

Case Study

Travel Trade Business Intelligence

Situation

A popular tourist destination in South East Asia is seeking a more effective promotion strategy, while looking to collaborate with local tour & activity businesses.

They were curious to understand:

- What travel platform data can complement their existing consumer data?
- Which other destinations in Asia are getting better results in terms of promotion and how are they succeeding?
- Attractiveness of different local attractions to consumers from various nationalities



Opportunity

Come up with a data-driven strategy for both destination trade promotion and local tours & activities performance analysis

Solution

- Analyze travel trade and travel platforms' historical data to find out the promotion status of destinations in different source markets
- Based on the the current situation, find other destinations with similar competitiveness, and conduct benchmarking data analysis
- From the perspective of tourism activities and products, analyze specific interests of tourists in the destination to understand advantages and plan for differentiated promotion per source markets