

VISIT PIEMONTE

How the destination of Piedmont, Italy leverages Sentiment Analysis and Alternative Data to boost tourism and overcome competitors



WHO WE ARE

VisitPiemonte

VisitPiemonte is the **DMO (destination marketing organization) of the region of Piedmont, Italy**. They are the in-house agency of Regione Piemonte and Unioncamere Piemonte, which work directly with the tourist and agri-food valorization of the territory.

Within the company, VisitPiemonte also operates the **Tourism Observatory of the Piedmont Region**, which analyzes tourism offers and tourist flow trends, through the collection, analysis and interpretation of data.

In 2020, the Tourism Observatory of the Piedmont Region, a dedicated

department in VisitPiemonte, gave life to **the Observatory of Langhe, Monferrato and Roero** (Osservatorio LMR) thanks to a partnership with Unioncamere Piemonte, Ente Fiera Internazionale del Tartufo Bianco d'Alba, Ente Turismo Langhe Monferrato Roero and Banca d'Alba.

The Tourism Observatory is an everyday tool, dedicated to the tourism and food industries of the region. Its aim is to monitor the effects of one of the most important food and wine events on the international scene: **The International Alba White Truffle Fair**.

THE HEADQUARTER

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PRODUCTS

Data Appeal Studio

AUTHORS

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THE CHALLENGES

Putting tourists at the forefront to plan destination growth effectively

The history of the Tourism Observatory of the Piedmont Region began in 2006, in conjunction with an event that would transform the face of tourism in Piedmont forever: **the Turin 2006 Winter Olympics**.

Since then, Piedmont has experienced a significant growth in tourist flows. **In just 10 years, arrivals increased over 43% and overnight stays grew over 23%**. In fact, this positive trend stopped only in 2020, as a result of the Covid-19 pandemic.



Tourists have become the center of our analysis models.



Over the years, the socio-economic and cultural evolution of tourism has encouraged VisitPiemonte to put tourists at the center of business strategies. In fact, **the DMO shares that everything revolves around the visitor**. Visitors are not only the protagonist of trips and vacations, but an active subject in the creation of Piedmont's image with their comments, online reviews and blogs.



However, despite the statistics on growing arrivals, VisitPiemonte had no **"qualitative"** indicators to properly orient choices and strategies. First and foremost, the DMO needed tourist sentiment.

“We felt the urgency to investigate, in detail, **the level of traveler satisfaction and the analysis of their "digital traces"**. How do people perceive us? Does it change based on their origin? Why do visitors choose to stay in Piedmont?”

