

LUCA

Tourism_

Understanding tourism through Big Data techniques

LUCA Tourism **allows an understanding of tourism, through the segmentation of sociodemographic profiles and tourist behavior**, so we can quickly give answers to specific needs. It provides insights through which we can optimize commercial actions and discover new lines of business.

From [the information obtained through the mobile network and through Big Data technology](#), LUCA Tourism offers detailed information of tourist behavior.

Why Telefónica?

Telefónica is one of the largest telecommunications companies with a significant presence in 21 countries and a customer base that amounts to more than 341 million accesses around the world.

We offer best-in-class mobile, fixed and broadband networks, and an innovative portfolio of digital solutions.

Telefónica DATA UNIT

LUCA

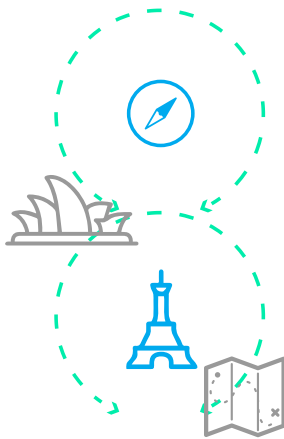
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Benefits for your business

- **Detection of specific business needs:** thanks to the analysis of the behavior of travelers we can identify possible business cases.
- **Personalized offer:** products and services adapted to tourist needs.
- **Analysis and follow-up:** possibility of comparing current with previous results to identify improvement points and define action plans.

Benefits of the tool itself

- **Real data:** by extracting and anonymizing data proceeding from the Movistar mobile network: 21M mobile clients that generate 1 billion events per day.
- **Analysis:** by applying mathematical models, profiles and behavioral patterns are obtained from tourists.
- **Results reports:** generated according to the necessary information, for example: tourist volume, most visited places by date and time frame, classification between foreigners and nationals etc.
- **Personalized analysis:** our team of data scientists carries out specific analysis according to client needs.



Get in touch

To find out more about LUCA Tourism
speak to your LUCA account manager.