor level of hospitality, environment or quality that could influence negative feelings. It basically comes from **“cumulated” costly experiences’ rated in several influential factors:** accommodation, food, shopping and activities.





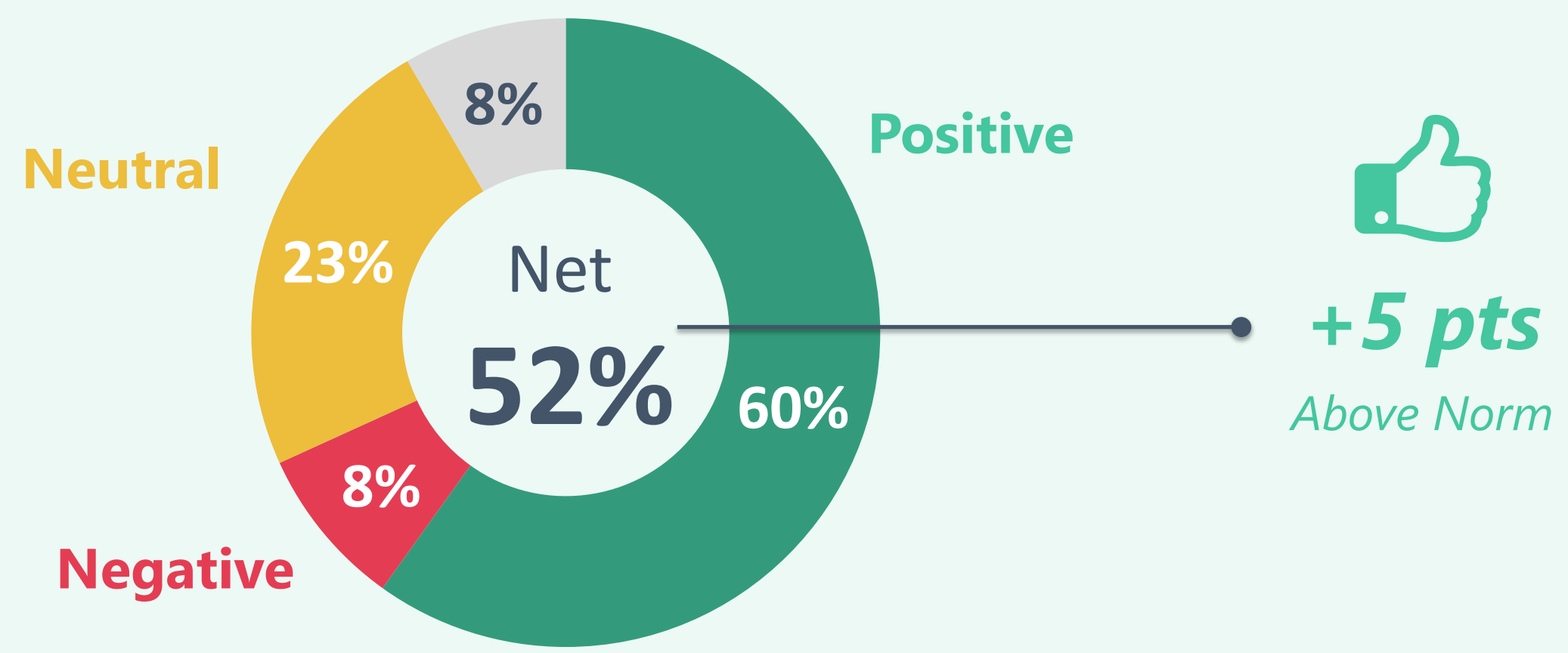
**FOCUSING ON THE CITY'S  
COMPETITIVE DNAs**