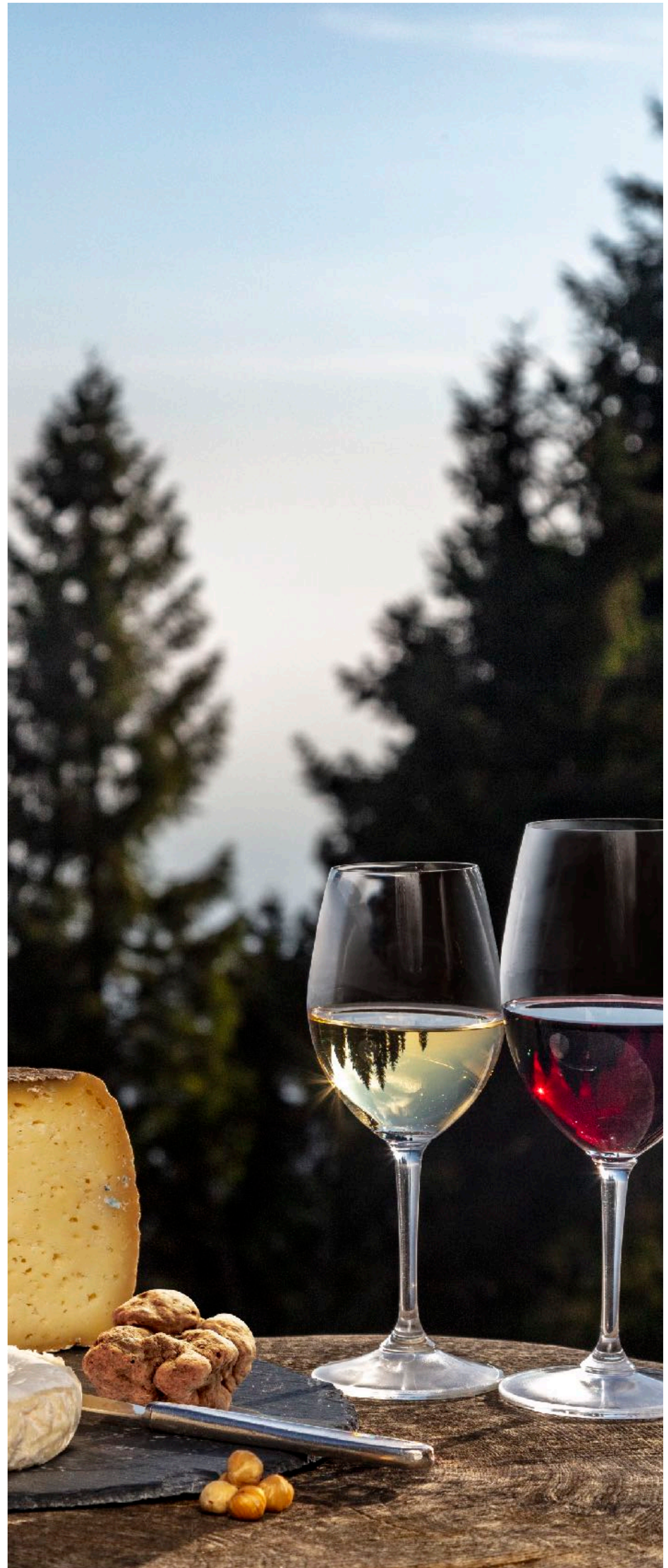
THE GOAL

Obtain a comprehensive overview of tourist sentiment and benchmark against other destinations

In order to understand the real perception that tourists had of Piedmont, we began to conduct **surveys, which, unfortunately, soon proved to be inefficient**, because they involved too much time and resources. Moreover, they only allowed us to detect the sentiment for macro-themes or, for example, overall opinions about someone's hotel experience. **We could not go into detail**, systematically monitor results, make comparisons or develop benchmark analyses against other destinations of interest to us.



We needed a tool to identify our strengths and weaknesses so we could take action that aligns with our market developments.



Credits Gianni Oliva Photography for VisitPiemonte

THE RESULTS

Sentiment Analysis: The missing piece for the Piedmont Tourism Observatory

In 2020, we decided to adopt the territorial analysis platform **Data Appeal Studio**, a tool with a seamless, easy-to-use interface that aligned with our needs as a DMO. The platform allows us to analyze supply and demand, in real time, and plan our promotions, campaigns and investments accordingly.

The comprehensive analysis of our destination provided us with an accurate idea of how tourists see and experience the Piedmont territory, in all its facets: **What's the sentiment of Piedmont at a regional level, city level, or of each local hotel, restaurant or attraction?** Does this change based on visitor origin or typology?



The adoption of Data Appeal Studio was an element of innovation that sparked interest of both our internal office and stakeholders, with whom we share the results.



The **Sentiment Score - the indicator which measures the level of visitor satisfaction** - was the missing dataset we needed to complete a new dashboard of KPIs for the Tourism Observatory of the Piedmont Region. This tool was designed for a deep territorial analysis to direct actions and better support local tourism, especially in the moments of great difficulty caused by the coronavirus pandemic.

Data-Driven Success

Thanks to the new insights, we've made investments and planned targeted actions to support our tourism industry. As a result, these investments have already demonstrated success and yielded results in 2020.

Analyses reveal that the territories of Langhe Monferrato Roero and Cuneo recorded the highest sentiment in the

region: **89.9/100 (+0.4%) and 89.2/100 (+0.3%) respectively, up from 2019.**

Satisfaction relating to accommodation services in Piedmont even exceeds the national average. Reviews from Italian users were higher than those from abroad, but the Sentiment of the latter was more positive (88.1/100 vs. 86.6/100).



THE RESULTS

Focus on benchmarking to become more competitive

In order to make more prudent decisions related to marketing investments and positioning, **territorial benchmark analyses are very relevant for us.** They allow us to make comparisons between various destinations within the Piedmont region, and also, **between Piedmont and other competitor destinations.**

On the basis of the results, we can really highlight the **peculiarities** on which to focus our promotional strategies and plan cross-selling actions of local and regional products and partnerships to be more competitive at a global level.



