TUROBSERVER

BIG DATA FOR SMART DESTINATIONS

PREDICTIONS, DECISION MAKING, ACTION PLANS

TUROBSERVER ANALYZES AND MONITORS BIG DATA IN REAL TIME TO TAKE THE PULSE OF YOUR DESTINATION.

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TOURISM INTELIGENCE THROUGH SMART DATA

Turobserver offers touristic intelligence through smart data, with the aim of taking the destinations pulse to help tourist institutions and companies on their strategic decisions, as well as in analyzing their main competitors.

It constitutes the definitive strategic tool to understand the way in which travelers interact in the destination and towards competitors , both national and international.

THE DEFINITE TOOL TO UNDERSTAND HOW TRAVELERS ARE LINKED TO THE DESTINATION AND ITS MAIN COMPETITORS.

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ABOUT US: PARATY WORLD

FOUNDATION
2012

CLIENTS
+3000

TURNOVER
+106M

Paratyworld

The most reliable **in-house technology**

PARATY TECH

Technology at the service of **hotels** and **hotel chains**, to increase **direct bookings**

Win-Win Model: We join forces and help you grow as you **increase your GopPar**

Booking Engine, Revenue Management, Web Design and Online Marketing

DATA SEEKERS

Technology at the service of **tourism**: rent a car, ferries, airlines...

Paraty Tech's **technological spin off**, born to **expand** its fields of **action**

Pioneer in scraping, its technology is one of the most **agile and reliable** in the world

RING2TRAVEL

CUSTOMER EXPERIENCE CENTER

Technology at the service of the **voice**, focused on hotels

Natural **evolution** of our **Call Center** service after the **good results** obtained

Customer Experience Center, a whole new concept of telephone attention

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ABOUT US: PARATY WORLD

PARATY WORLD AROUND THE

GLOBE

CONTINENTS

3

COUNTRIES

10

Colombia · Chile · Argentina · Dominican Republic · Mexico · Portugal · Spain · Italy · Greece · Japan

