



 LAGO
ISEO

the romantic choice

 **VisitLakelseo**

**UNA BELLEZZA
DA CONDIVIDERE**

SALA G. RUFFINI
PORTO TURISTICO
LOVERE

28 OTTOBRE 2019 - ORE 15:00



TRAVEL APPEAL

2019

Mario Romanelli
Head Of Sales Italy

mario@travelappeal.com



THE **DATA**
APPEAL
COMPANY



Guest reviews
4.94 ★★★★★

4.1
Great
for visitors

17°C | °F
Precipitation: 0%
Humidity: 73%
Wind: 16 km/h

Temperature Precipitation Wind

19 21 21 19 17 15 13 13

12:00 15:00 18:00 21:00 00:00 03:00 06:00

Thu Fri Sat Sun Mon Tue Wed

12° 23° 14° 28° 18° 30° 18° 29° 21° 30° 21°

8.3 Very Good
7,755 reviews

Akbarzada628
★★★★★ Recensito 3 settimane fa
Amazing lunch at spring
Great food and buffet spread Want to mention Shubham and Rupes Really appreciate their work, thier conduct and behaviour Higly recommended!!!

hello.worldpics • Segui ...
Central Park
Place a ank_tours e altri 4.266

nycgo • Segui già
New York, New York
11.695

Nina • luglio, 2019
★★★★★
My father is 75 and Anthony did a great job of t my dad about history and made sure he was ha had a great time and took lots of iconic picture recommend to others.

4.2 ★★★★★ Very good
4,435 Google reviews

5 ★
4 ★
3 ★
2 ★
1 ★

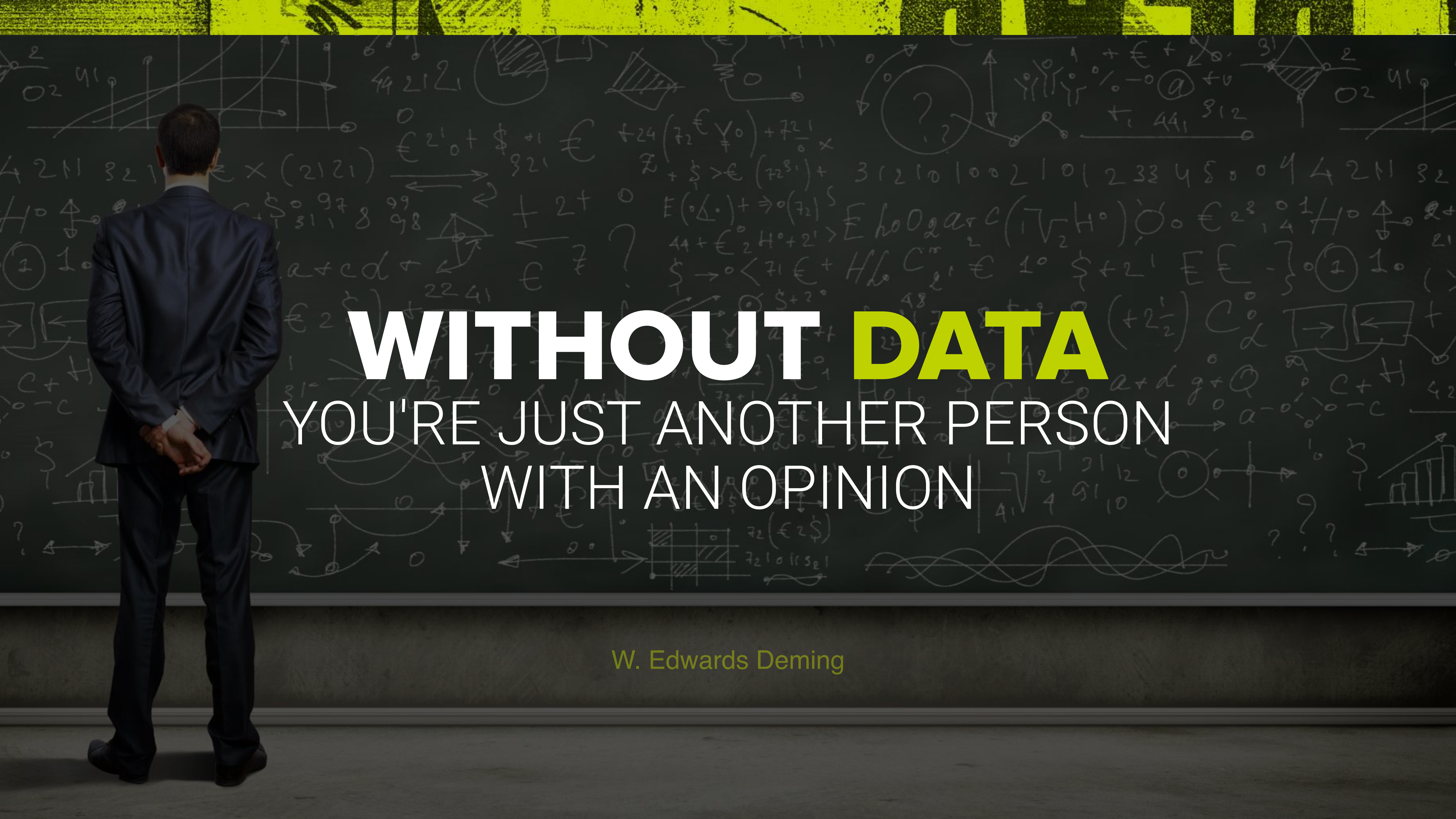
Rooms 3.2 Location 4.8 Service 3.8

"Close to Times Square, Macy's and Empire State Building. Staff were friendly and helpful."
Wayne
🇨🇦 Canada

"This place is nice, and the room had mirrors on the wall ! Rooftop bar short distance to time square...."
Sheldon
🇺🇸 United States of America

TP	20:35 – 16:15 ⁺¹ Tap Air Port... · Operated by Portugalia Ai...	25 h 40 m FLR – EWR	1 stop ▲ 14 h 45 m LIS	€852 round trip
	11:25 – 23:30 Tap Air Portugal... · Operated by Portugali...	18 h 5 m FLR – EWR	2 stops LIS, IAD	€935 round trip
	13:05 – 21:00 British ... · American, Finnair, Iberia · O...	13 h 55 m FLR – JFK	1 stop ▲ Change of airport	€948 round trip
	20:30 – 14:15 ⁺¹ Iberia	23 h 45 m FLR – JFK	1 stop ▲ 13 h 25 m MAD	€968 round trip
	14:10 – 19:55 Vueling, British Airways · Iberia	11 h 45 m FLR – JFK	1 stop 1 h 25 m LGW	€1,142 round trip
	09:55 – 15:15	11 h 50 m	1 stop	€3,105

WE ARE IN THE
MIDST OF A HUMAN
EXPERIENCE
DATA TSUNAMI



WITHOUT DATA
YOU'RE JUST ANOTHER PERSON
WITH AN OPINION

W. Edwards Deming

UNDER THE HOOD

Travel Appeal si basa sui **BIG DATA**

3 M ATTIVITÀ mappate in dettaglio in tutta Europa

35 M TARIFFE DI CAMERE aggiornate ogni giorno

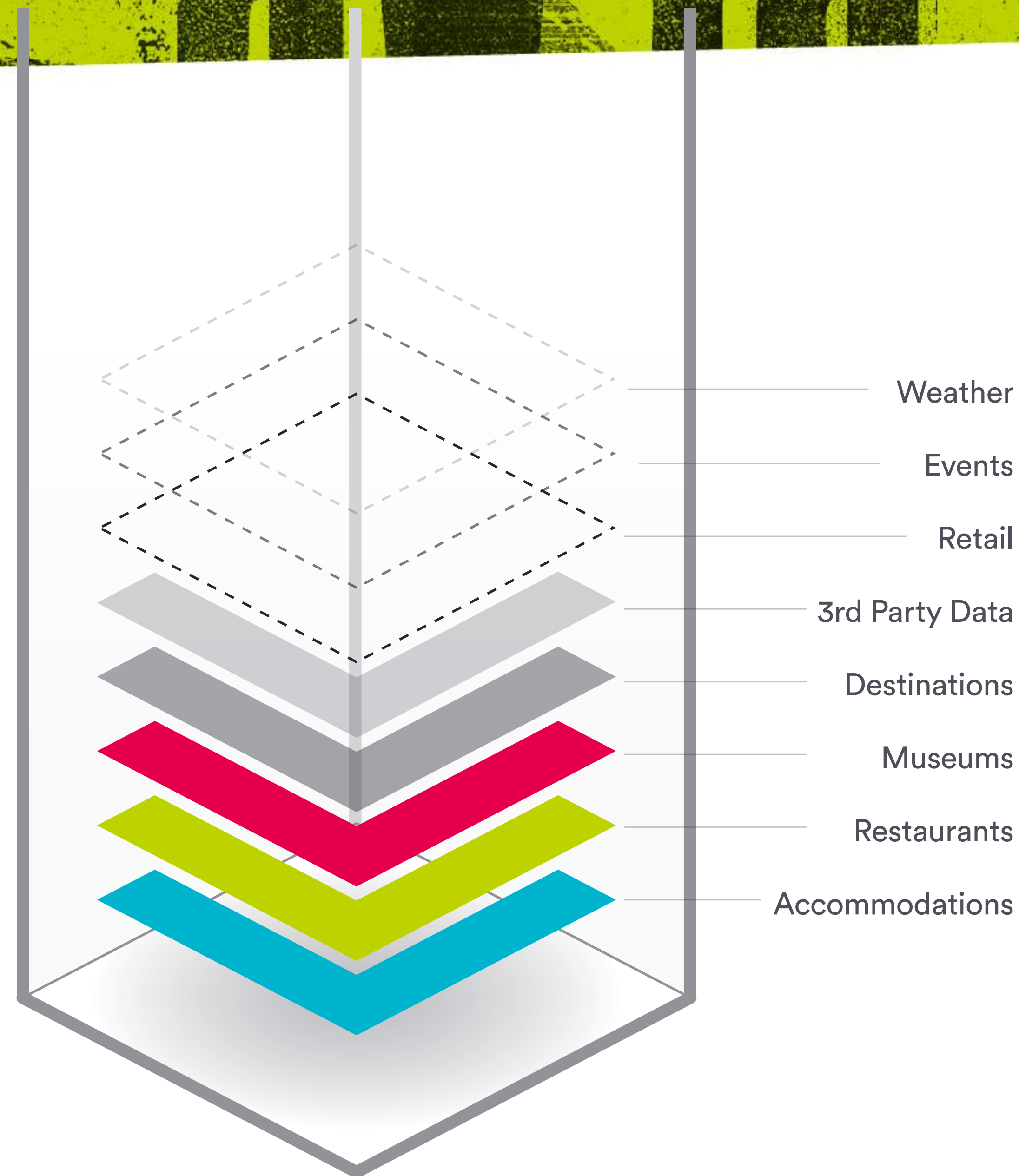
1 B UGC: recensioni, commenti, immagini, video e post

10 B OPINIONI DEGLI UTENTI analizzate semanticamente

TUTTI GLI EVENTI LOCALI a livello globale

CONDIZIONI METEO a livello globale

DATI DI TERZE PARTI (open data e dati proprietari)



HolidayCheck.com
★★★★★

Expedia®

ebookers.com

agoda

airbnb

FOURSQUARE

Hotels.com™

facebook

yelp

zoover
holiday reviews



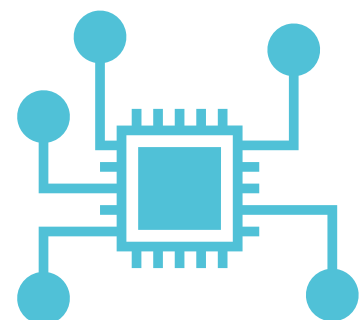
TECHNOLOGY

Tecnologie Proprietarie di Intelligenza Artificiale



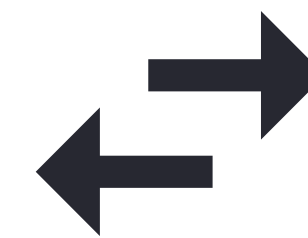
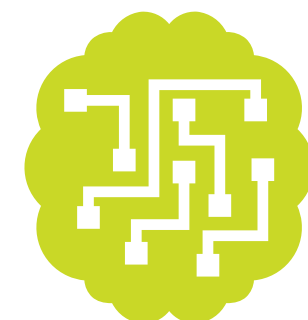
**Analisi
Semantica**

Natural Language Processing



**Riconoscimento
Immagini e Video**

Deep Learning



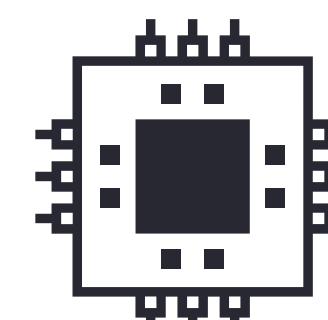
**Analisi
Predittiva**

Machine Learning



**Insight
Adattivi**

Coach Engine



SOLUTION

MILLIONS OF DATA

PROCESSED BY OUR
INTELLIGENCE

TO GET SMART SOLUTIONS



COME CAMBIA IL TURISMO...



