



Better - Study Visit Destination Data Intelligence

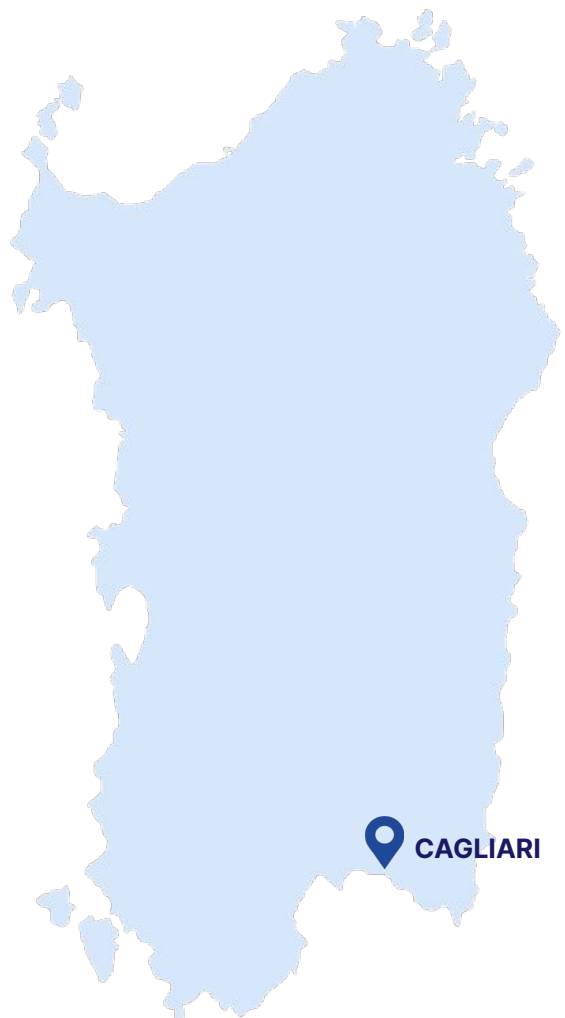


A vibrant coastal town scene. In the foreground, several small boats are docked along a stone pier. A row of tall palm trees stands prominently. Behind them, a row of colorful buildings in shades of yellow, red, and blue lines the waterfront. A tall clock tower with a dark roof is visible among the buildings. In the background, a range of mountains stretches across the horizon under a blue sky with scattered white clouds.

How to Manage

If we do not Measure?

30+ Destinations have already joined HBenchmark



CAGLIARI



ROME

FIRENZE

AREZZO

MONTECATINI

BOLOGNA

FERRARA

BELLARIA

RIMINI

RICCIONE

JESOLO

VENEZIA

PADOVA

VERONA

LAGO DI GARDA

BERGAMO

MILANO

COMO

VCO

LUGANO

TICINO

LIVIGNO

TRENTINO
14 DMO

CORTINA

BIBIONE

CAORLE


TRIESTE

TIROLO



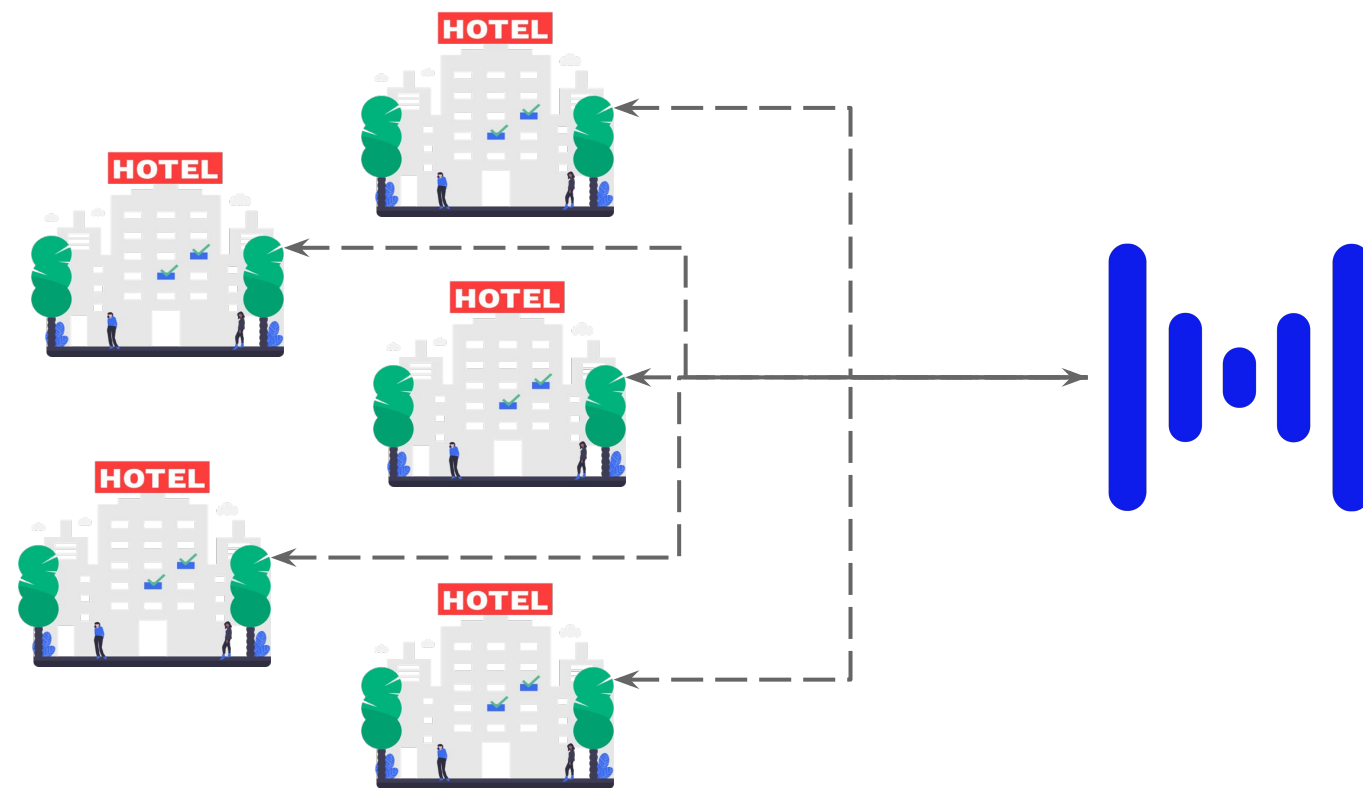


HBenchmark helps
Destination &
Hospitality Managers
to **visualize**,
understand and **be**
aware of turistic
trends **in real time**

- 
- 1 **Collects automatically Real time data from Hotel** regarding **past tourist flows and future bookings**
 - 2 **Displays in real time** the collected data
 - 3 **Provides targeted information to objectively Monitor** past tourist flows and future bookings in the destination and **measure** the economic value generated



How it works



HBenchmark collects from hotel and camping and reports back **real-time data on the destination's past performance and future bookings.**

The platform **automatically collects data directly from hotel and camping management software (PMS).**

What do hotels and camping send?

