

# big data

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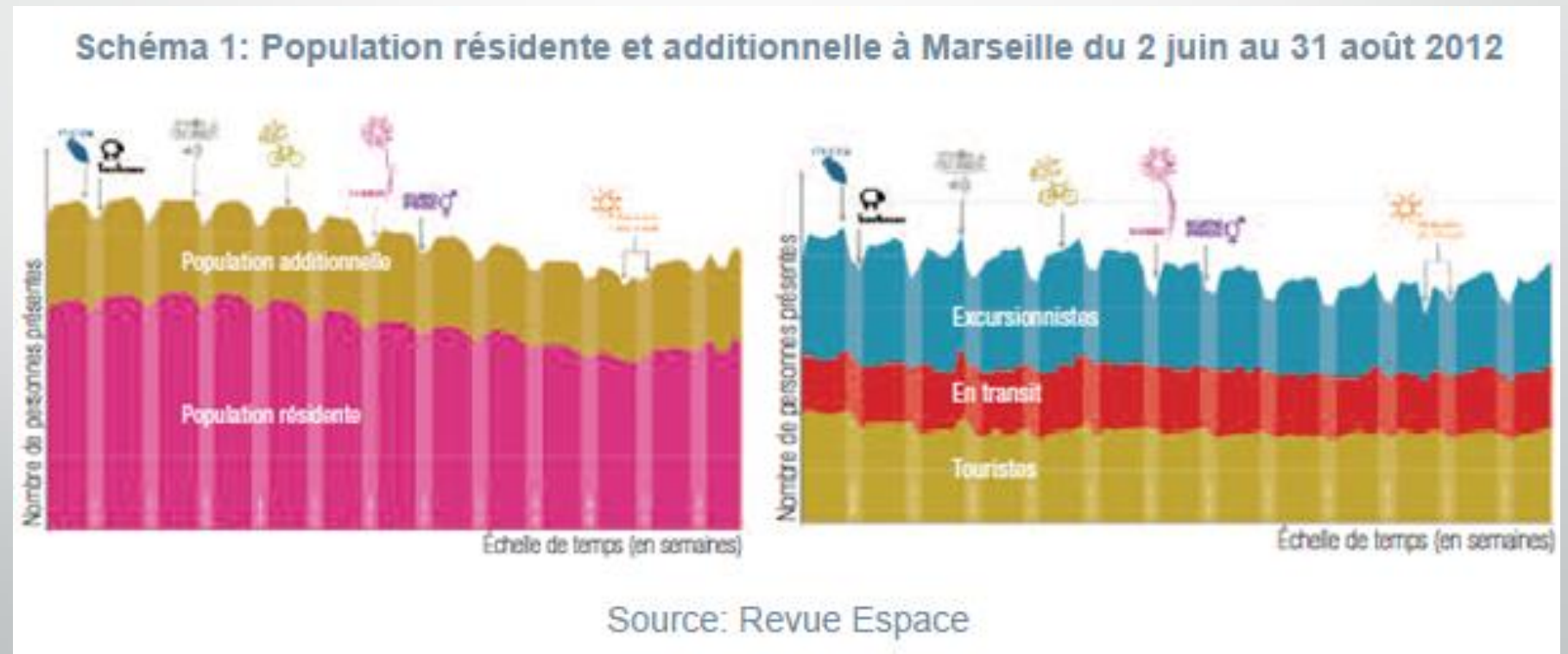
# Le concept du Big Data

- Analyse de données à grande échelle
- But : anticipation du comportement des clients
  - Expérience correspondant à leurs intérêts
- Défi pour l'industrie touristique



# A quoi sert le Big Data ?

- Mesurer les flux touristiques
- Prévoir la fréquentation d'un territoire



- Aide à la gestion de la relation client



Source: [runawaygirlnetwork.com](http://runawaygirlnetwork.com)

- Amélioration de l'expérience en ligne du client

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Departing from  
Paris

Going to  
Canada (Country)

