



La Soddisfazione degli Ospiti in Puglia nei primi 8 mesi del 2018

Ottobre 2018

La Soddisfazione degli Ospiti in Puglia

Analisi del sentiment sulle recensioni nei primi 8 mesi del 2018.



87.6%

Soddisfazione degli Ospiti

Sentiment positivo delle recensioni

+0.1 punti
rispetto a Gen-Ago 2017



+392K

**RECENSIONI ONLINE
IN PUGLIA**

**+13% rispetto
Gen-Ago 2017**



80%

**Strutture ricettive attive
in Puglia**

Sul totale di 7.605 presenti online

-1% rispetto a Gen-Ago 2017



28%

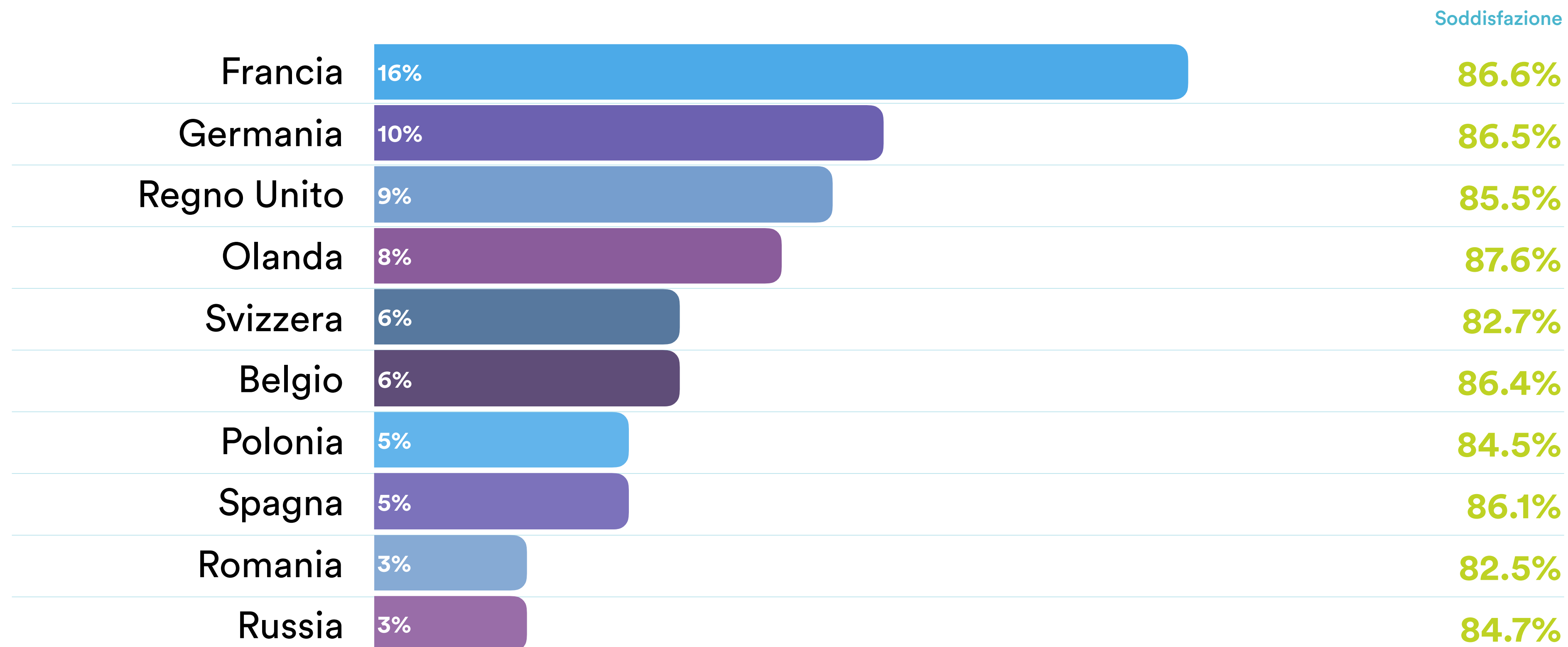
**Annunci di appartamenti e
affitti a breve attivi in
Puglia**

Sul totale di 62.449 presenti online

+10% rispetto a Gen-Ago 2017

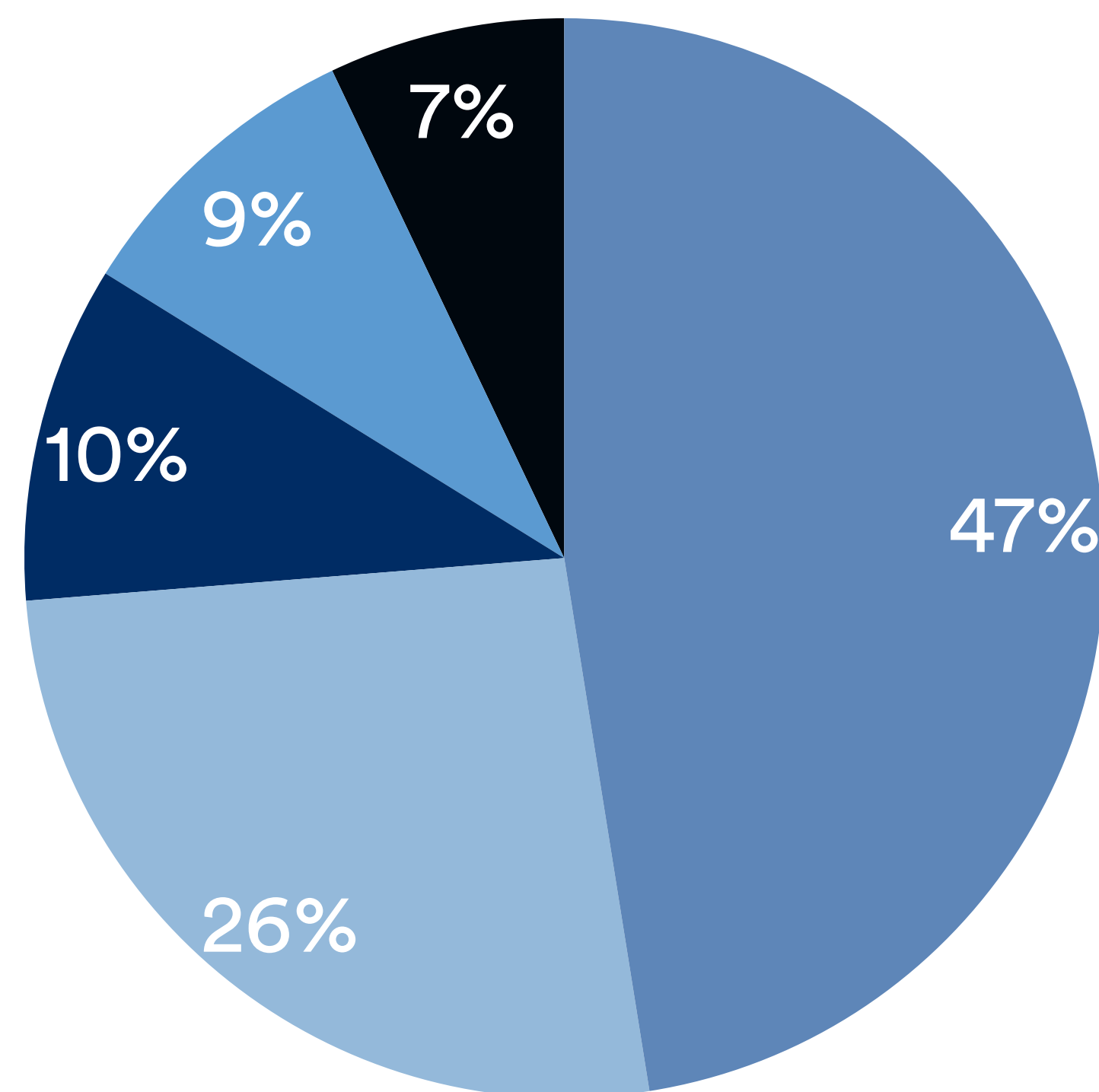
Principali mercati di provenienza estera

Analisi dei primi 10 mercati di provenienza estera nei primi 8 mesi del 2018.



Tipologie di viaggiatori in Puglia

Analisi delle tipologie di viaggiatori nei primi 8 mesi del 2018.



Soddisfazione	
Coppie	86.4%
Famiglie	86.0%
Amici/Gruppi	84.4%
Singoli	84.4%
Business	82.8%

Prezzo medio offerta Hotel - Booking

Analisi giugno-agosto 2018.