Bezos has said he hopes the first space tourism launch will occur sometime in 2017.

SpaceX to fly two space tourists around the moon in 2018.

Virgin Galactic has already started selling tickets -- for \$250,000 a pop -- and celebrities like Justin Bieber and Ashton Kutcher have signed up.

Jeff Bezos, Blue Origin
Founded: 2000

Elon Musk, SpaceX
Founded: 2002

Richard Branson, Virgin Galactic
Founded: 2004





Roma



Dimensione del gruppo



Intervallo di tempo



Categorie



Mostra gli articoli e le esperienze



Più popolari



21 Risultati Roma X Cancella tutto



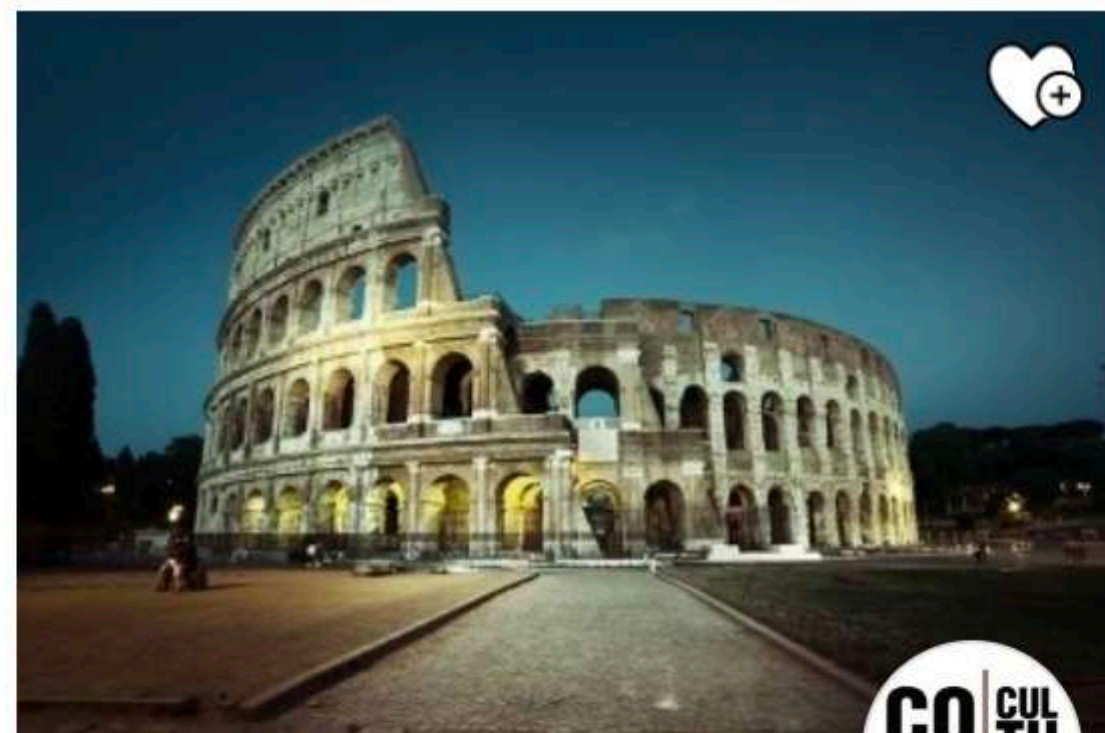
Tickets

Rome-Tickets.com

Roma, Italia

Entra nella storia dalle porte del Colosseo
senza fare la fila

10% di sconto

COOP
CULTURE

Società Cooperativa Culture

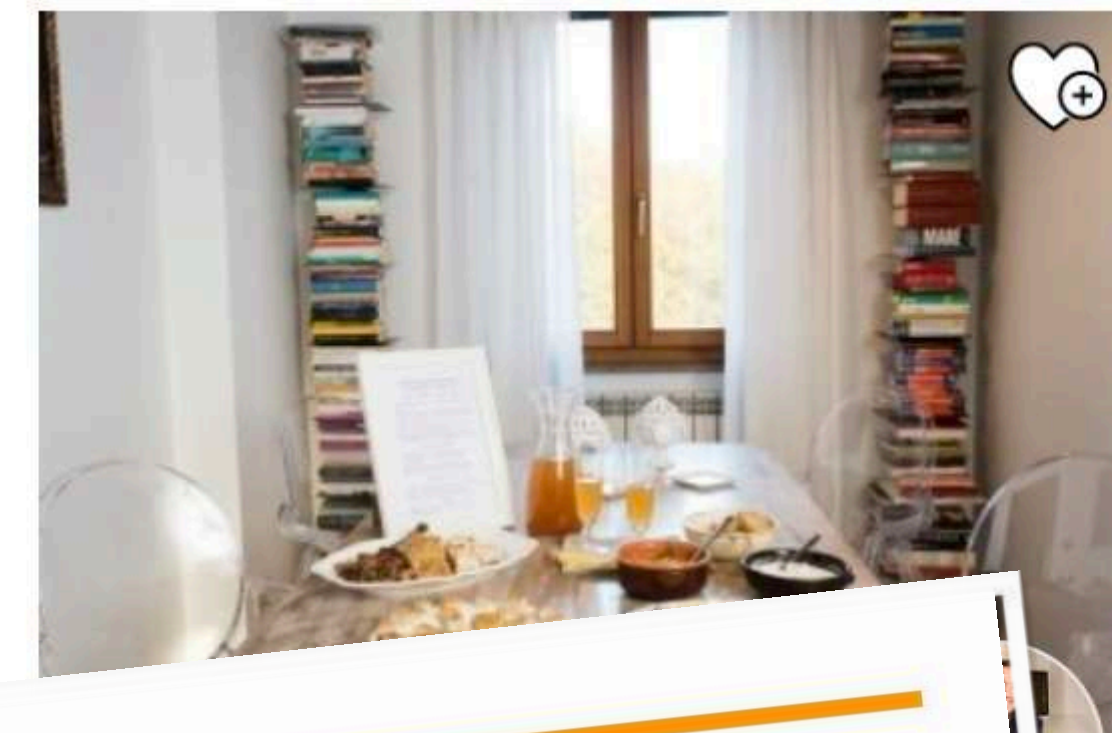
Roma, Italia

Visita il
orario di

€18



Photograph courtesy of Roberto Filippini



Comunicati Stampa

buddybank apre ai suoi clienti il mondo delle esperienze uniche Priceless Cities di Mastercard

buddybank, la banca conversazionale di UniCredit, ha avviato la prima iniziativa di open banking, estendendo ai propri clienti l'offerta Priceless Cities di **Mastercard** dedicata ai servizi lifestyle. Grazie alla partnership con Mastercard, si estende l'offerta lifestyle di buddybank.

Comportamenti Digitali

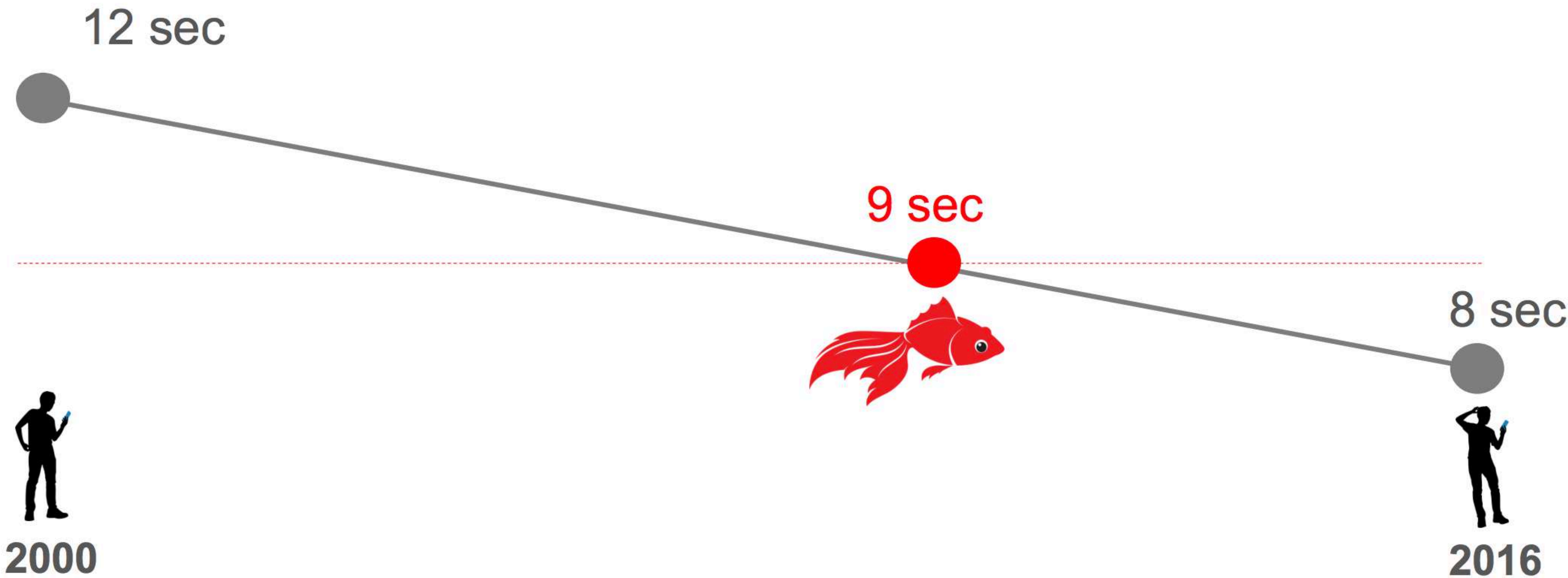


Mobile





ATTENTION SPAN?



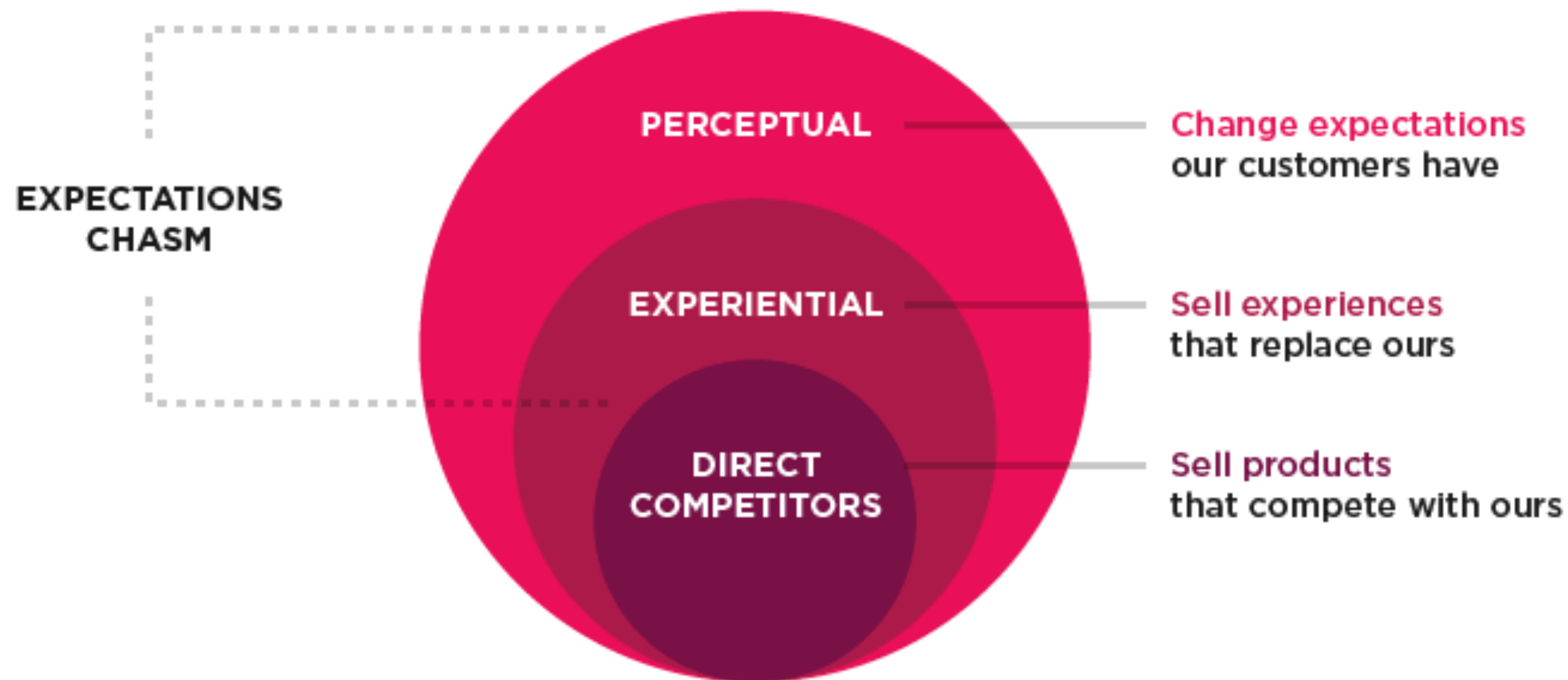
Source: statisticbrain.com. The Associated Press (4/28/2013) December, 2016: <https://venturebeat.com/2016/12/04/our-8-second-attention-span-and-the-future-of-news-media/>



Aspettativa



LIQUID EXPECTATIONS



In an increasingly digital world, high standard of service are becoming the norm and are being set by best-of-breed providers across all of our experiences – regardless of sector. People now have 'liquid expectations'.



