

Case Study

MICE & Luxury Travel Business

Situation

We received an inquiry from an agency engaged in MICE & Private Travel business to Australia.

They're interested in knowing how to use data to help improve future business and customer satisfaction.

As usual, we start with the client's problem. After a briefing of our past insight reports, the first question the client asked was:

“What kind of data analysis can YOU. GROUP provide to help better analyze the destination we promote: Australia?”



Opportunity

Use Month Over Month popularity change data from different source markets to understand destination demand by different tourist nationalities.

Before preparing a solution, data scientists at YOU. Group analyzed the characteristics of 'MICE & Luxury Travel Business' from a broader conversation about the business needs presented by the client.

- **MICE** : high requirements on a destinations' ability to accommodate logistics and budgets
- **Luxury Travel** : highly focused on superior experience
- **Australia** : Dynamic destination with tourist cities of varying category types

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Solution

- Monitoring destination data changes, understanding travel trends after the epidemic, and planning in advance for cost-effective experiences suitable to MICE destinations
- Attention to data changes for different cities in Australia, choosing to design packages for preferred destinations based on nationality data
- City popularity analysis in order to submit competitive travel proposals