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ABOUT US: PARATY WORLD

CUSTOMERS & FRIENDS THAT

TRUST

OUR TECHNOLOGY

Barceló HOTEL GROUP

Hertz

RIU HOTELS & RESORTS

BALEARIA

Avoris REINVENTING TRAVEL

IBEROSTAR HOTELS & RESORTS

EUROSTARS HOTELS

AVIS

Andalucía

NAU HOTELS & RESORTS

Luna HOTELS & RESORTS

CAZUAL HOTELES Unique hotels to enjoy the city

GOLDCAR

MELIÃ HOTELS & RESORTS

vikhotels.com VIK hotels group

Best Hotels

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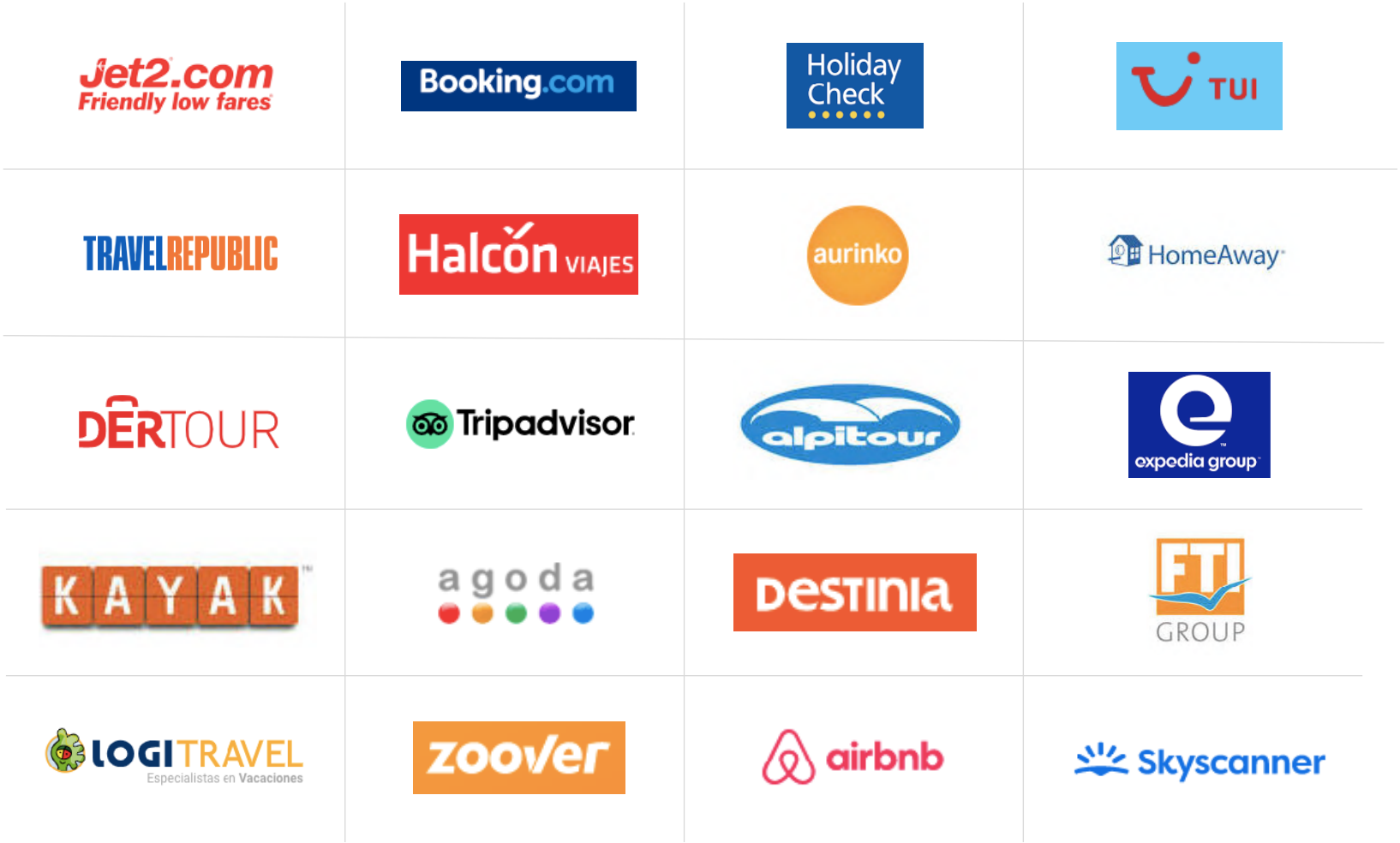
ABOUT US: PARATY WORLD

More than 250 webs and points of sale analyzed



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BIG DATA FOR SMART DESTINATIONS

STEPS TO IMPROVE YOUR DESTINATION

You will be able to:

Analyze

Identify

Act

Measure

ANALYZE

- Your destinations touristic offer
- Target customers and study their behavior
- The distribution by segments
- Your competitiveness comparing national and international destinations.

IDENTIFY

- Weaknesses and threats to work on them
- Strengths in order to give them greater visibility
- Opportunities in new segments or clients at the destination
- Tourism trends

TAKE ACTION

- Prepare an action plan based on big data provided by Turobserver
- Contact potential clients

MEASURE

- Return of the action ROI.
- History and evolution of each KPI
- Support with our reports and alerts

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ANALYZE, IDENTIFY AND COMPARE

THE BIG PICTURE OF MY

destination

We will obtain the main indicators of the destination, we will identify its distribution and compare and measure its competitiveness against others

KPI'S

- Hotel offer
- Hotel demand
- Holiday rental
- Monuments
- Points of interest
- Restaurants
- Beaches
- Golf courses
- Shopping offer
- Rent a car
- Mobility
- Active tourism
- Flights etc

DISTRIBUTION

- Main tourist segments present in the destination
- Main source markets in the destination
- Clients segmentation
- Degree of satisfaction by market
- Main clients present at the destination
- Possibility of including more than 250 clients and points of sale in the study

COMPETITIVENESS

COMPARE:

- Reputation
- Rates
- Availability
- Clients

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DETECT: WHAT CAN I IMPROVE?

