

Press release
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« Interface Tourism Insights »: Interface Tourism Group kickstarts its business intelligence services with the launch of a new European brand



Interface Tourism Group, the leading marketing & PR agency specializing in tourism and lifestyle on four European markets, is launching its new brand, **Interface Insights**, to further develop its market study services and to strengthen its business intelligence activities. The European group launched its own intelligence platform, the **European Traveller Intelligence Monitor**, which gathers data from 13 of the most important European outbound markets.

Interface Insights, an expertise at the heart of tourism strategies

Since the creation of the first agency in France 20 years ago, Interface Tourism Group has paid a great deal of attention to travellers' complex behaviors and has used travel data for their clients' benefits, in order to offer relevant strategies in a fast changing environment.

All along these years, the agency has worked on numerous tourism research and analysis projects dealing with Marketing, Public Relations, MICE & Digital Communications: analysis of a specific segment of travellers, measurement of a destination's awareness to assess campaigns' success, studies on a destination's brand image, surveys on the potential of a destination on the MICE market, analysis of new travel products' potential, social listening, etc.

These years of experience have strengthened Interface Tourism Group's belief that data must be at the core of tourism actors' strategies now more than ever before. The group has decided to truly structure its data analysis and market study activities around a new brand in order to provide its clients in France, Spain, Italy and the Netherlands with new services.

These new solutions will be available not only to the Group's clients along with the other services already offered (global representation, PR, MICE, etc.) but also on an independent basis for those only interested in data analysis and market studies.

« European Traveller Intelligence Monitor »: A new data platform developed by Interface Tourism Group

In the tourism sector, knowledge of your clients and targets are often the key to improving or personalizing your offer. Tourism players such as airlines or tourism boards need to be clearly aware of travel habits and preferences as well as future travellers' needs and wishes. Sharp data analysis enables travel companies to improve their understanding of the market and to anticipate tourist's expectations.

To fulfil these increasing needs for data, Interface Tourism Group has developed its own tool, the **European Traveler Intelligence Monitor (ETIM)**. This innovative data analysis platform uses a unique system of algorithms combining data on perception, interests and booking behaviors of travelers in France, Spain, Italy, the Netherlands, the Nordic Countries, Germany and the United Kingdom.

Thanks to 20,000 respondents, a total of 5.7 million data entries from 13 countries can be crossed to provide tourism brands access to clear and intuitive dashboards directly on the platform or presented in detailed reports. The extracted data can be used in multiple combinations to respond as closely as possible to the problem being studied and to derive useful information and strategic recommendations that can be used immediately:



Brand image study: What do tourists from different markets think of a destination? The algorithm enables to get a complete image of a destination across different countries.

Competitor analysis: How does a destination compare with its direct competitors? The platform offers an access to a benchmarking survey including more than a 100 destinations around the world, analyzing awareness, image, perception and experiences.



Consumer habits and booking patterns: How do potential tourists research, choose, plan and book their trips? The tool provides comprehensive studies of traveller behavior, patterns, habits, concerns and motivations crossed with demographic profiles. Surveys are conducted among a fully strategically representative cross section of between than 1,000 to 3,000 panelists depending on the size of each market.

The Impact of Covid-19 on travel intentions: thanks to specific questions, the platform offers an analysis of the crisis' effects on the perceptions of numerous destinations, as well as travel intent in each European market.

A successful launch at WTM London :

Chris Pomeroy, CEO of Interface Tourism Spain, gave a speech at a round-table discussion entitled « *Using data and intelligent PR to drive sales in the current climate* » during WTM London 2020 virtual edition, which took place in November. He discussed with Nick Cooper, from HolidayPirates

Group, about the new ways of using data (big & small) to build relevant PR strategies in an ever-changing business environment.

It was the perfect occasion for Interface Tourism Group to introduce its new tool, the ETIM, to tourism professionals for the first time.

About Interface Tourism

Interface Tourism is a communications, PR, social media and marketing agency working exclusively in the travel sector. From offices in France, Italy, Spain and the Netherlands, Interface Tourism works with many destinations and leading tourism industry brands including airlines, DMCs, or hotels both as an ongoing full representation and on a project basis. With a team of +50 experts, Interface Tourism develops and executes strategies according to its customers' needs in BtoB and BtoC marketing, PR or social media. Supporting its offices in France, Italy, Spain and the Netherlands, the agency also has a strong affiliate network of close partners in all European markets.

More information on www.interfacetourismgroup.com

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