Past and future reservations directly from their PMS

What do they get?

Access to their HBenchmark online account to see in real time their past and future on the book performances compared to the average of their competitors



LIVE DEMO



HBenchmark

Hospitality Data Intelligence

Without **Data**
you are just another **person**
having an **opinion**



Case History

Lugano & Ticino Canton:
The path toward evolving into a
data centric smart destination₈



The Project HBenchmark Lugano - Ticino Canton

#1: operating since 2018

#2: 35 integrated Hotels in Lugano and Surroundings (Sottoceneri)

#3: 5 Key-Players involved between hoteliers, city, destination, region and university: *Hotellerie Suisse, Lugano Region, Ticino.CH, Università della Svizzera Italiana, Cantonal Government*

#4: 2021-22: planned extension of the project to the whole Ticino Canton (Lugano, Locarno, Ascona, Bellinzona and Alto Ticino)



Welcome on board: HBenchmark brings together all the key-players in the Ticino territory, collecting and delivering data in real time.



A perfect example of a collaborative project across all levels, aggregated data are **shared and accessible to all private and public stakeholders**, creating value across the entire tourism chain.

How each stakeholder
is becoming more efficient
in managing their daily business
thanks to HBenchmark real-time data

Stakeholders benefits



Leader of Lugano Project

Be more competitive and reputable as a hotel association

Maximize hotel management in both revenue management and marketing terms



Main Partner of Lugano Project

Maximise the return on promotional and Adv campaign

Tourists Target optimization



Main Partner & Coordinator of Canton Ticino Project

Building a Big Data Hub for Tourism

Using data to maximize promotional campaigns at the cantonal level

Optimization of the panel of tourists at cantonal level



Istitutional Partner

Using data to increase the knowledge of the territory

Conducting research and reporting for the region



Canton Government Institutional and financial partners of the cantonal project

Objective economic and qualitative data to direct investment in the area: e.g. funding structural works for congresses & conventions



Istitutional Stakeholder

Improve the organization and administration of the city during seasonality and events, based on forecasting-data, provided in advance

Ensure safety and mobility in the area



Privat Investors

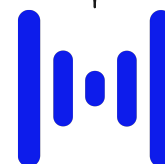
Objective data to measure the ROI of investments

Identify and invest in trends towards new forms of hospitality. E.g. Wellness & Spa.

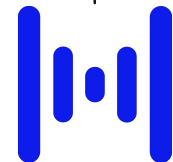


Local / National Press

Enrich articles with accurate data on forecasts and results of tourism seasons.