THREATS AND WEAKNESSES

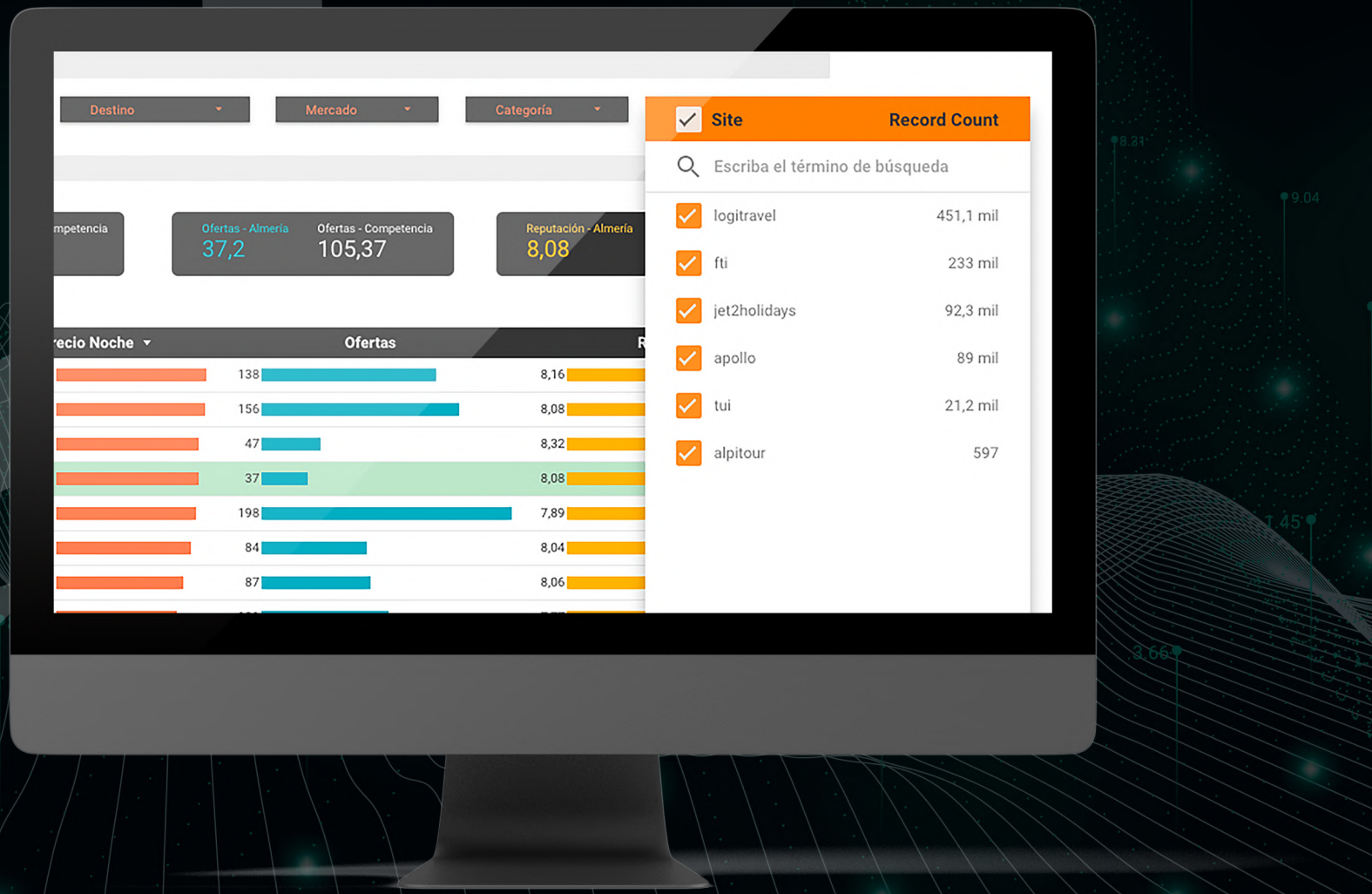
We detect services where the destination can improve, unattractive offer, markets with little presence in the destination, indictors with negative growth..

STRENGTHS

We detect the main attractions in the destination, strengths of the offer, degrees of optimal satisfaction, etc. to work on giving you greater visibility.

OPORTUNITIES

Capture new operations for the destination, focus your marketing campaigns,capture new segments, give visibility to strengths, etc.



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TAKE ACTION: WHICH IS MY ACTION PLAN?

DEFINE

Through periodic analysis and reports. You can configure and download them yourself or ask us to prepare them for you.

TAKE ACTION

Turobserver is much more than technology. Behind there is an efficient team of analysts ready to offer you a consultancy.

MEASURE

Through number ratios, conversion rates and indicators responsible for positive growth.

AUTOMATED ALERTS, PERIODIC REPORTS AND CONSULTANCY SERVICE. TUROBSERVER, AND THE TEAM BEHIND THE TOOL, WORK FOR YOU.