PREZZO MEDIO

155 €

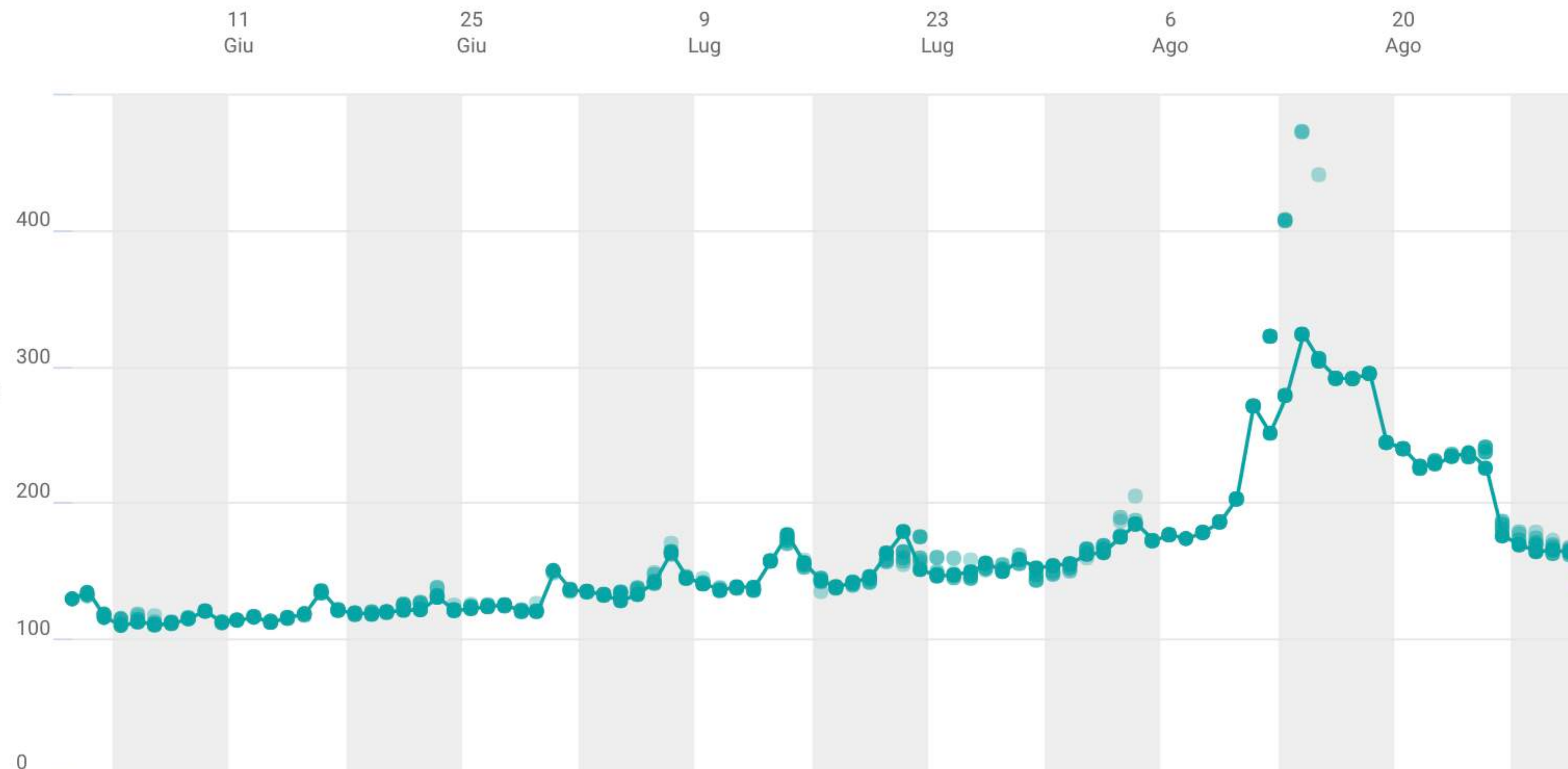
▲ 45€ Rispetto ai 3 mesi precedenti

Prezzo Massimo

Prezzo Minimo

Il prezzo medio è calcolato sul periodo temporale selezionato, pesando le tariffe giornaliere sul numero di offerte disponibili per ogni tipologia.

—●— Prezzo Max
—●— Prezzo Medio
—●— Prezzo Min



Offerte disponibili - Booking

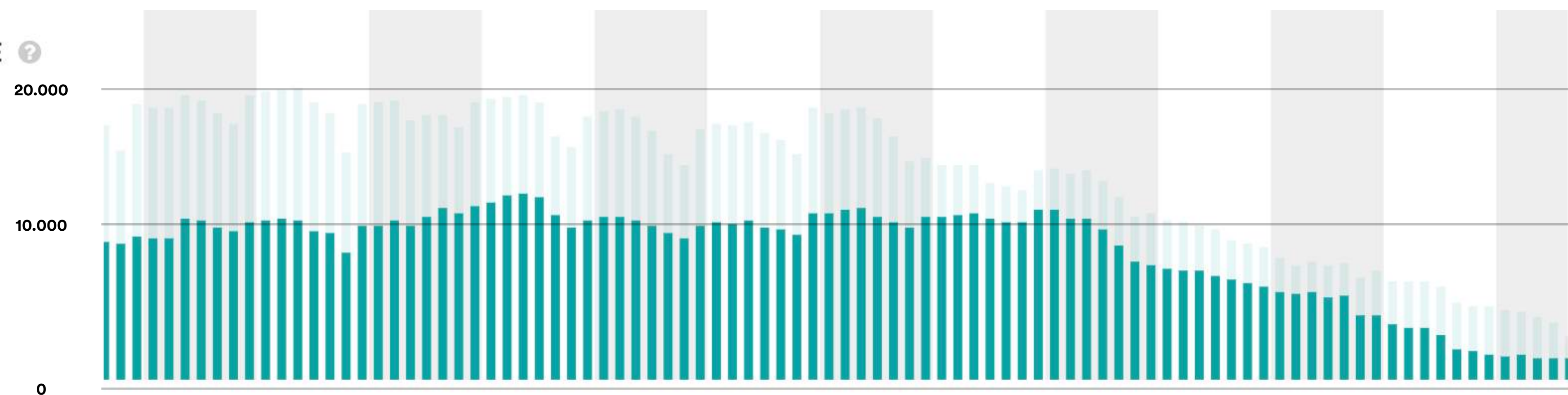
Analisi giugno-agosto 2018.

NUMERO DI OFFERTE VENDUTE ?

63%

▲ 12% Rispetto ai 3 mesi precedenti

Offerte Disponibili
Prenotate



SODDISFAZIONE DEGLI OSPITI PER PROVINCIA

FOGGIA *provincia*

85.8%

Soddisfazione degli ospiti*
55.814 recensioni analizzate

👍 Accoglienza (95%*)
👎 Internet (45%*)

🇫🇷 Francia (17%)
👤 Coppie (45%)

BAT *provincia*

86.4%

Soddisfazione degli ospiti
16.671 recensioni analizzate

👍 Accoglienza (95%)
👎 Costi (66%)

🇫🇷 Francia (22%)
👤 Coppie (56%)

TARANTO *provincia*

88.1%

Soddisfazione degli ospiti
34.312 recensioni analizzate

👍 Accoglienza (96%)
👎 Internet (61%)

🇫🇷 Francia (19%)
👤 Coppie (45%)

BARI *città metr.*

86.7%

Soddisfazione degli ospiti
125.744 recensioni analizzate

👍 Accoglienza (95%)
👎 Internet (60%)

🇫🇷 Francia (11%)
👤 Coppie (52%)

BRINDISI *provincia*

88.5%

Soddisfazione degli ospiti
43.566 recensioni analizzate

👍 Accoglienza (96%)
👎 Internet (58%)

🇫🇷 Francia (17%)
👤 Coppie (52%)

LECCE *provincia*

88.9%

Soddisfazione degli ospiti
116.729 recensioni analizzate

👍 Accoglienza (96%)
👎 Internet (57%)

🇫🇷 Francia (20%)
👤 Coppie (53%)

👍 👎 Top/Flop

🚩 1° mercato estero di provenienza dei viaggiatori online

👤 Principale tipologia di viaggiatori online

La Soddisfazione degli Ospiti dei ristoranti in Puglia

Analisi del sentiment sulle recensioni nei primi 8 mesi del 2018.



85.2%

Soddisfazione degli Ospiti dei ristoranti

Sentiment positivo delle recensioni

+1.3 punti
rispetto a Gen-Ago 2017



+516K

RECENSIONI ONLINE DI RISTORANTI IN PUGLIA

+45% rispetto Gen-Ago 2017



87%

Ristoranti attivi in Puglia

Sul totale di 10.406 presenti online

nessuna var. rispetto a Gen-Ago 2017

La Soddisfazione degli Ospiti dei ristoranti in Puglia

Analisi del sentiment sulle recensioni nei primi 8 mesi del 2018.

Elemento	Soddisfazione	Peso
Esperienza generale	86.6%	-
Qualità del Cibo	86.7%	39%
Accoglienza	90%	32%
Posizione	92.4%	16%
Estetica	82.7%	8%
Costi	18%	2%
Pulizia	82.9%	2%
Servizi	74.6%	1%

Area	Soddisfazione	Recensioni
Provincia di Brindisi	87.1%	49.325
Provincia di Foggia	85.5%	55.610
Provincia di BAT	85.2%	36.690
Città Metropolitana di Bari	85.1%	171.514
Provincia di Lecce	84.8%	141.024
Provincia di Taranto	84.8%	62.017