Stakeholders benefits

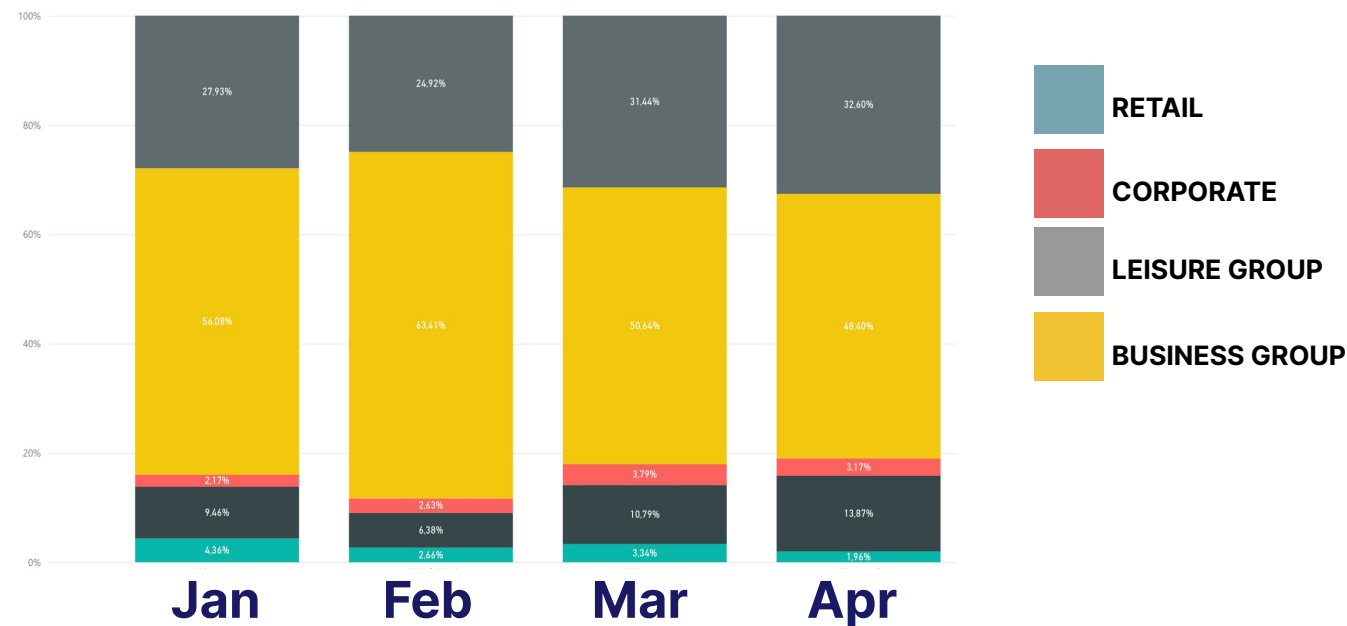


Lugano Region and Ticino.ch Maximise the Return on Campaigns

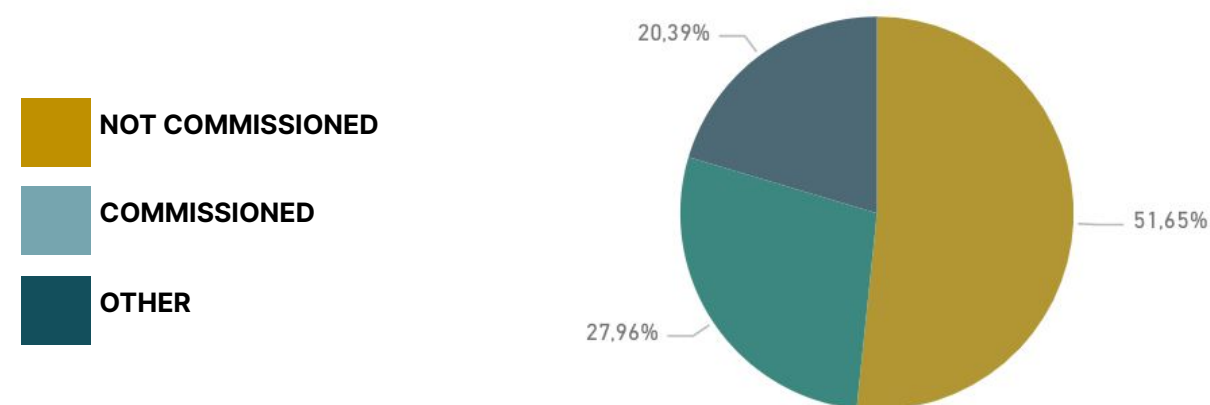
monitoring in real time the booking trends

1 - Define the target audience

Which market segment is actively booking?

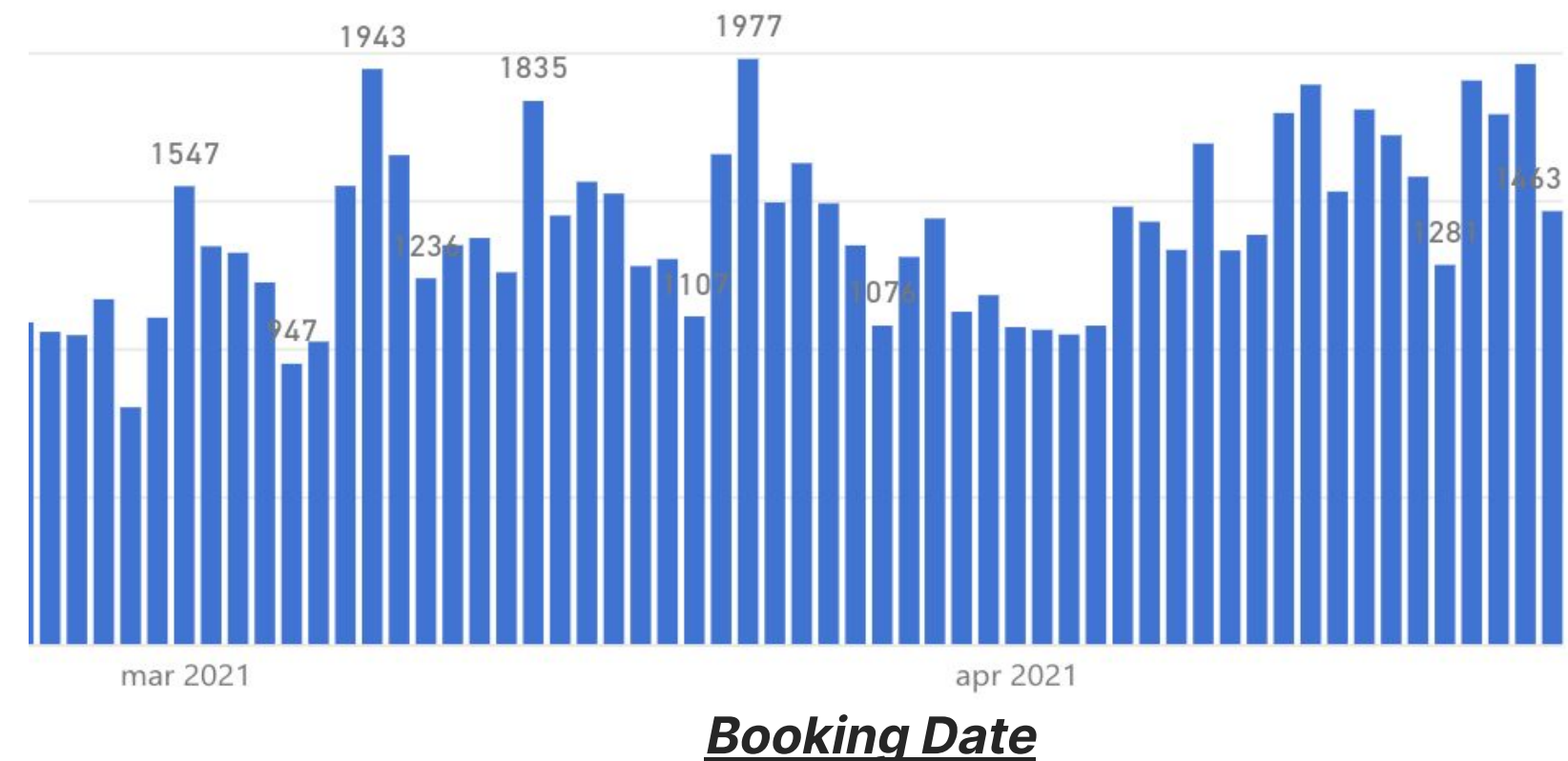


From which sales channel are they booking?