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CONSULTING SERVICE: A GREAT TEAM WITHIN REACH

GINA MATHEIS, Hotel Sales & Business

Co-Founder & CEO at Paraty Tech | She has developed her entire professional career in the tourism and hotel sector, where she is currently, focused on the application of new technologies to hotel direct sales.

OSCAR BACARDIT, Hotel Management and Operations

General Director of the Puente Real, Flash Hotel and Rosamar hotels | TEAT ESADE Business and Law School. Management Improvement Program at the San Telmo Institute. More than 25 years of experience in Hotel Management.

FRANZ MATHEIS, Tourism Technology

Co-Founder & CTO at Paraty Tech and Data Seekers | E-MBA at the International Institute of San Telmo and OMP at IE Business School. Thinking mind and chief developer of the technological framework at Paraty World.

DAVID MADRIGAL, Direct Sales and Revenue

COO at Paraty Tech | He has developed his entire professional career in the tourism sector, covering different positions in hotels and incoming agencies, providing a global vision to the technological sector applied to tourism.

CINDY JOHANSSON, OTAs

Project Manager Turobserver | With 15 years of experience in the tourism sector, she's worked for Mts Globe and Serhstourism, and has spent 2 years in Expedia.com, discovering its technological advances.

VALDAS TVERIJONAS, Tour Operation

Key Account Manager at Paraty Tech | More than 15 years in the tourism sector. He worked for hotel chains and independent hotels, served as Key Account Manager at DMC W2M World2Meet and as Contractor at Jet2.com & Jet2Holidays.

ÁLVARO PASTOR, Rent a Car

Project Manager Price Seeker Rent a Car | 20 years of experience in the Rent a Car sector, exercising Commercial and Operational Management in vehicle rental companies and brokers specialized in this sector.

NATALIA BÓVEDA, Public Tourism Organizations

Director of International Expansion at Paraty Tech | More than 20 years of experience in the tourism sector. She began her career in New York and then worked 15 years for the City Council of Malaga and for Costa del Sol Tourist Board.

DANIEL SÁNCHEZ, Hotel Marketing

CRO at Paraty Tech | He has held different positions of responsibility as revenue manager, duty manager or marketing manager in several countries, in hotel chains and independent hotels, both vacation and urban.

PEDRO DÍAZ, Destination Expert

Commercial and Contracting Director at Guest Incoming | 30 years of experience in hiring and marketing tourist distributors: Serhstourism, W2M, etc. Market capture projects for tourist destinations.

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TUROBSERVER OPTIONS: ¿WHAT ROAD DO YOU WANT TO FOLLOW?

MARKET INSIGHTS

- ANALYZE YOUR DESTINATIONS BEHAVIOR
- DETECTS AREAS OF IMPROVEMENT
- STUDY, SEGMENT AND FOCUS ON HIGHER RETURN MARKETS

MARKET COMPARISON

- ANALYZE YOUR DESTINATIONS BEHAVIOR
- DETECTS AREAS OF IMPROVEMENT
- STUDY, SEGMENT AND FOCUS ON HIGHER RETURN MARKETS
- COMPARE YOUR DESTINATION TO YOUR NATIONAL AND INTERNATIONAL COMPSET

COMPLETE ADVANCED

- ANALYZE YOUR DESTINATIONS BEHAVIOR
- DETECTS AREAS OF IMPROVEMENT
- STUDY, SEGMENT AND FOCUS ON HIGHER RETURN MARKETS
- COMPARE YOUR DESTINATION TO YOUR NATIONAL AND INTERNATIONAL COMPSET
- MEASURE TOURIST ARRIVALS, BEHAVIOUR AND RETURN OF INVESTMENT

TAYLOR MADE

- DO YOU HAVE SPECIAL REQUIREMENTS?
- DO YOU ONLY NEED THE ANALYSIS OF A CERTAIN SECTOR OR SEGMENT?
- WE DESIGN TAYLOR MADE PROYECTS