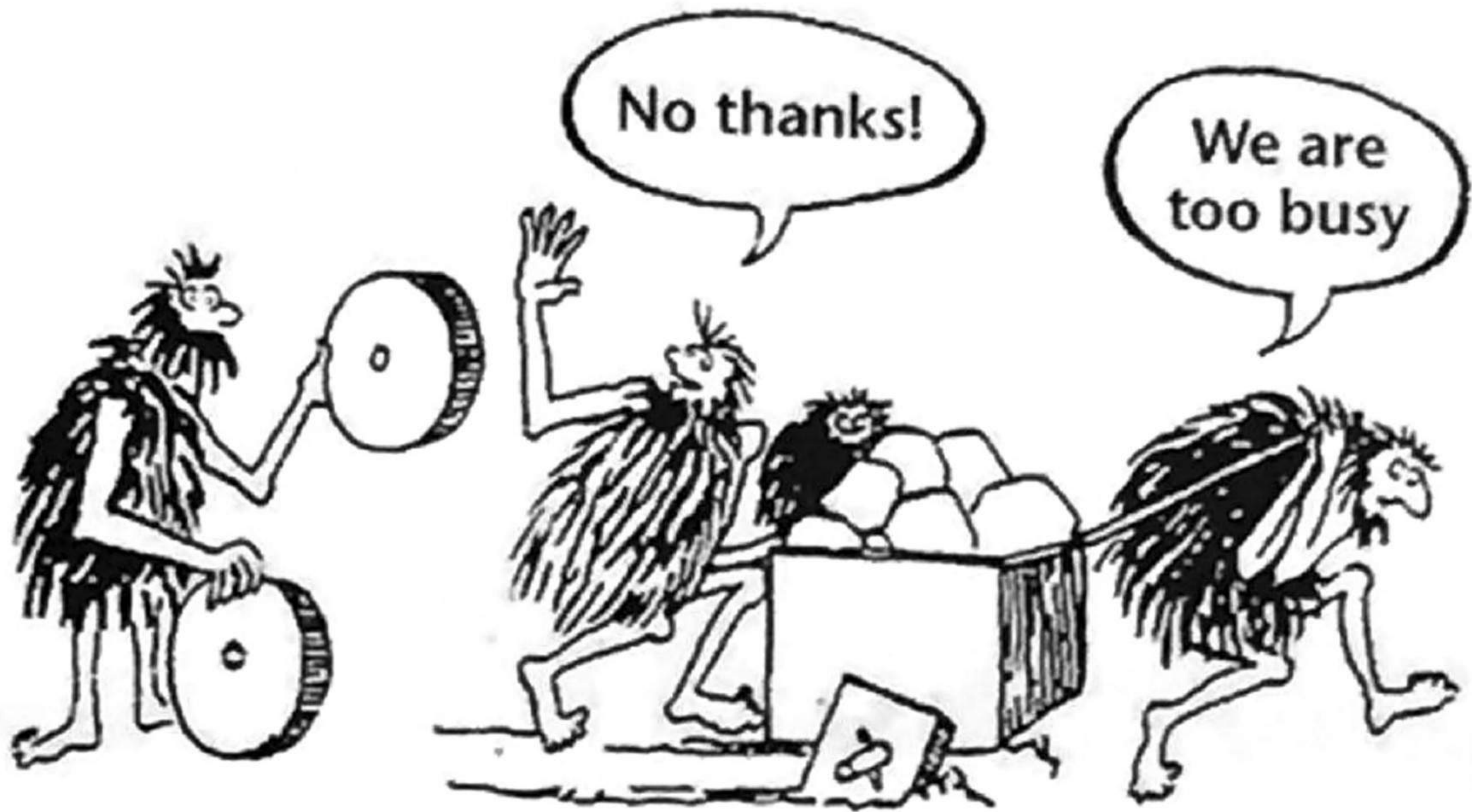
THE SMART BRAIN FOR THE TRAVEL INDUSTRY

MARIO ROMANELLI
HEAD OF SALES ITALY



Big Data & Innovazione





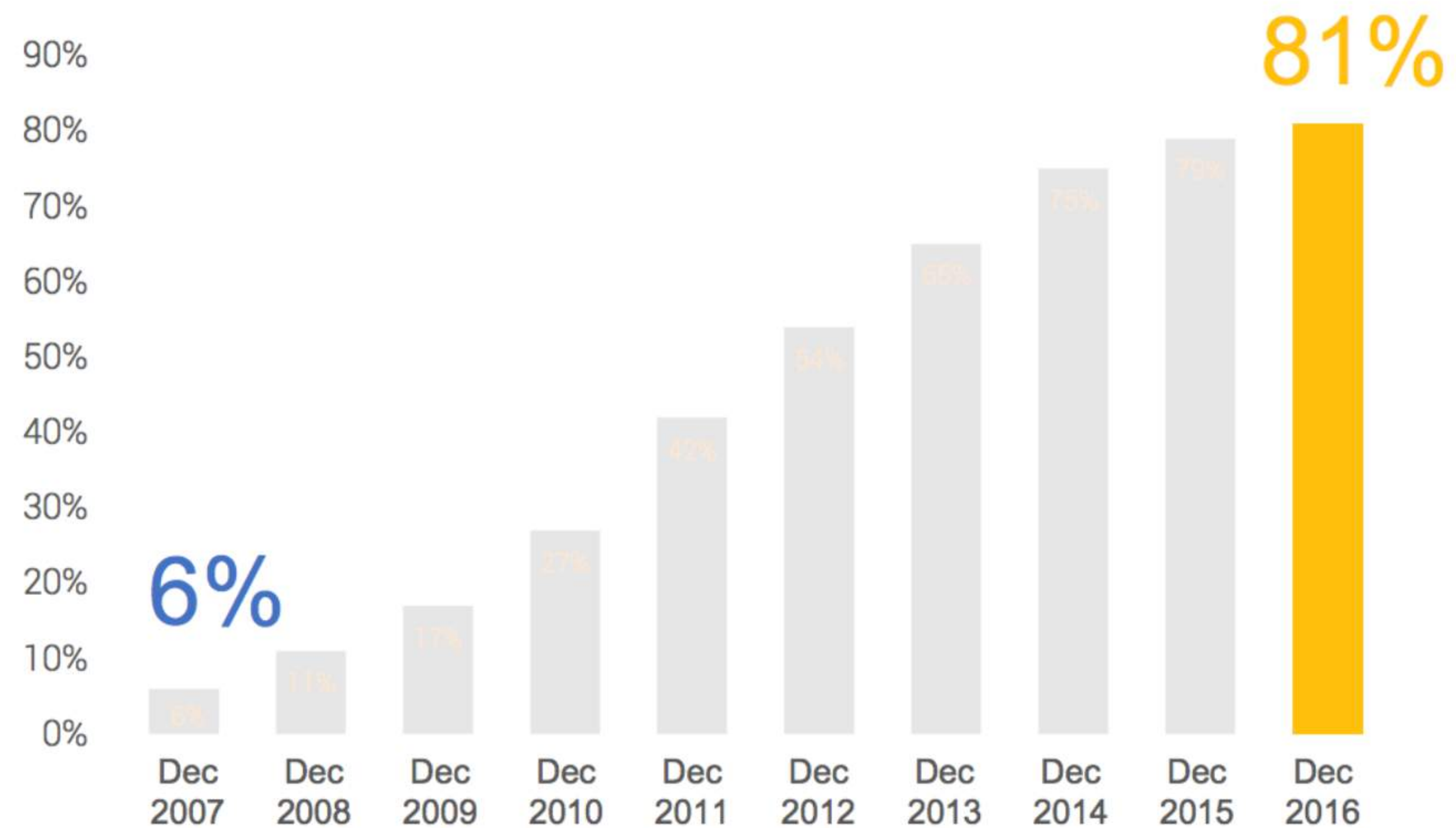


MOBILE



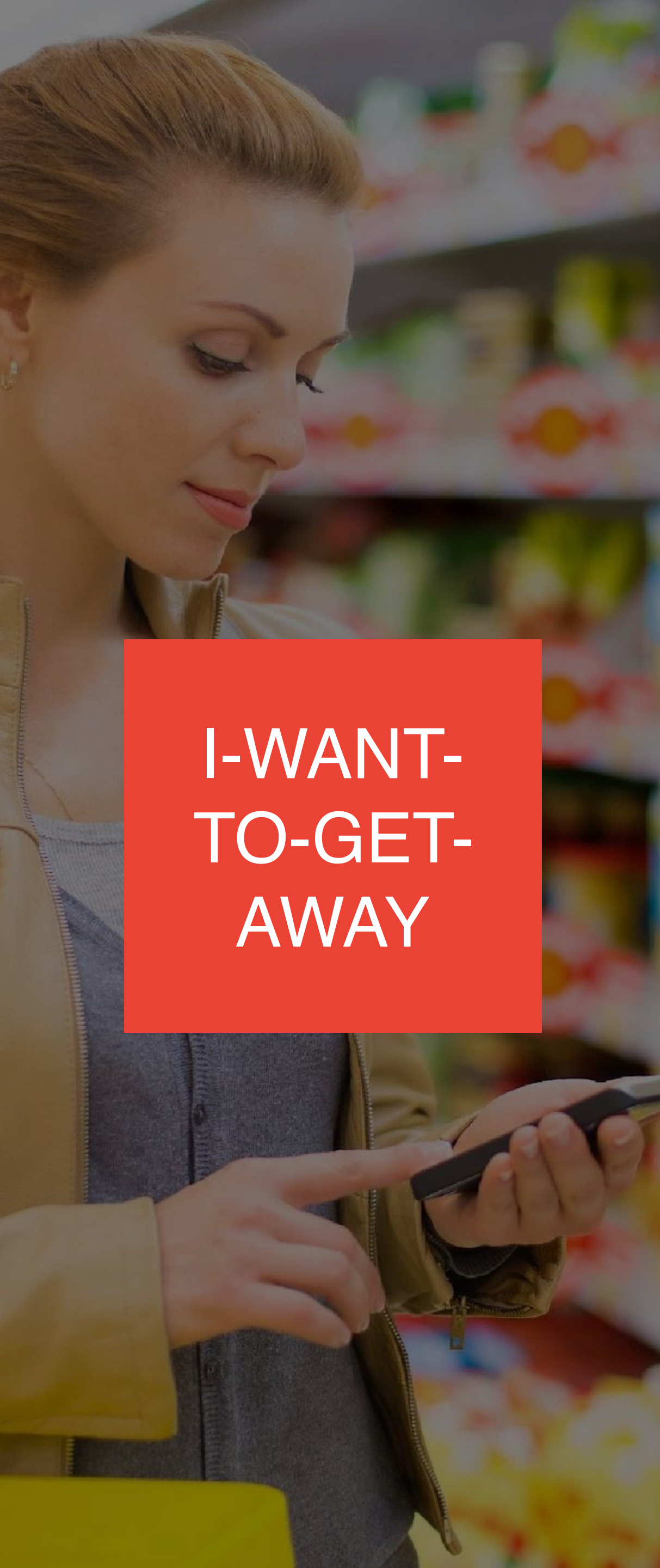


Smartphone Penetration of Mobile Phone Market