2 - Measure results in Real Time

Visualize the number of succeeded booking and economic results in real time



Foresee the Tourist Flows by Nationality Jul - Sep 2021

Data extracted on Jul 2021

#1  GERMANIA

19,3 %

#5  FRANCIA

10,9 %

NASCONDI ALTRI

#2  SVIZZERA

13,1 %

#6  PAESI BASSI

6,1 %

#3  ITALIA

13,0 %

#7 NON SPECIFICATA

8,6 %

#4  REGNO UNITO

11,2 %

#8 ALTRI

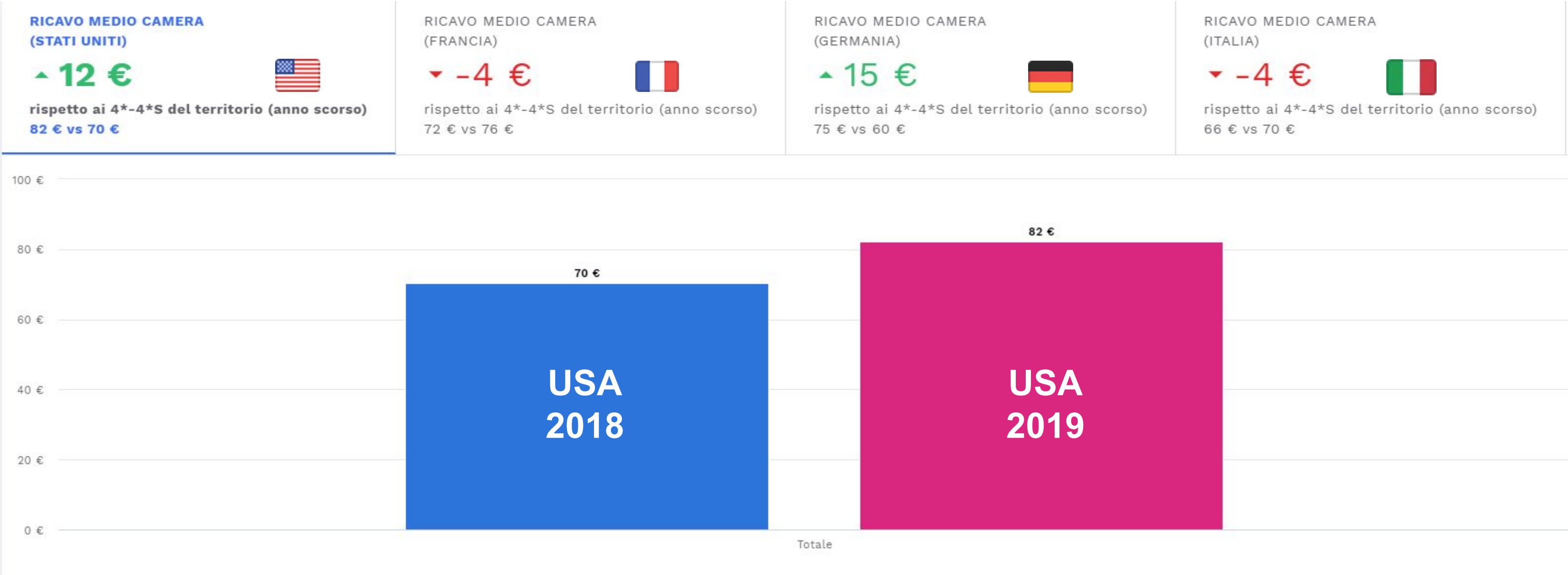
17,8 %



ROOM NIGHT SOLD - TREND

+75%	SWITZERLAND
+55%	HOLLAND
+18%	ITALY
+14%	GERMANY
-3%	FRANCE
-62%	UK
-97%	USA
-98%	AUSTRALIA

Understand the Change in Average Revenue per Available Room by nationality



A man with short brown hair, wearing a light blue button-down shirt and a grey backpack, is seen from the back, holding a black smartphone up to take a photo of a scenic mountain landscape. The background features lush green pine trees in the foreground and a steep, forested mountain slope under a cloudy sky.

