

DATA APPEAL STUDIO FOR

# FRIULI VENEZIA GIULIA

Leveraging destination data to build a data-driven culture and competitive tourism offering

## WHO WE ARE

# PromoTurismoFVG

PromoTurismoFVG is the regional DMO - destination management organization - responsible for the strategy, operational management and tourism promotion of Friuli Venezia Giulia, a region in northeastern Italy.

Art, culture, the sea, mountains, biking, golf and historic palaces are just a handful of the products offered to tourists visiting this region.

Special attention is also paid to food and wine, where an entire division of the organization is dedicated.

PromoTurismoFVG's primary mission is to develop the tourism ecosystem by welcoming travelers as "**temporary citizens**" and creating specific tourism products that not only meet their needs, but exceed their expectations.

### THE HEADQUARTERS

Villa Chiozza, via Carso 3  
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### THE AUTHORS

- Stefano Taddio, Digital & Communication Program Manager of PromoTurismoFVG
- Bruno Bertero, Direttore Marketing of PromoTurismoFVG

THE CHALLENGES

# Capturing traveler opinions to map out the destination's future

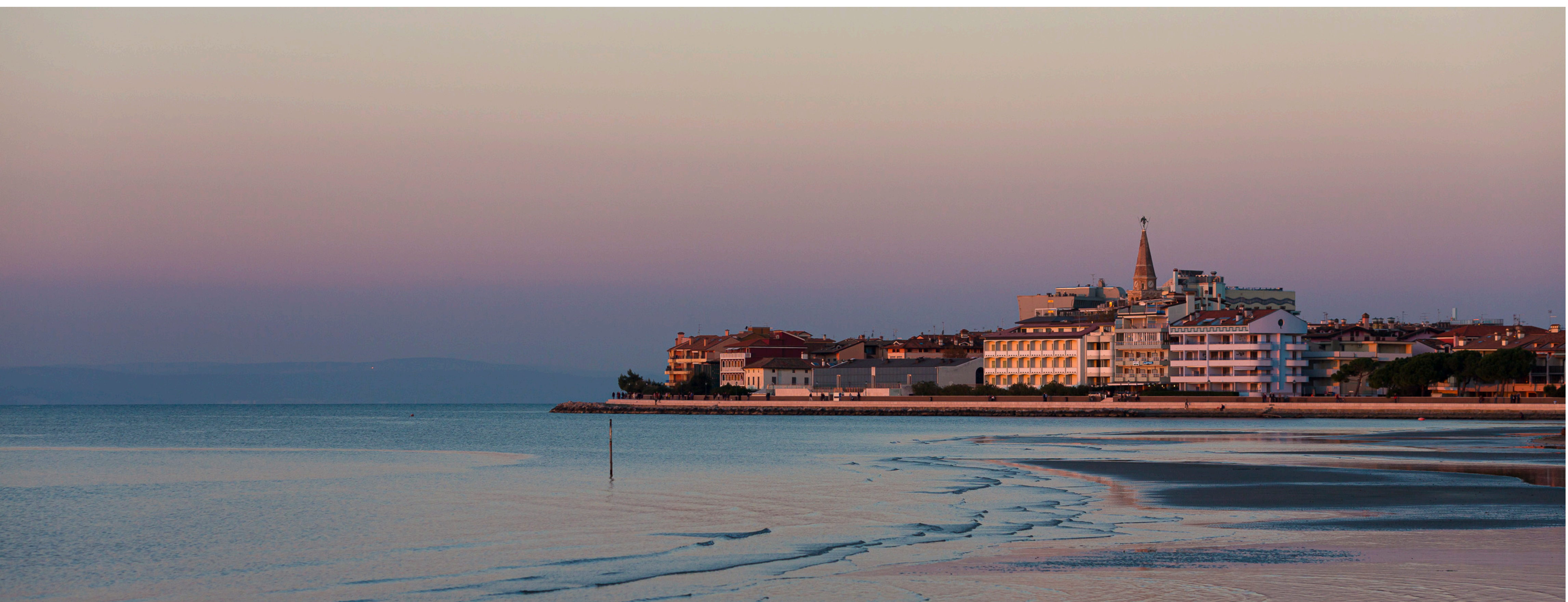
In recent years, the exponential growth of reviews and online content posted by travelers has proven the need to collect this feedback and take advantage of it to really understand the true perception of Friuli Venezia Giulia.