Smartphone ownership increased
14x in the last decade

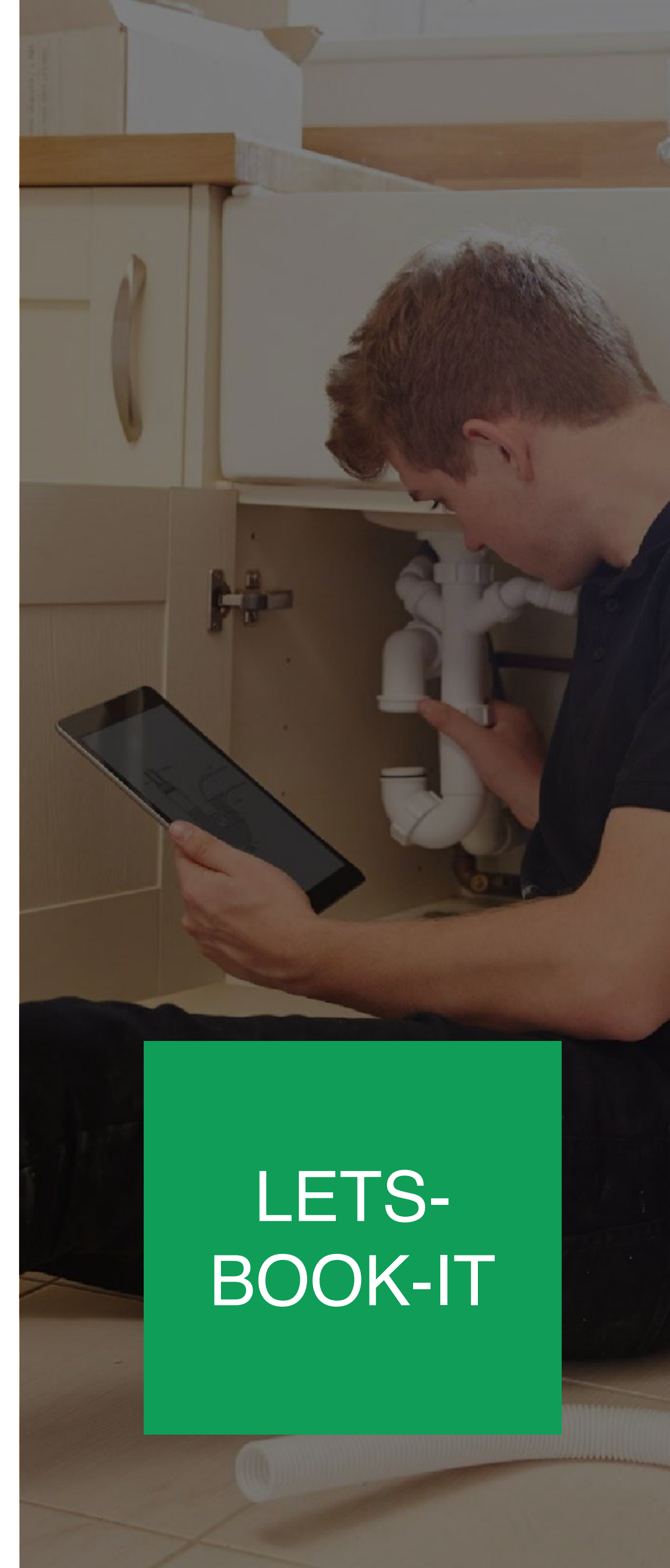




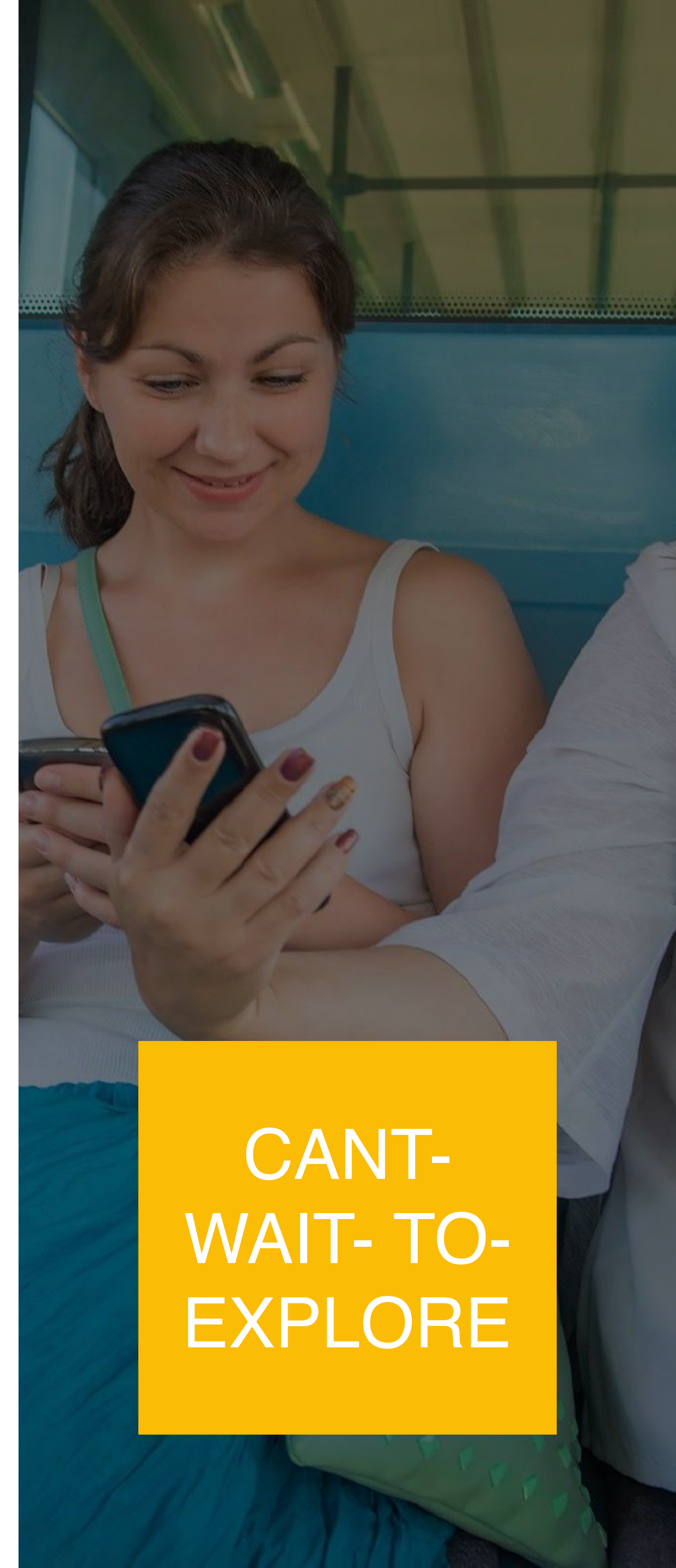
I-WANT-
TO-GET-
AWAY



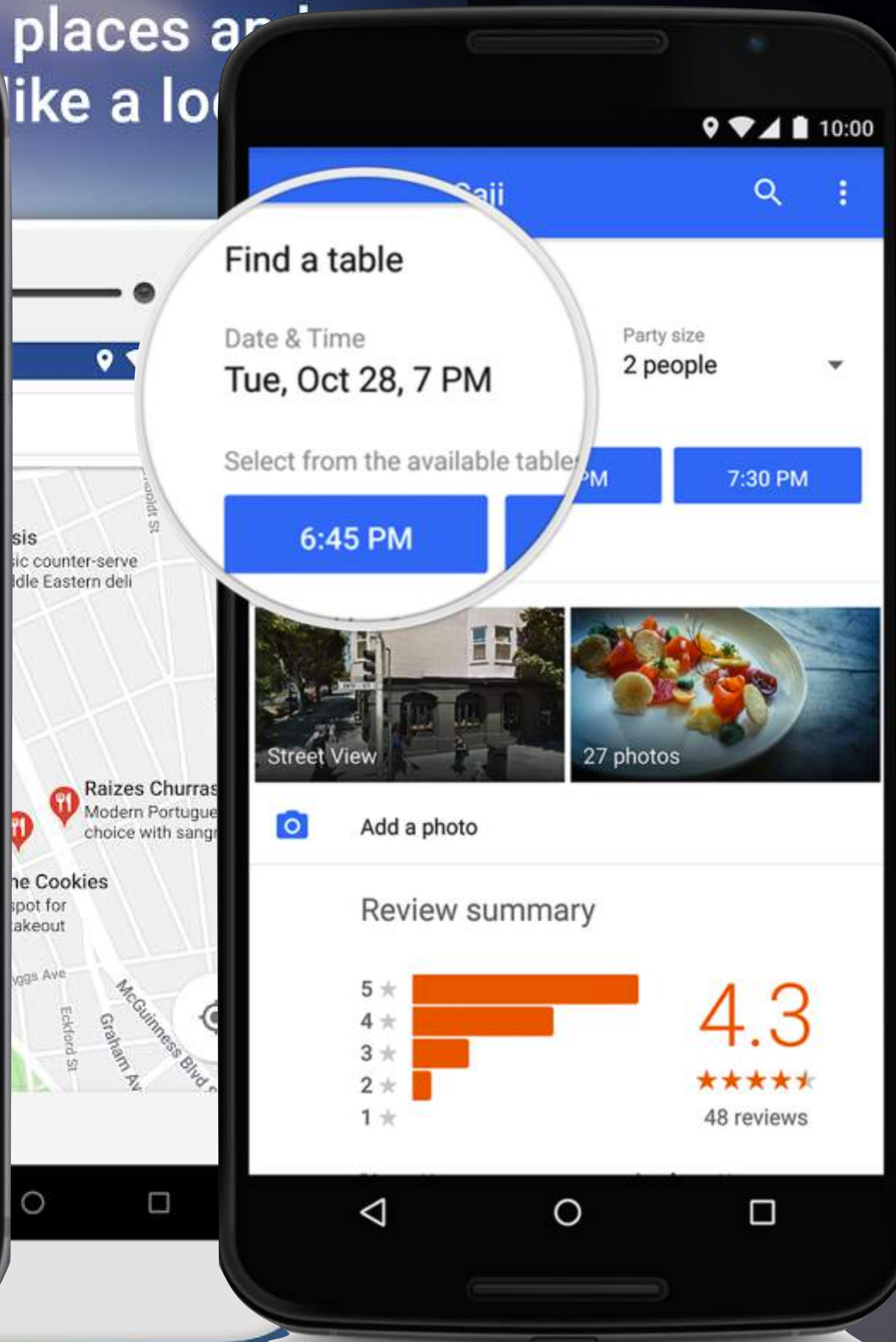
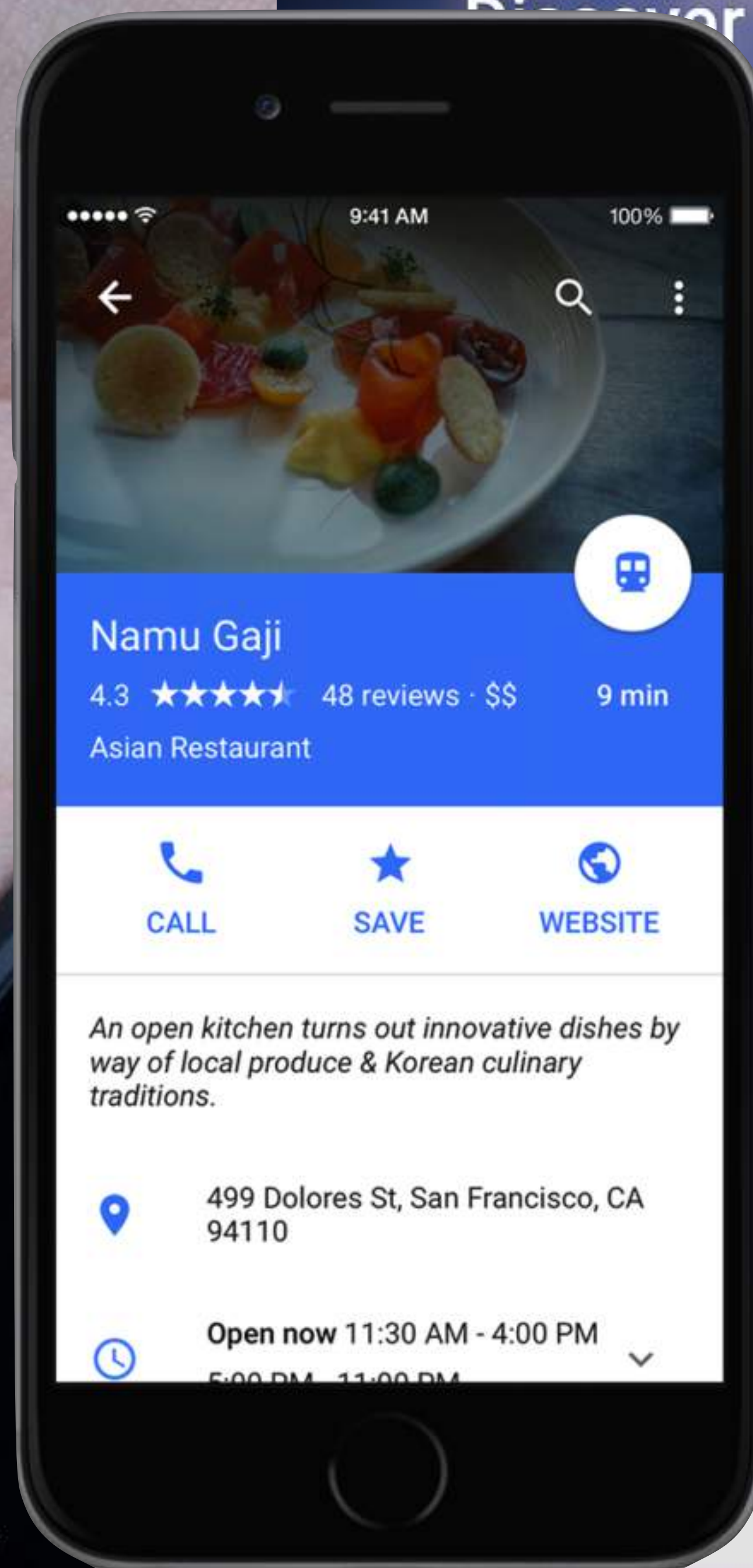
TIME-TO-
MAKE-A-
PLAN