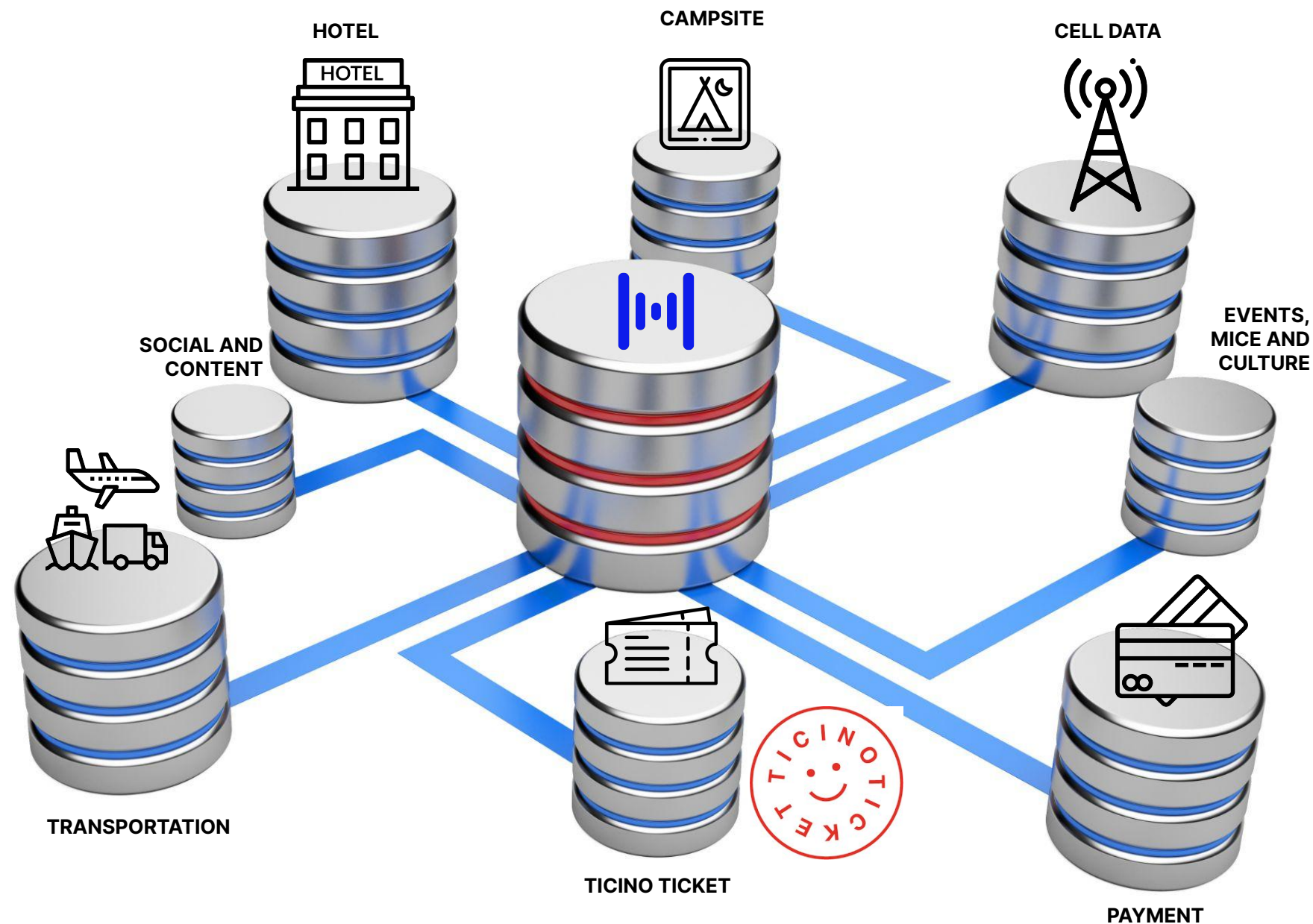
DESy

Digital Destination Evolution System

The tourism sector looks to the future

The main objective of the Digital Destination Evolution System (DESy) project is to increase the attractiveness of the destination Ticino and the entire Insubrica region (Italian Lakes), favouring its digital transformation.

Building a **Destination Data Hub** for the Ticino Canton -



HBenchmark is helping Ticino.ch building up an integrated destination data hub to monitor, understand and forecast the tourism trend on a wide destination

HBenchmark runs on a flexible and modern technology (API ready and active on Microsoft Power BI) and is able to easily be integrated into a central Big Data Hub