UBER



A high-angle photograph of a person walking away from the camera on a dirt path in a park. The person is wearing a dark jacket and carrying a red bag. To the right of the path is a grassy area with a young tree and a paved walkway. In the background, there is a bench and a lamppost. The scene is brightly lit, suggesting a sunny day. A white rectangular box with the text 'User experience' is overlaid on the left side of the image.

User experience

Design



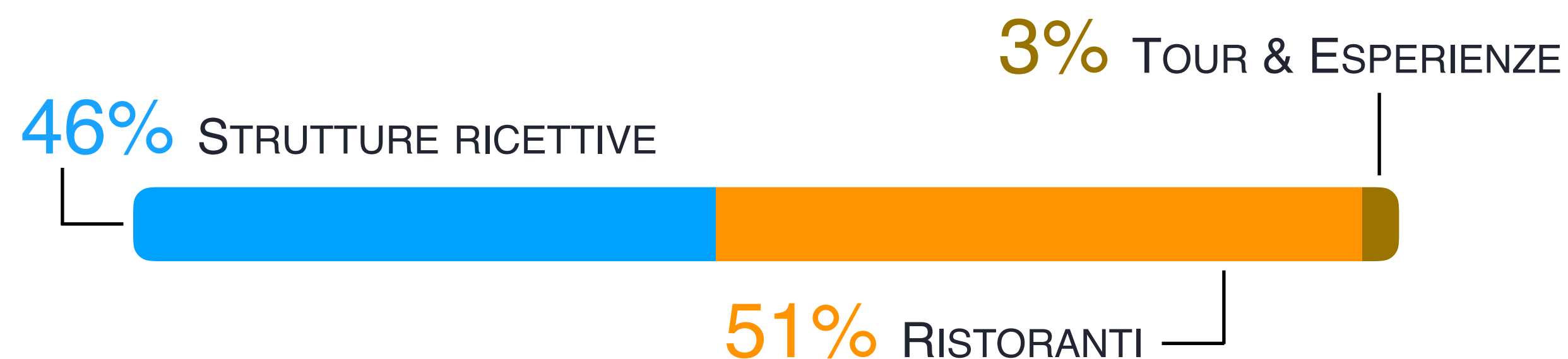
RICERCHE

TUTTI I DATI D'ITALIA.

PREMIO IDD EDIZIONE 2019

I numeri di Italia Destinazione Digitale - 2019

20,9 MLN
RECENSIONI ANALIZZATE



Ultimo anno: Set 2018 - Ago 2019



Confronto con: Set 2017 - Ago 2018

Il trend delle recensioni online nel settore ricettivo

Analisi della **Ricettività**



La Soddisfazione degli Ospiti in Italia nel settore ricettivo

Analisi della **Ricettività**

87.6%

SODDISFAZIONE DEGLI OSPITI
IN ITALIA

+1.2
punti nell'ultimo anno

	Soddisfazione		Peso	
Esperienza generale	85%	▲	-	
Camere	72.2%	▼	24%	—
Accoglienza	94.1%	▲	22%	▲
Ristorazione	87.4%	▲	20%	▲
Posizione	93.5%	▲	17%	▼
Servizi	76.8%	▲	8%	▼
Pulizia	89.5%	▼	7%	▼
Internet	62.8%	▲	1%	—
Costi	61.4%	▼	1%	—



87.7%

Soddisfazione degli Ospiti
nel settore ricettivo

Nord Italia

+1.8 punti



87.4%

Soddisfazione degli Ospiti
nel settore ricettivo

Centro Italia

+1.2 punti



87.8%

Soddisfazione degli Ospiti
nel settore ricettivo

Sud Italia

+0.3 punti

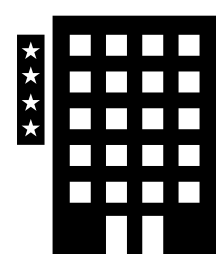
La Soddifazione degli Ospiti in Italia nel settore ricettivo