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THE KEY POINTS: TUROBSERVER

SUSTAINABILITY

DISTRIBUTION

COMPETITIVENESS

CONSULTANCY

OUR FOUR BASIC PILLARS: SUSTAINABLE DATA, DISTRIBUTION ANALISIS, IMPROVEMENT OF COMPETITIVENESS AND CONSULTANCY

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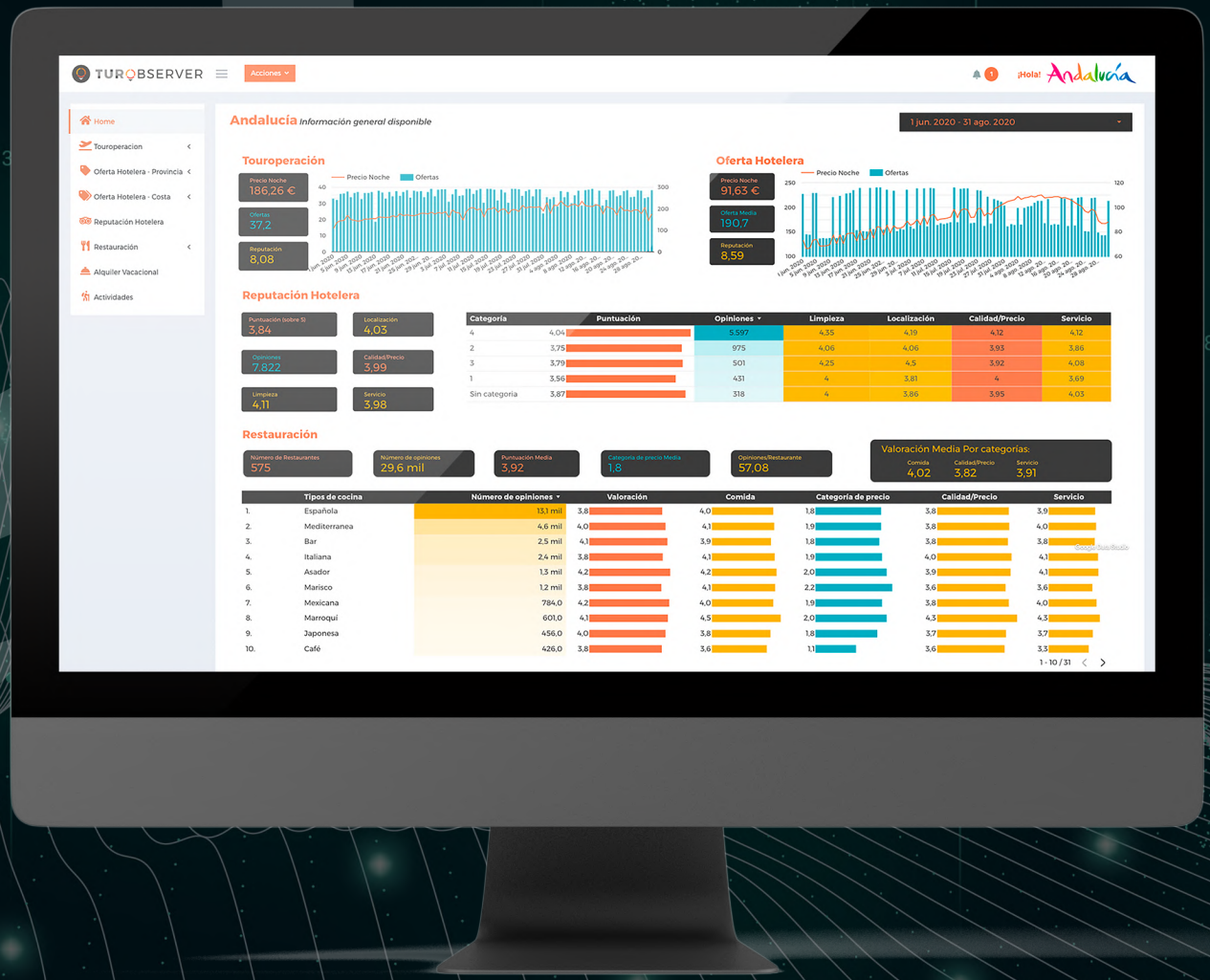
DASHBOARD: ALL IN ONE

SAVE TIME.
SIMPLICITY.
GLOBAL VISION.

The Dashboard view gives you an overview of all key indicators of the destination. The simplicity of tables and graphs, as well as the clarity provided by its chromatic hierarchy, will allow you to enjoy a complete summary at a simple glance.

A way to save time when you don't demand a greater degree of análisis.