HBenchmark for campaign optimization

Booking trend in the last days

OCCUPAZIONE

▲ **5,3 pp**

vs. Corrente al 16 Giugno 2021
52,3 % vs 47,0 %

CAMERE VENDUTE

▲ **6.506**

vs. Corrente al 16 Giugno 2021
64 K vs 58 K

ADR

▼ **- 0,8 €**

vs. Corrente al 16 Giugno 2021
161,2 € vs 162,0 €



ON THE BOOK TODAY

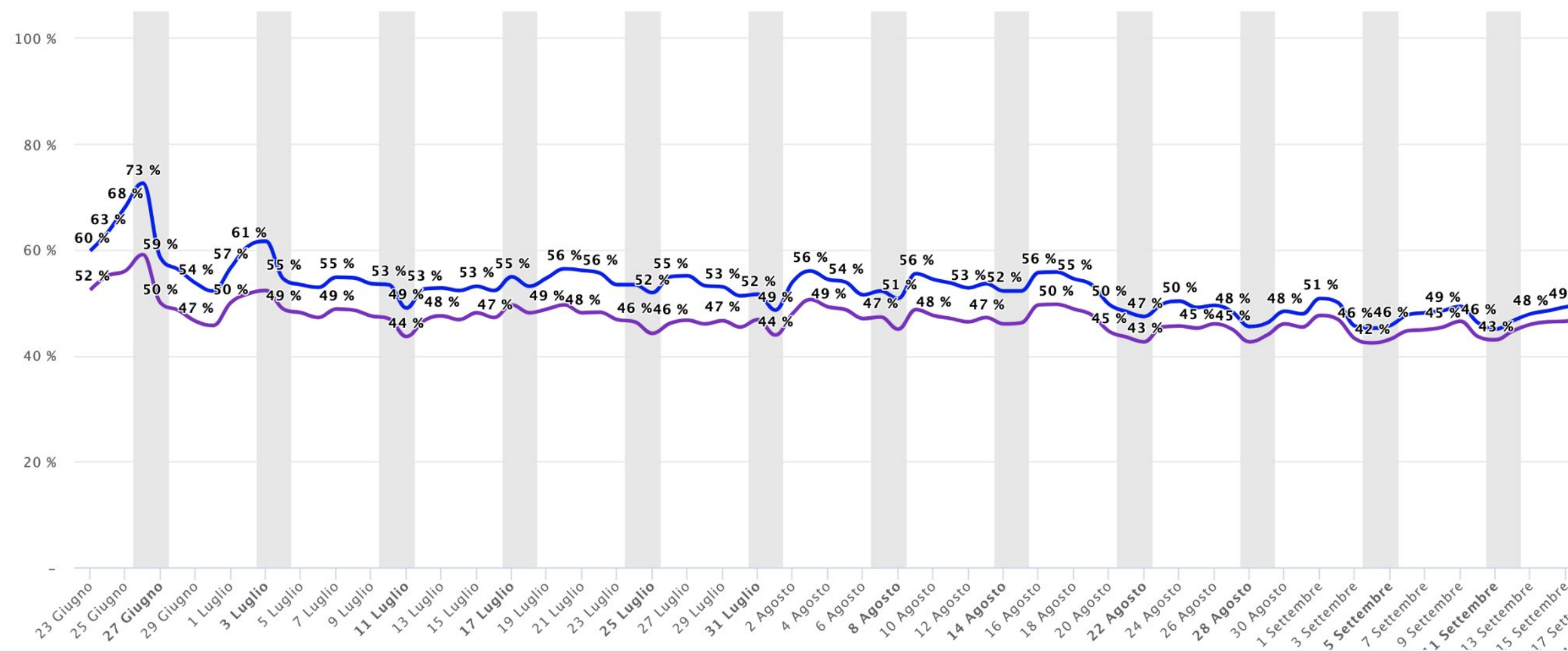
52,3 %



ON THE BOOK - 7 DAYS

▲ **5,3 pp**

47,0 %



+11%

ROOM NIGHT
vs -7 days



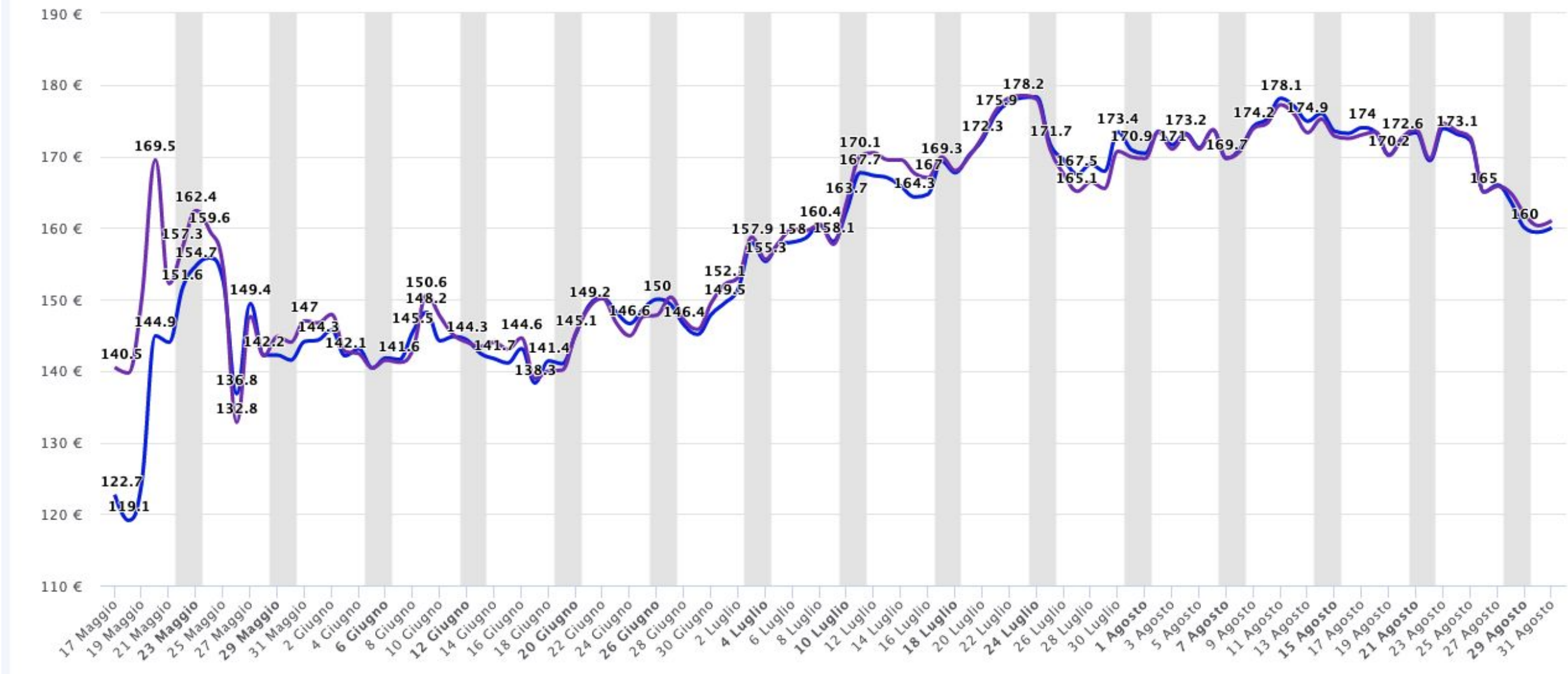
Occupancy On The Book for future stay dates

HBenchmark for campaign optimization

Pricing trend in the last days

ON THE BOOK TODAY159,6€

ON THE BOOK - 7 DAYS160,7€

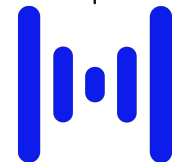
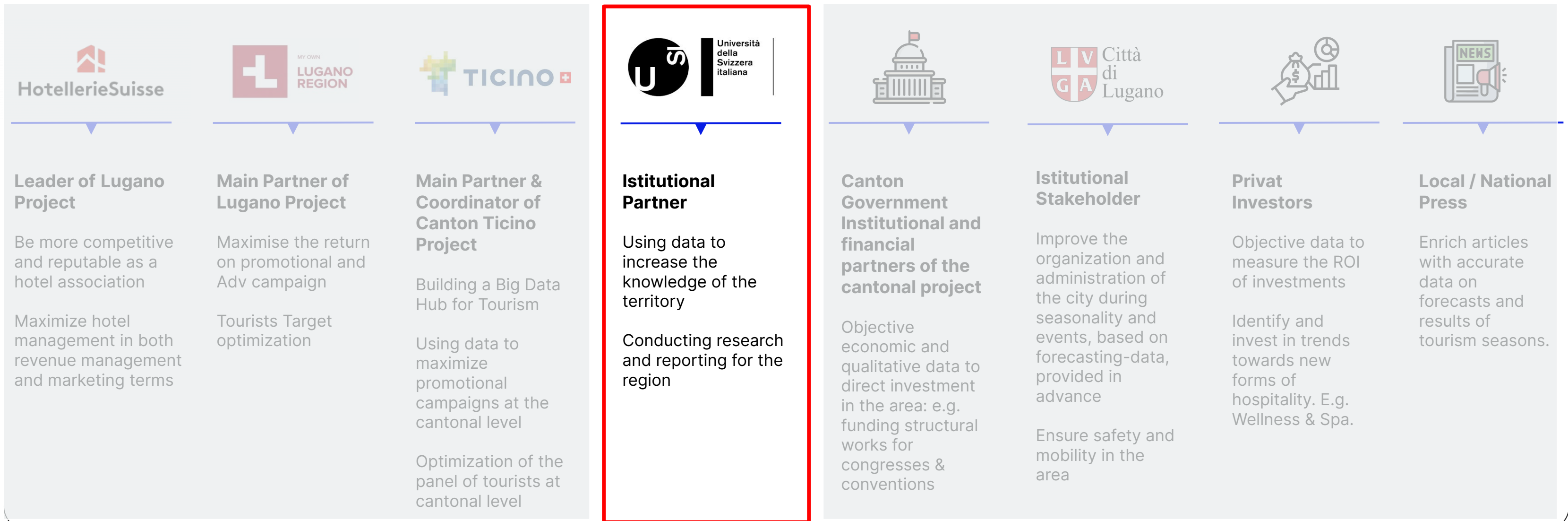