Analisi della **Ricettività**



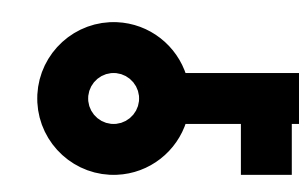
88.1%

SODDISFAZIONE
DEGLI OSPITI
STRANIERI



86.7%

SODDISFAZIONE
DEGLI OSPITI
ALBERGHIERO



89.7%

SODDISFAZIONE
DEGLI OSPITI
EXTRALBERGHIERO



I mercati di provenienza estera nel settore ricettivo

Analisi della **Ricettività**



Tedeschi

**PRIMI PER RECENSIONI
TRA GLI OSPITI STRANIERI**

14%

DELLE RECENSIONI
DEGLI OSPITI STRANIERI
NELL'ULTIMO ANNO



Americani

**I PIÙ IN CRESCITA PER RECENSIONI
TRA GLI OSPITI STRANIERI**

+4%

RECENSIONI
NELL'ULTIMO ANNO



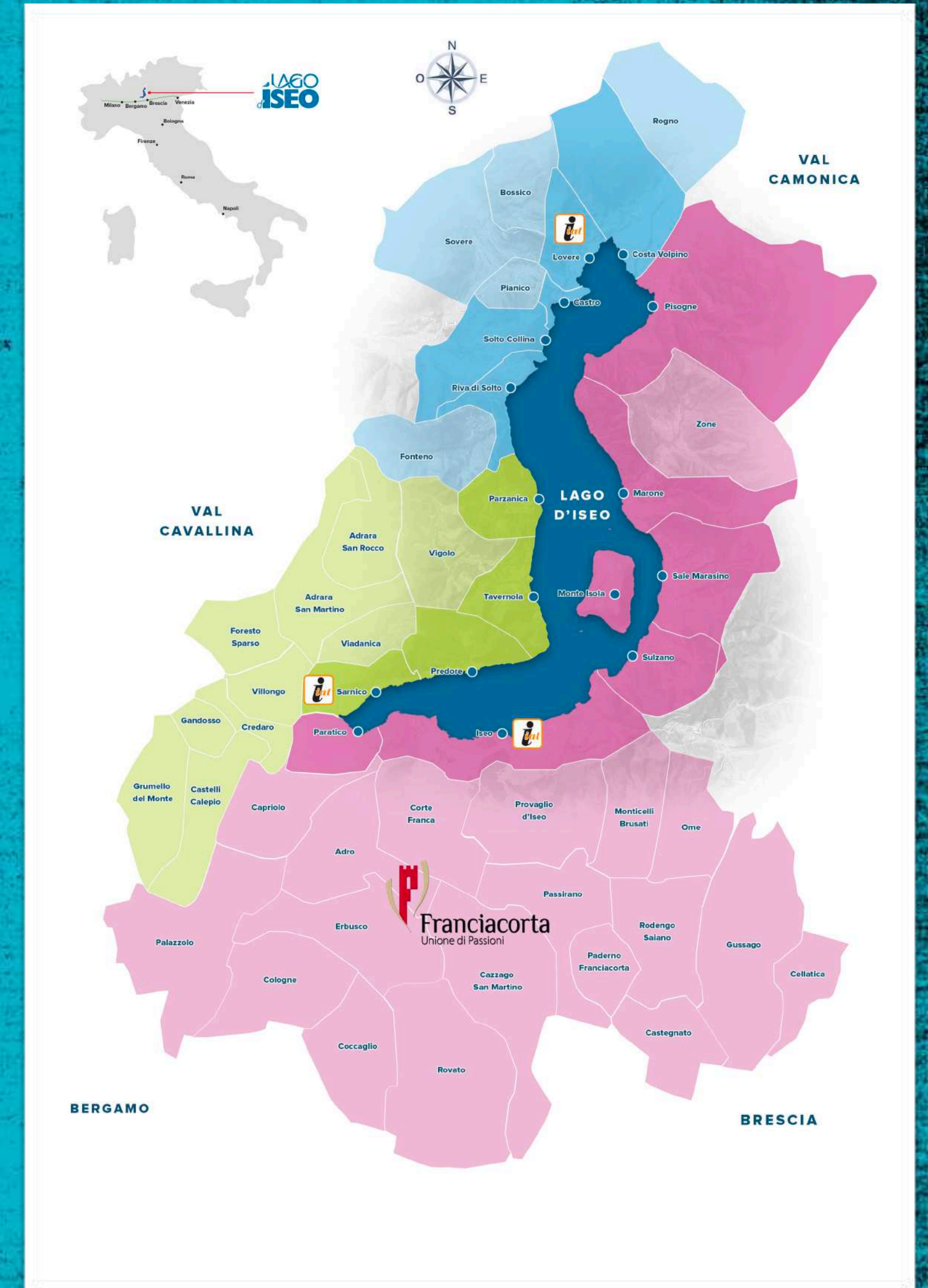
Brasiliani

**I PIÙ IN CRESCITA PER SENTIMENT
TRA GLI OSPITI STRANIERI**

+5.7

PUNTI NELLA
SODDISFAZIONE DEGLI
OSPITI

Digital Reputation Lake ISEO



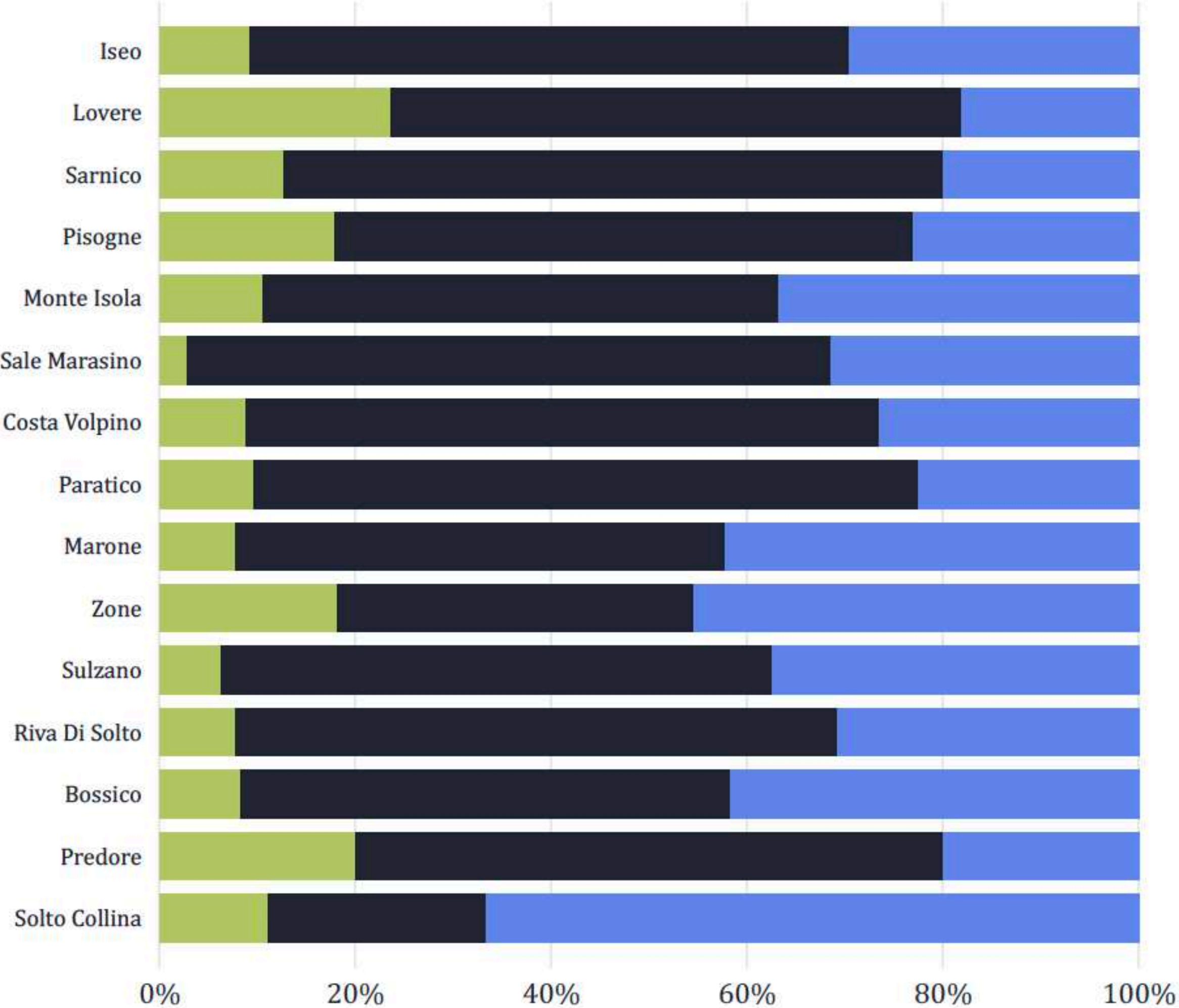
Geolocalizzazione

CP: 10/2018 - 09/2019 VS PP: 10/2017 - 09/2018

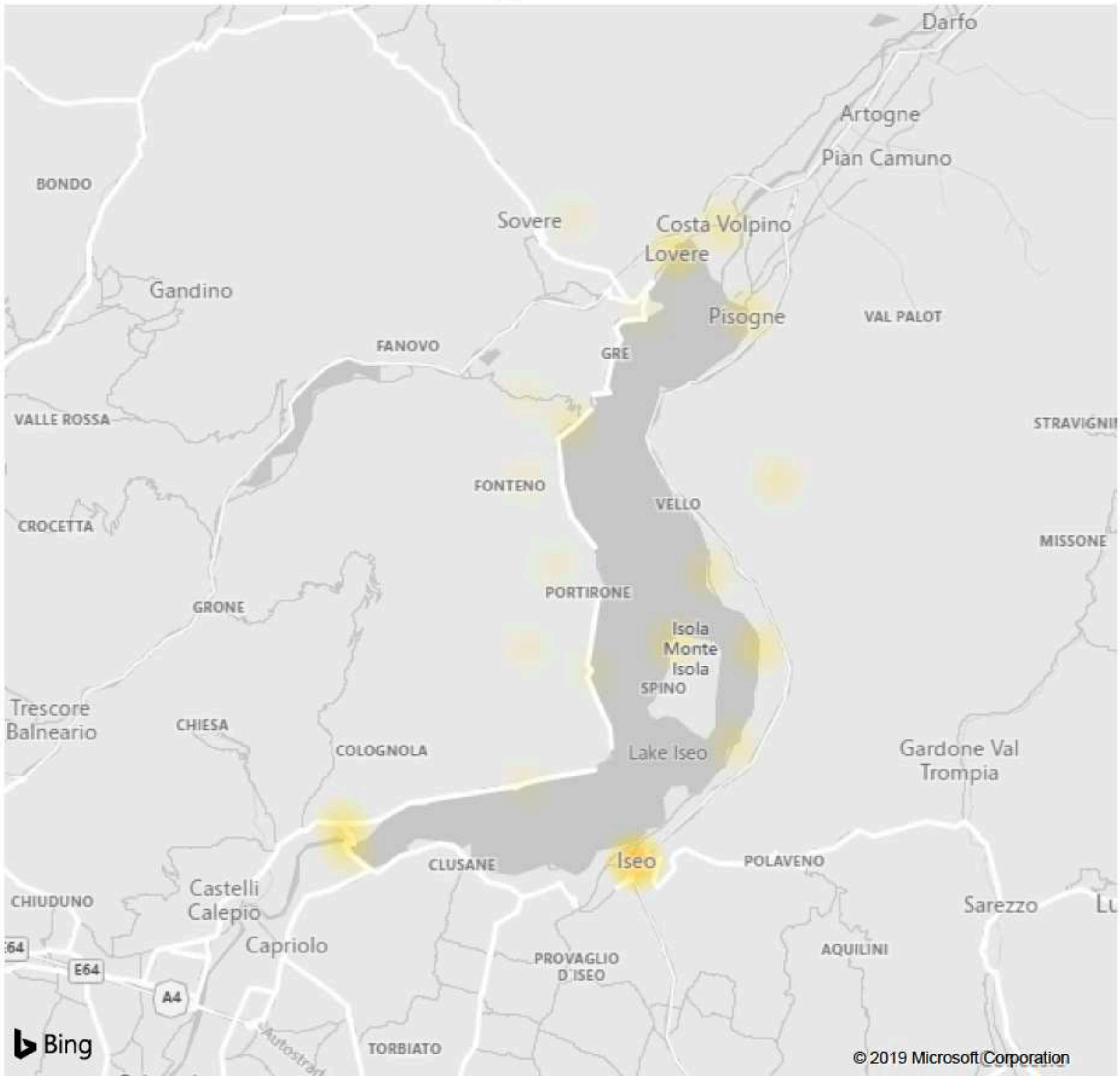
Macro Entity: All

Suddivisione Settoriale - Top 20

● Attrazione ● Food & Beverage ● Settore Ospitalità



Mappa di Calore



Panoramica della Destinazione

The leading data from human experience

Strutture Attive

170

Sentiment Medio

88.3%

Strutture Attive

175

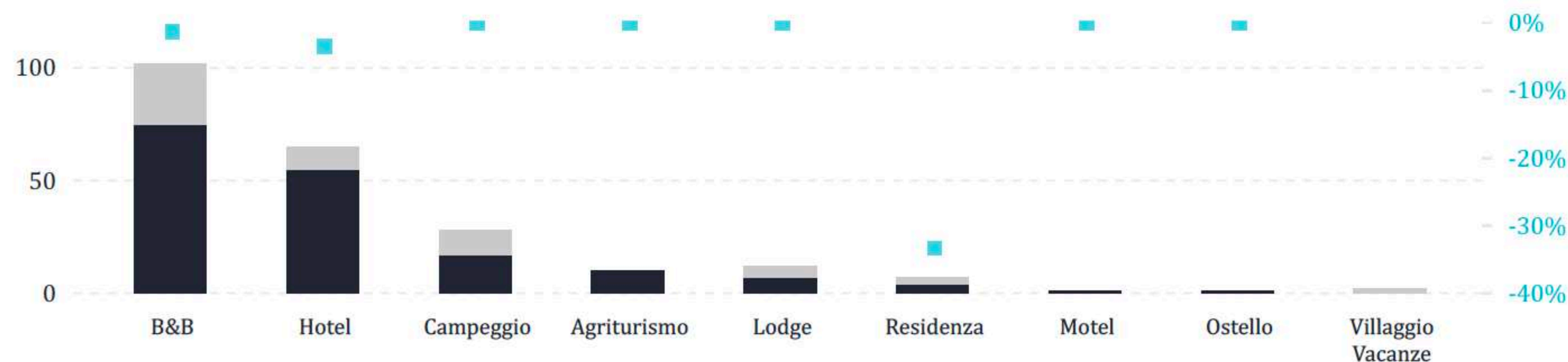
Sentiment Medio

87.1%

Delle quali 74.56% sono
attive online, con una
variazione del -2.86% sul
periodo precedente

Strutture Attive per Settore

● Active (#) ● Inactive (#) ■ Active on PP Variation (%)



Sentiment per Settore

● Sentiment (%) ■ Sentiment on PP Variation (%)



Analisi del Sentiment

Totale Contenuti

26,424

Sentiment Medio

88.28%

Totale Contenuti

28,637

Sentiment Medio

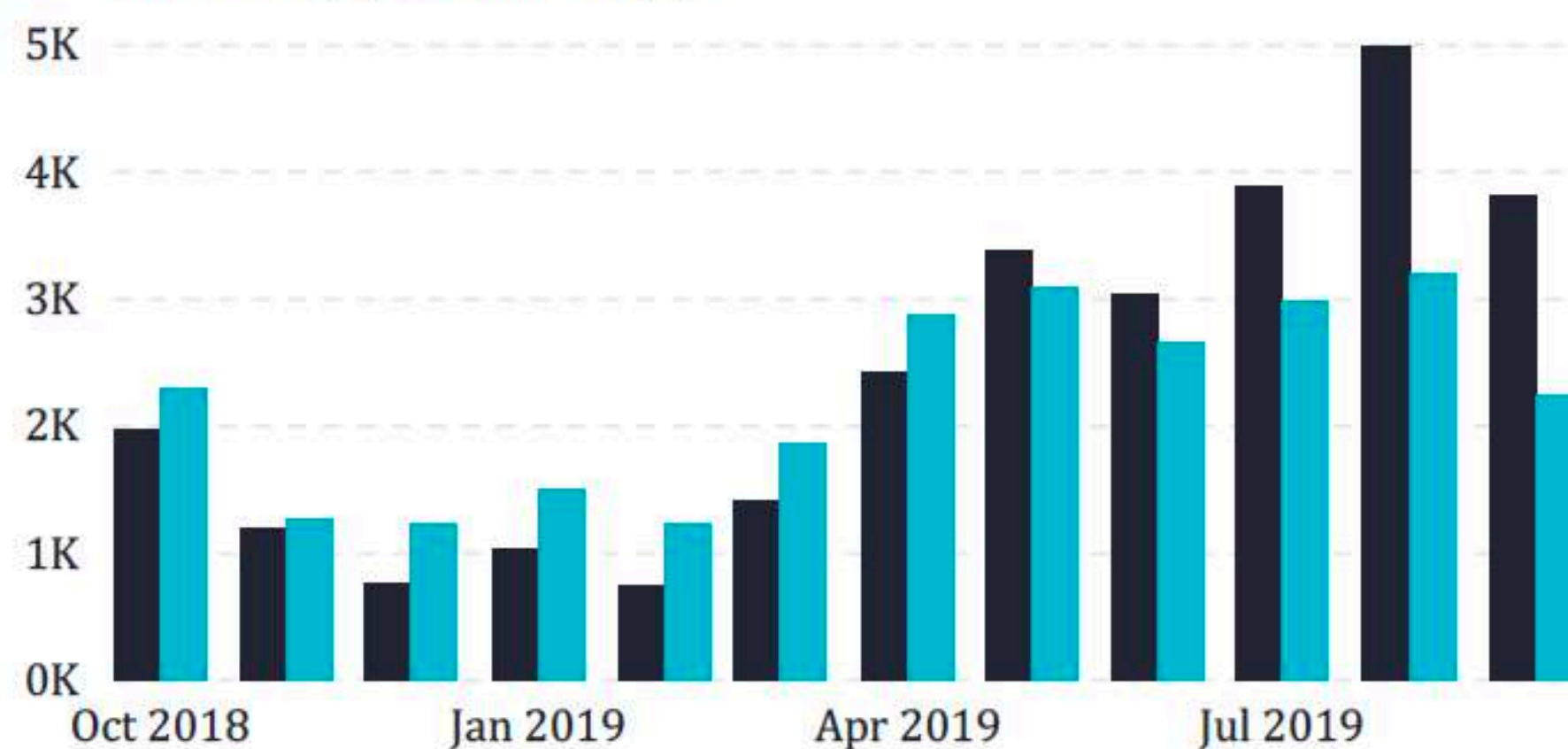
87.08%

Maggiore variazione di
contenuti: 2019-02
(65.94%)

Maggiore variazione di
sentiment: 2019-01
(2.05%)