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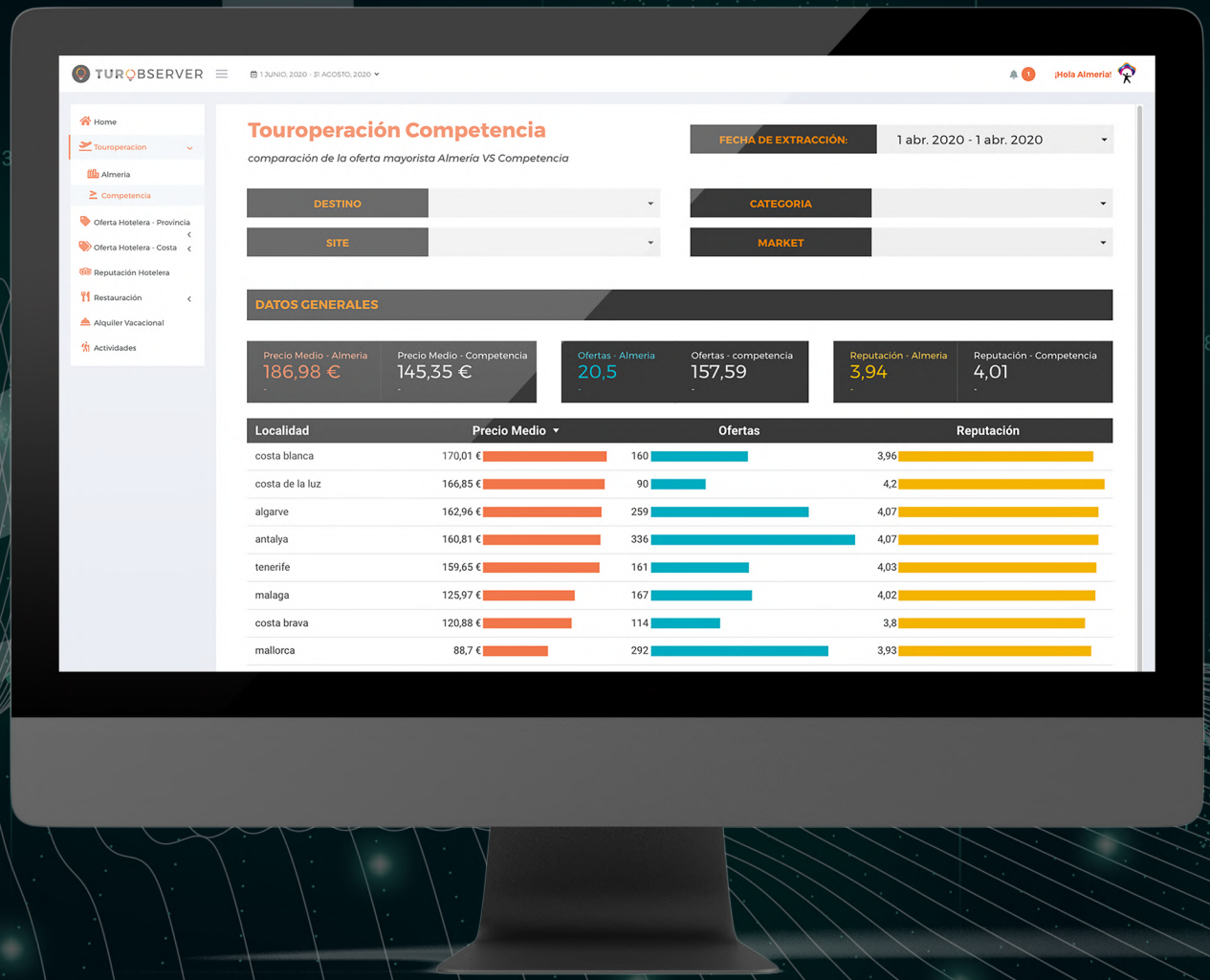
NAVIGATE: DEEPER ANALYSIS

DETAILED. REAL TIME 2 YEARS VISION.

Navigating through the different sections, we reach the maximum degree of detail.
Some of the keys to Turobserver's power lie in the sustainability of the data in real time.

Do you want to go further?
Anticipate trends by consulting for up to 2 years.



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CONTROL: DON´T MISS A THING

ALERTS. REPORTS. CONSULTANCY.