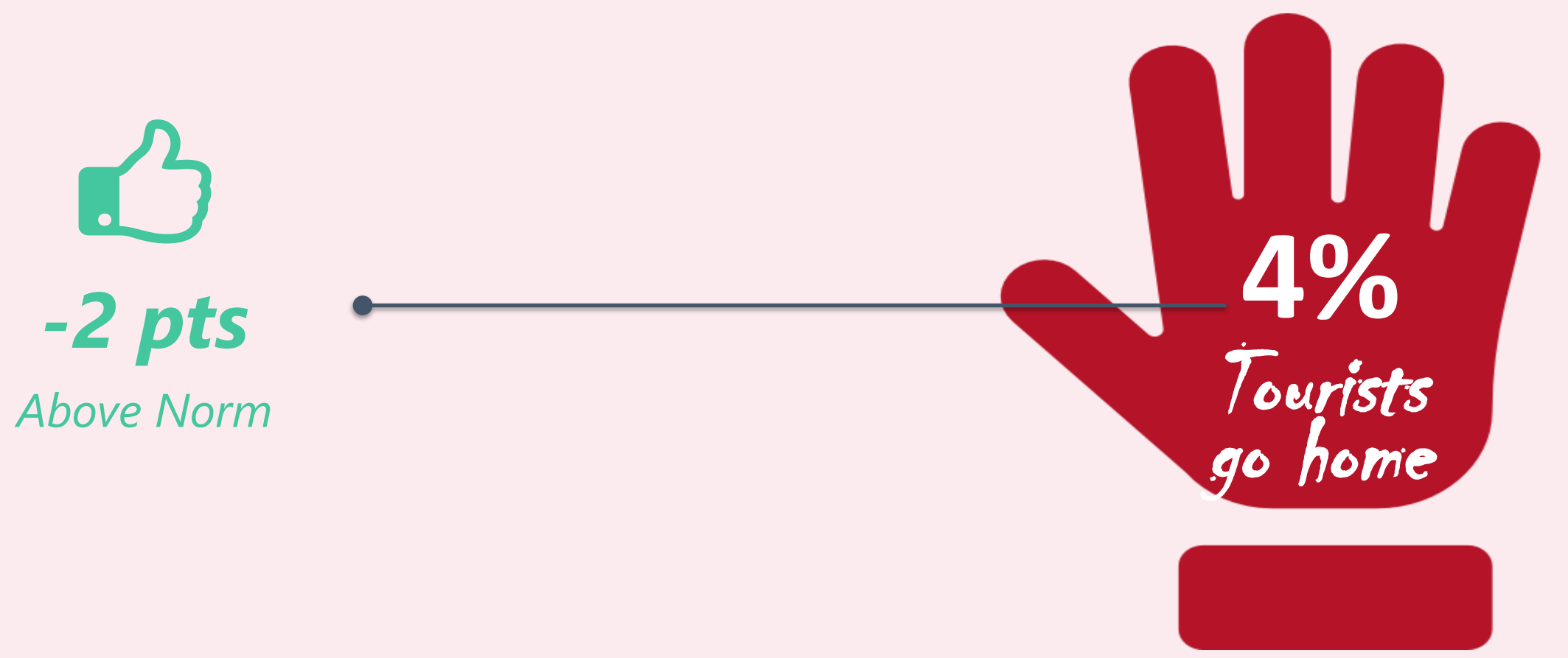
# Resident Sentiment about Tourism

Key Sentiment – All European cities

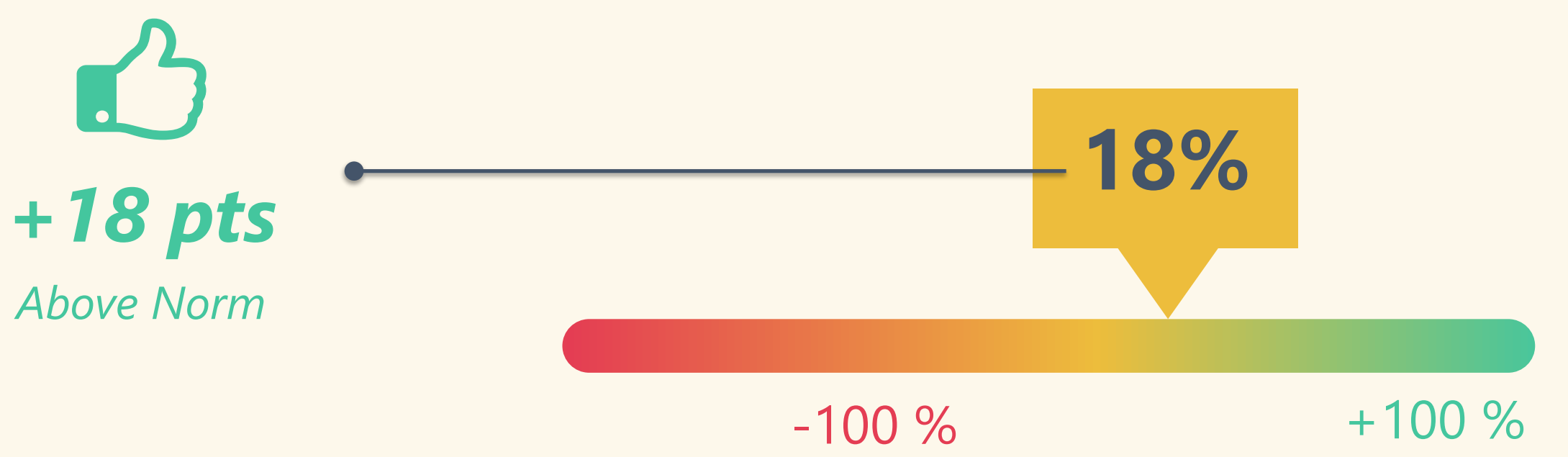
## OVERALL TOURISM SENTIMENT INDEX



## TOURISMPHOBIA INDEX



## TOURISM GROWTH SUPPORT INDEX



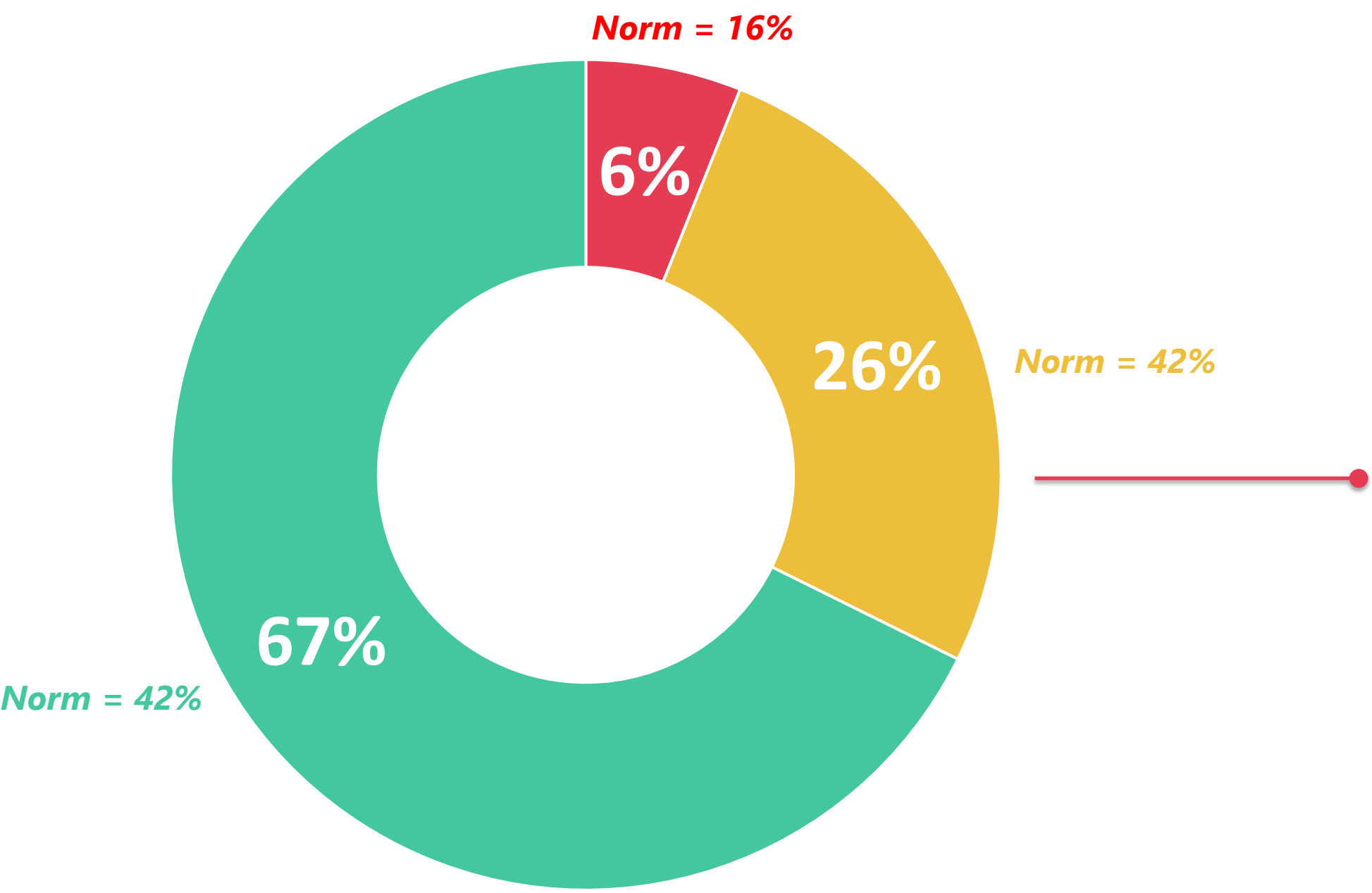
## RESIDENT CONSIDERATION INDEX



# Qualifying the problems caused by tourism

Seasonality and typology of nuisances

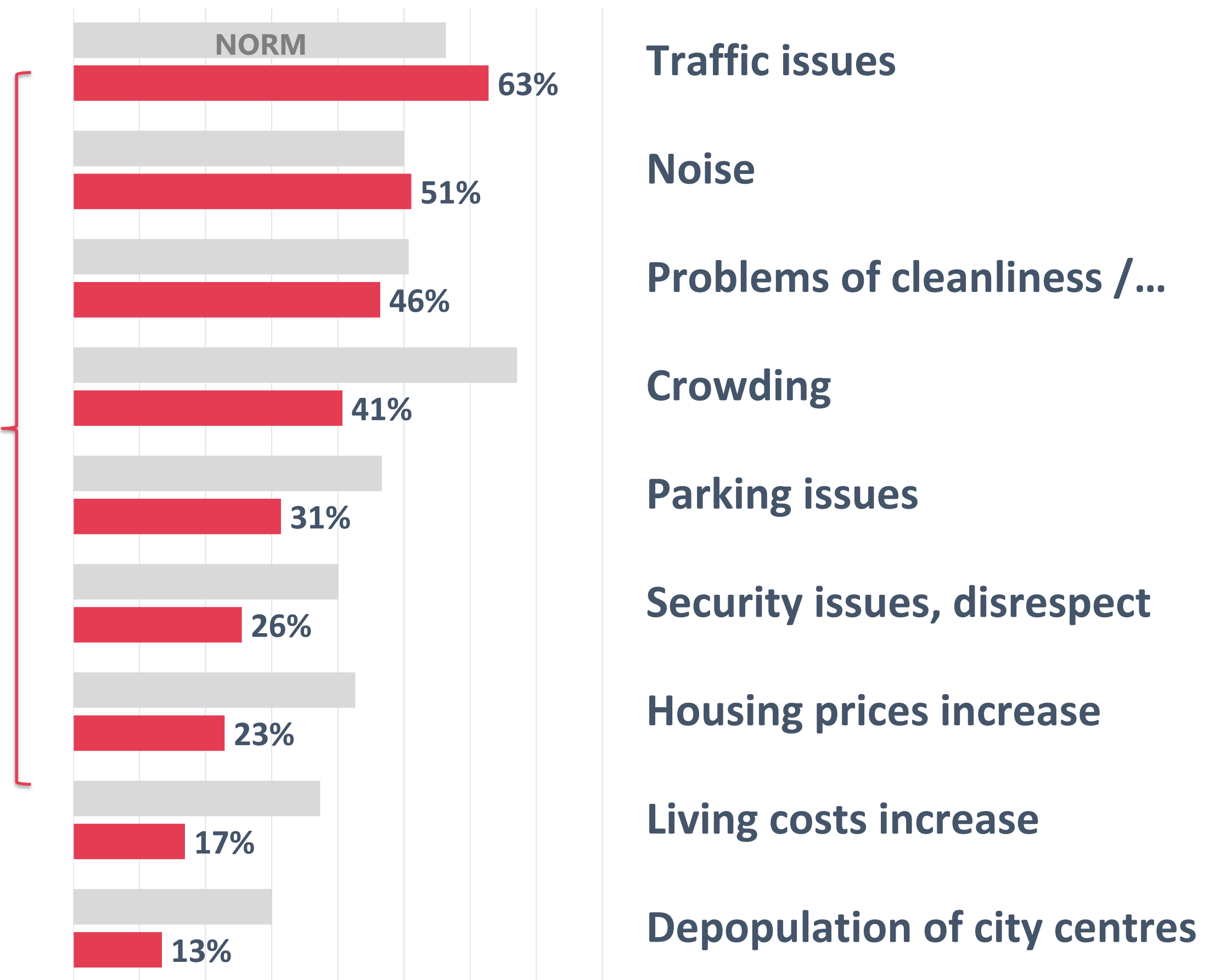
## Seasonality perceptions



- Problems throughout the whole / most of the year
- Problems at certain times of the year
- No problems



## What type(s) of problems does tourism cause in your city?





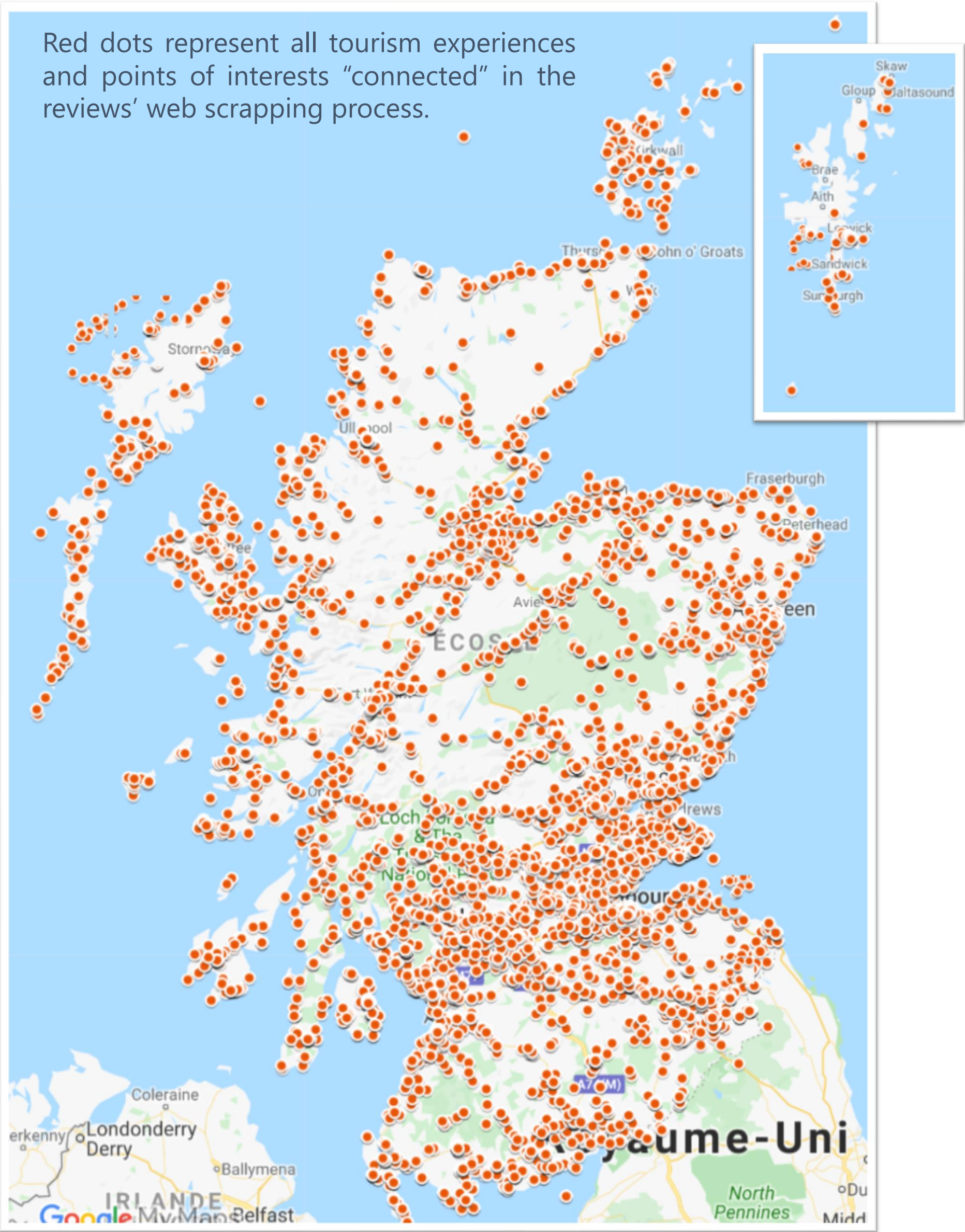
# Scotland Case Study

## The “Big Data – Big Impact” approach

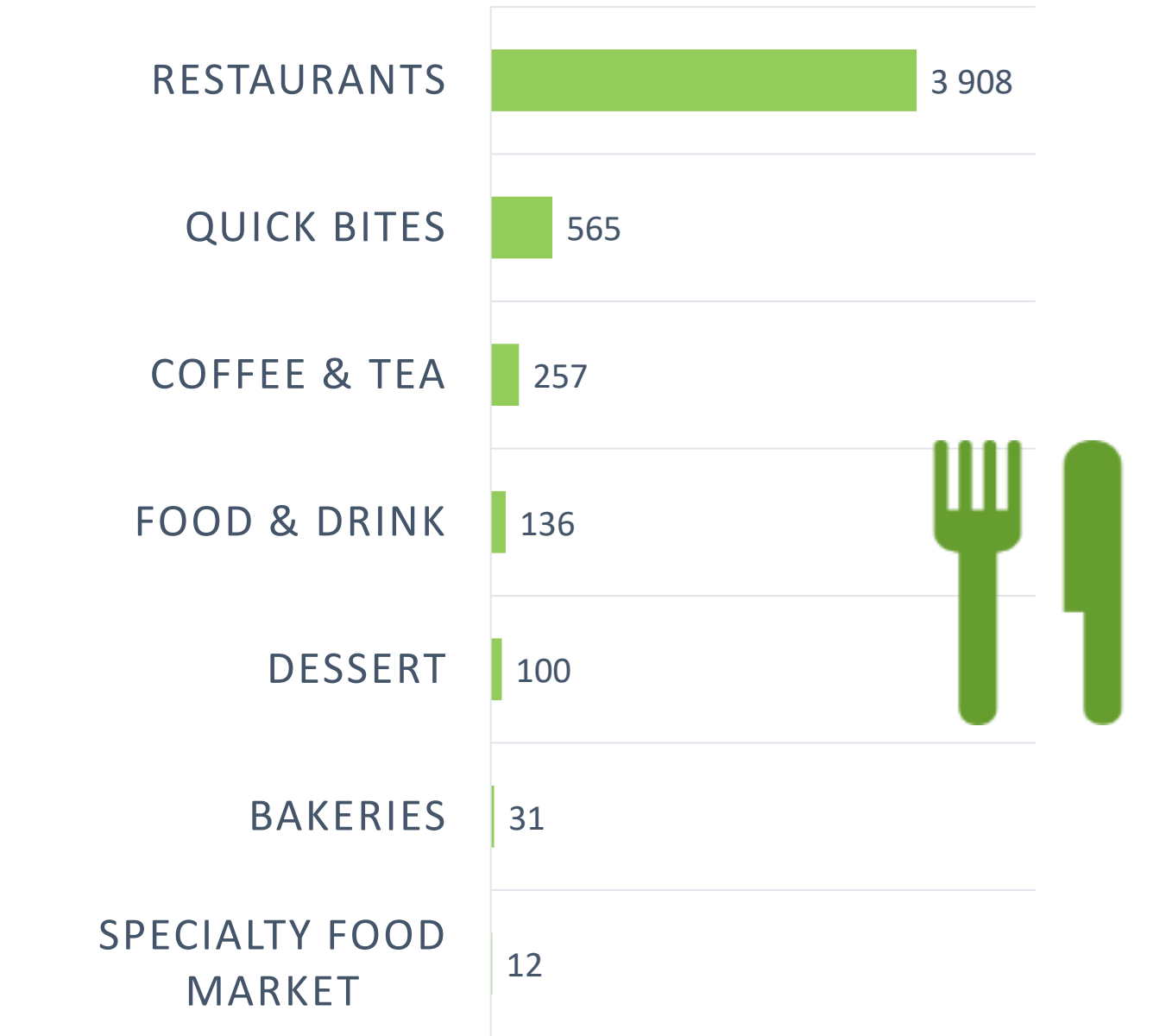
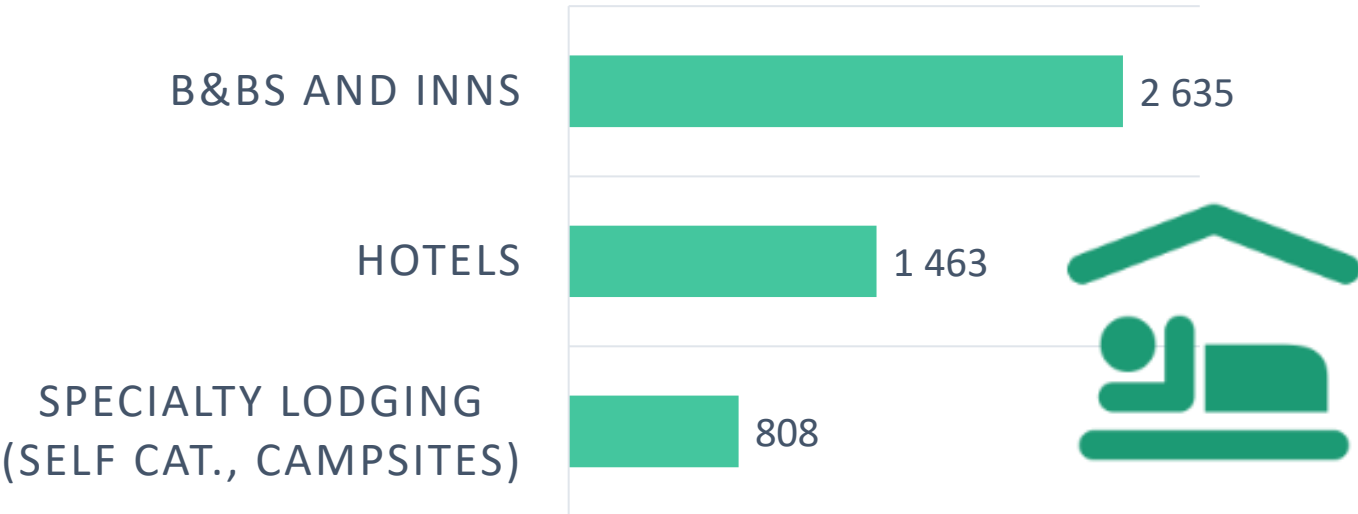




Red dots represent all tourism experiences and points of interests “connected” in the reviews’ web scrapping process.