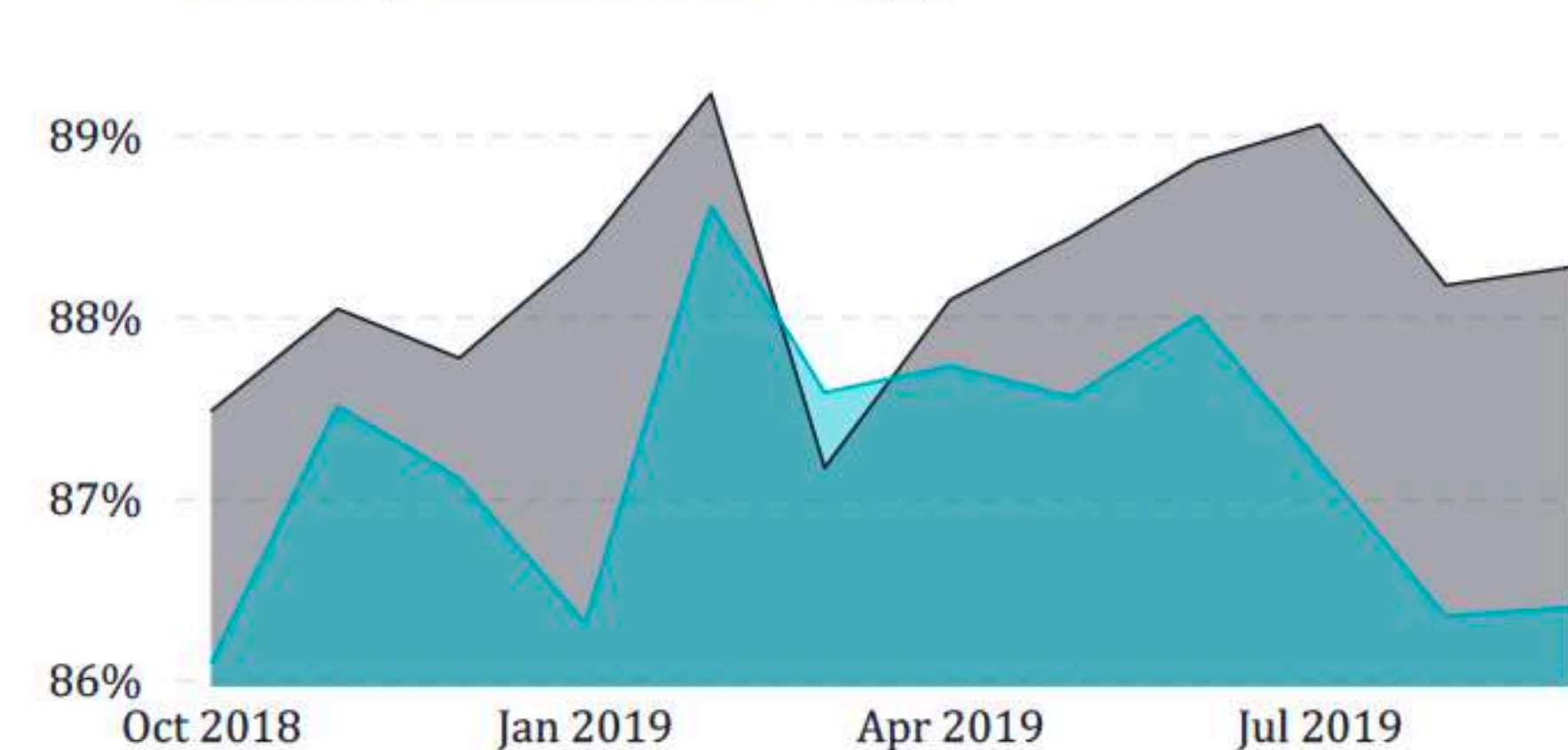
Contenuti Totali per Mese

● Contents PP (#) ● Contents (#)



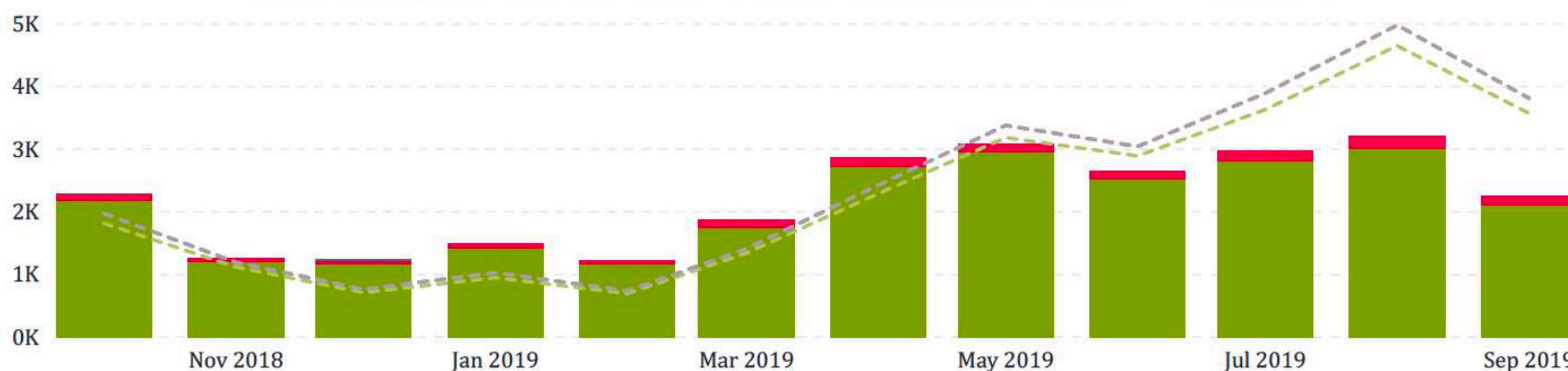
Sentiment per Mese

— Sentiment (%) — Sentiment PP (%)



Dettaglio Contenuti per Sentiment

● Positive (#) ● Negative (#) ● Neutral (#) — Positive PP (#) — Negative PP (#) — Neutral PP (#)



Analisi del Sentiment

Totale Contenuti

26,424

Sentiment Medio

88.28%

Totale Contenuti

28,637

Sentiment Medio

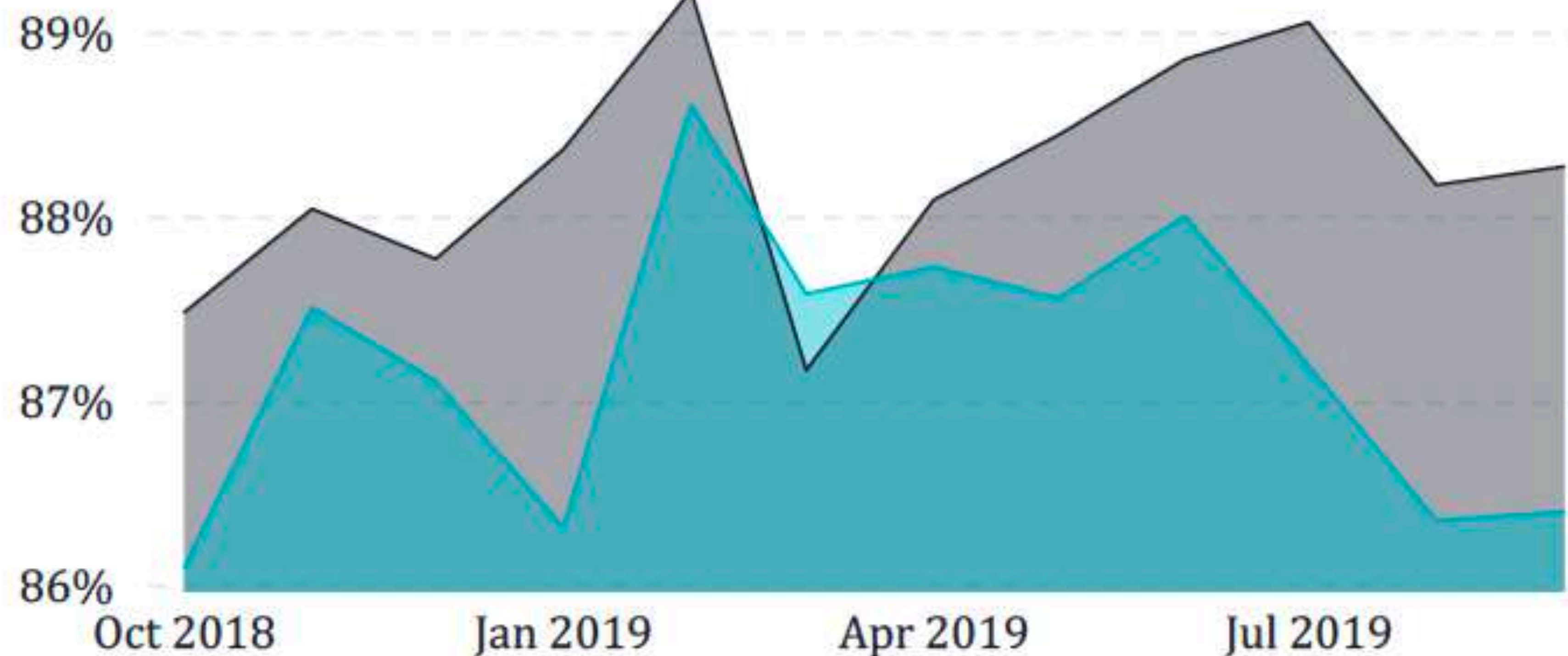
87.08%

Maggiore variazione di
contenuti: 2019-02
(65.94%)

Maggiore variazione di
sentiment: 2019-01
(2.05%)

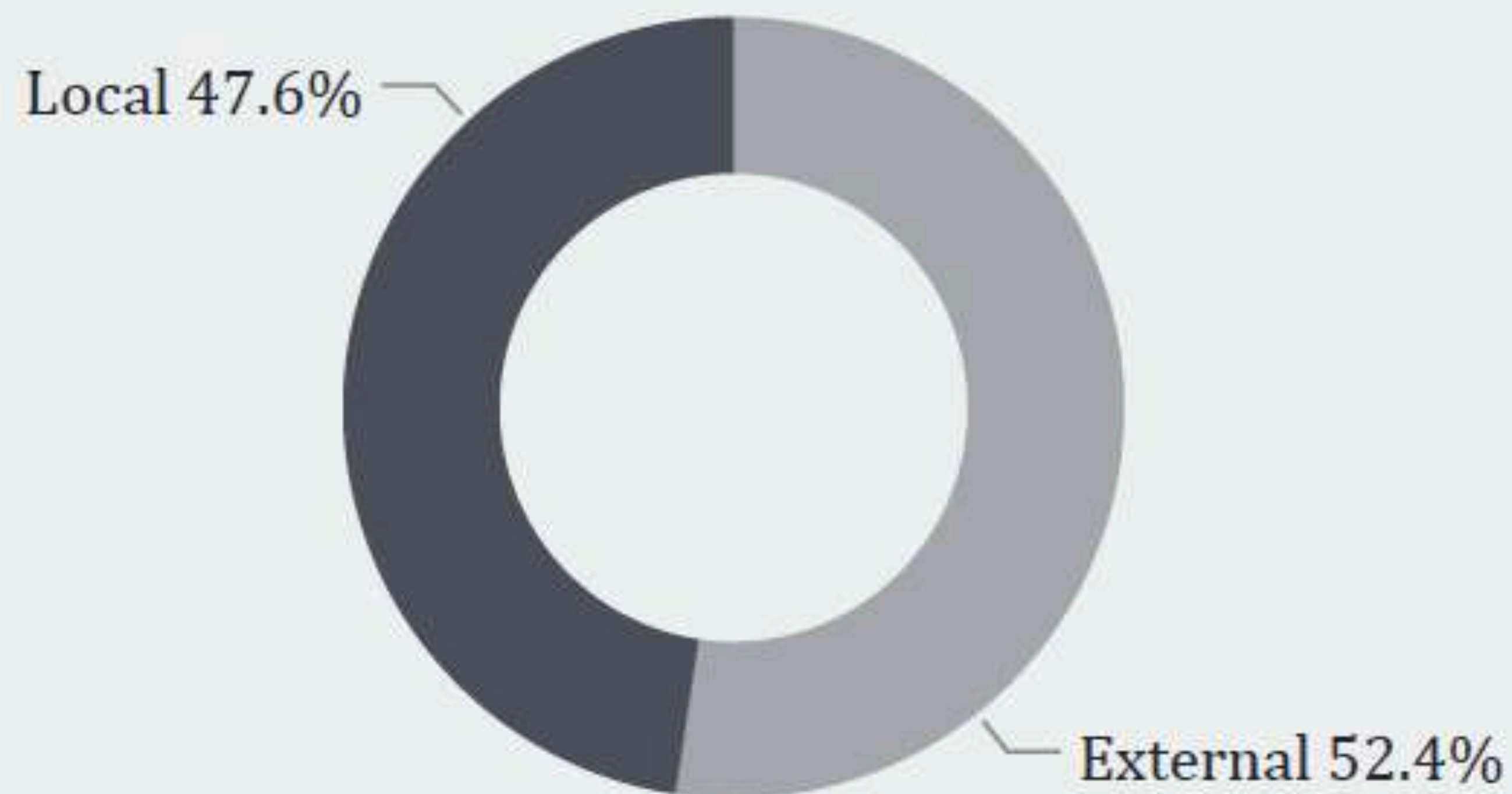
Sentiment per Mese

— Sentiment (%) — Sentiment PP (%)



