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Unión Europea
Fondo Europeo de
Desarrollo Regional

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Sr. Fernando Guerrero

“Using Big Data to analyze recommendations by Influencers about Tourist Destinations ”

We have learn to leverage Business Intelligence capabilities for several years already. Nowadays, the needs of analysis have changed and the geolocation of data is essential - not only qualitative information. We need to see our data on maps. We need to integrate it with external services to add value to our insights. Reviews, comments and ratings spread by social media and rating sites are one of the most influential sources for tourists. This information must be well managed in order to properly market the best locations. However, social media is all about conversations, not just one way communication. This means that this information must be analyzed to get feedback, improving the decision making process. In this session you will see different examples using a mapping tool already developed by SolidQ, to improve the effectiveness of the technologies involved in this process.