THE RESULTS

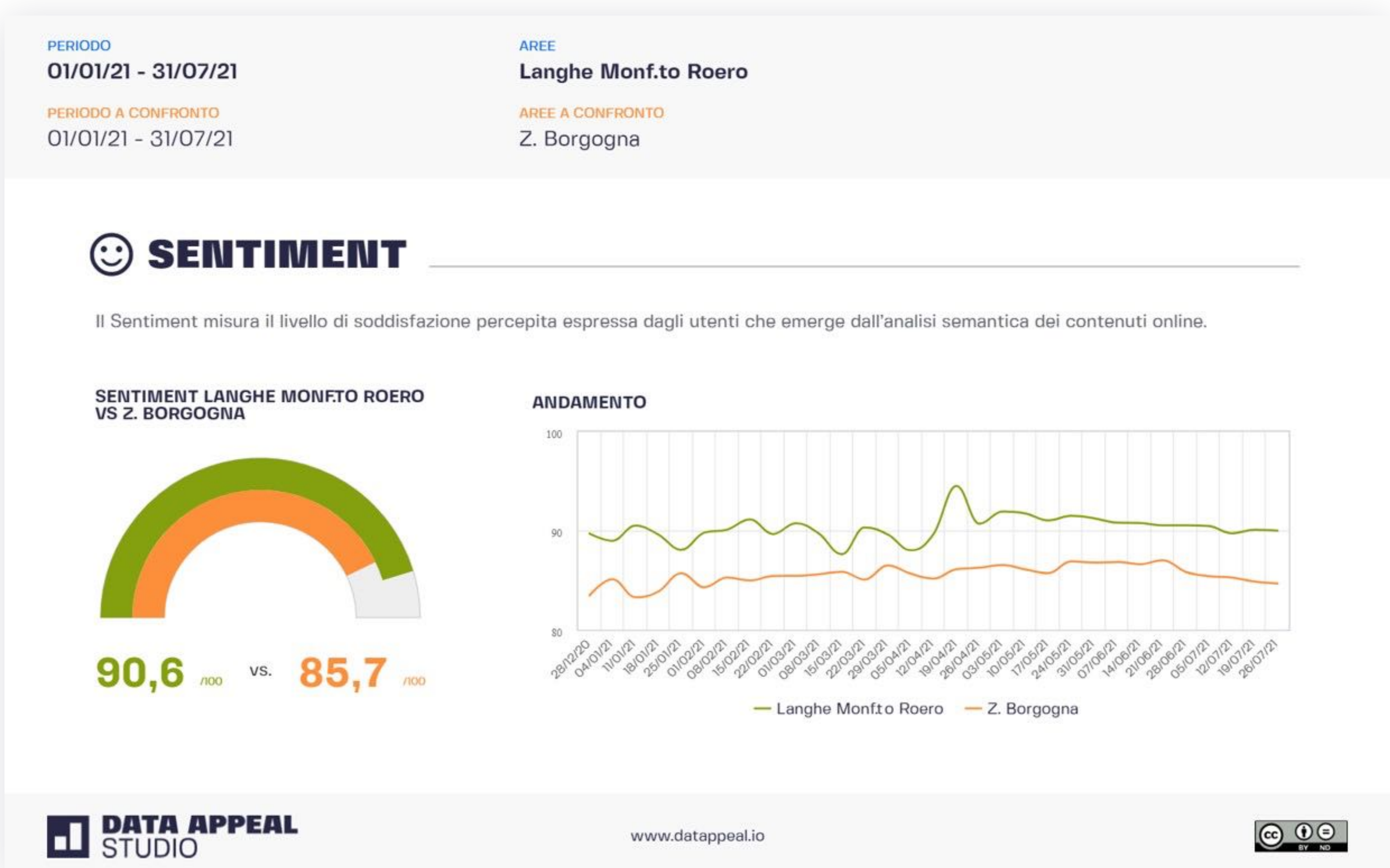
The Langhe Monferrato Roero Observatory: Identifying our strengths and competitive advantage

Data Appeal Studio and the rich information it provides us are also useful in the context of **public-private partnerships** to support and promote the economic development of specific territories of Piedmont and the local businesses located there.

A perfect example of this is the **Langhe Monferrato Roero Observatory**, created to analyze the effects of, and tourism's impact on, one of the most important

Food and Wine events in the world: The International Alba White Truffle Fair.

The most interesting data, previously unknown to operators, emerged from the comparisons between the tourist product of Langhe Monferrato Roero and that of other similar territories for food and wine: **Brunello, Chianti, Franciacorta - national benchmarks - and Burgundy - an international benchmark.**





Credits VisitPiemonte-Gettyimages

Looking at reviews on the web, Langhe Monferrato Roero earned a much higher sentiment than Burgundy, France in particular, in every sector of the tourism industry:

- **Hospitality:** 93.6/100 vs. 86.2/100
- **Food & Wine:** 90.1/100 vs 84.2/100
- **Attractions:** 90.5/100 vs 89.6/100
- **Overall:** 90.9/100 vs 85.6/100

This data is the real evidence of how competitive our territory is and of the value of our food and wine offer not only domestically but abroad. It's no coincidence that **Piedmont was awarded the first Italy Digital Destination prize as the Region with the Best Food & Wine Offer** based on an analysis of the sentiment of online content at a national level.



Analyze the supply chain of wineries

Food and Wine-related tourism in Piedmont generates a significant income for the region, therefore it's fundamental that it's constantly monitored and analyzed. From this point of view, Data Appeal Studio is a precious tool.