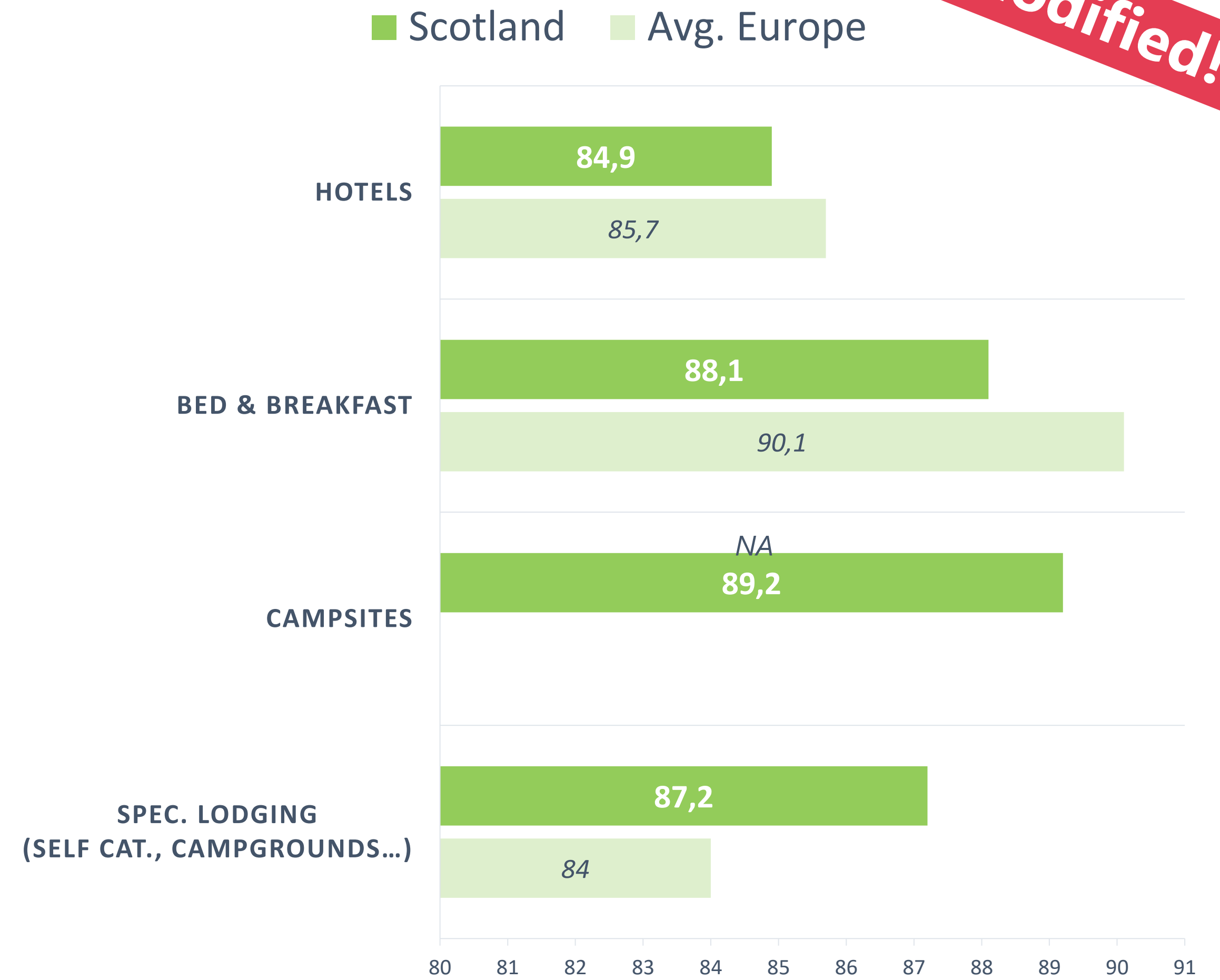
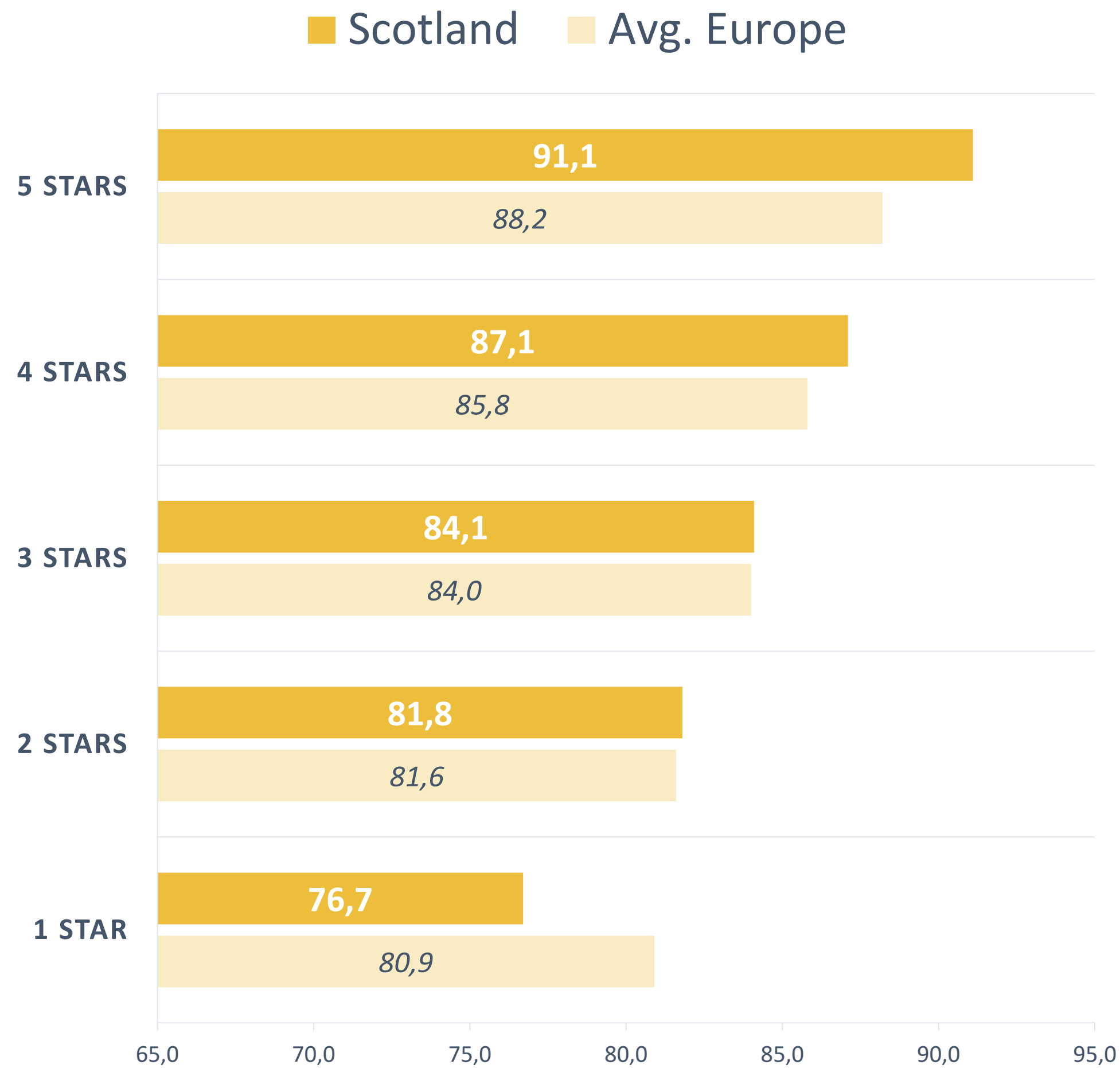
## 15 000 ACCOMMODATIONS AND POIs / 30+ VERTICALS MONITORED





Guest Experience Index

Figures modified!



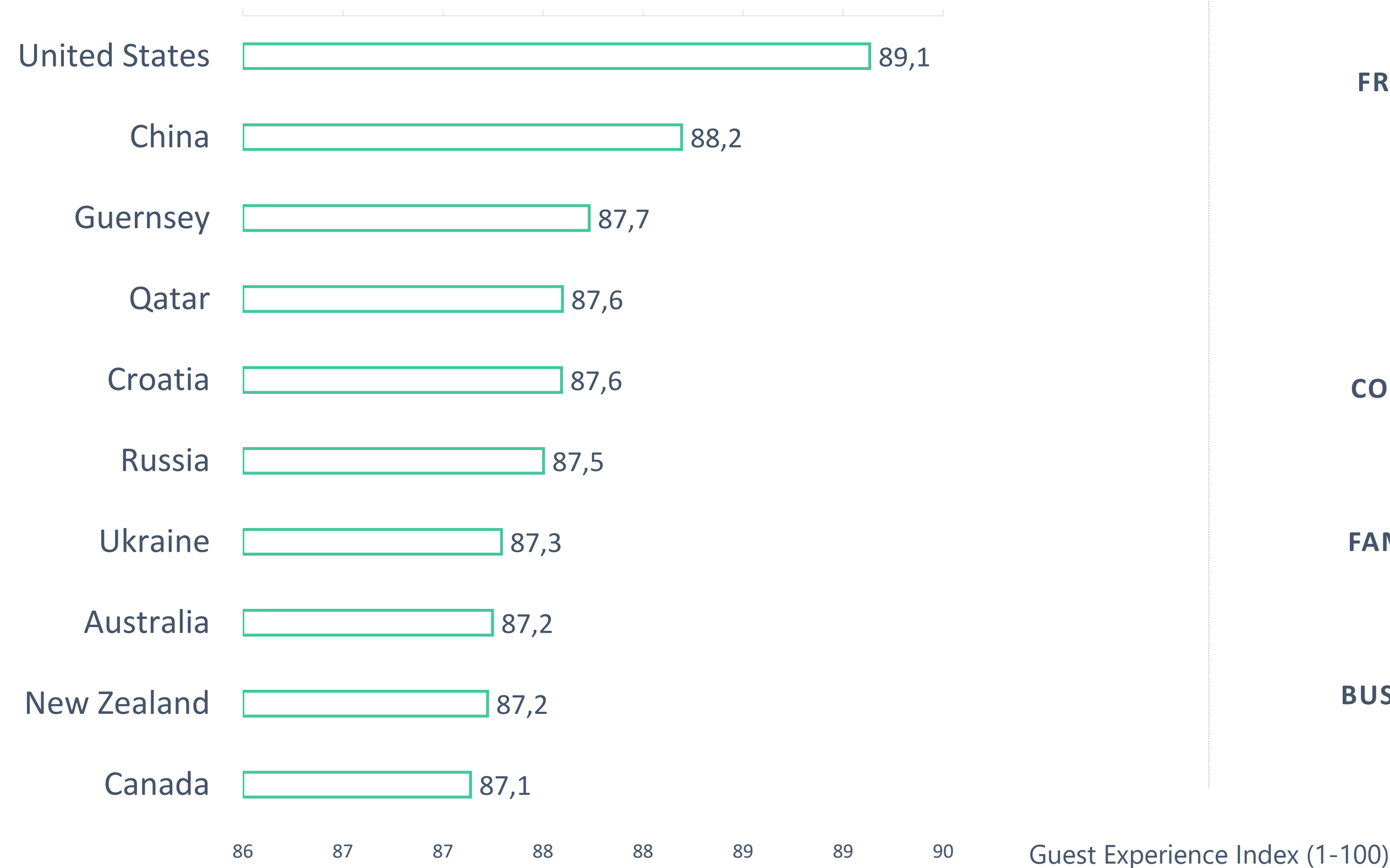
# Attractions - Satisfaction per Guest Profile