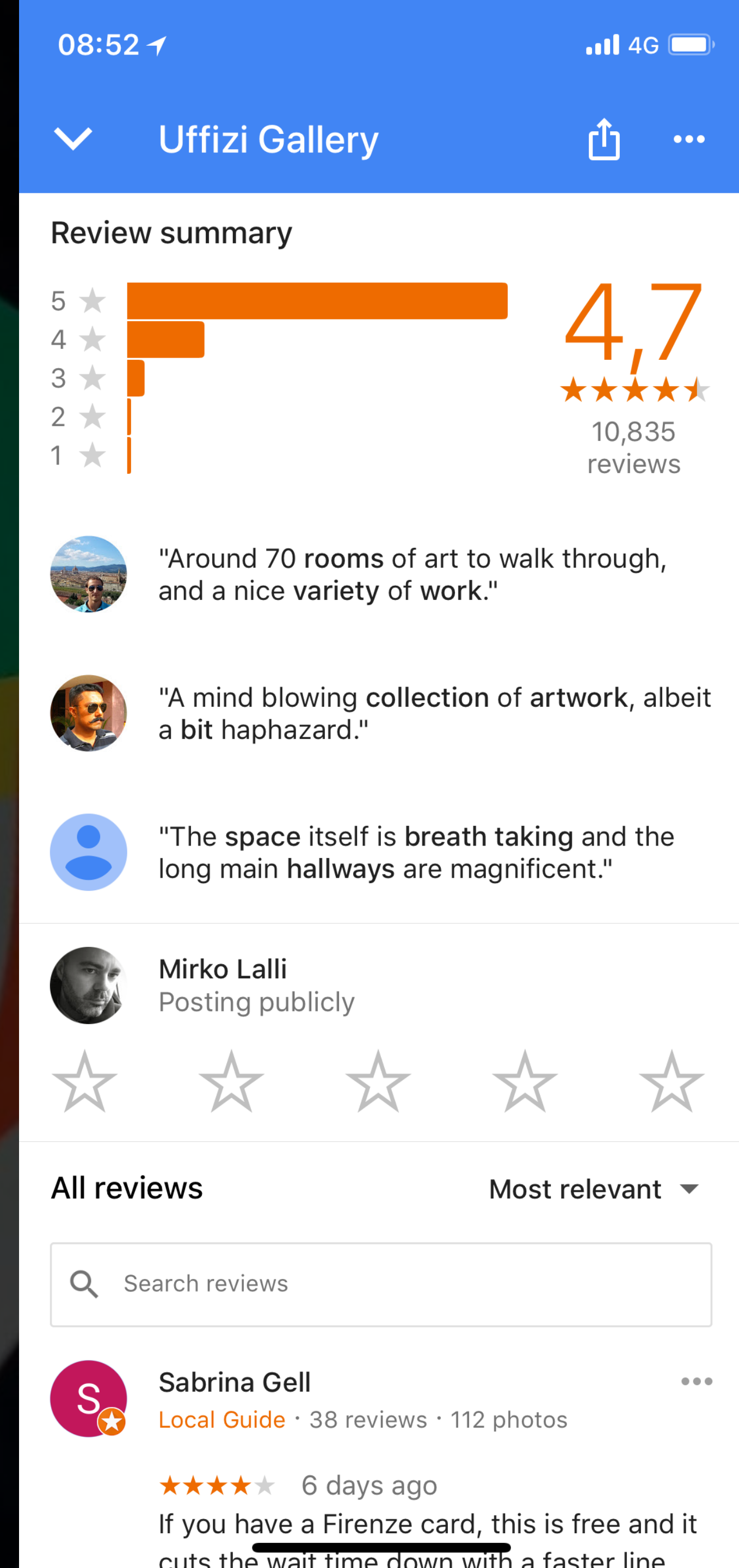
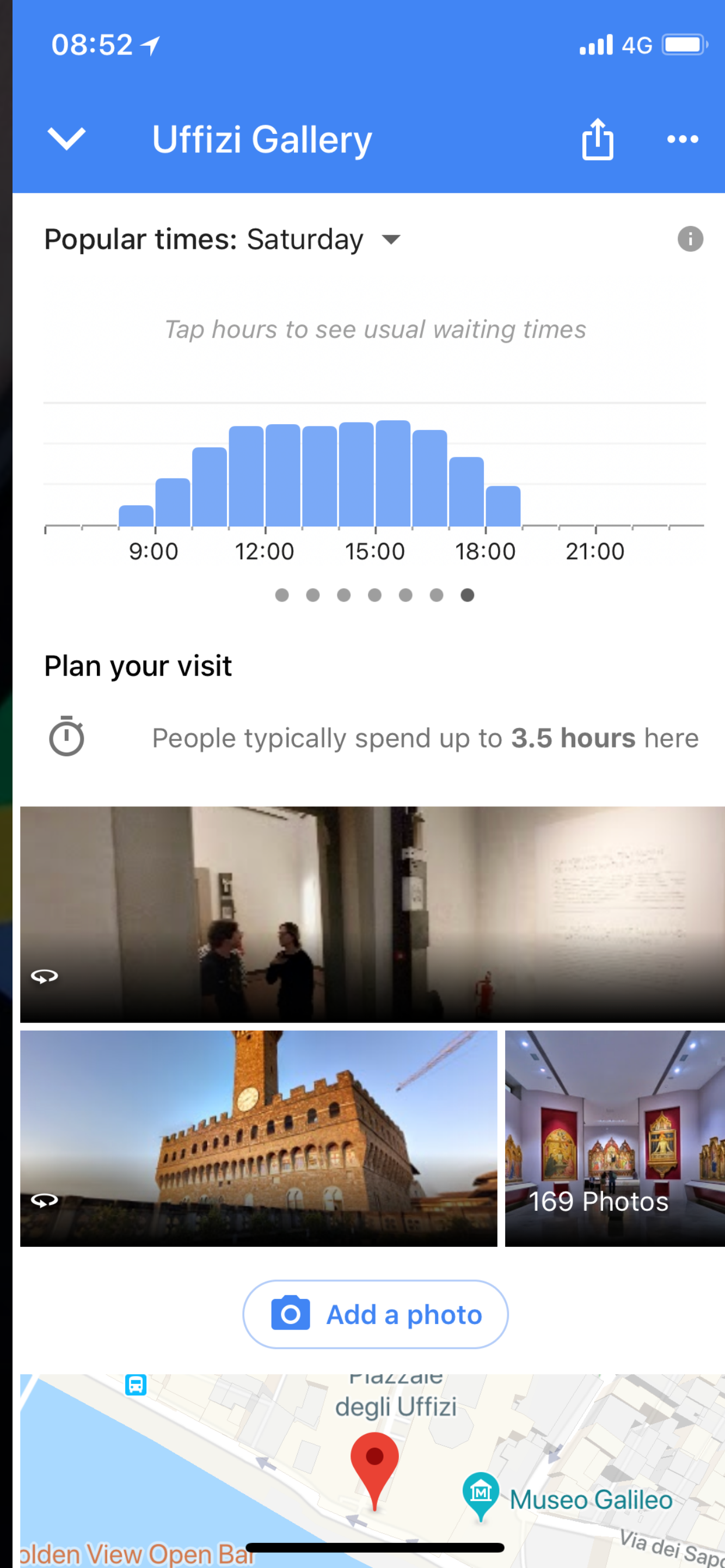
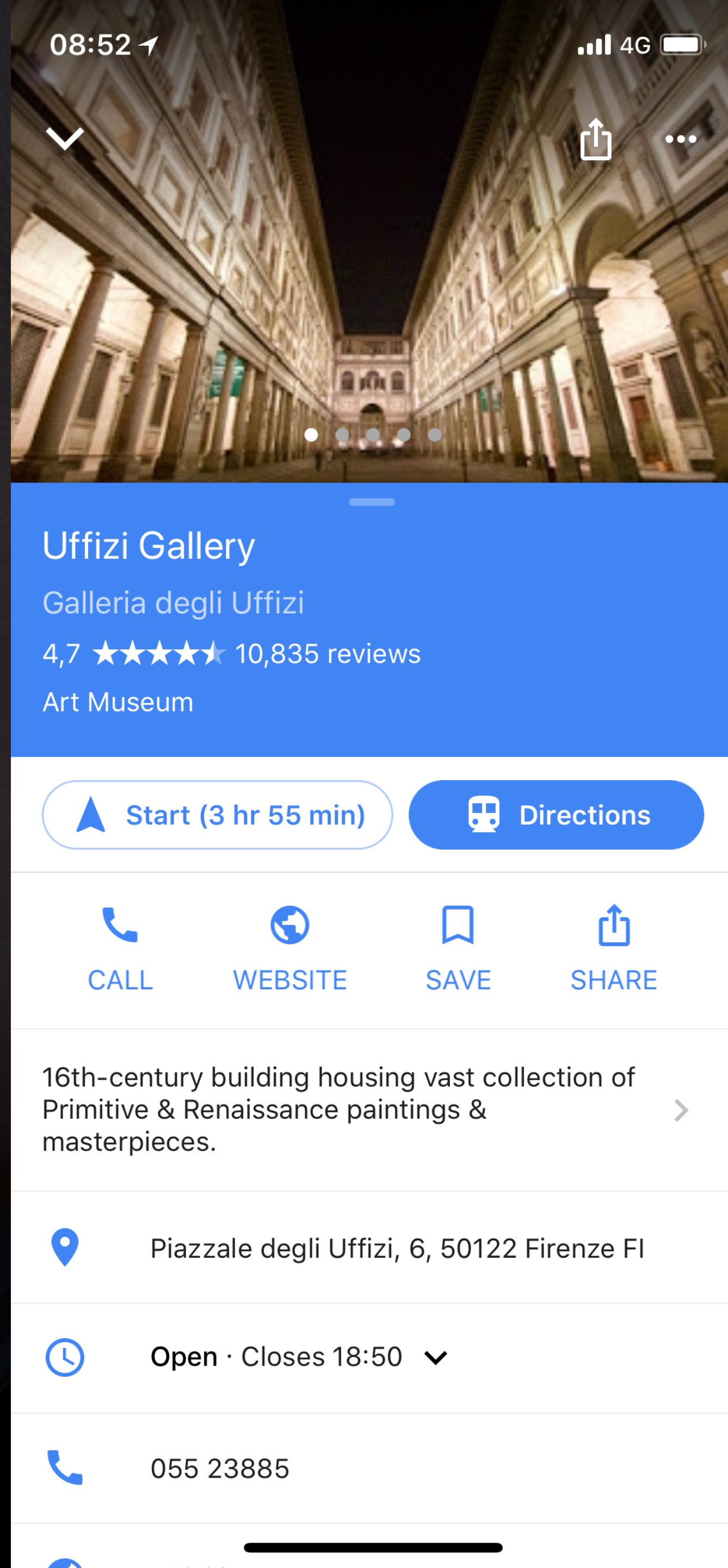