You don't want to miss a thing, but time is a problem. Automatic alerts will inform you, via email of relevant changes in your destination. In addition, you can generate and download reports on request with a single click.

Lean on our consultancy service to extract all the conclusions from your reports.

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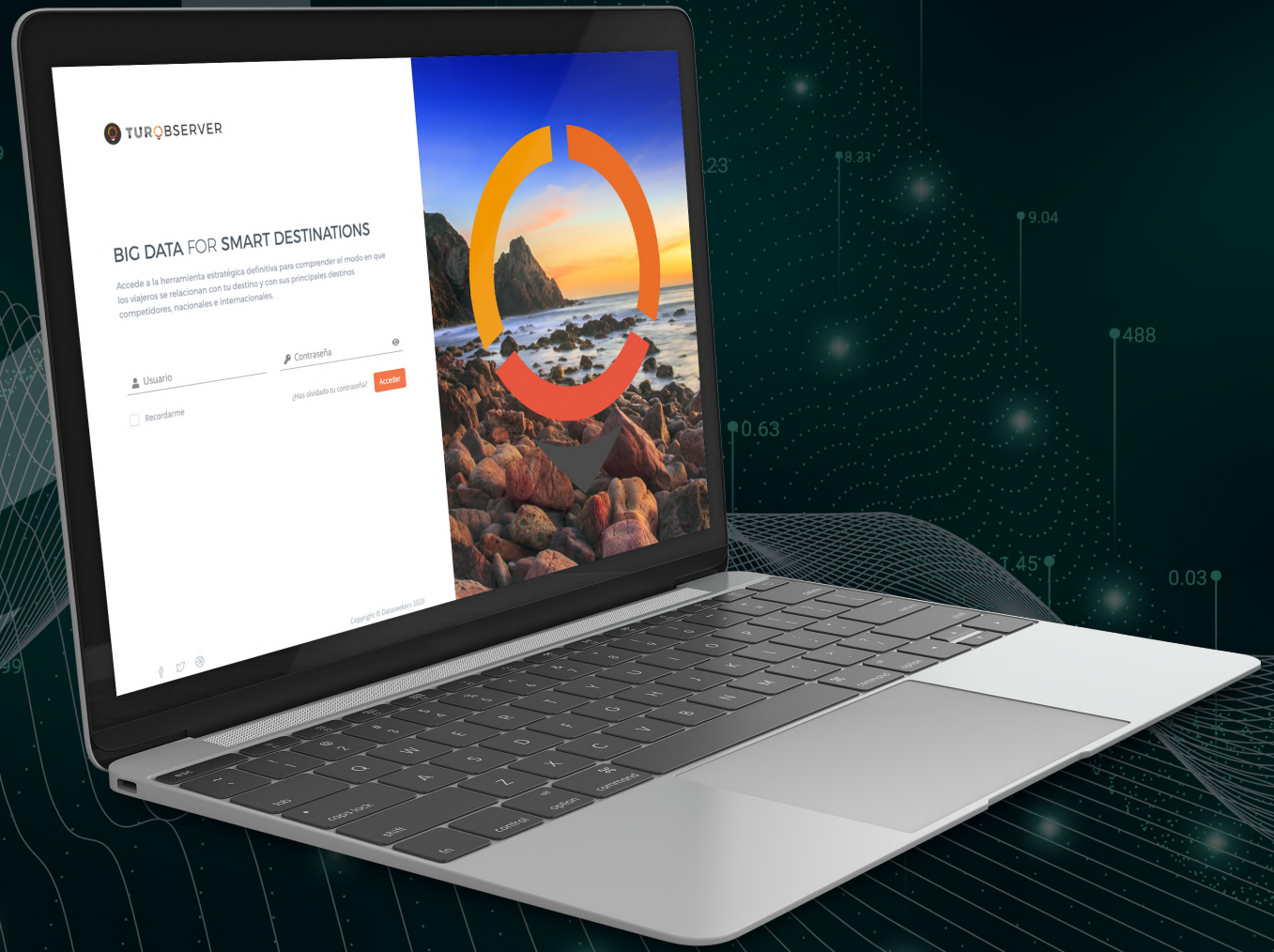
IN THE CLOUD, NOT ON THE CLOUDS

WE ARE A CLOUD PLATFORM

Turobserver is a cloud platform. Access to the tool will be done through the URL. www.turobserver.com.

The access data will be provided at the time of project delivery.



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