Language and Travel Composition

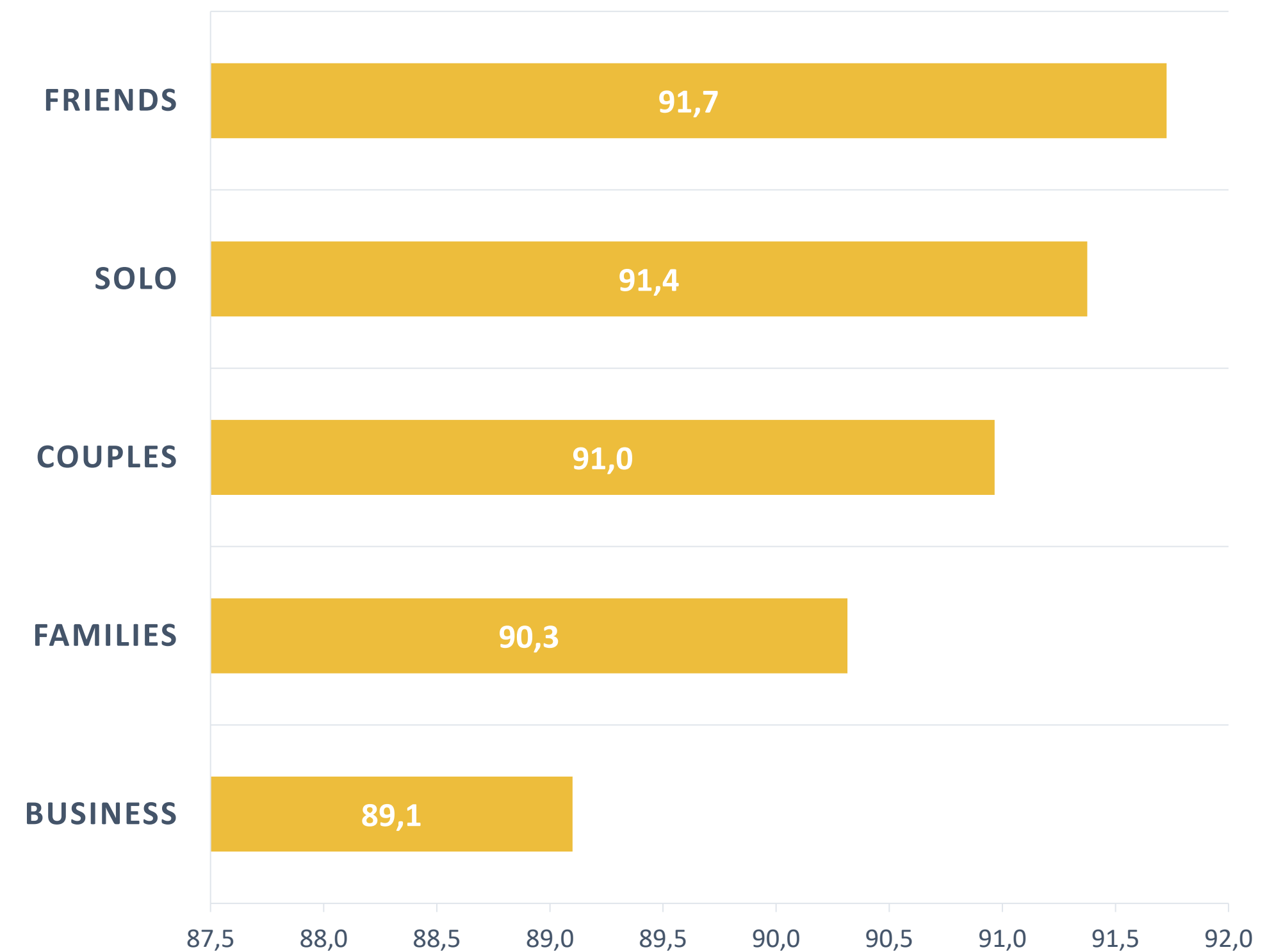


Figures modified!

TOP 10 MOST SATISFIED MARKETS



SATISFACTION PER TRAVEL COMPOSITION



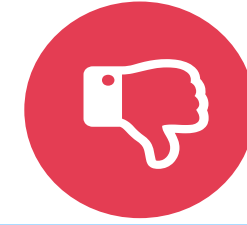


# Where are TOP / Poor Attractions located?

Stars, Hidden Gems and Activities on the Watchlist



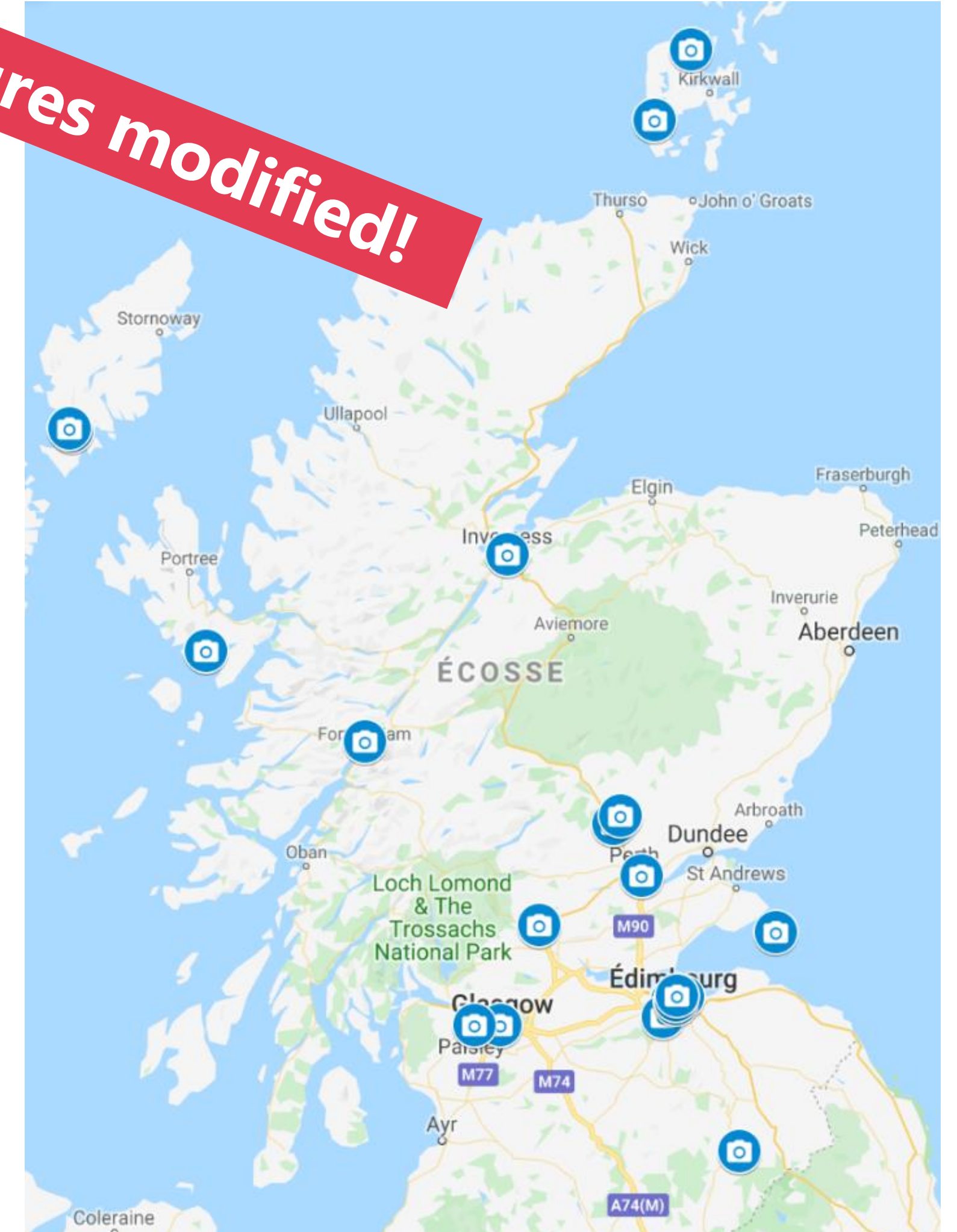
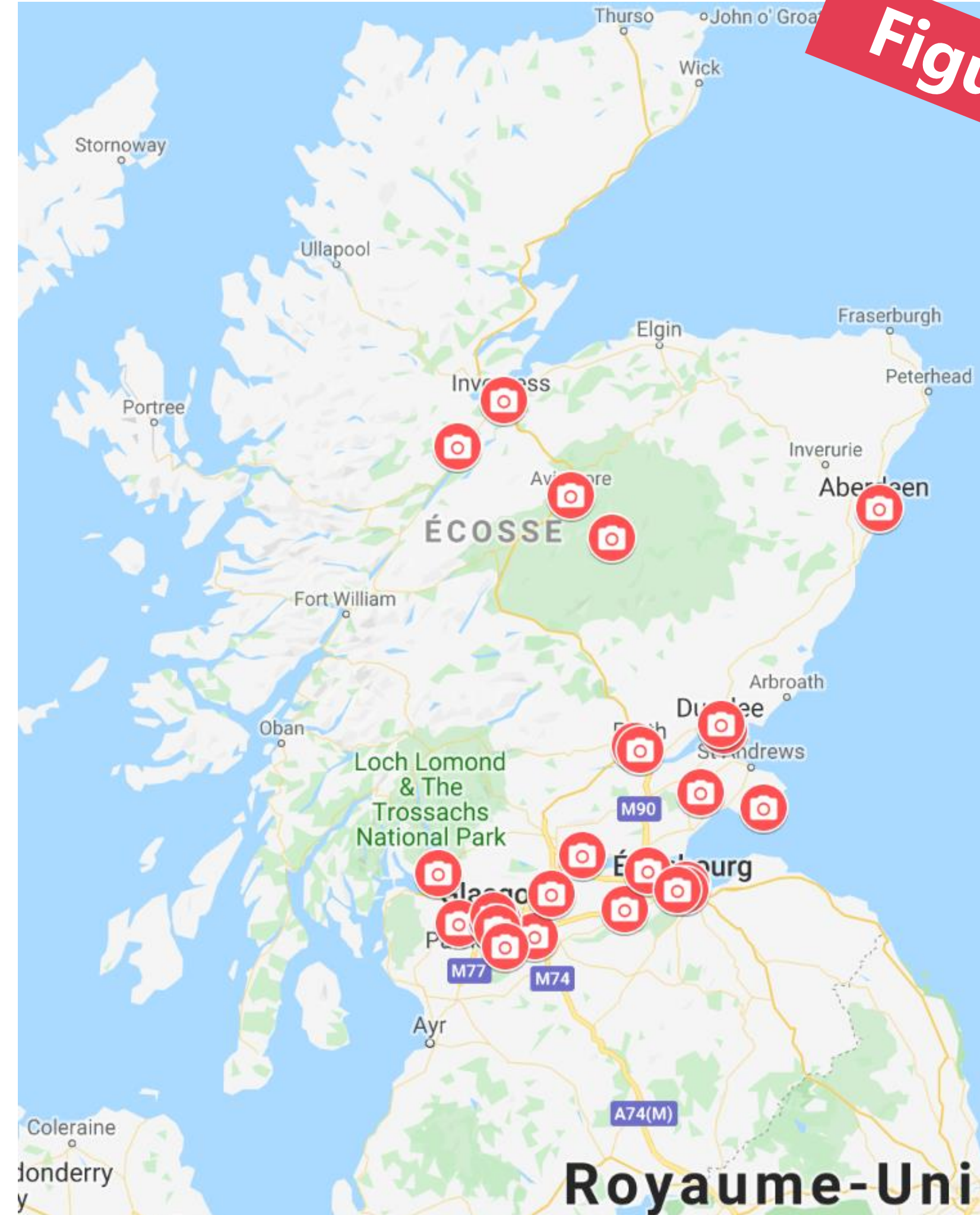
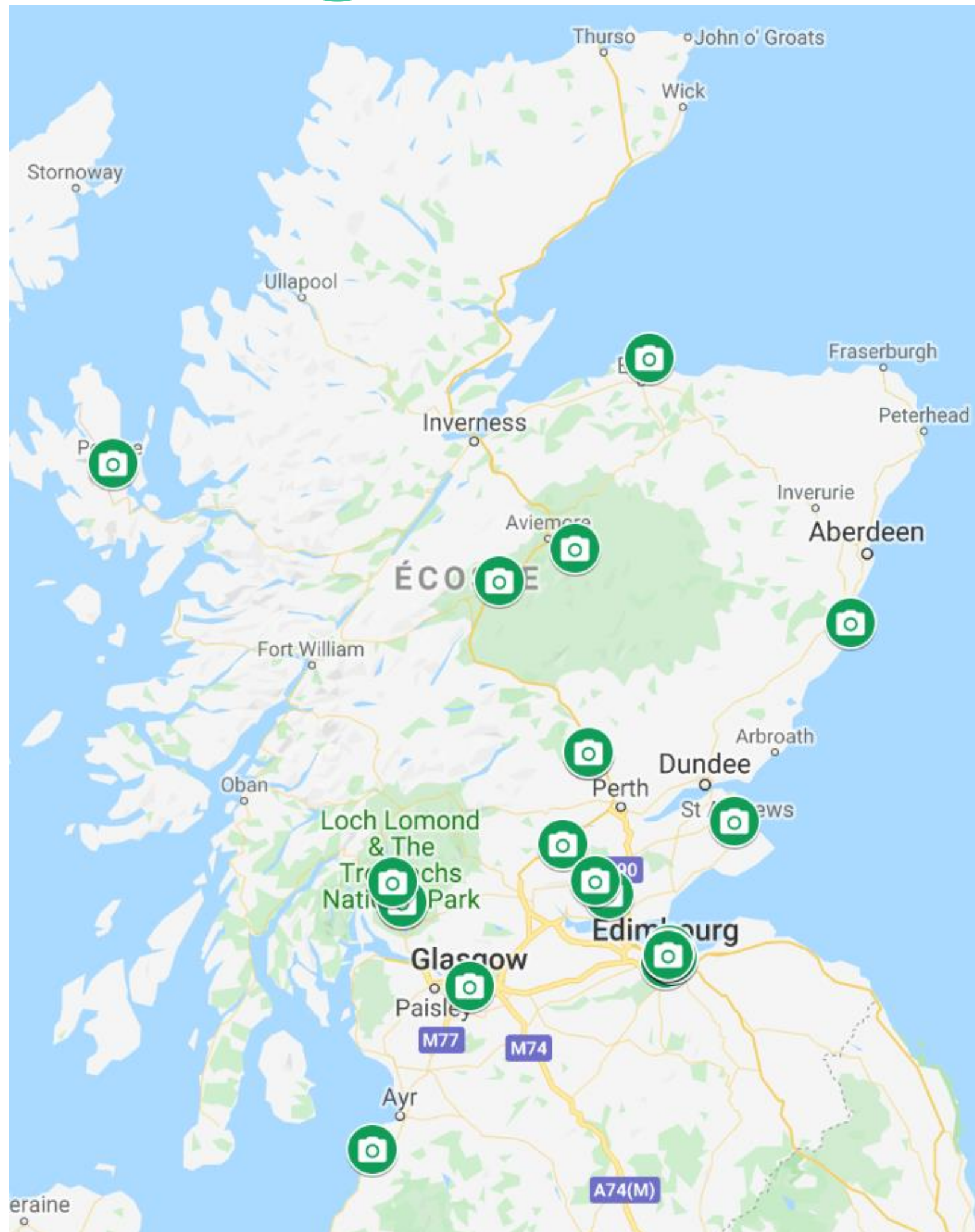
Stars