LETS-
BOOK-IT



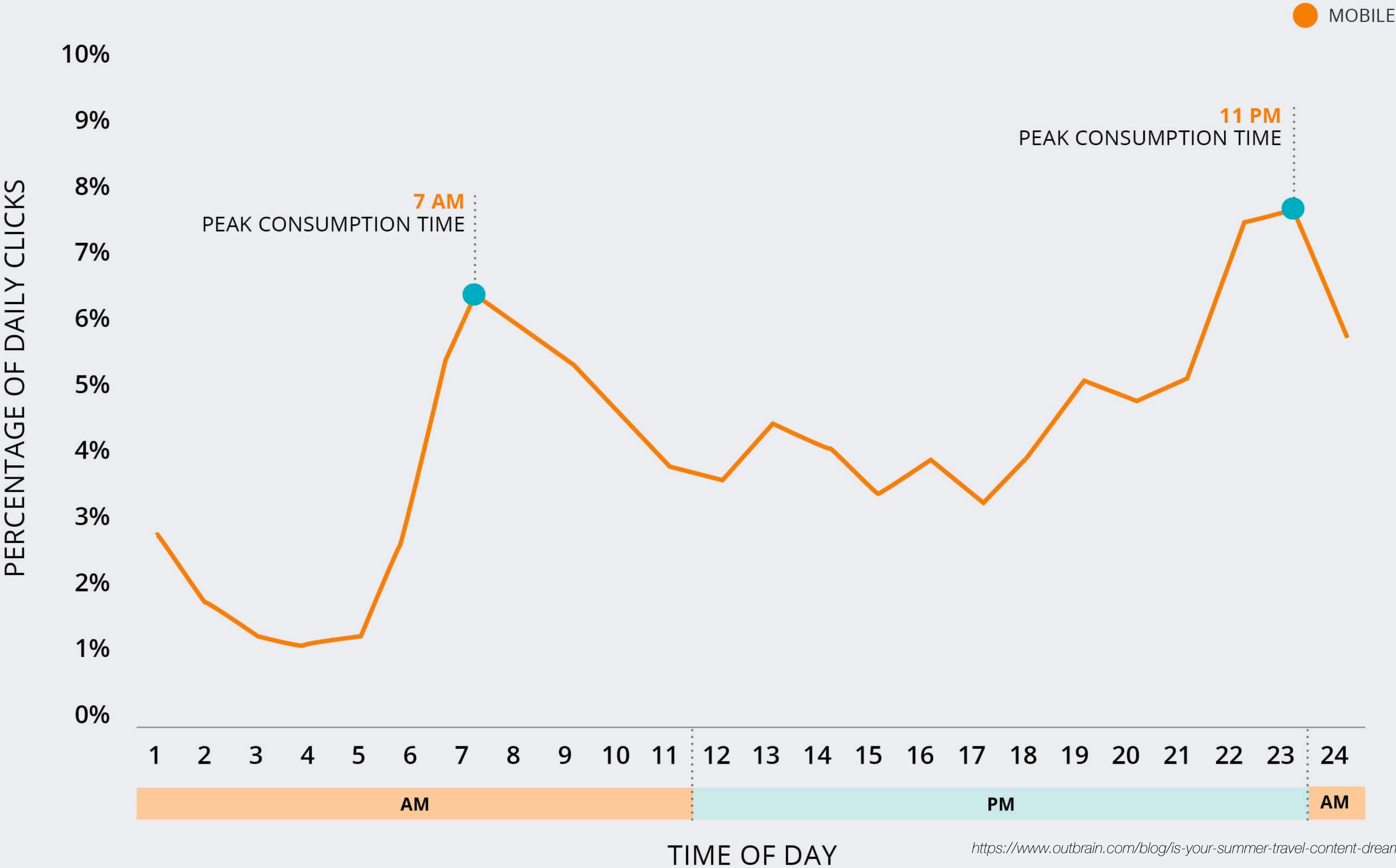
CANT-
WAIT- TO-
EXPLORE







HOURLY MOBILE CONSUMPTION OF SUMMER TRAVEL CONTENT

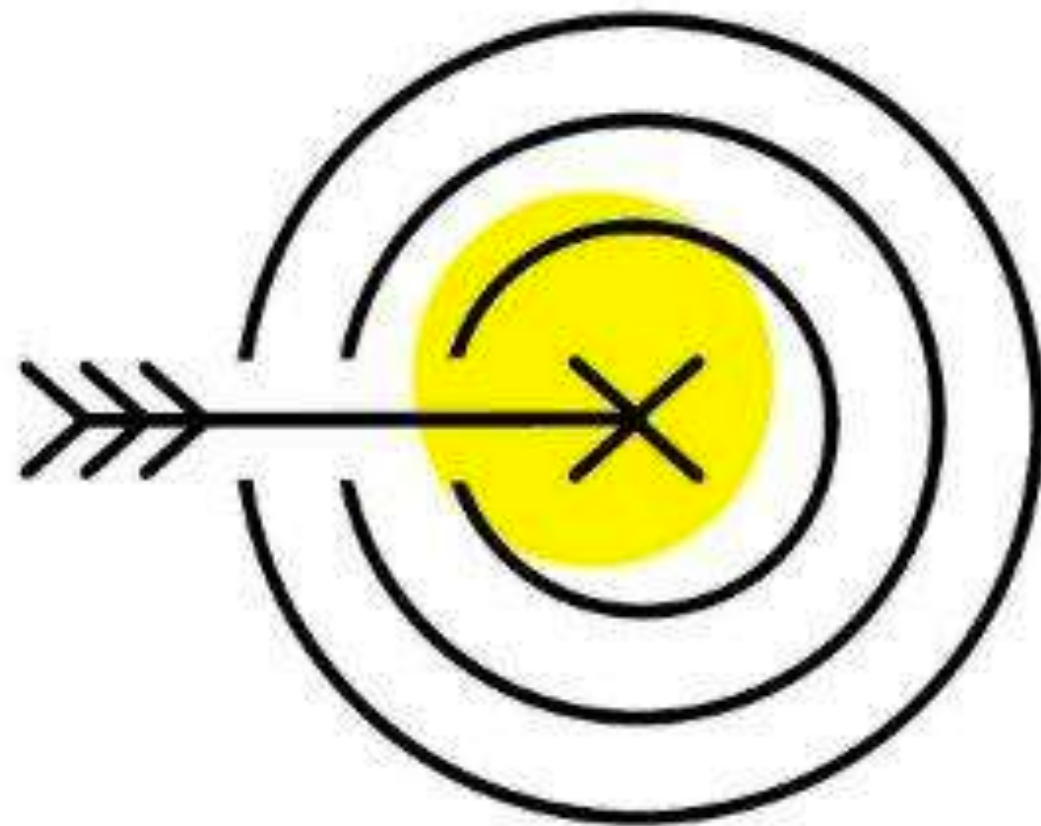




Tecnologia & Experience



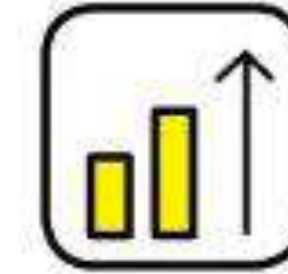
Top 10 Strategic Technology Trends for 2018