Provenienza degli Ospiti

Contenuti per Provenienza

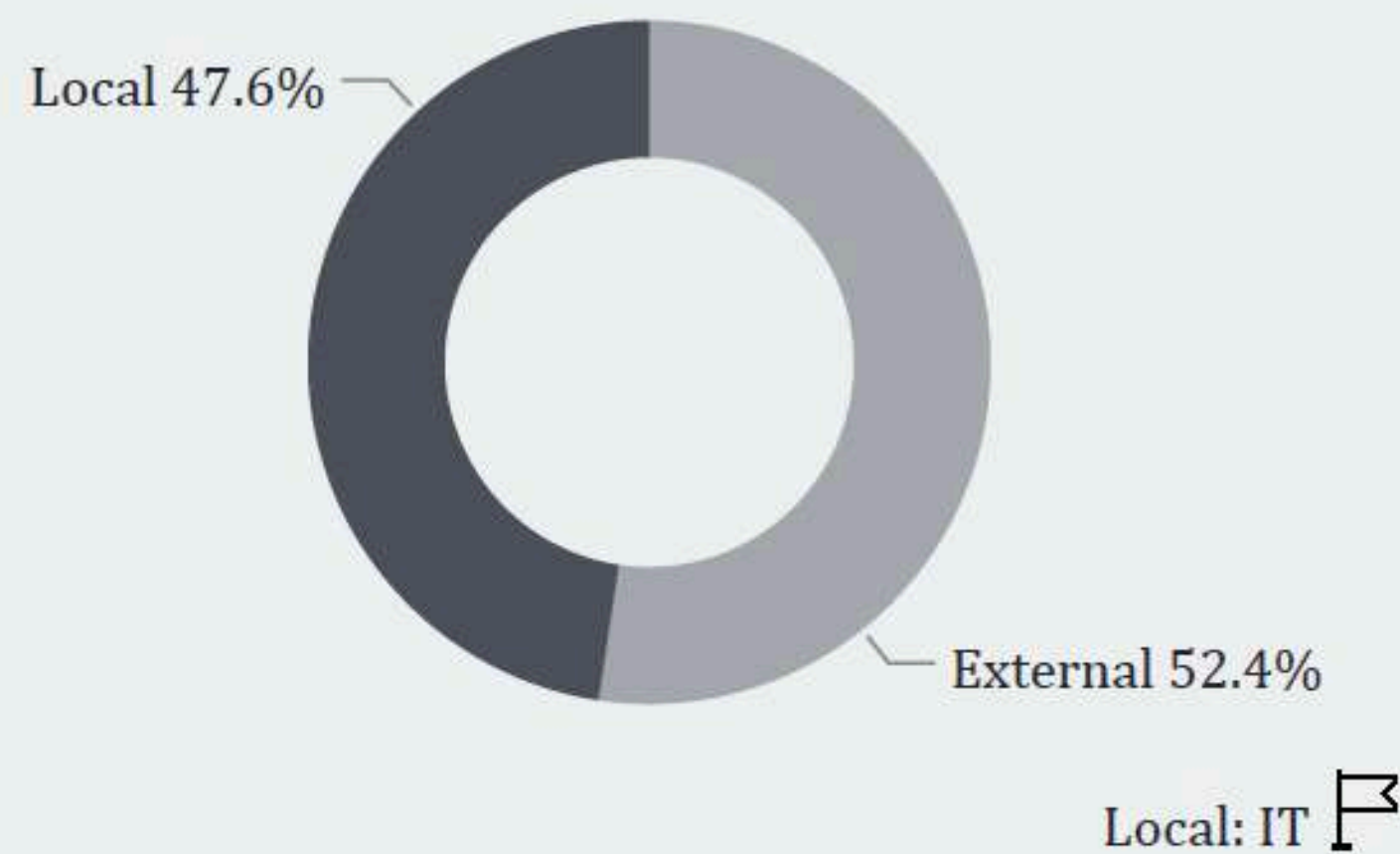


Local: IT

Provenienza degli Ospiti

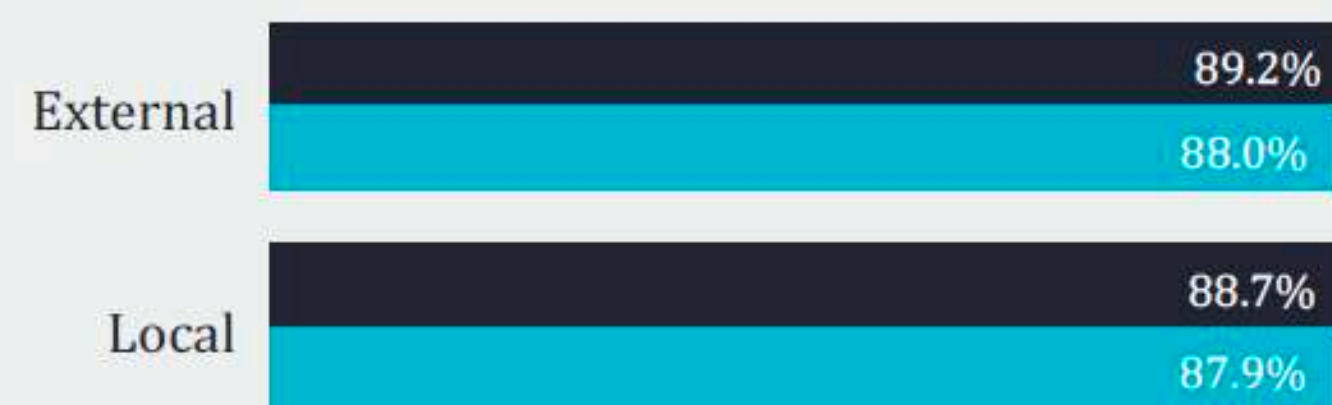
The leading data from human experience

Contenuti per Provenienza



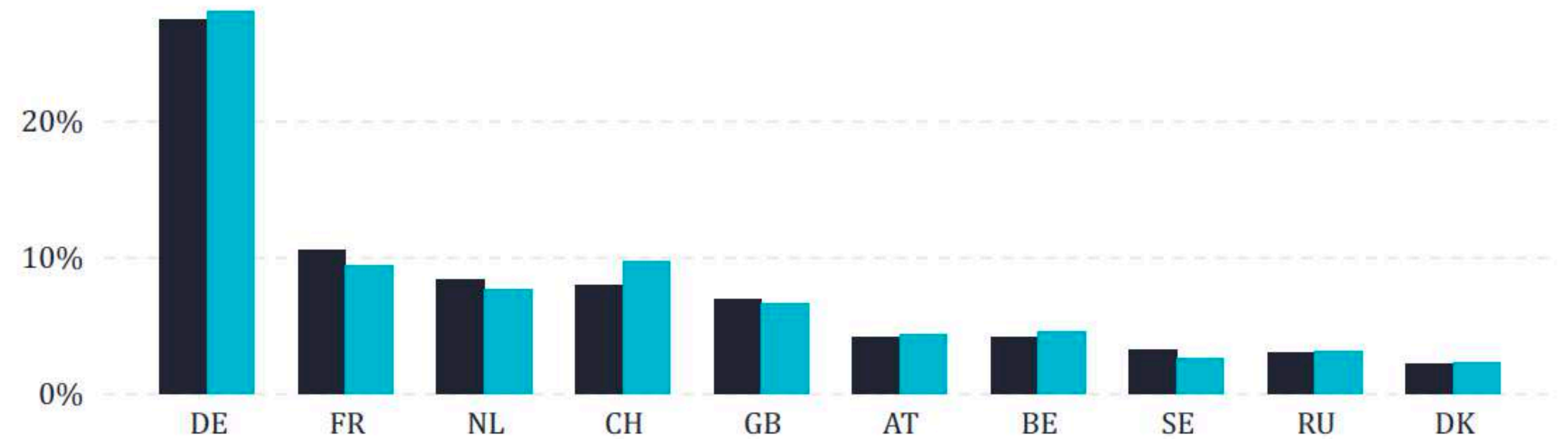
Sentiment per Provenienza

● Sentiment (%) ● Sentiment PP (%)



Contenuti Ospiti Esteri

● Contents PP (%) ● Contents (%)



Sentiment Ospiti Esteri

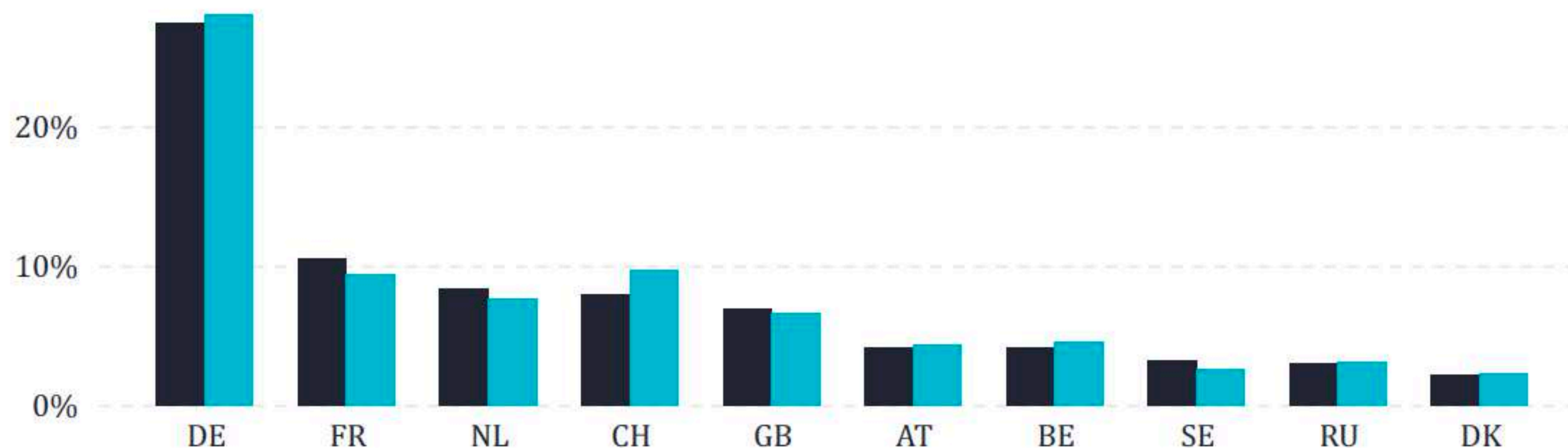
● Sentiment (%) — Sentiment PP (%)



Provenienza degli Ospiti

Contenuti Ospiti Esteri

● Contents PP (%) ● Contents (%)



Tipologia di Ospiti

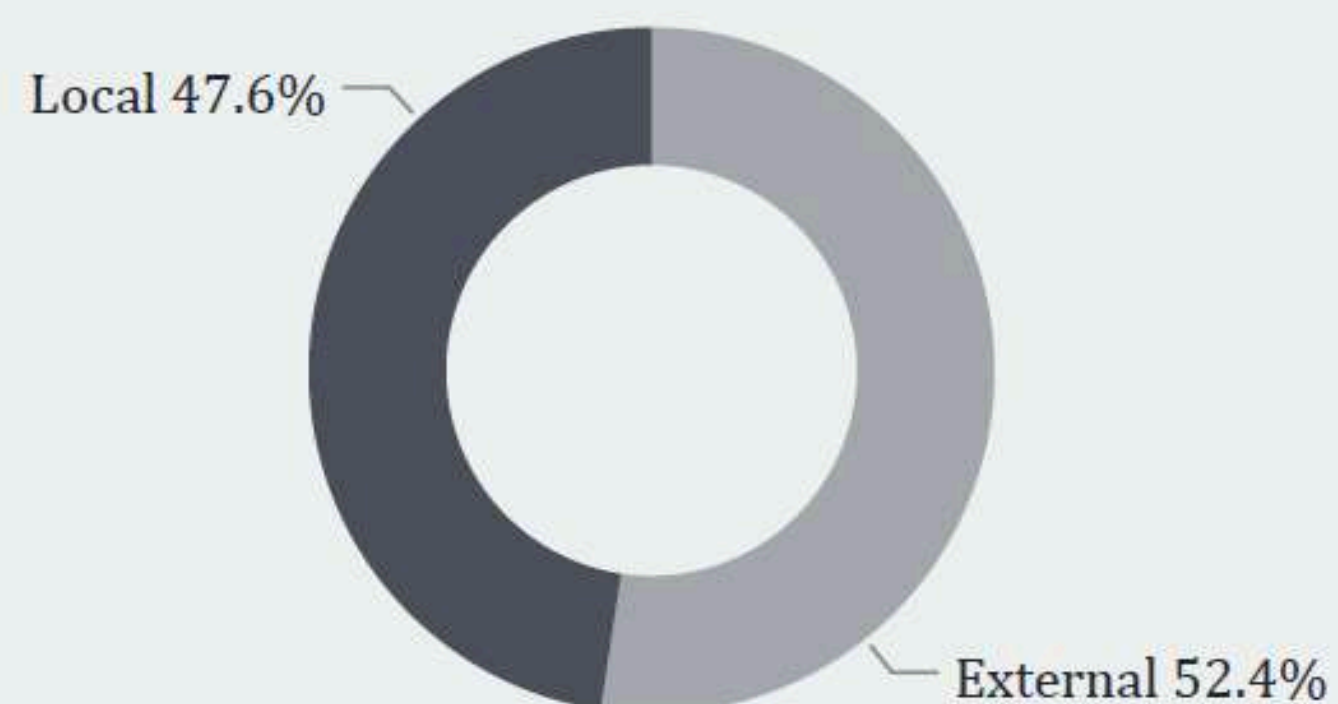
CP: 10/2018 - 09/2019 VS PP: 10/2017 - 09/2018