Watchlist



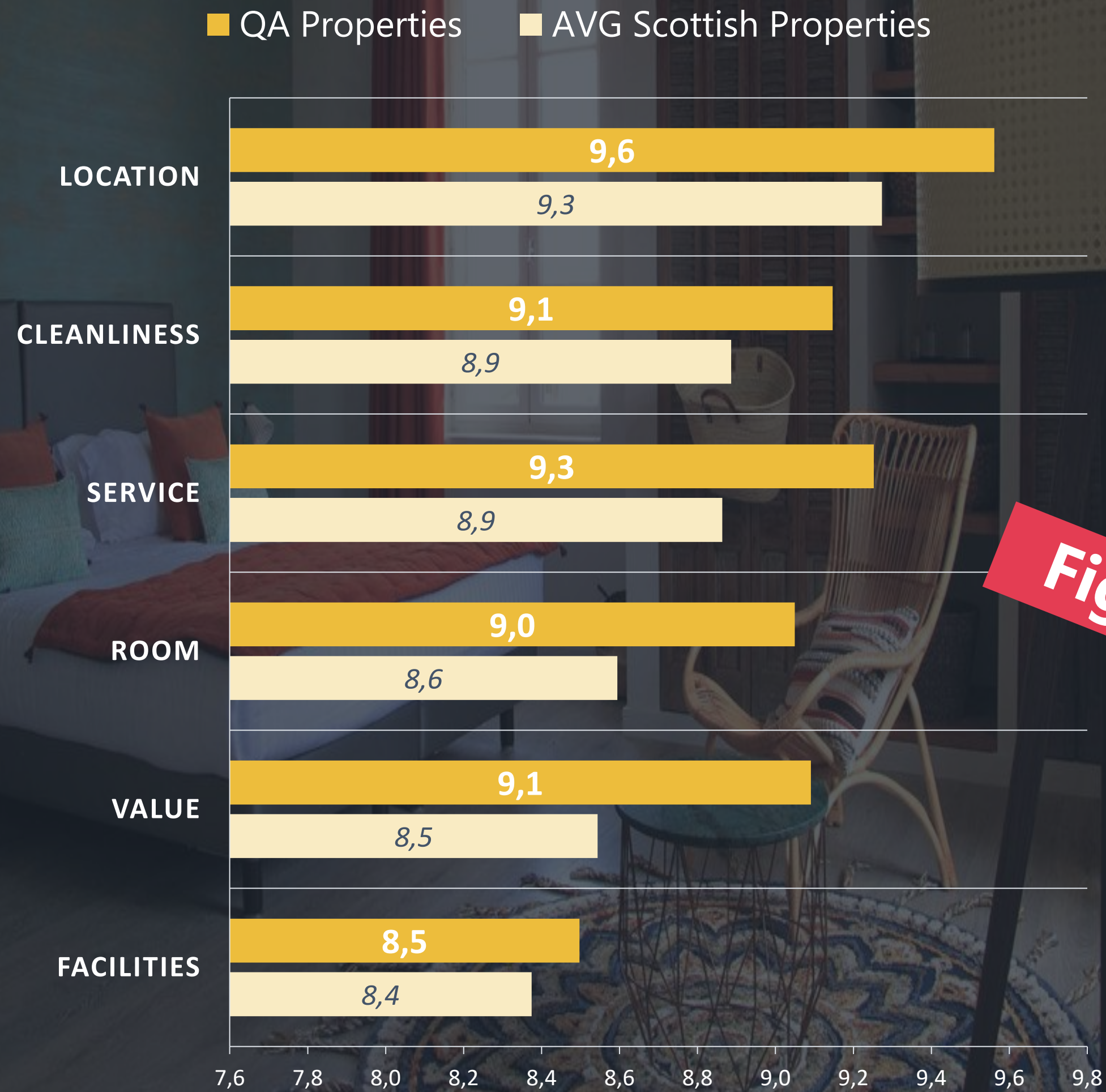
Hidden Gems



Figures modified!



# Quality Assurance impact on Guest Satisfaction



**Figures modified!**



## Managing Destination Quality experience through labels

**All rating dimensions** have benefitted from the QA impact, particularly basic expected features (room and staff hospitality), fueling an overall **excellent perceived value**.

The main progress area are *facilities provided to guests* which are just above accommodation average.







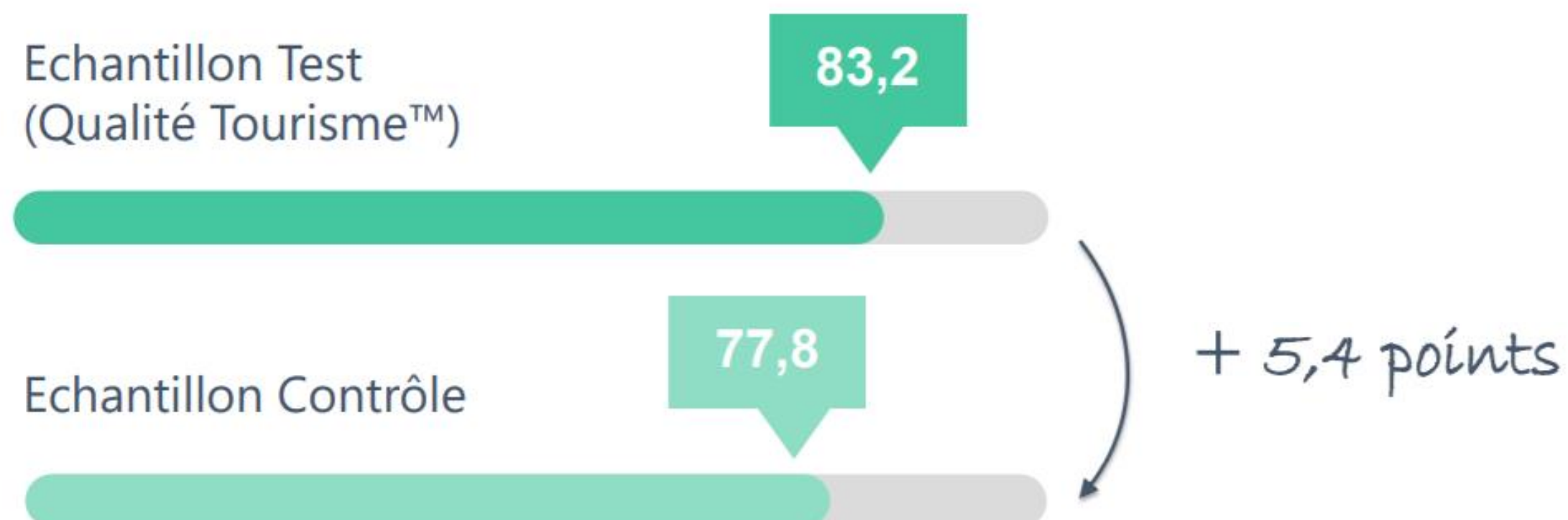
# DMO Quality Labels works!



## Hébergements

(score GEI / 100)

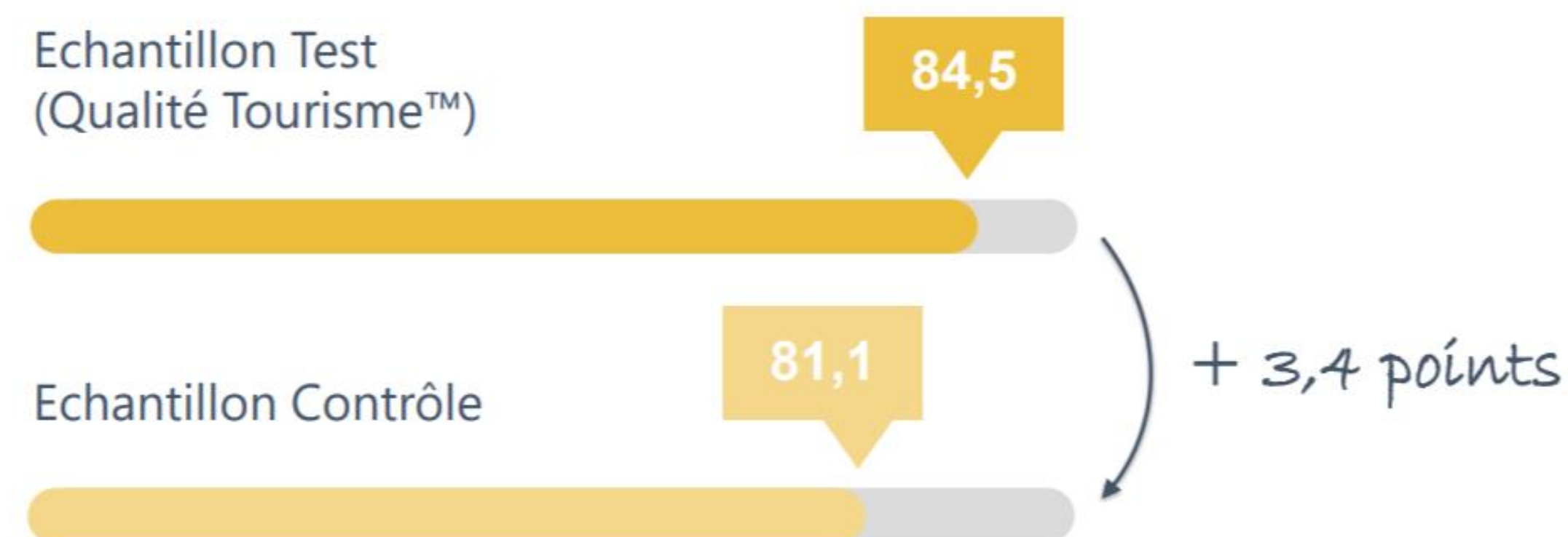
Une expérience nettement meilleure dans les hébergements porteurs de la marque Qualité Tourisme™ (+5,4 point).



## Lieux de visite

(score GEI / 100)

Bien que moins marqué, l'écart s'avère favorable également dans les lieux de visite qui bénéficient d'une notation élevée avec un indice de 84,5.