Why do travelers choose us as a destination? What do they expect?

Do the services and experiences meet their expectations?



Drawing on the vast amount of online data available, we knew it was essential **to fully understand the traveler experience.**



By analyzing and evaluating the visitor experience, we could **better design and improve our offerings and share these insights with the individual operators who are on the front lines every day** in contact with our visitors. Accessing this information was invaluable.

## THE CHALLENGES

# Obtaining comprehensive reports on our visitors and tourism offering



One of the difficulties we encountered over the years was not having a tool available that would allow us to **bring together and normalize tourism data from different sources**.

For a long time the only data available for monitoring visitor flows and trends and profiling travelers was ISTAT, general statistics based on arrivals and nationality. In 2004, we conducted an analysis on tourist satisfaction; however, the sample collected was not large enough to be representative and we faced difficulty compiling a comprehensive and accessible report.

We also included Google Analytics data from our website and social channels, but again, it was difficult to obtain uniform and aggregate insights.

To all this quantitative information, **we knew we had to add "qualitative" data, such as reviews and ratings**, which were essential to extrapolate a reliable tourism analysis.

We set out to adopt one single platform, where the reading and understanding of up-to-date data was clear and immediate.

## THE CHALLENGES

# Train and engage operators to build a data-driven culture

Training is one of the main assets for PromoTurismoFVG, a **strategic element to contribute to the growth and improvement of the regional tourism offer**. A journey that began in 2015 with an annual budget of just 45,000 euros, increased in 2021 to over 200,000 euros. In 2021 alone, over 130 training sessions were organized for a total of 1,300 hours of lessons. More than 2,000 attendees and 700 certificates of participation were sent out.

The most attended training courses in 2021 included: english language for hospitality, new post-Covid behavior models, management control, marketing for B&Bs, vacation homes and tourist accommodations, walking tourism, how to create effective videos for social channels.

Yet, we as a destination wanted to go further. We wanted to disperse a data-driven culture and **empower hospitality and tourism businesses to rely on data to understand how to meet and exceed visitor expectations**.



We wanted tourism data to become the heritage and backbone of everyone in the hospitality chain and therefore **integrate it into our training and growth paths.**



RESULTS

# 360° of destination data at your fingertips to share with stakeholders and operators

In 2019 we got in touch with The Data Appeal Company and tested out **Data Appeal Studio**, their destination analysis platform. Immediately we were able to see its potential and ease of use. Data Appeal Studio is an easy-to-read tool, accessible to everyone and invaluable for having **the most relevant and up-to-date data** in meetings with stakeholders and operators. In particular, **analyzing the sentiment of**

**businesses and experiences expressed by visitors in detail along with their composition and origin provided us with actionable insights.** We share this information with stakeholders in the supply chain to evaluate their performance across hospitality, food and beverage, attractions, transportation and more. Below we can see the indexes in 2021 compared to the previous year.

## SENTIMENT FRIULI VENEZIA GIULIA



+0.2 Compared to previous year

The Sentiment Score measures the level of user satisfaction that emerges from the semantic analysis of online content.

## TRAVEL BAROMETER FRIULI VENEZIA GIULIA



+43.8 Compared to previous year

The Travel Barometer measures the well-being and state of confidence of the tourism industry in your territory and short-term trends.

## COVID SAFETY INDEX FRIULI VENEZIA GIULIA



+24.0 Compared to previous year

The Covid Safety Index measures, in real time, the effectiveness of anti-Covid actions and measures taken by businesses and territories and the resulting confidence expressed by customers.