Macro Entity: Settore Ospitalità



The leading data from human experience

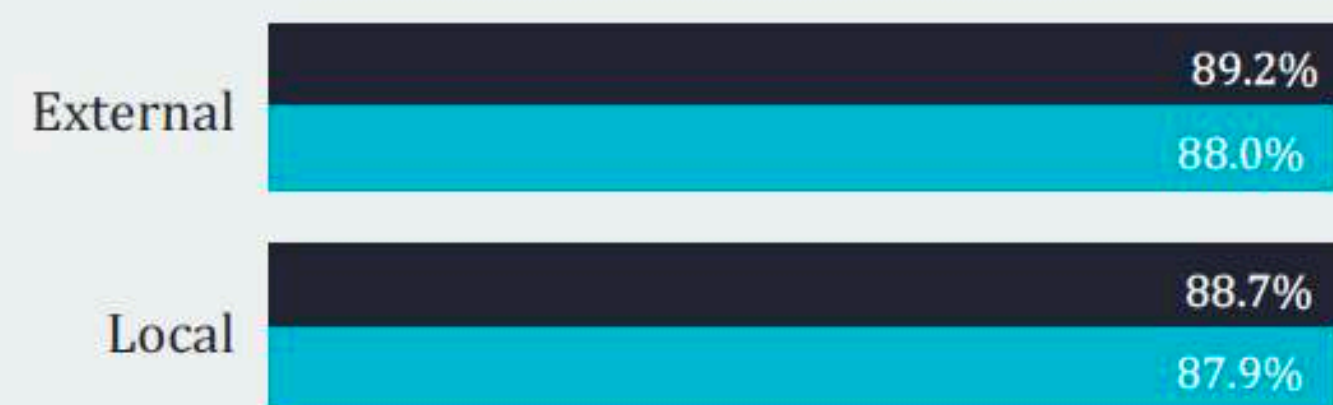
Contenuti per Provenienza



Local: IT

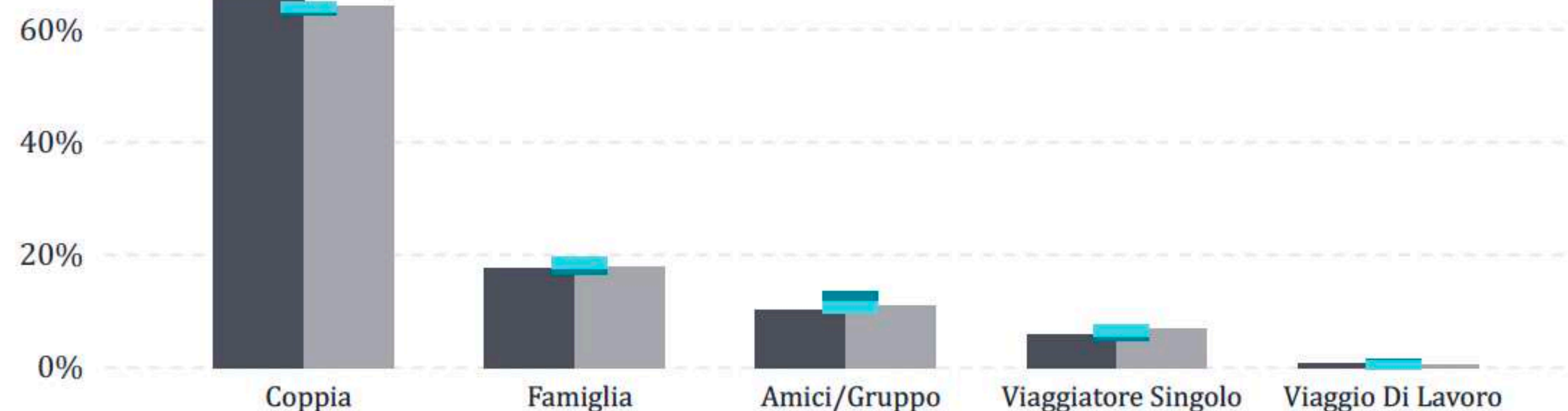
Sentiment per Provenienza

● Sentiment (%) ● Sentiment PP (%)



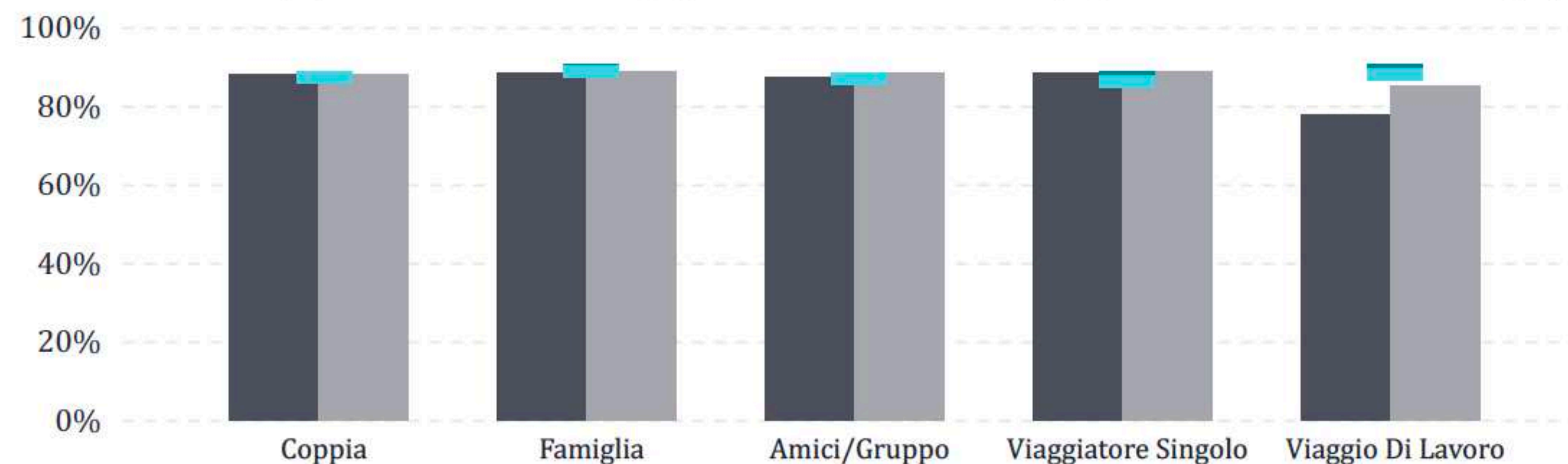
Contenuti per Tipologia

● Local Contents (%) ● External Contents (%) — Local Contents PP (%) — External Contents PP (%)



Sentiment per Tipologia

● Local Sentiment (%) ● External Sentiment (%) — Local Sentiment PP (%) — External Sentiment PP (%)



Analisi Semantica

CP: 10/2018 - 09/2019 VS PP: 10/2017 - 09/2018

Macro Entity: Settore Ospitalità



Totale Giudizi

76,262

Sentiment Medio

88.32%

Totale Giudizi

75,942

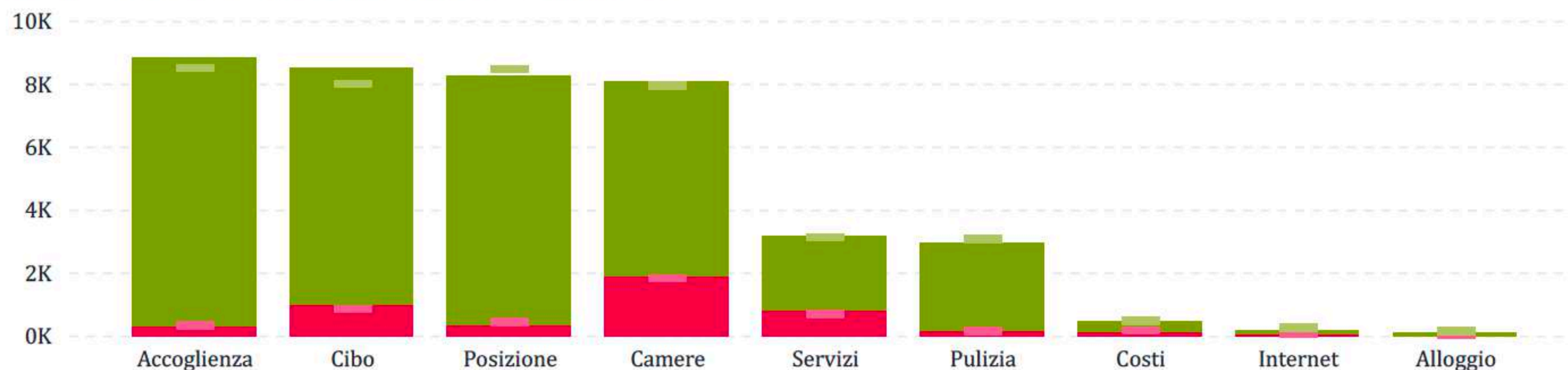
Sentiment Medio

87.12%

Maggiore variazione di giudizi: Cibo (6.14%)
Maggiore variazione di sentiment: Costi (4.25%)

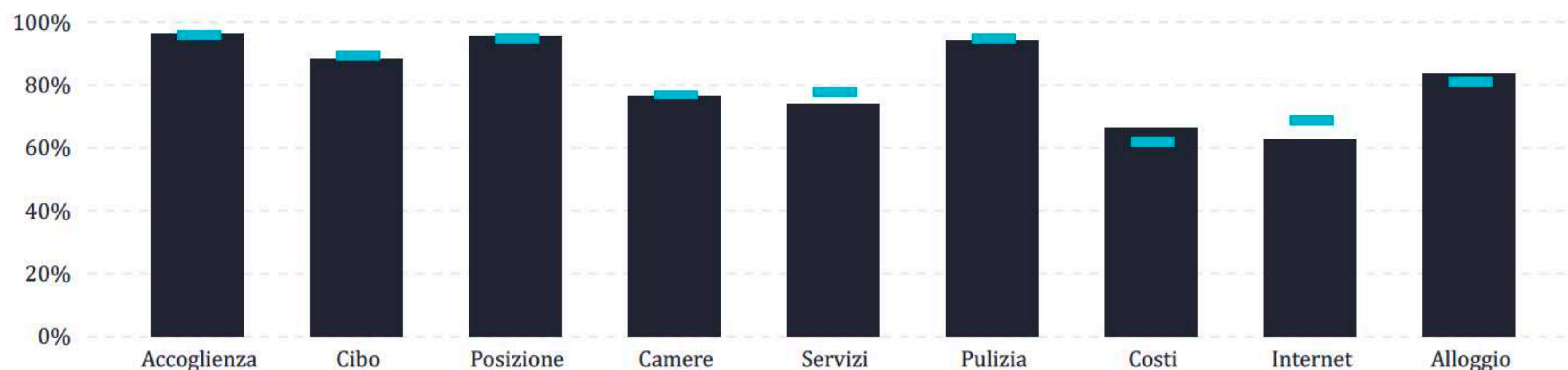
Giudizi per Argomento

● Negative (#) ● Positive (#) — Negative PP (#) — Positive PP (#)



Soddisfazione per Argomento

● Sentiment (%) — Sentiment PP (%)



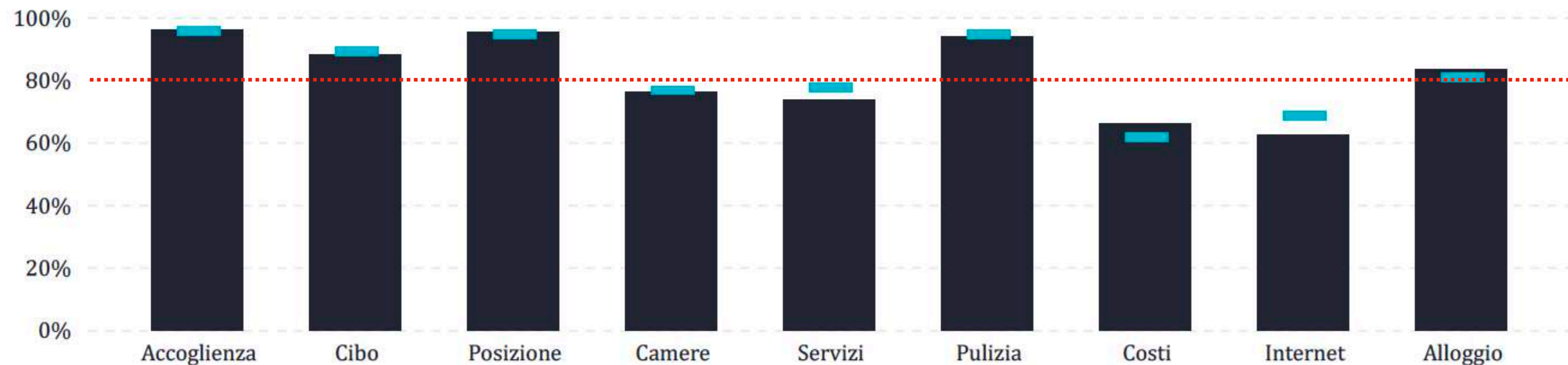
Analisi Semantica

CP: 10/2018 - 09/2019 VS PP: 10/2017 - 09/2018

Macro Entity: Settore Ospitalità

Soddisfazione per Argomento

● Sentiment (%) — Sentiment PP (%)