Nombre d'avis analysés : : 455.000 soit en moyenne 455 avis / établissement.



# Aruba Case Study

The hybrid data approach: Mobile location data + Reviews consolidation

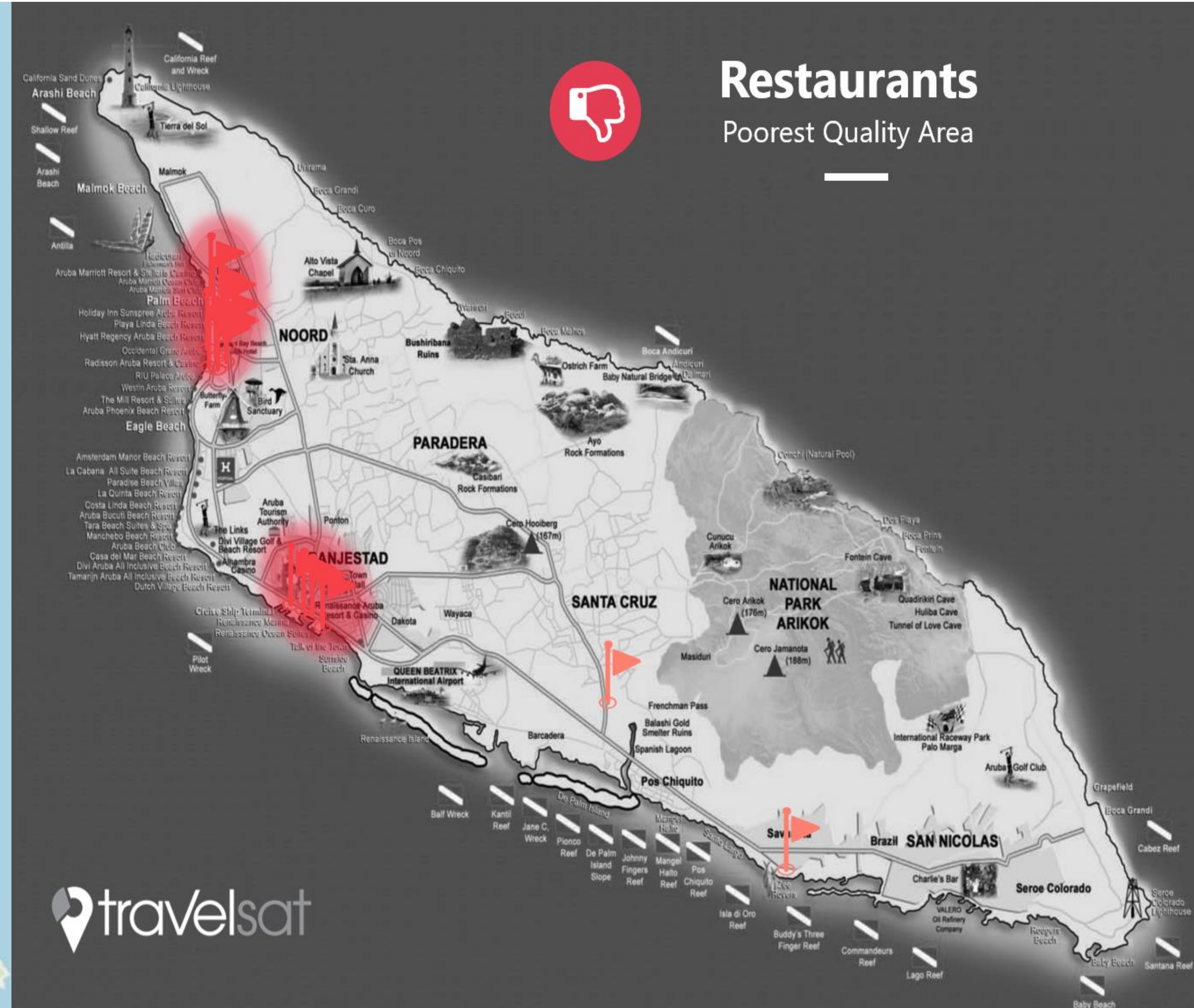
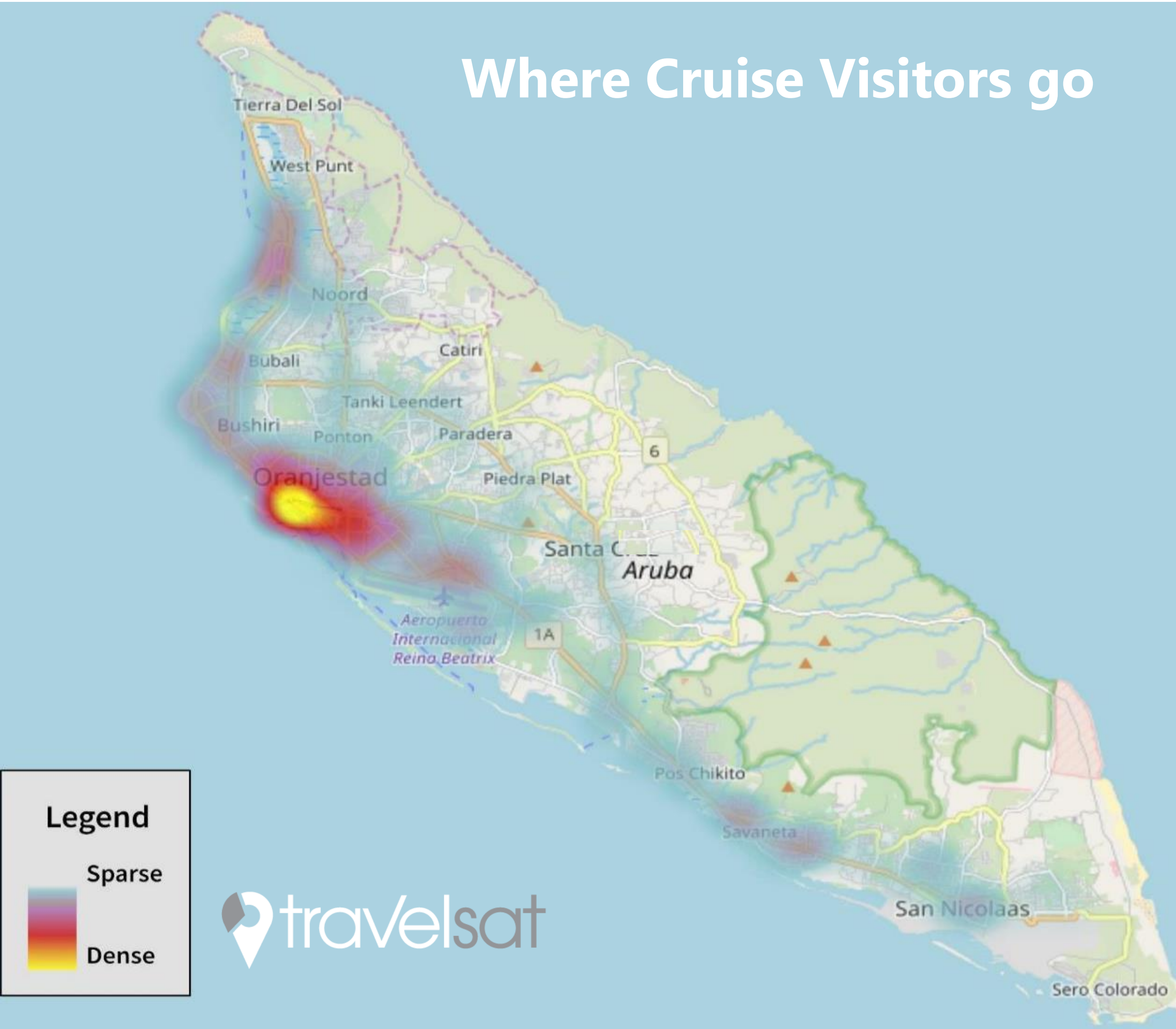




# “GEOOPTIMIZING” THE CRUISE VISITORS’ EXPERIENCE

Visitor Dispersion vs Visitor Satisfaction...

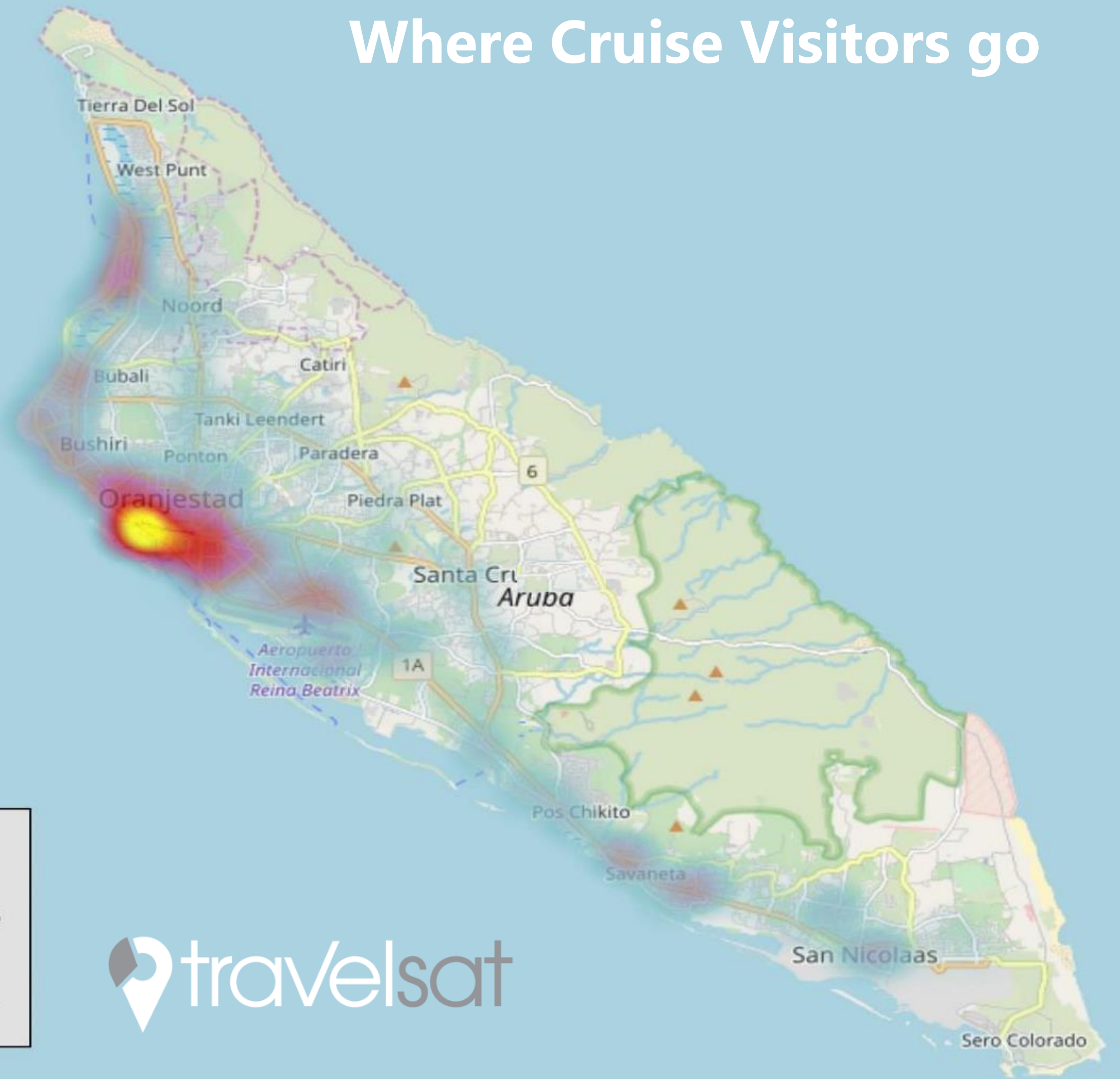
## Where Cruise Visitors go





Visitor dispersion vs Visitor Satisfaction...