Intelligent



AI Foundations



Intelligent Apps and Analytics



Intelligent Things



Digital



Digital Twins



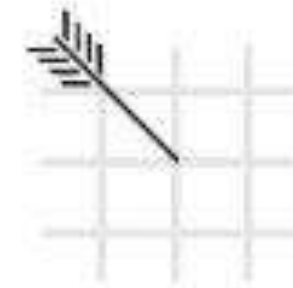
Cloud to the Edge



Conversational Platform



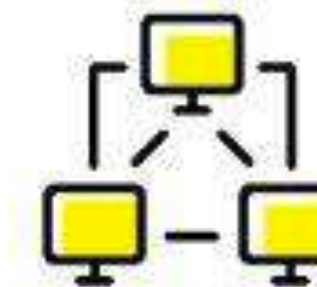
Immersive Experience



Mesh



Blockchain



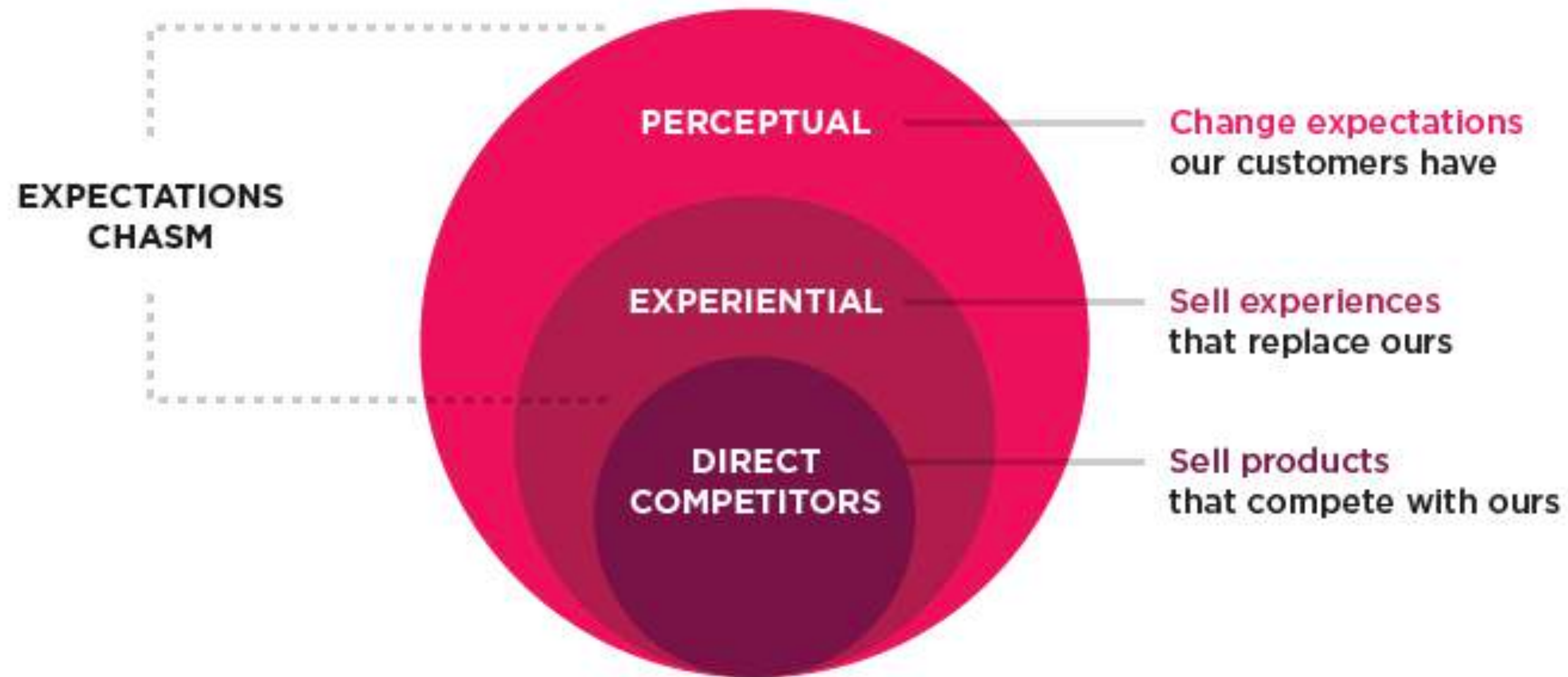
Event-Driven



Continuous Adaptive Risk and Trust



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**'.

<https://www.fjordnet.com/conversations/liquid-expectations/>

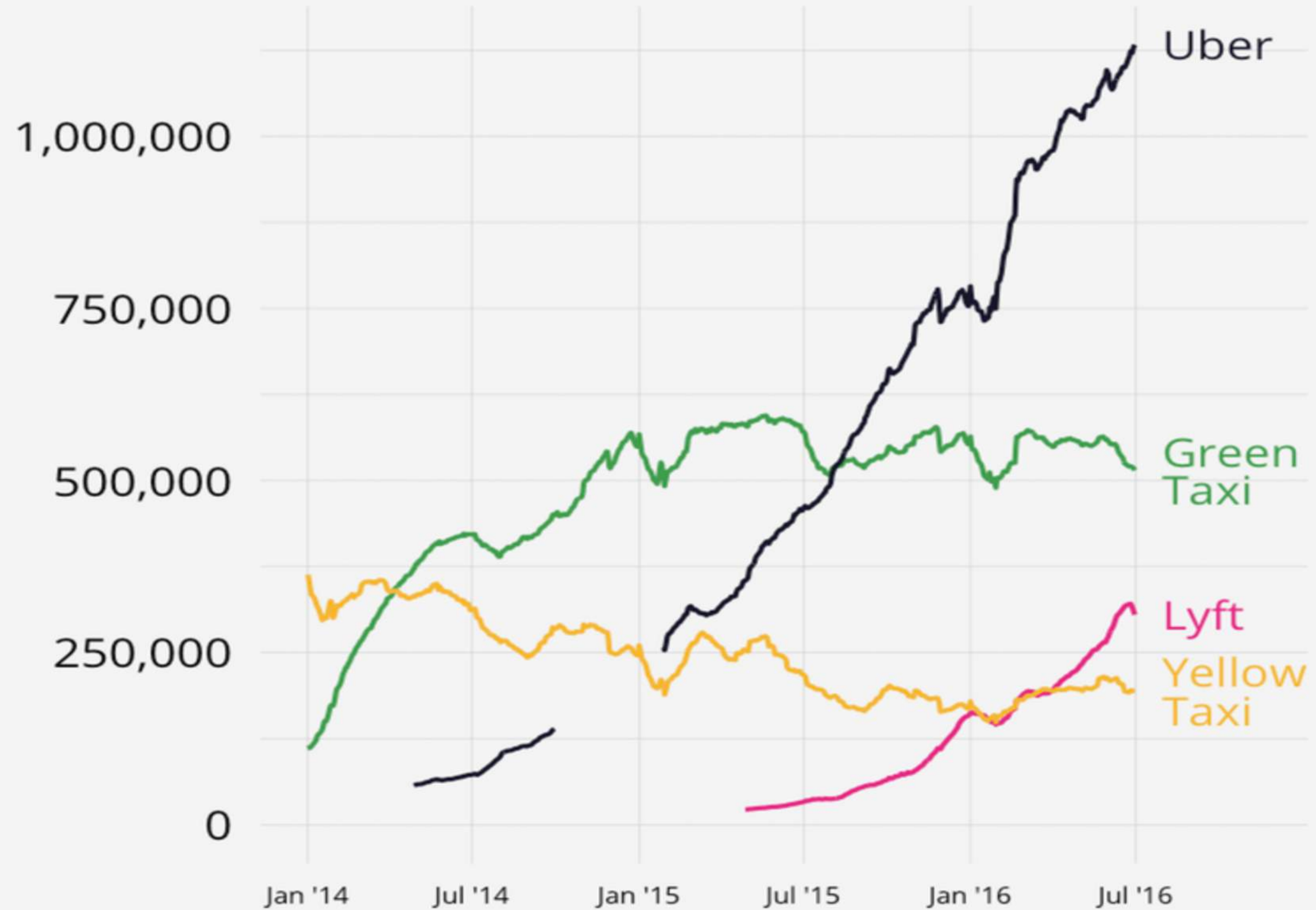


A black and white photograph of a woman with curly hair leaning out of the open rear passenger door of a dark-colored car. She is wearing a patterned, sleeveless top and is looking off to the side. The car is parked on a city street, with buildings and a "MUST TURN LEFT" sign visible in the background. The Uber logo is overlaid on the lower left side of the image.

UBER

Brooklyn Monthly Taxi Pickups

trailing 28 days, based on NYC TLC trip data



toddwschneider.com



MADE FRESH DAILY

ALL DAY BREAKFAST



JUST WALK OUT TECHNOLOGY

<https://www.youtube.com/watch?v=NrmMk1Myrxc&t=19s>

A high-angle photograph of a park scene. A person in a dark jacket and jeans is walking away from the camera on a dirt path, carrying a red and white shopping bag. To the right of the path is a grassy area with a young tree. Further right is a paved walkway made of light-colored rectangular tiles. In the background, there is a park bench and a black lamppost. The scene is brightly lit, casting shadows on the ground.