Analisi Semantica degli Ospiti

CP: 10/2018 - 09/2019 VS PP: 10/2017 - 09/2018

Macro Entity: Settore Ospitalità

Local: IT



The leading data from human experience

Giudizi dei Locali

29,882

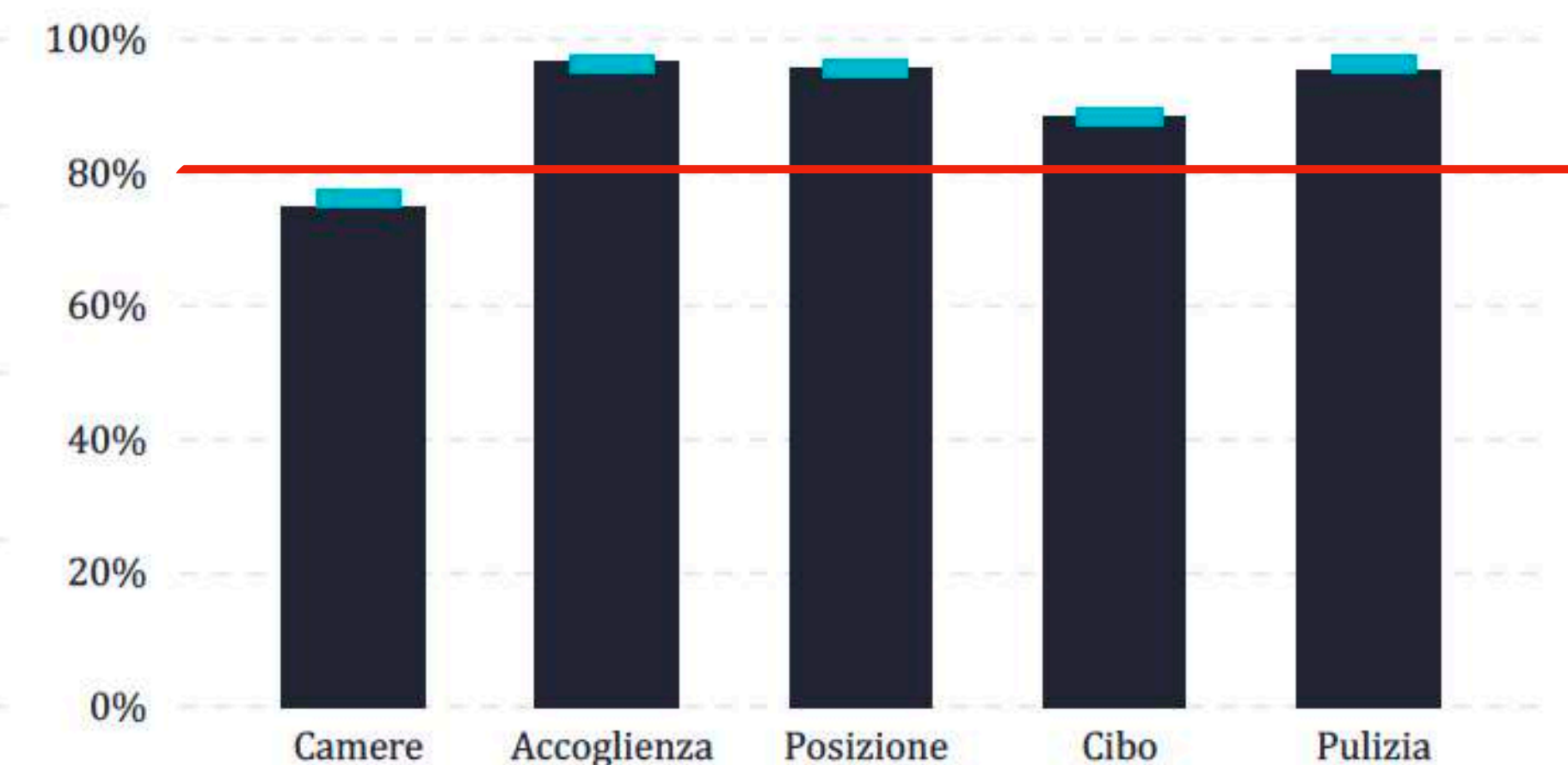
Sentiment dei Locali

88.69%

Giudizi per Argomento - Locali



Soddisfazione per Argomento - Locali



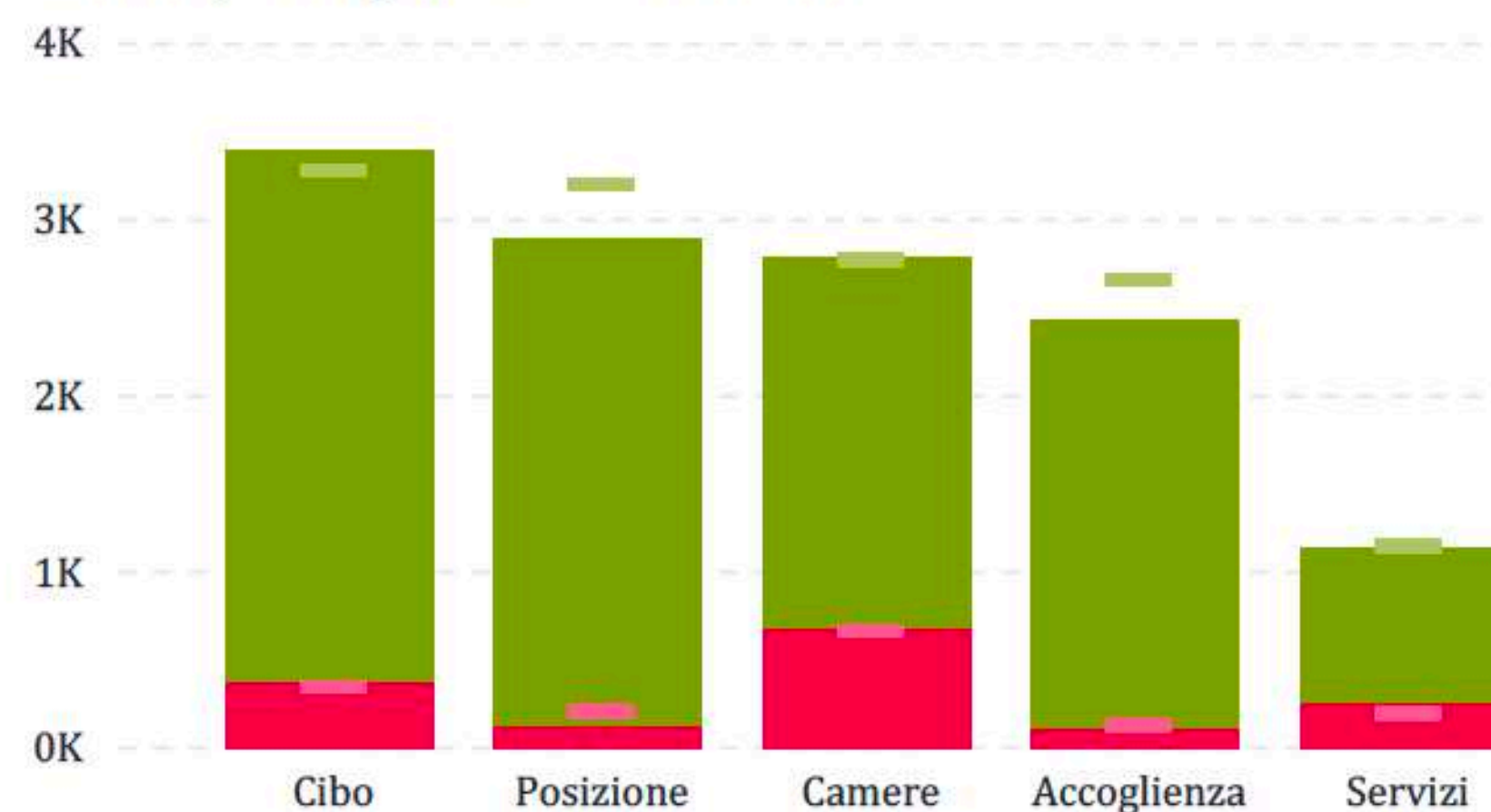
Giudizi degli Stranieri

28,943

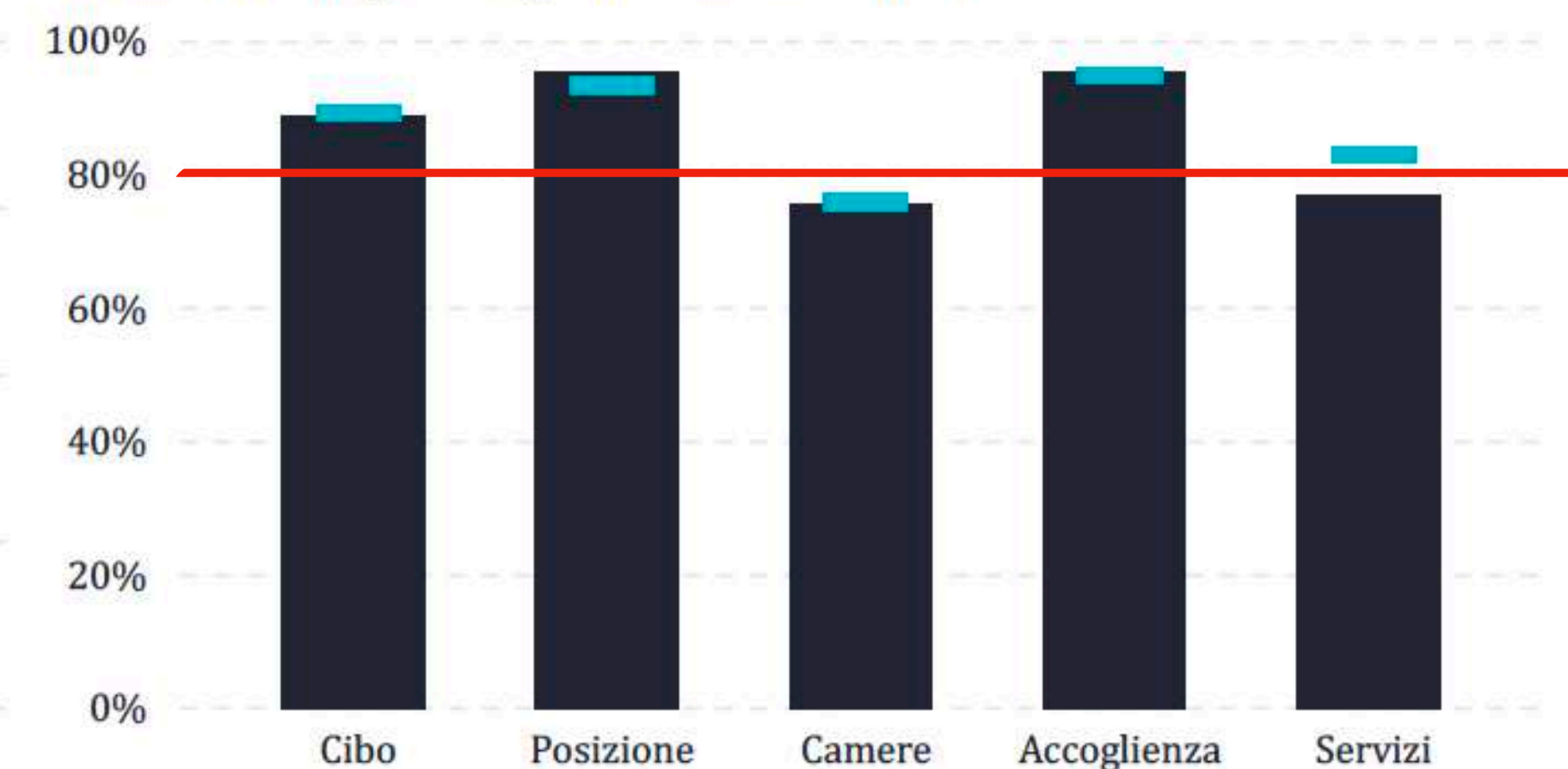
Sentiment degli Stranieri

89.20%

Giudizi per Argomento - Stranieri



Soddisfazione per Argomento - Stranieri



Benchmark Arena



87.6%

SODDISFAZIONE DEGLI OSPITI
IN ITALIA



86,3%

SODDISFAZIONE DEGLI OSPITI
IN LOMBARDIA

88,3%

SODDISFAZIONE DEGLI OSPITI
LAKE ISEO

91,5%

VARENNA

88.5,%

ORTA

88,2%

BARDOLINO

87,9%

BOLSENA

89,6%

SALÒ

88,4%

VERBANIA

86,7%

PASSIGNANO





Mario Romanelli
Head Of Sales Italy
mario@travelappeal.com

thanks!

