

# BIG DATA & ONOMASTICS FOR TOURISM INTELLIGENCE

2013-04-24

INTEGRUM and NamSor for Territorial marketing

# RussoScopie:

## Two projects with mutual benefits

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### Integrum *has names*

- ❑ Commercial agent
- ❑ Large database : 9000+ sources
- ❑ Media, Companies, Directors
- ❑ Focus Russia/Belarus/Ukraine
- ❑ Clients : AmbFr, DGA,CCIFR,...

Тьерри

### NamSor *sorts names*

- ❑ Designer of innovative software
- ❑ Text Mining/Data Mining
- ❑ Analyse names, social networks
- ❑ All alphabets/languages/places
- ❑ Leads: InvestInX, Customs, MinDef

Thierry

蒂埃里

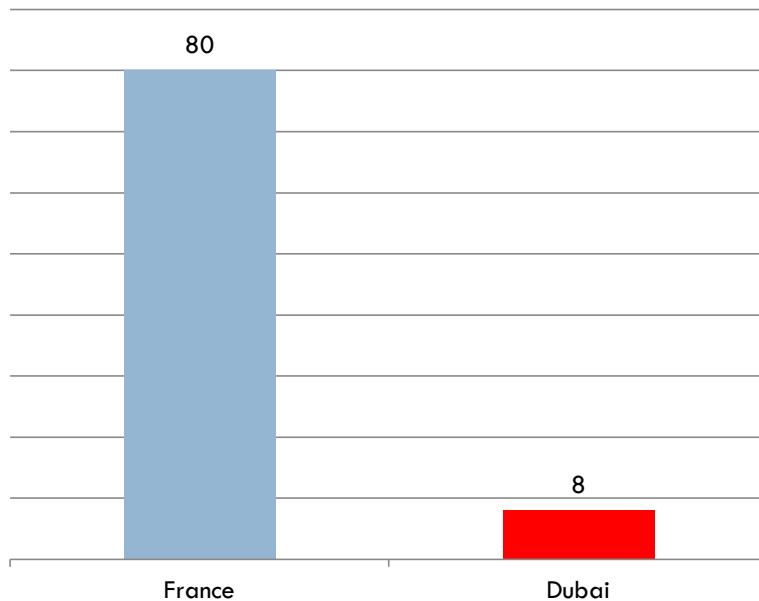
تيري

# Why country branding matters

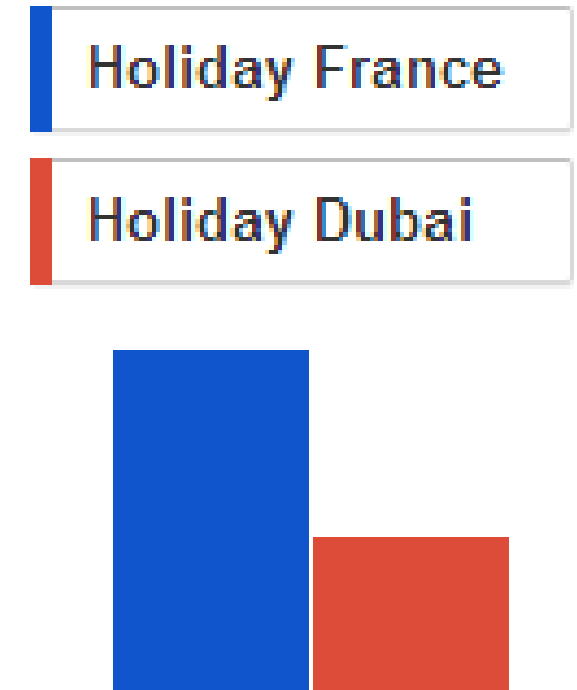
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**Actual market position**  
(source : world tourism org)

**France vs. Dubai**  
in million visitors (2011)



**Interest by Internet users**  
(source: google trends)



# Country branding creates interest!

Dubai, Turkey, ... are recognized as LEADERS

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## Trends: France vs. Dubai as a touristic destination

