**GLOBALLY
CONSISTENT
AND COMPARABLE**

TOURISM DATA

SEGMENTATION OF GLOBAL TRAVEL AND TOURISM DATA FOR INSIGHTS INTO TRAVEL BEHAVIOR

GLOBAL TRAVEL AND TOURISM DATA PROVIDE INFORMATION ABOUT

- Where tourists come from
- How many tourists visited a defined region
- The duration of their stay

The area can be freely selected, for example the Black Forest in Germany. When viewing different time periods, changes such as seasonal fluctuations can also be mapped and visualized. In addition, further MBI data can be added to include information about the consumer style, social milieu and status, thus defining a marketing target group even more precisely. Our Global Travel and Tourism Data is currently available for most countries worldwide.

TOURISM DATA

WHO

Tourist associations or tourism companies, but also other companies in the travel industry.

WHAT

Our Global Travel and Tourism Data can be used to characterize visitors by place of residence, social milieu, status, consumer behavior, international origin, cultural background and much more.

WHY

Using our Global Travel and Tourism Data means that marketing measures can be planned in a more targeted manner, reducing scatter loss in marketing campaigns thereby saving costs. In addition to a more precise definition of the target group, MBI Global Travel and Tourism Data also enable competition analyses, industry comparisons and benchmarking.

USE CASE

"A wellness hotel in the Black Forest observed a significant drop in visitor numbers in August. Through benchmarking with the help of Global Travel and Tourism Data from MBI, management can compare visitor numbers for the entire region for August with their own occupancy data. In this way it can be determined whether the decline in visitors affected the entire tourist area or just their hotel. If necessary appropriate measures for internal improvement can be derived from these findings."

TOURISM DATA

NEVER CHANGE A RUNNING SYSTEM

It can be a lucrative approach for companies to identify existing loyal customers, address them in a targeted manner and thus reactivate them. Since they were already enthusiastic about the holiday region in the past, the effort to reactivate them is often considerably reduced compared to gaining new customers.

ADVANTAGES

- Official statistics are often outdated and are published with a delay of several years, whereas Global Travel and Tourism Data from MBI is current data from the past year
- Built on a variety of unique digital mobile data
- Unique insights into the travel behavior of visitors
- Target group-relevant implementation of marketing strategies
- Avoidance of scatter loss
- Budget savings
- Benchmarking

MBI
Worldwide Geodata

Globally consistent and comparable
Trusted partner and preferred data provider to global companies
100% GDPR compliant
Uniform database - same formats, structure and developing methodology
190 countries covered