## Where Cruise Visitors go



Legend

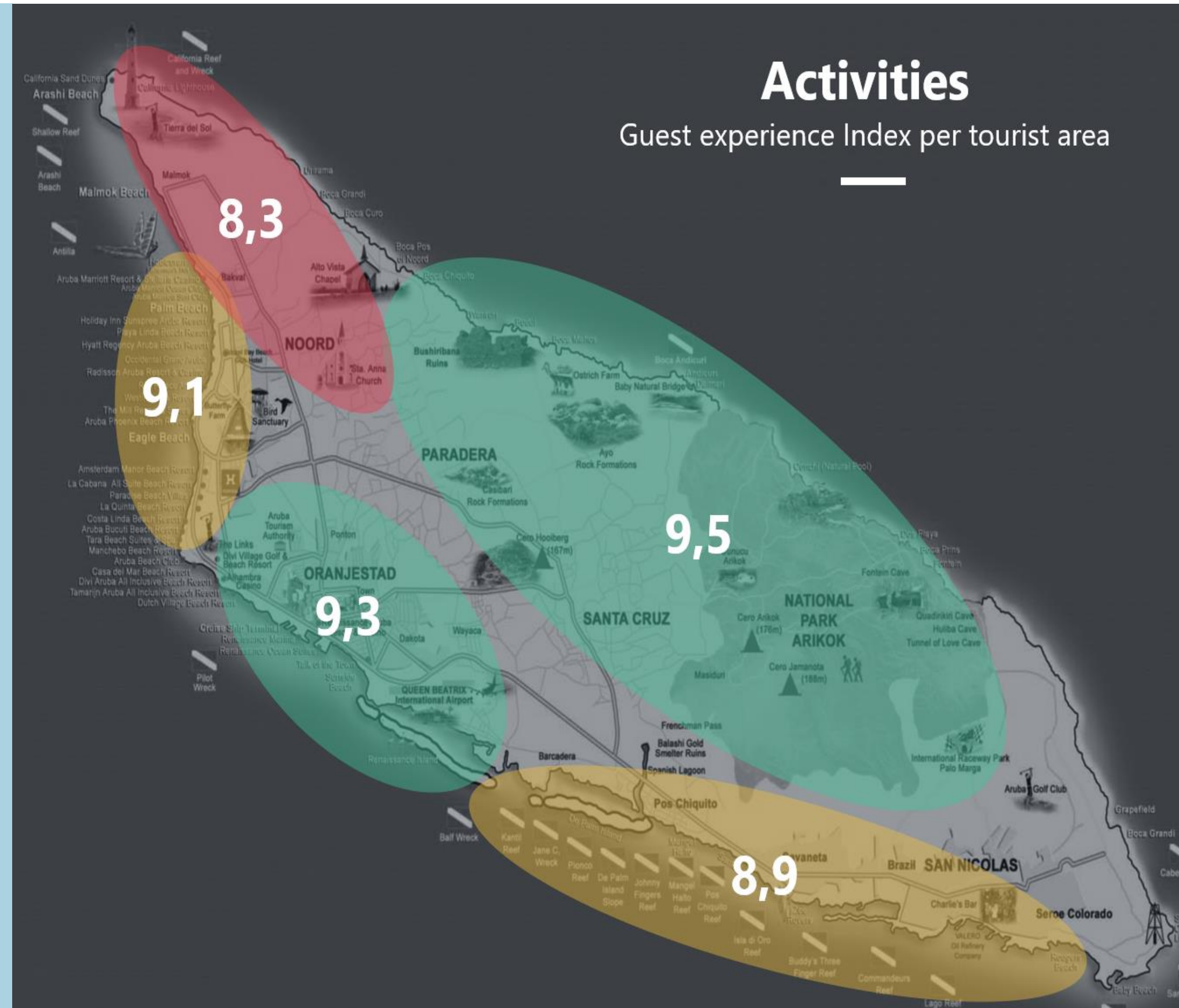
Sparse

Dense

travelsat

## Activities

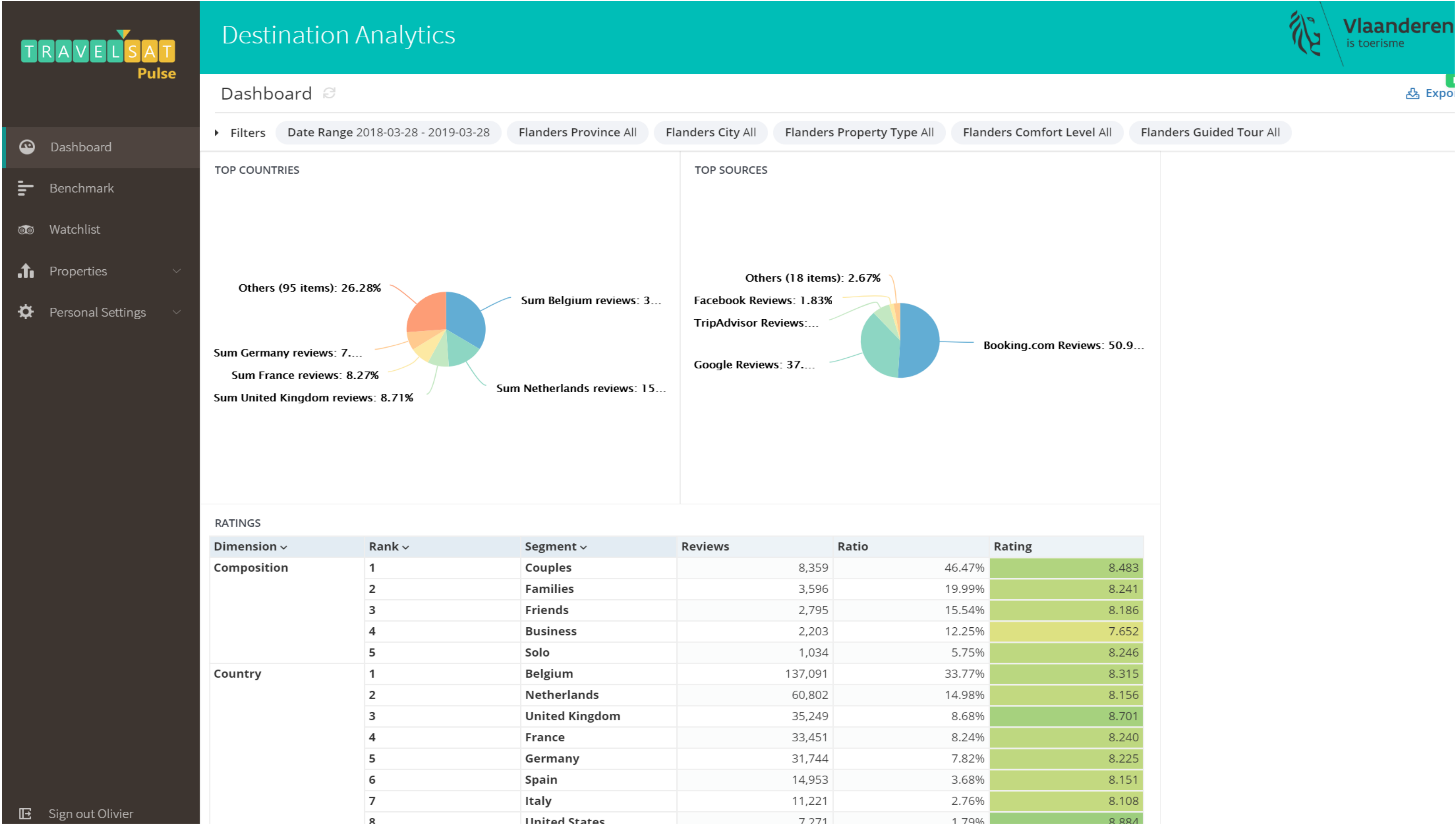
Guest experience Index per tourist area





# Sharing timely Data with Stakeholders

## Engaging with verticals





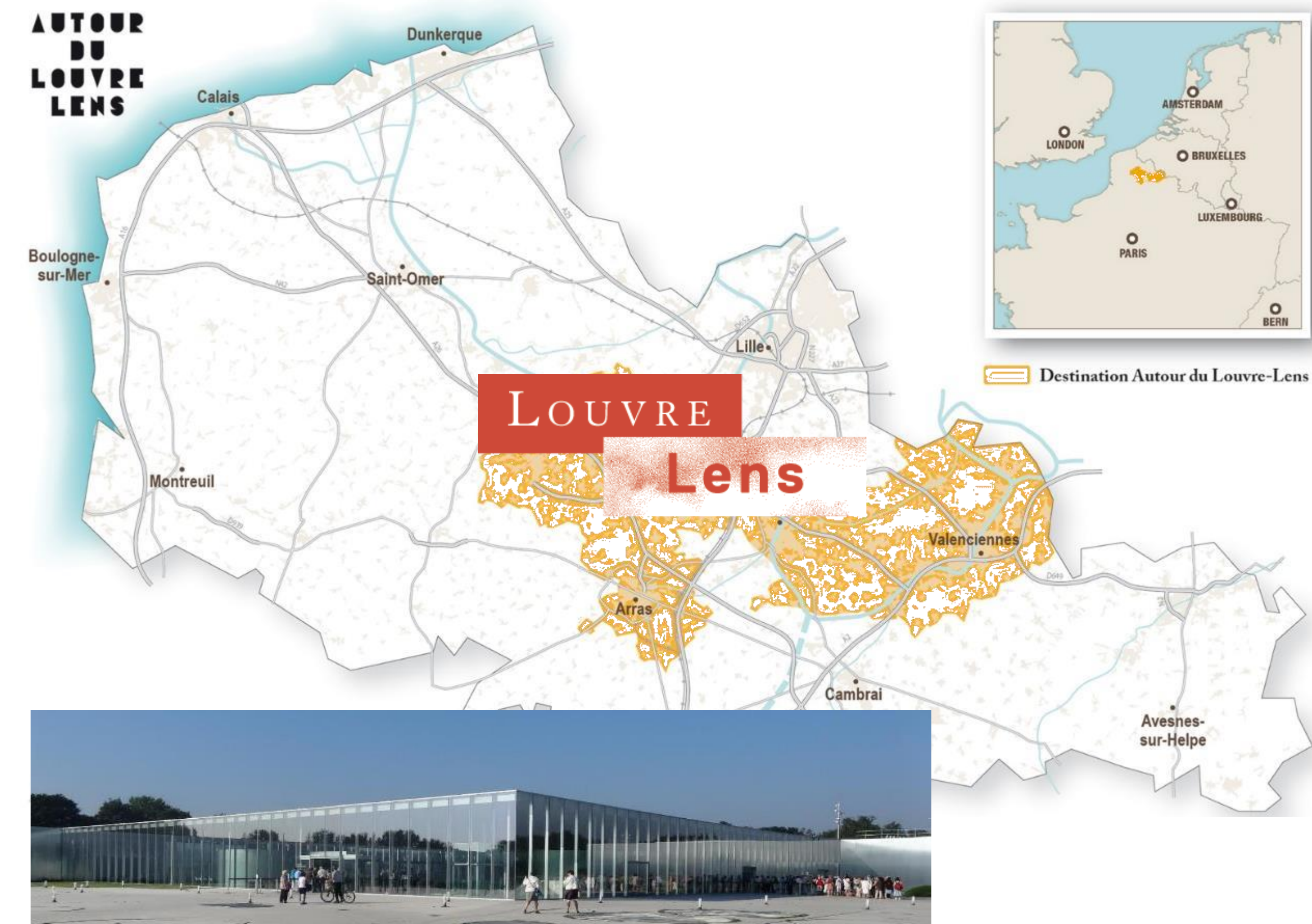
# Lens (Louvre) Case Study

The Social Listening Approach: “Ghost Ambassadors” and “predictive #”





# A new Destination “Around the Louvre-Lens”





# Unexpected success among... Japanese Visitors!

Driven by a Ghost Ambassador "Sanaa"



*Mentions among Japanese at museum opening*

**#France - 377**

**#Sanaa - 332**



建築デザインの引出しBOT BotKenchiku

SANAA・ルーブル美術館・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>

Louvre-Lens by SANAA -



# The DMO amplifying the Japanese Pride

Accelerates storytelling efficiency and ROI

31



- **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.



# Amplifying Film Visitors Influence

Film visitors skyrocket 10 Points NPS of Destinations!