The platform revealed emerging trends even in difficult times, like Covid-19 lockdown, such as the growing satisfaction of French and Northern European visitors, particularly from Scandinavian countries, which have now become one of our target markets. **This is vital data to convey to those working in the field - hoteliers, restaurateurs, tour guides, etc. - to help**

**them launch effective marketing campaigns.** With the tool, we can go into accurate and granular detail. For example, we can drill down to the composition of demand per city or province, or assess the sentiment by industry or visitor country of origin or typology. **This data is critical when creating promotional strategies and making targeted investments.**

**PERIOD**

17/02/2022 - 17/05/2022



**TOP ORIGINS**

Visitor origin and experience insights  
(i.e. the satisfaction of visitors by country)

	Contents	Sentiment
Italy	46.6% ▼	84.6/100 ▼
Austria	25.1% ▲	86.1/100 ▼
Germany	7.2% ▲	85.8/100 ▼
Hungary	2.4% ▲	87.7/100 ▼
Slovenia	2.1% ▲	88.9/100 ▲

**VISITOR TYPOLOGY - CONTENT & SENTIMENT**

Visitor typology and the relative level of satisfaction

	Contents	Sentiment
Couples	47.1% ▲	86.6/100 ▼
Families	25.9% ▲	86.7/100 ▼
Group	13.7% ▲	85.3/100 ▼
Single	12.3% ▼	85.3/100 ▼
Business	1.0% ▼	83.9/100 ▼



## RESULTS

# Interactive Training: Providing the entire tourism supply chain with access to data for more effective and customized offers



Throughout the year, we invest in a full calendar of events and training sessions for our operators.

Moreover, the data collected with Data Appeal Studio has become the subject of these meetings during dedicated webinars that, to date, have already involved 300+ operators.

In addition, we have decided to share insights about our destination within our newsletters. Accommodation prices and occupancy trends, **Sentiment Scores**, the **Covid Safety Index** and other valuable data supports a mindset transformation of

those working in tourism. **Through these types of communication, we are engaging more and more with stakeholders and conveying the culture of data.**

In this way, we are active advocates in offering the opportunity for operators to utilize data analysis as a starting point to improve their work and create services at an increasingly high level. At the same time, operators are able to maintain full control of any situation and evaluate traveler satisfaction and perception of the area - both in its entirety and by individual industry or business.



# Towards an increasingly data-driven future

In 2022, we plan to build a Business Intelligence platform that will bring together both the data from **Data Appeal Studio**, integrated via API, and data provided by other partners and collected by the region. This will enable us to access a comprehensive and real-time snapshot of both tourists and residents, and how they experience our destination.





**DATA APPEAL - DAY BY DAY**

# Assessing the impact of events in the region

Data Appeal Studio has been an excellent ally for Friuli Venezia Giulia, especially at such a delicate time with the Covid-19 pandemic.