When to travel  
Any/Next 3 Months

Type of experience  
Skiing

Budget (€/person) Unlimited

Hotel at least  
+ \*\* \*\*\* \*\*\*\*

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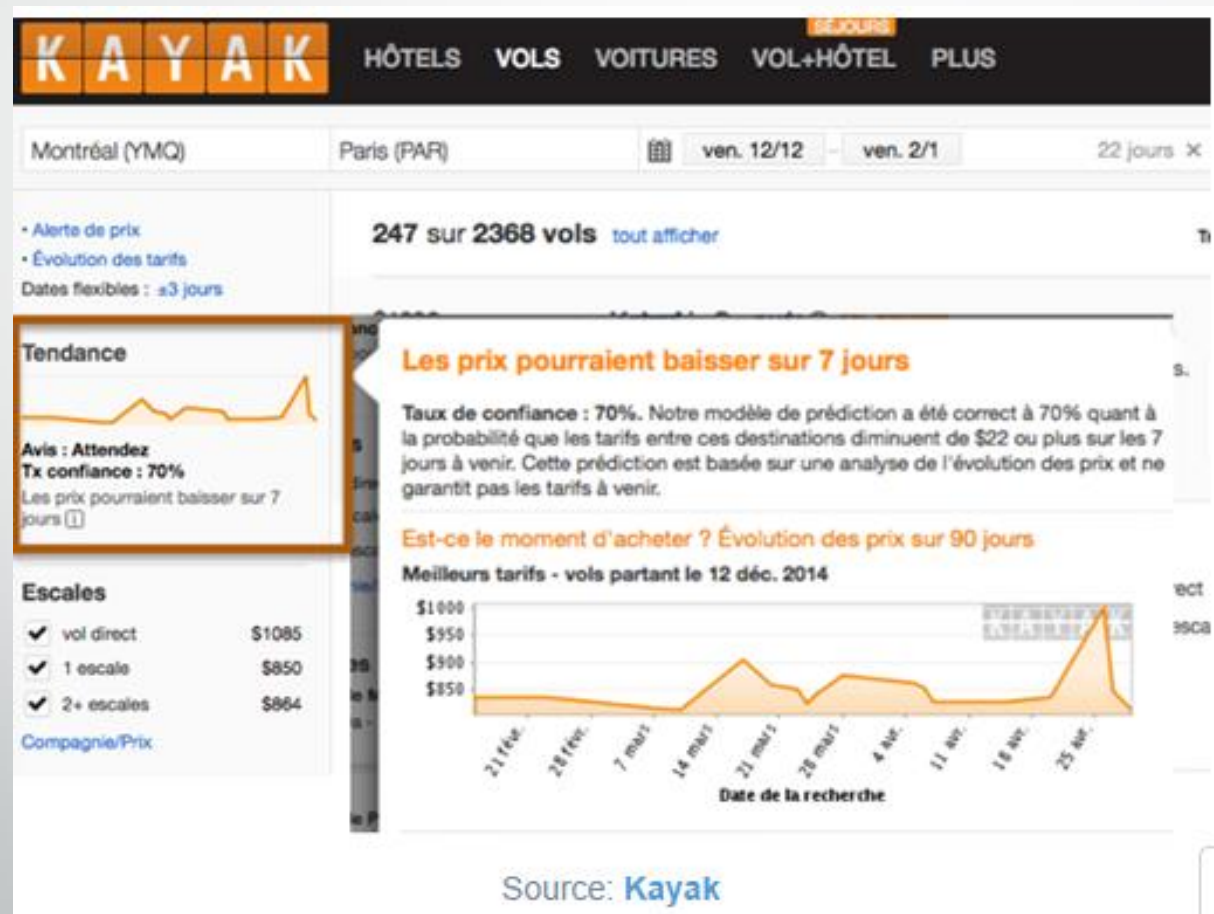
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Panorama Ski Resort Can... Extreme Skiing	Calgary Canada Picture-Perfect Winter Rec...	Mount Washington Alps ... 5 Centennial Ski Resort	Silver Star Ski Resort Canz... Downhill and Cross-Country

- Prédiction des prix



# Application à la Suisse

- Big Data très peu utilisé
- S'inspirer des applications existantes