BIG DATA & ONOMASTICS FOR TOURISM INTELLIGENCE

Tourism in 5 Years?

2013-10-23
Cap Digital Tourism Meet-up
Competitive forces today...

Actual market position (source: world tourism org)

France vs. Dubai
in million visitors (2011)

Interest by Internet users (source: google trends)
... will shape the 5-year trend.
NamSor sorts *NAMES*

- We do data mining using global name recognition
  - Probabilistic ~80% accurate

- How it can help Tourism Promotion Agencies?
  - Build targeted channels to talk to inbound tourists
  - Analyse the tourist flows in a territory, by cultural origin
  - Identify and leverage cross-cultural ambassadors
Building targeted channels:

Tweet the Italian diaspora in London?
Analyse the tourist flows:

What’s in a Twitter name?
Finding cross-cultural ambassadors: Lithuanian softpower on Twitter
Finding cross-cultural ambassadors:

Any *French lovers* among the CAC-40?

*Source: Factiva DowJones - ©2013 NamSor™*
Finding cross-cultural ambassadors:
How InvestLithuania did it

Company directors onomastics in Lithuania*

Country of origin:
- Lithuania
- Finland
- Poland
- Russia
- Sweden
- Denmark
- Germany
- Latvia
- Norway
- Other

* Source: Factiva DowJones - ©2013 NamSor™
Tourism in 5 Years is not yet written

- It’s what we do today that will shape the trend

- Tourism intelligence can help address burning issues, leverage innovation, adjust to change in a 5Y journey

- Tourism, ‘one and undivided’? No.

  We need to recognize cultural differences in tourists, not just at country level: Chinese, Russian, Indian, are not the right segmentation.
Merci !

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