### Interest over time

The number 100 represents the peak search interest

forecast

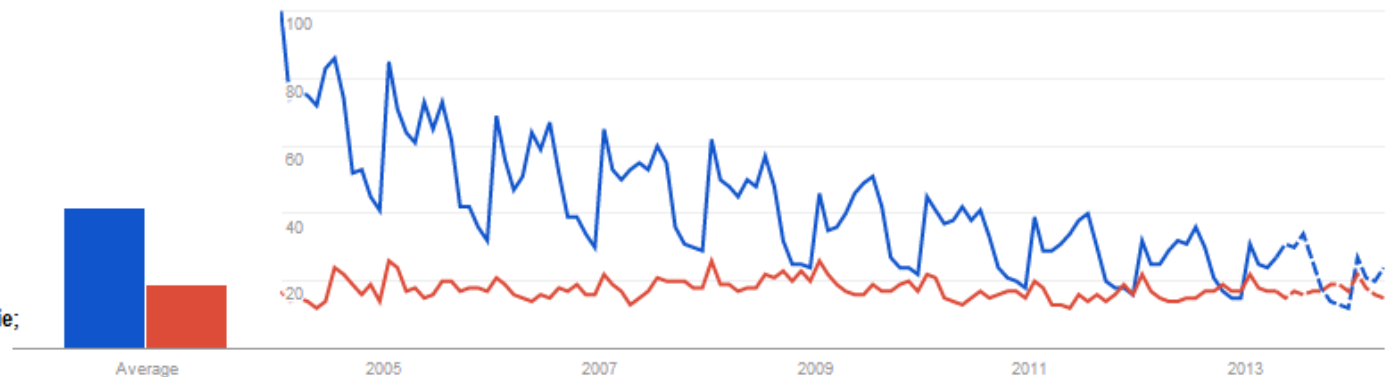
Search terms ?

× Holiday France

× Holiday Dubai

+ Add term

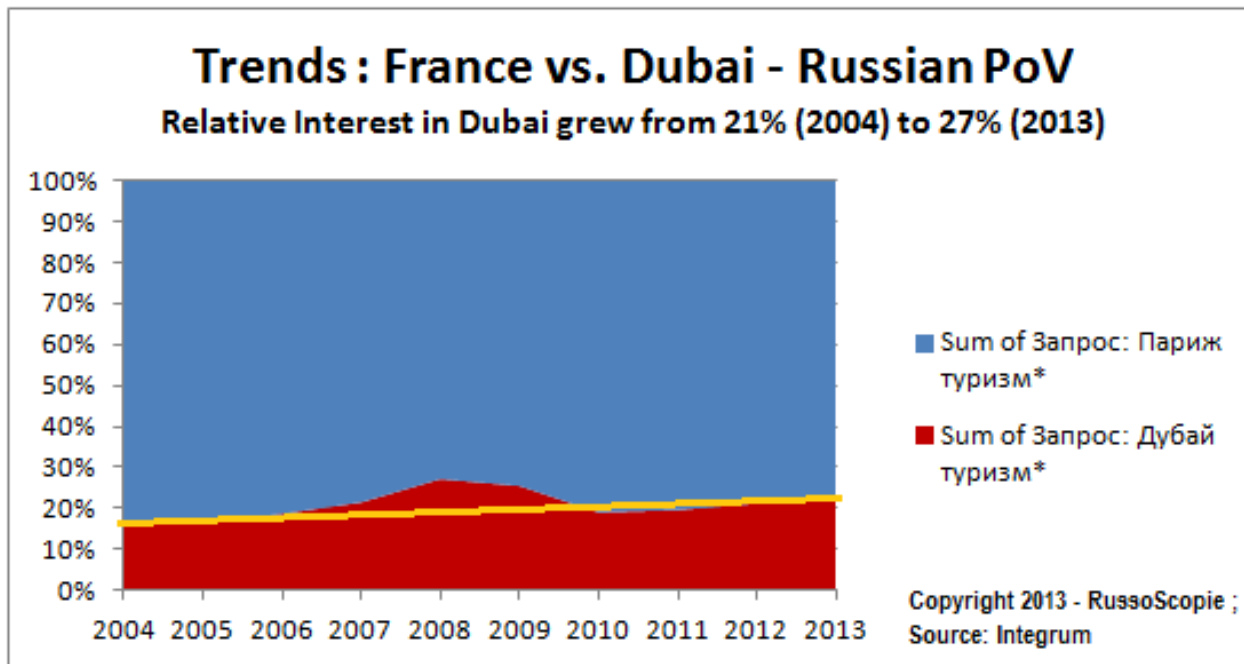
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Source: Google Trends



# What about Russian tourists?

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- They are fond of Paris, but
- Open to alternative offerings :
  - ▣ Especially when the Russian economy is strong!



# INTEGRUM offering for Tourism

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- **Brand image monitoring**
  - Query and analyse large archive of Russian media
  
- **Effective marketing & communication**
  - Identify decision makers and opinion leaders
  - Identify companies in a specific sector/region

# NamSor offering for Tourism

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- Global name recognition software
  - ▣ Probabilistic
  
- Analyse visitor behaviour/satisfaction according to
  - ▣ Gender,
  - ▣ Country,
  - ▣ Other (Language, Ethnic, Cultural, Social, Religious...)
  
- Profiling & marketing: Internet & the real world

# Thank YOU!

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