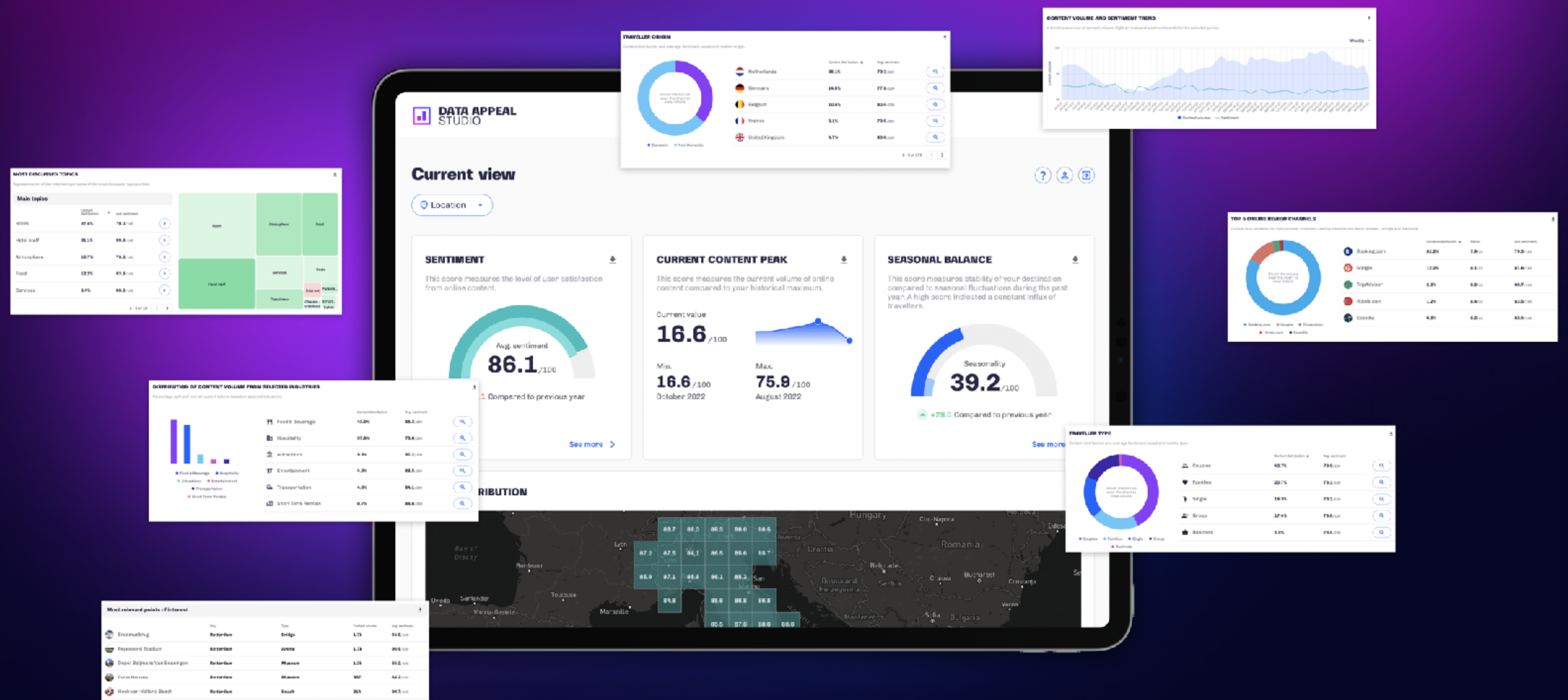
In fact, the platform allows us to **examine each sector of the tourism industry** (Hospitality, Food & Beverage, Attractions), but also to go into **detail about the individual operators** of each sector.

Among attractions, for example, we managed, for the first time, to keep track of the **performance of local wineries**.

This is one of the most attractive aspects for food and wine tourism in Piedmont. We're excited to deepen our analysis, especially in view of the **World Conference of Wine Tourism**, which will be held in Alba in September 2022.



Are you the next data-driven destination?



Discover the all-in-one destination analysis platform. Improve Your Destination's Competitiveness from 360°

Take the guesswork out of destination management

Data Appeal Studio is an all-in-one destination analysis platform tailor made for DMOs, tourism boards and destinations.

With one tool track, evaluate and benchmark destinations of any size, its operators, visitors and competitors.

From flight and hotel searches and bookings to post-stay reviews, analyze the visitor journey from 360°.

Effectively manage your destination and brand:

- Forecast Arrivals
- Analyze your destination's reputation
- Benchmark and compare
- Strategize and improve

Explore Data Appeal Studio