=
vs -7 Days



ADR On The Book for future stay dates

Stakeholders benefits



Objectively communicate - Research Centers & Universities

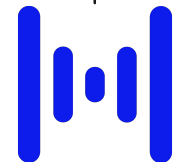
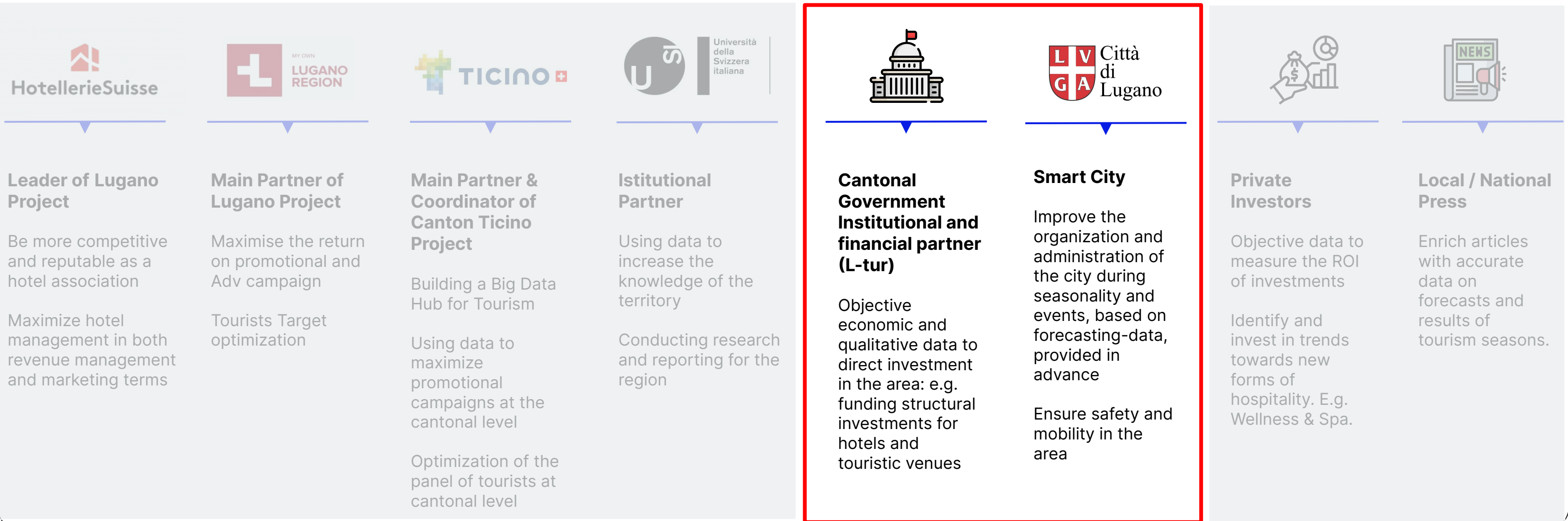


The Università della Svizzera Italiana Releases periodic official reporting and publication of territory data.

The university is the first in Switzerland to **automatically have at their disposal real time tourism data** regarding past and on the book performances on future dates.

The Università della Svizzera Italiana is officially recognized both at cantonal level and federal level as the **tourism observatory of the Ticino Canton**

Stakeholders benefits



Measuring the **Economic Return On Events**

EASTER

HOTEL REVENUE

1,3 M CHF

▲ **51,6%**

Vs same period last year

19 – 22 APR 2019

20 – 23 APR 2018

MEDICAL CONGRESS

HOTEL REVENUE

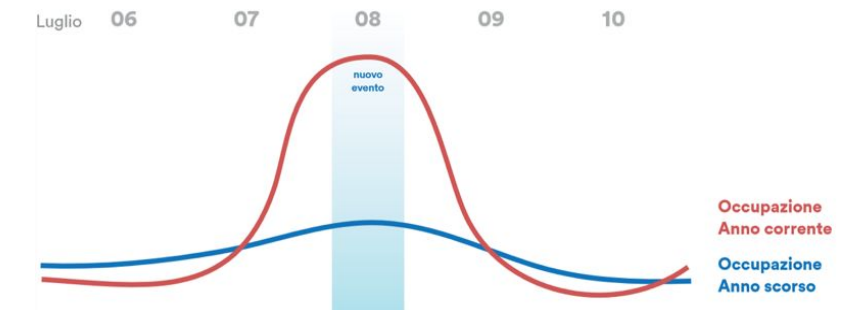
1,2 M CHF

▲ **50%**

Vs same period last year

10 – 13 APR 2019

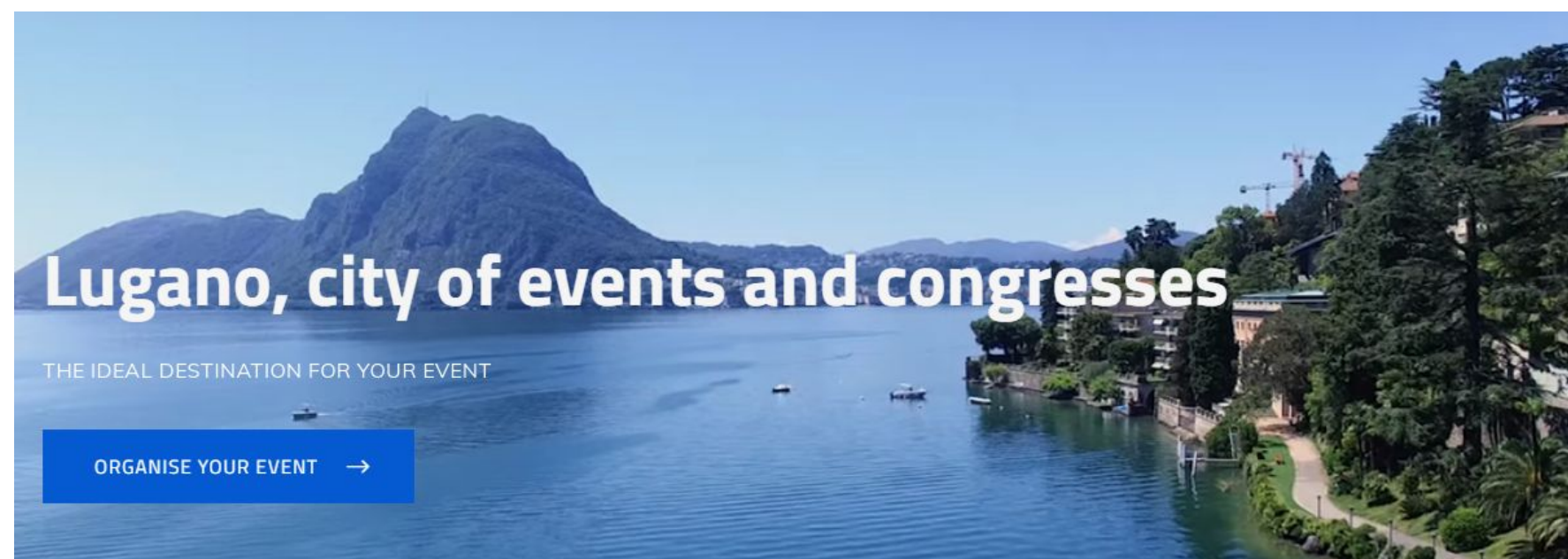
11 – 14 APR 2018



HotellerieSuisse and the municipality has been able to demonstrate the economic impact of congresses for the hotel sector