**The platform has allowed us to measure the effects of our efforts and share and educate the public about them.**

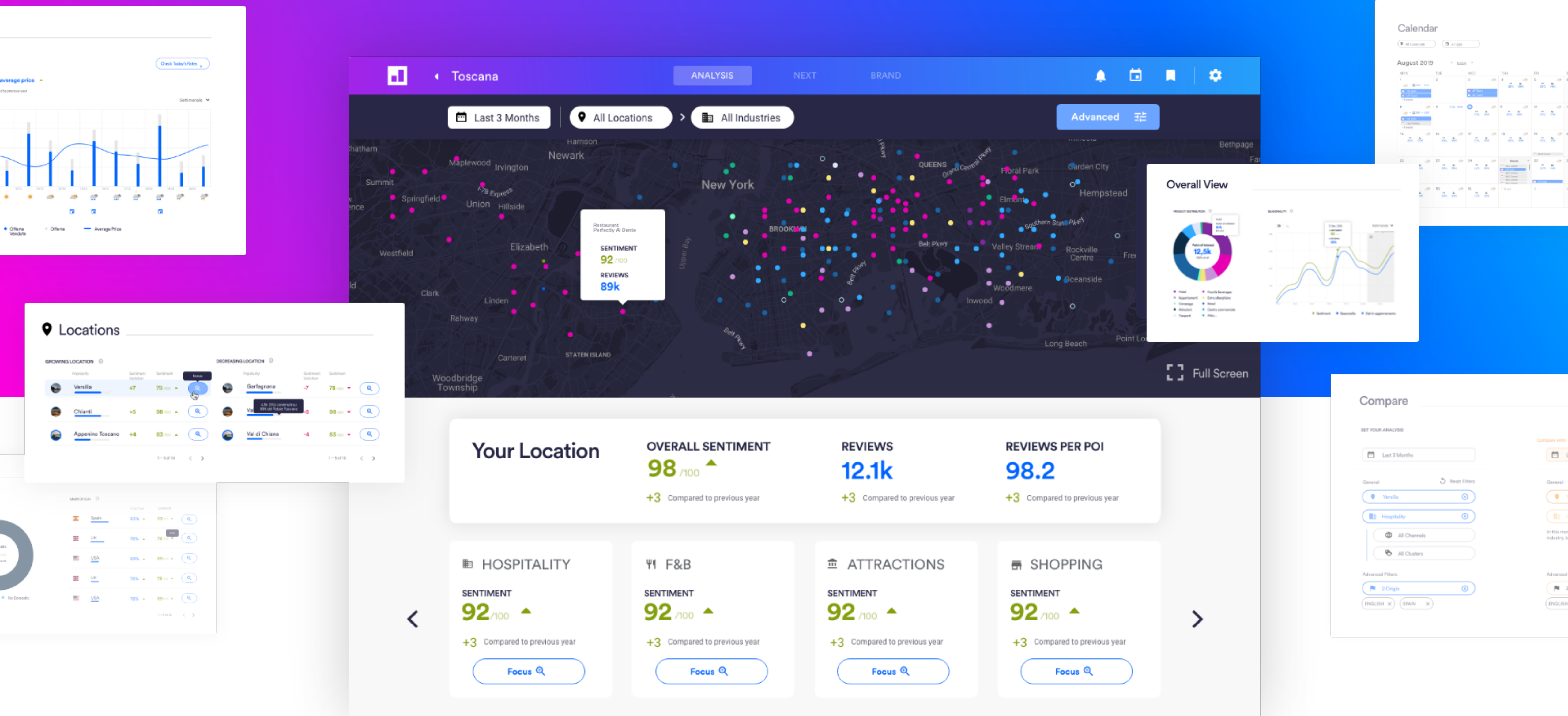
In particular, Data Appeal Studio helps us **focus on prominent events and understand their impact on the territory.** For example, for the **Barcolana**, a historic regatta in the Gulf of Trieste, we conducted a 2021 vs. 2019 comparison.

This feature on the platform enabled us to benchmark and compare a variety of datasets in conjunction to the event.





# Discover **Data Appeal Studio** Human Experience Intelligence



## THE INTELLIGENT PLATFORM

Data Appeal Studio is **the first data intelligence platform for destinations and DMOs, collecting and analysing qualitative and quantitative data** - in real time - about any point of interest: from a single road to an entire country. 360-degrees of accurate and comprehensive information about the latest market trends.

Stay up to date about **what's happening in your destination, what travellers really think and how they behave**. Compare your performance against competitors and identify the most strategic growth opportunities for your destination.

[Explore Data Appeal Studio](#)

# Main Features



## Analyze

Strategic indicators at your fingertips.



## Forecast

Orient your strategies with our professional KPIs.



## Compare

Time and competitor comparisons.



## Brand Monitoring

Launch the most effective marketing campaigns.

# The main Advantage of Data Appeal Studio

## ENRICH YOUR DATA

Enrich your proprietary and third-party data sources with accurate insights about your reputation and the experiences of current and potential demand.

## KNOW YOUR VISITORS

Seamlessly define the type, origin and behaviours of your visitors and understand their values to create the most strategic offer.

## MANAGE AND MITIGATE RISK

Manage and mitigate the risk of complex or unexpected situations.



Explore Data Appeal Studio



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COMPANY

[www.datappeal.io](http://www.datappeal.io)