TOURISM DATA

EXEMPLARY ILLUSTRATION FOR THE ORIGIN AND NUMBER OF TOURISTS VISITING MEMPHIS, USA IN SEPTEMBER 2019
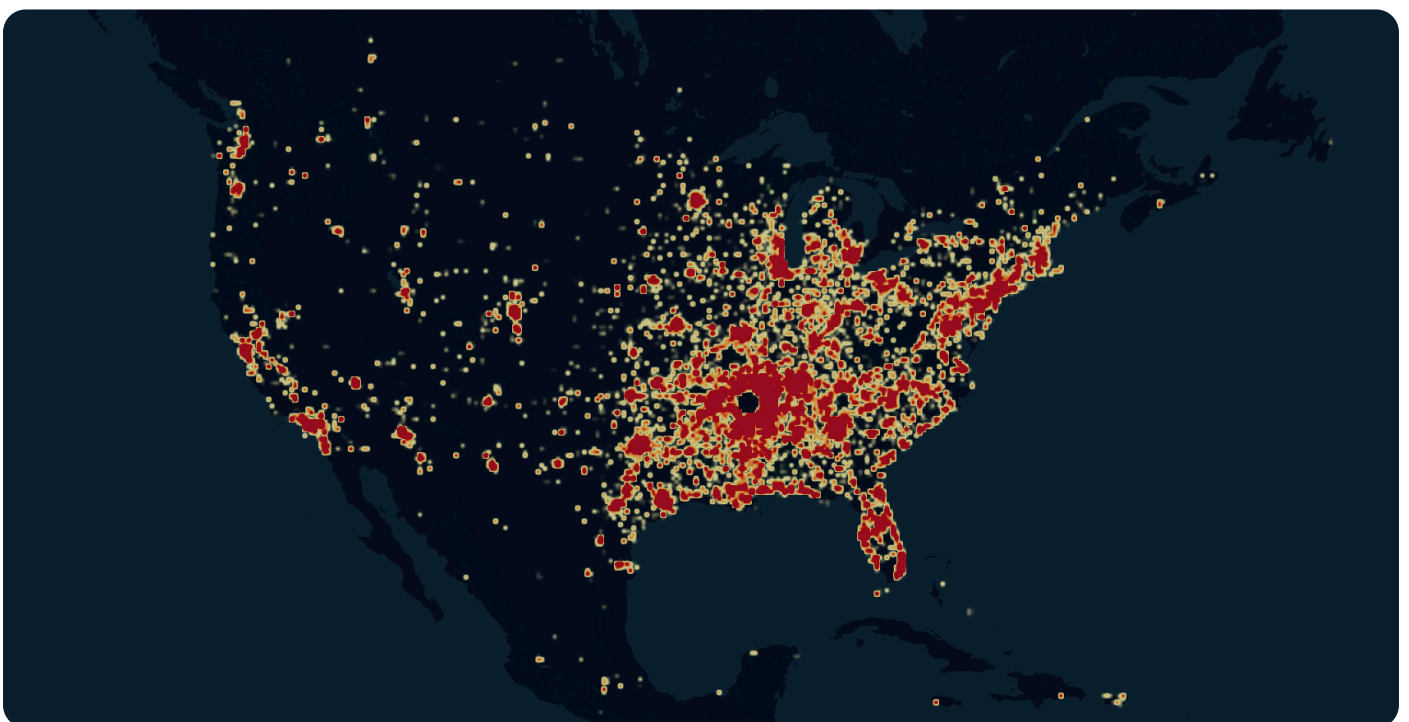
TOURISM DATA

METHOD

The basis for this product is derived from digital mobile applications. The data is refined and aggregated in strict compliance with the GDPR (General Data Protection Regulation). Once a region is defined or selected, the current population, workforce and short-term visitors are removed. Leaving only visitors from outside the area that are seen within the area for a longer duration to be counted. There is also the option to define a certain radius around the area to be excluded from the observation.
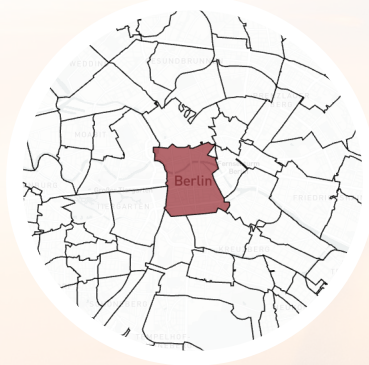
GIS FORMATS

Esri Shape file (.shp)
Esri Geodatabase (.gdb)
MapInfo (.tab)
MapInfo MIF/MID

AVAILABLE AREA LEVELS FOR GLOBAL TRAVEL AND TOURISM DATA
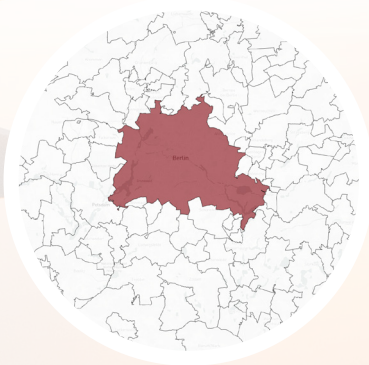
ADMINISTRATIVE BOUNDARIES

POSTCODE BOUNDARIES

MICRO BOUNDARIES

INDIVIDUAL AREA SELECTION ON REQUEST

ABOUT MBI

- Leading global data provider
- Preferred data provider & partner to leading IT & GIS companies
- One of the first global HERE Technologies Distributors
- Standardized data sets, consistent and comparable with a seamless global coverage
- Over 20 years experience in geodata and location intelligence through various industries
- MBI unites passion and scientific know-how to provide globally consistent and comparable geodata
- GDPR compliant
- Part of Michael Bauer Group, market leader for state-of-the-art and innovative market data

MBI Office

Karlsruhe

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for more information on our worldwide comparable geodata offering!

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