**#netflix**  
**#chernobyl**

**+40% Tour Operating in Ukraine**



**#lalaland**

**Over 10% of visitors in L.A.**





# Take-Aways...





# The right Data at the right Time!

To take back control of your Destination



**Destination Management** back on DMOs agenda



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



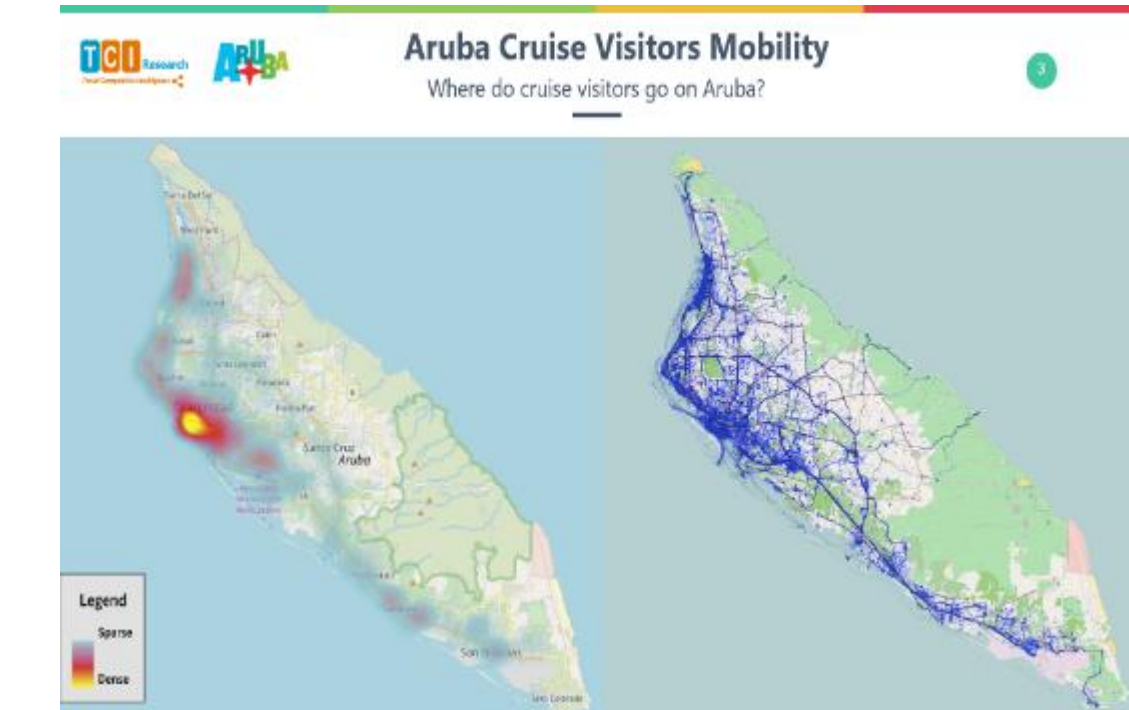
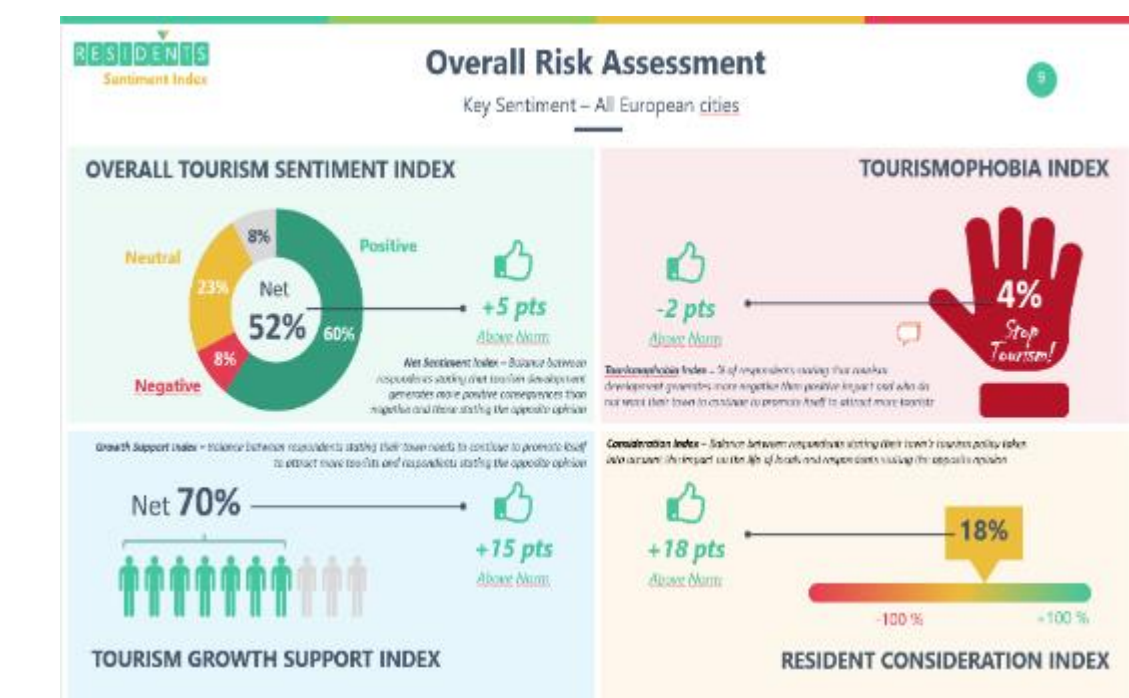
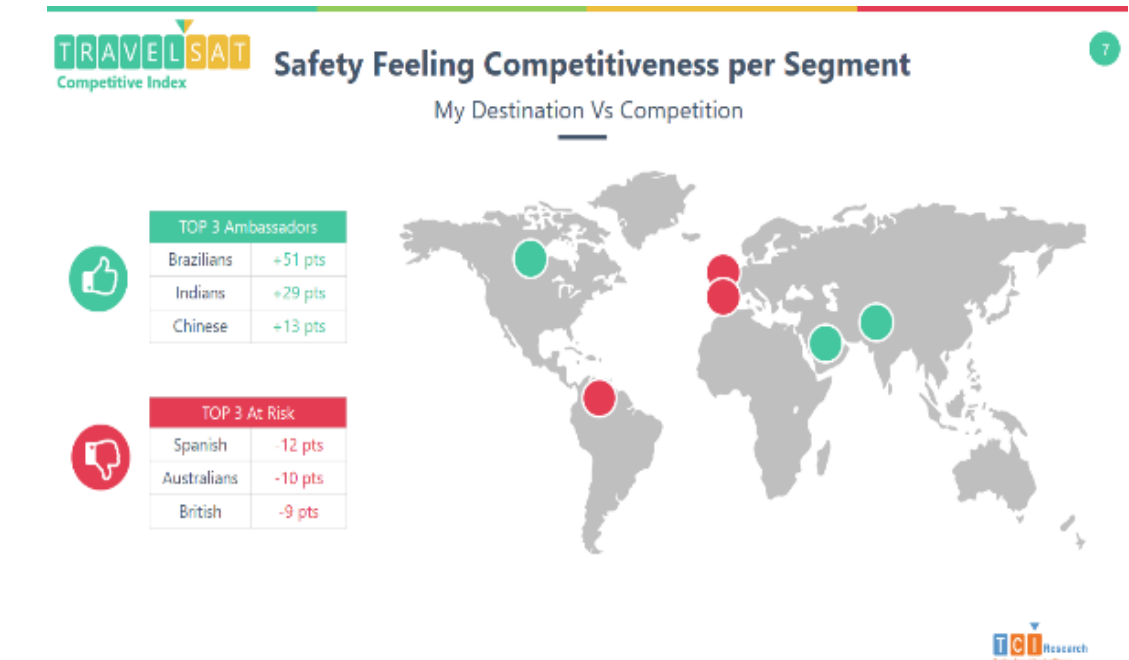
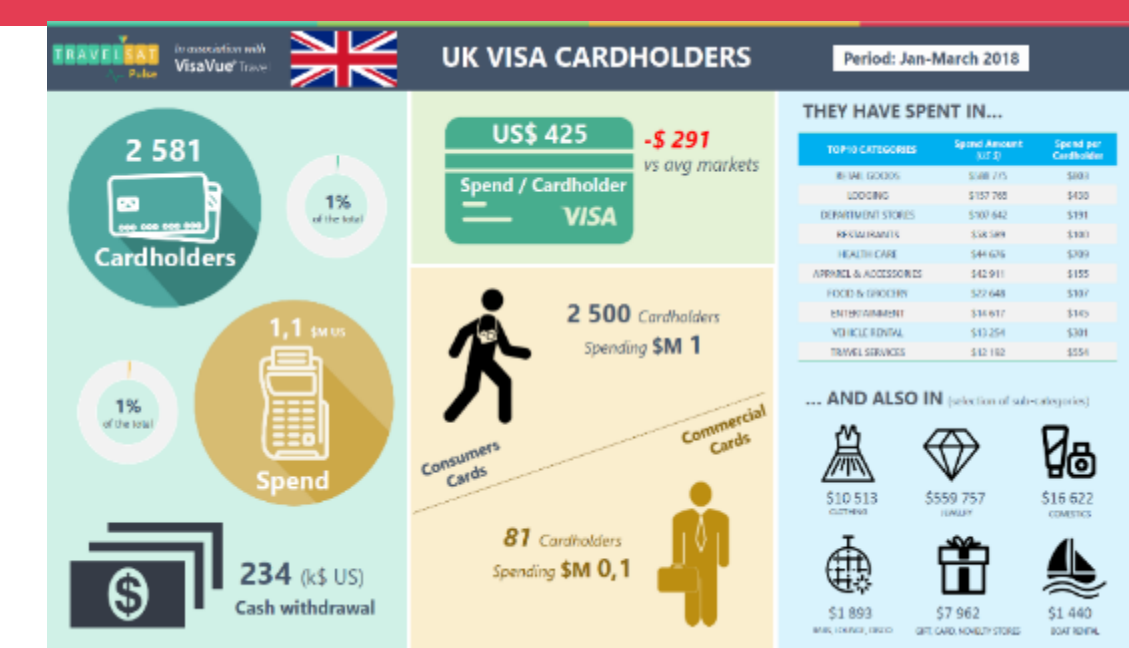
Big Data require **interpretation** – Hybrid data works great



**Benchmarking** is essential (travelers do it anyway!)



Map your “ghost” ambassadors – Include your residents





# Data-driven “DMOs with a vision”

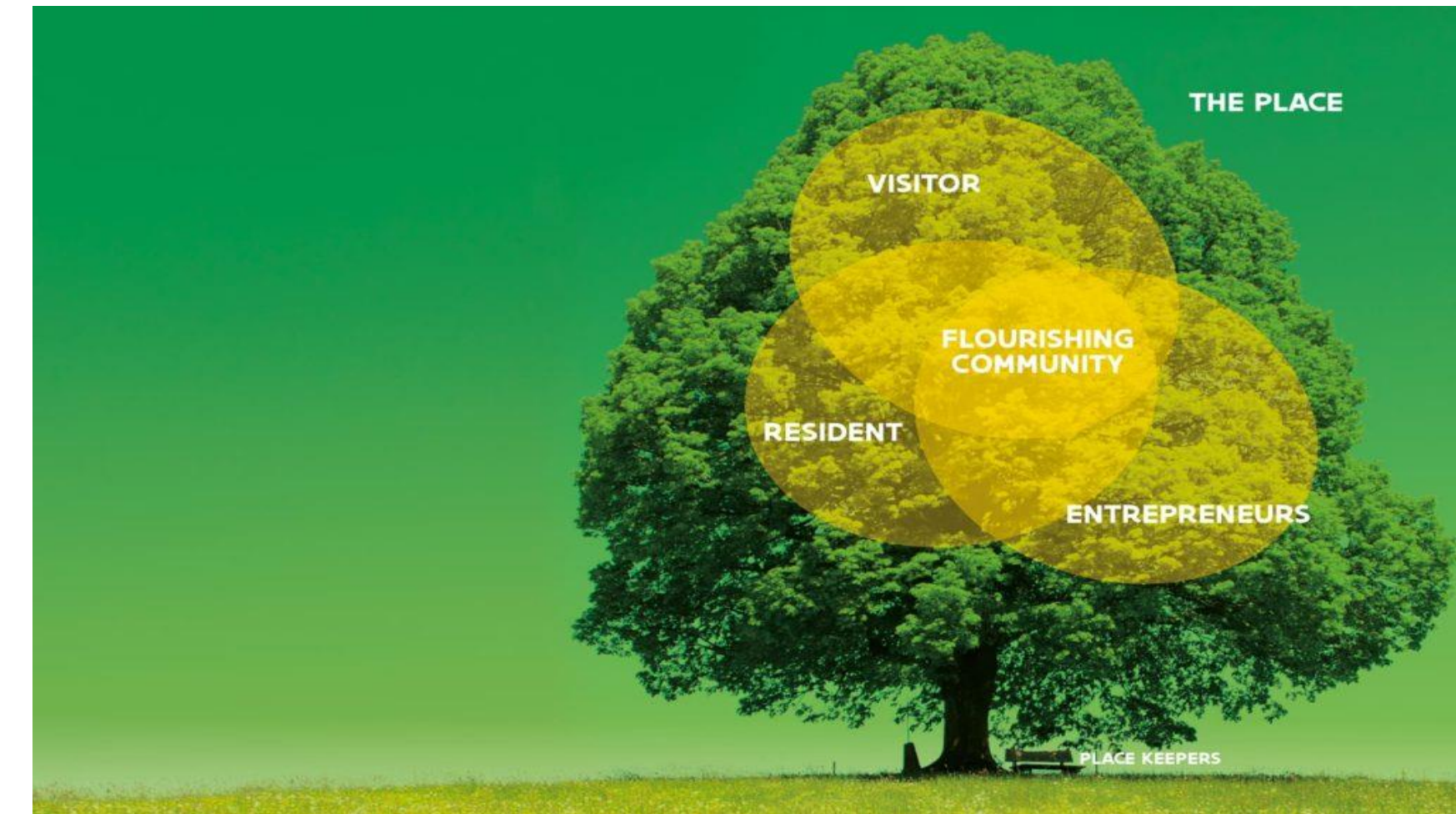


## Copenhagen - The localhood concept

<https://10xcopenhagen.com/about/>

## Flanders – the Flourishing Tourism

<https://medium.com/activate-the-future/travel-to-tomorrow-an-emerging-vision-for-the-tourism-industry-a7aeacb53870>



## Auvergne Rhone-Alpes - A tourism that cares

<https://www.tourismebienveillant.org/>