User experience

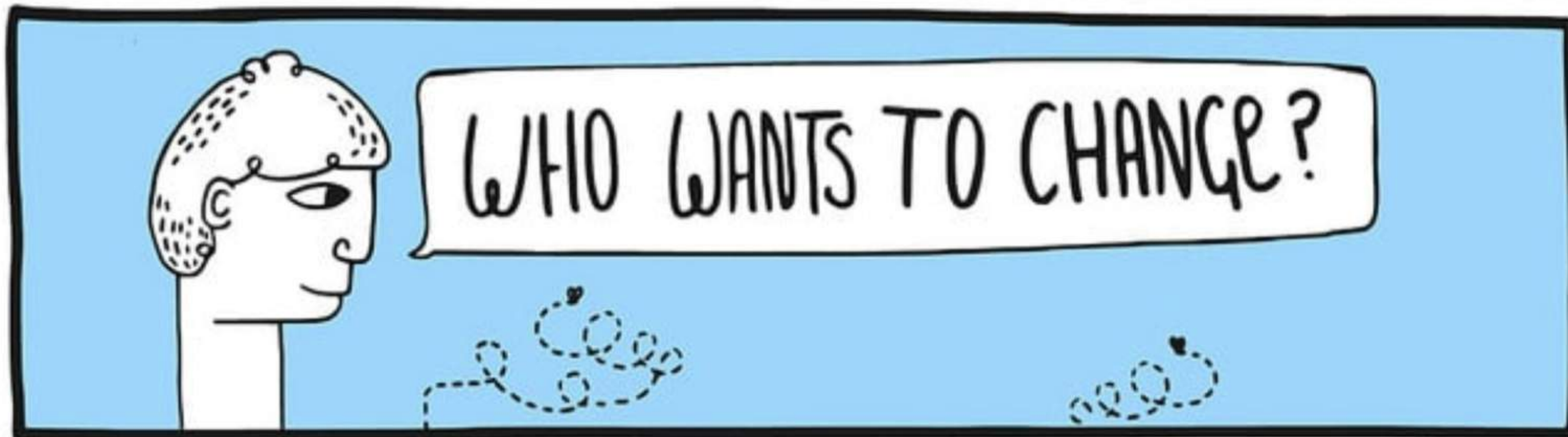
Design

Cambiamento



99.9% of all
business decisions
can be automated

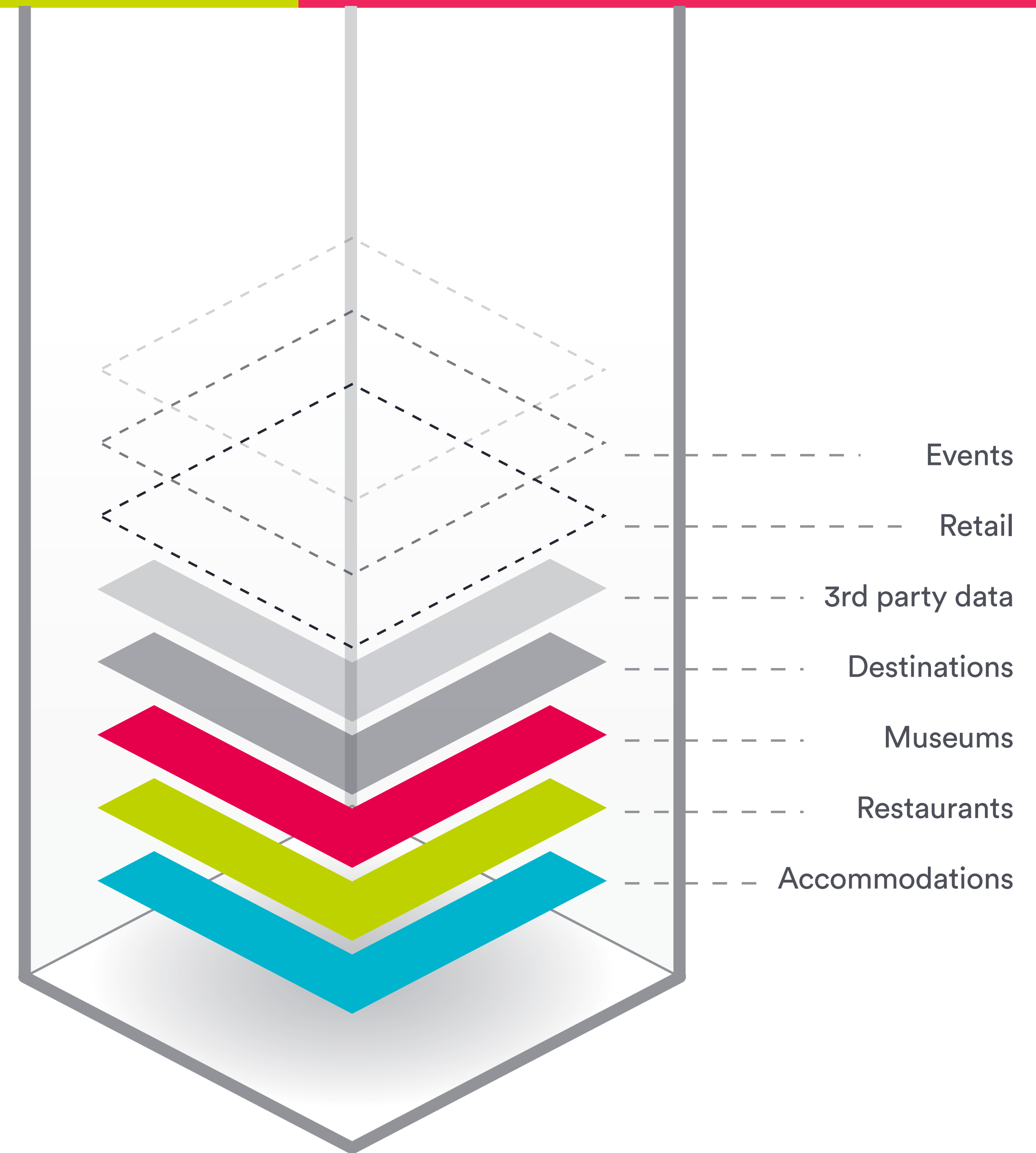




HOLISTIC VIEW

Travel Appeal is founded on Data.

- **1.2M** properties mapped in deep detail, worldwide
- **100M** room prices updated hourly
- **500M** user reviews, pictures, videos and posts
- **1B+** semantically analysed user opinions
- **All** local events worldwide
- Our Data Lake is infinitely scaleable and real-time queryable.



HolidayCheck.com
★★★★★

Expedia®

ebookers.com

agoda

airbnb

FOURSQUARE

Hotels.com

facebook

yelp

zoover
holiday reviews

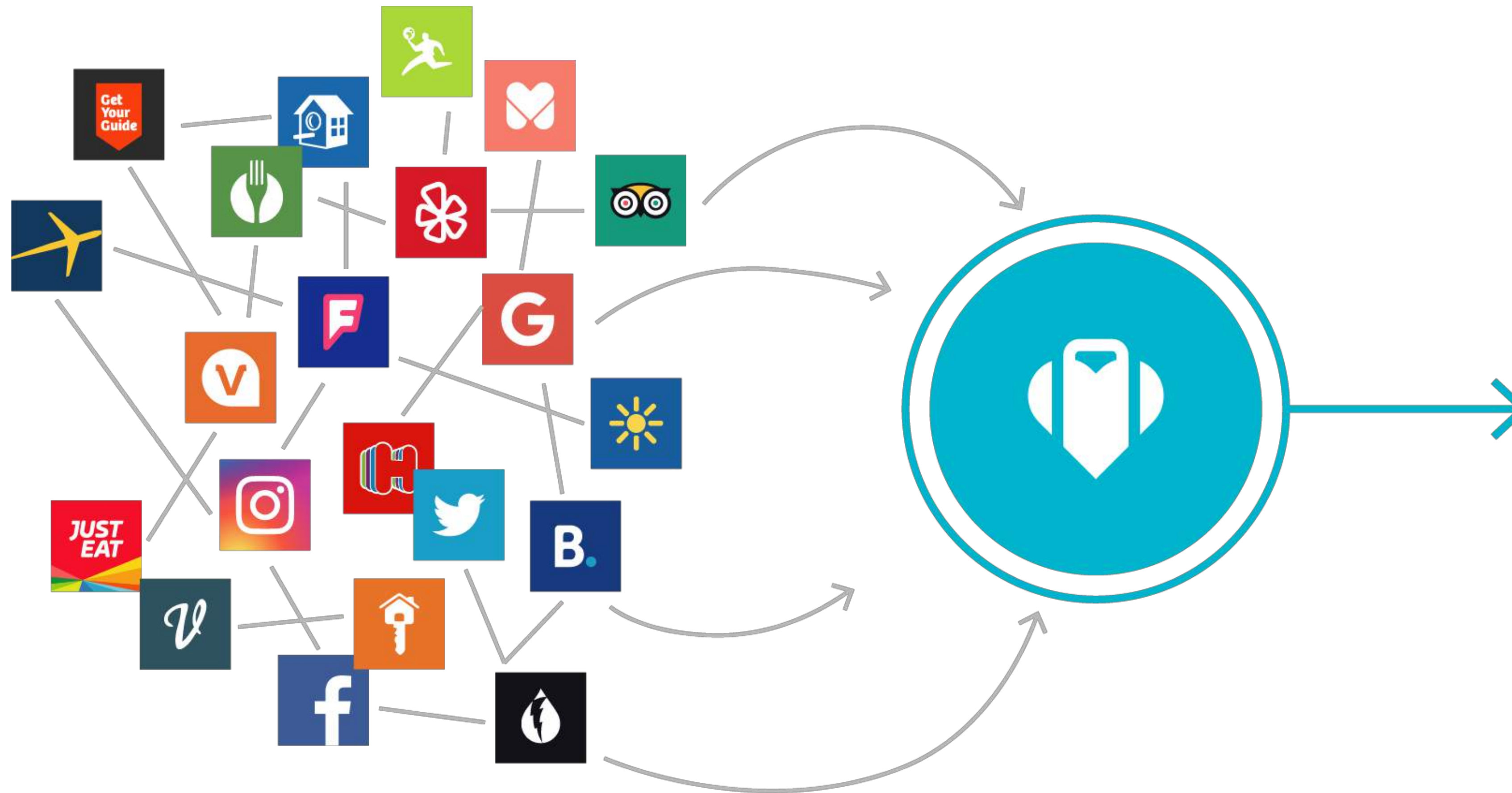


SOLUTION

Millions of Data

Processed by our Intelligence

To get Smart Solutions



ROOM AND RATES

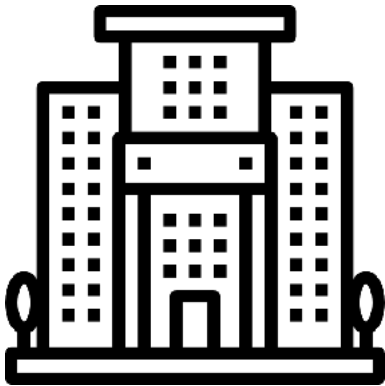
This year's BERLIN FILM FESTIVAL is attracting 20% more travellers than last year. We suggest you to **increase prices by 15% to gain up to 950€ more in revenue.**

UPDATE PRICES



TARGET

Target Data



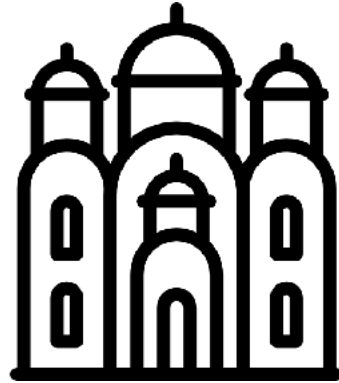
Hospitality



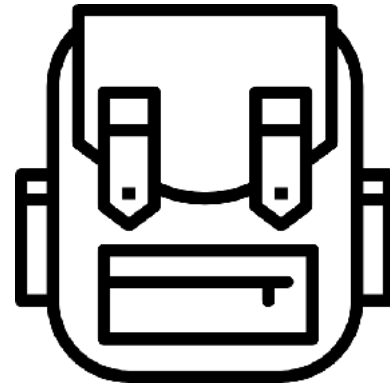
Food&Beverage



Destinations



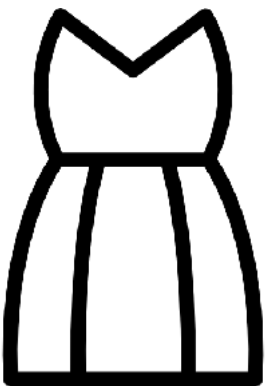
Museums



Experiences



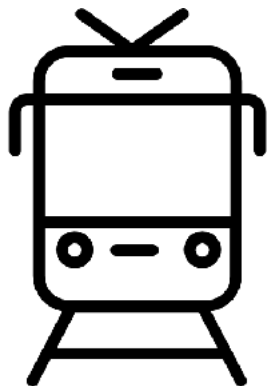
Real Estate



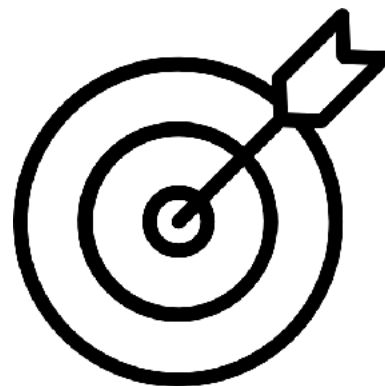
Retail



Airlines



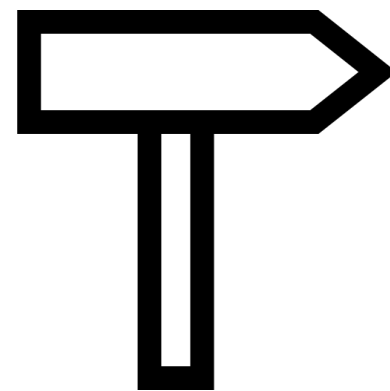
Transportation



Agencies



Research



OTAs



THE SMART BRAIN FOR THE TRAVEL INDUSTRY

Artificial Intelligence and Data Science are the heart of Travel Appeal: we help professionals manage, interpret and evaluate the huge amount of online data on the web, turning it into valuable information, smart suggestions and ready-to-use solutions.