The revenue generated by a **medical congress is comparable to the easter long weekend**, that is the most important public holiday in this region

Policy makers are able to have objective real data to **address public investments effectively**



HBenchmark helped Public and Private stakeholders to demonstrate the economic importance of business congresses for the city

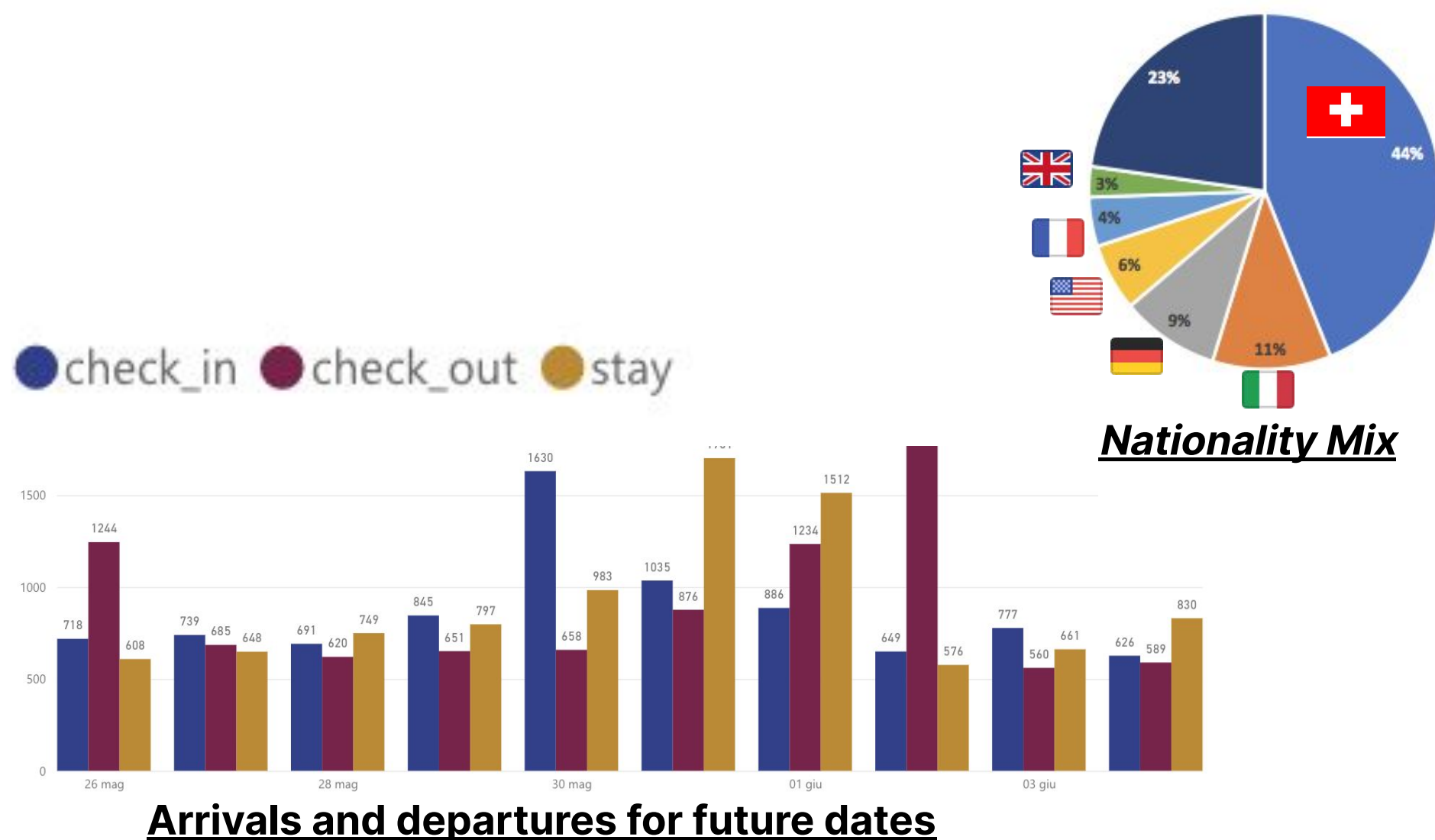
As a result the government has been able to address the investment toward the congress hall.

This is the power of objective data!

The new Campo Marzio - Conference Center Project



Becoming a Smart Destination - monitor in advance arrivals and departures to manage tourism flows



HBenchmark is helping The Municipality of lugano to anticipate tourism flow

The municipality is able to manage the city, for example **security** and **transportation**, based on foreseen arrivals, stays and departures.

The roles of Key-Players



Leader of Lugano Project

Project startupper
Economic support
Hotel recruiter to guarantee the representativeness of the data Sample
Coordination and training role towards hotels in the territory
Advocacy of the project for other key-players



Main Partner of Lugano Project

Project startupper
Economic support



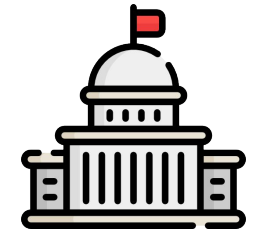
Main Partner & Coordinator of Canton Ticino Project

Responsible for the extension of the project at cantonal level
Coordinator of the economic request to the Canton Government Ticino



Institutional Partner

Territory data monitoring and analysis
Release of periodic official reporting and publication of territory data



Canton Government Institutional and financial partners of the cantonal project

Economic support of the project at Cantonal level





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Thank you.

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