Big Data & the role of technology in sustainable tourism

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Destinations are full of life!
Not a long ago...
Now...
The traditional travel process...

SUPPLIERS
- Airlines
- Tours
- Transfers
- Car Rentals
- Hotels

TRAVEL AGENCIES

CONSUMERS
My analogue self
My analogue self  Vs  My digital self
WE ARE CONNECTED 24/7 and leaving a trail
Me official. Me love cookies! Me officially love cookies.

Rainy weather makes me want cookie.

But who me kidding, me always want cookies!

Me just photocopying cookie to make day go faster! It look even more delicious
With the metrics generated by our tool it is possible for governments or private companies to better understand its citizens and visitors. Knowing their preferences and behavior will provide you with enough knowledge to help optimize resources, adapt the offer and better satisfy their needs.
This is what Smartvel do...
Sustainable Development of Tourism

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"

WHERE DOES SMARTVEL PLAY A ROLE?
When focusing on Smart Cities, our solutions can help the destination to become more digital and dynamic.

Using innovative and eco-friendly (all digital) ideas to help the destination evolve.
PLAN AHEAD

A feature that allows tourists to plan their trip before hand. Gathering knowledge on what the destination has to offer and as a result being a more being more conscious and organized visitor.

Metrics that allow destinations to foresee demand and flow
EMPOWER YOUR LOCAL TOURISM INDUSTRY AND HOTELIERS

Simplifying and contributing to the communication between government, private companies and the citizens or tourists.
THE PAINS OF:

DESTINATIONS, AIRLINES AND TRAVEL RELATED PRODUCTS

• BE RELEVANT SOURCES OF CONTENT
• RETAIN DESTINATION REPUTATION
• ACTIVITIES AND RESOURCES FOR THEIR CITIZENS AND TRAVELLERS
• SPREAD VISITORS TO OPEN UP NEW REGIONS OR PARTS OF THE CITY
• ENGAGE WITH THEIR CUSTOMERS
Destinations
Our tool offers the most complete and dynamic digital agenda of a destination. By doing so, citizens and visitors can explore everything that a destination has to offer, not limiting themselves to the most popular places.
Citizens
CITIZENS AND TOURIST FRIENDLY

Smartvel’s tool was made for everyone. Therefore, not only tourists can take advantage of the live agenda, but citizens can also engage more on the activities that are happening at their destination.
Airlines
Multiply the number of moments where the airline can connect to their passengers, moments spread in the “travel journey” from inspirational stages to operation.
HOW TO BE AN ENLIGHTENED TRAVELER?

1. Preparing in advance
2. Choosing the right tour operator
3. Respecting local customs, cultures and life styles
4. Considering the impact of your presence
5. Presenting yourself realistically
6. Continuing the experience when you return home

General Principals

By: UNESCO
LET’S AMAZE YOUR TRAVELERS!

Turn everything that your locations have to offer into more real experiences, loyalty, sales and happier travelers

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