

Analytics for the Ukrainian tourism market



20
21



PACKAGE TOURS IN THE SYSTEM

Integration of a tour operator into the search engine and the booking of tours for showing up in online search results and on remote modules on the websites of travel agencies.



EXCURSION TOURS IN THE SYSTEM

Location of tour operator tours in the Excursion tours section in the IT-tour system and on remote modules on the sites of travel agencies.



"BEST OFFER" BLOCK

Located on the main page after authorization – a logo and six resort options. It is limited to three tour operators simultaneously.



BANNER ADS IN THE SYSTEM

Advertising spaces at the focal points of the system's pages – a simple and fast tool for additional promotion.



ANALYTIC SYSTEM IN THE ACCOUNT

Access to real-time information on market changes by country, resort or hotel in real-time mode, as well as the results for an advertising campaign in the system.

IT-TOUR ANALYTICS

The IT-tour system, as the main working tool for finding and booking tours, is used by most travel agents in Ukraine (about 22,000).

The work of travel agents in the system leaves its digital footprints. And we managed to consolidate and systematize that information from the IT-tour system for the analysis of the tourism market.

The tourism market is a living organism that dynamically changes and develops, so **FOR A SUCCESSFUL BUSINESS**, it is important to have access to a source of information about its change and development.



IT-TOUR ANALYTIC SYSTEM IS



Real-time market analysis by country, resort or hotel



Market situation analysis over a particular period of time



Market segment attractiveness analysis for selecting the target market



Ability to import data into MS Excel

Effective managerial decisions in business.

Marketing strategy with a long-term perspective.

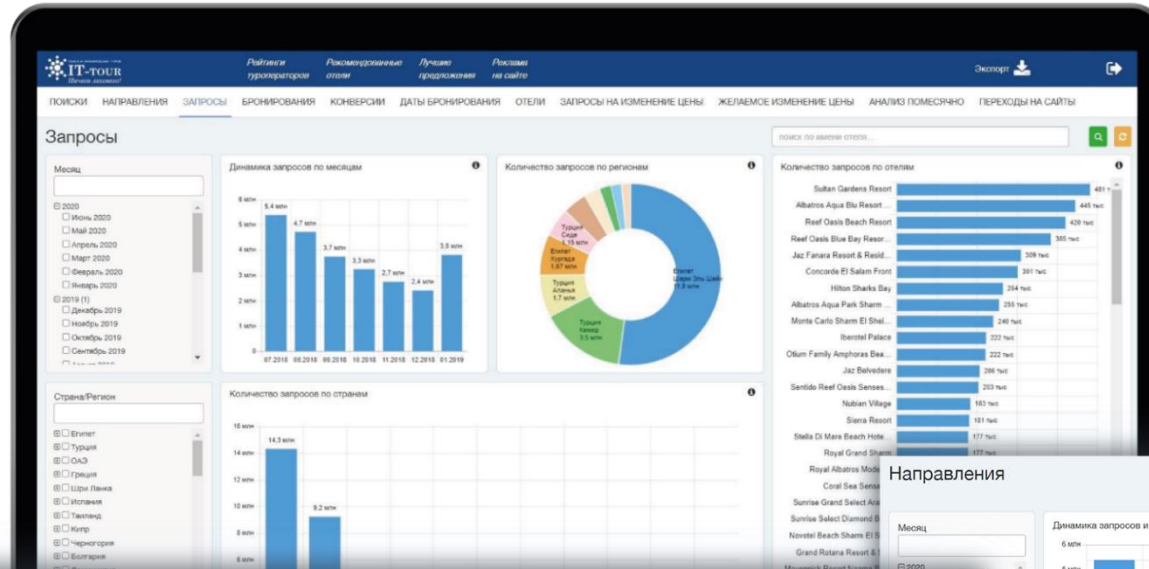
Stable trajectory in the tourist market.



YOUR PERSONAL ACCOUNT

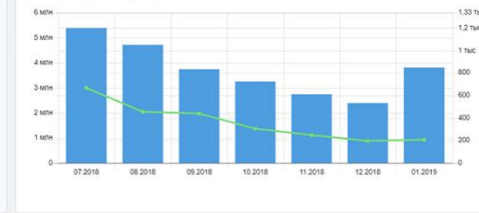
MAIN SYSTEM MODULES:

- Analytics reports
- Banner advertising reports
- Tour operator rating
- “Best Offers” block
- “Recommended Hotels” block
- Data export to MS Excel

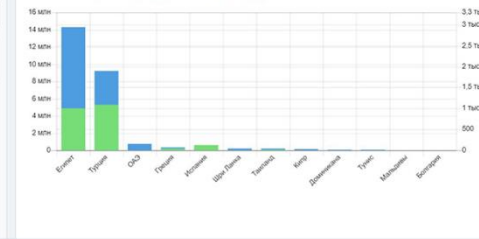


Направления

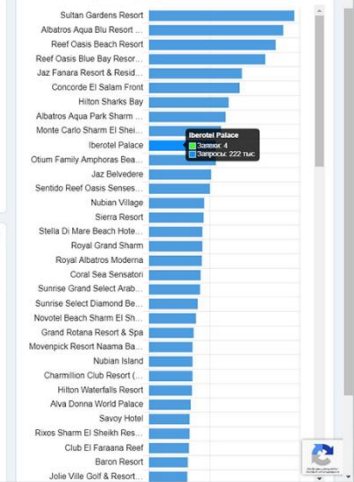
Динамика запросов и бронирований по месяцам



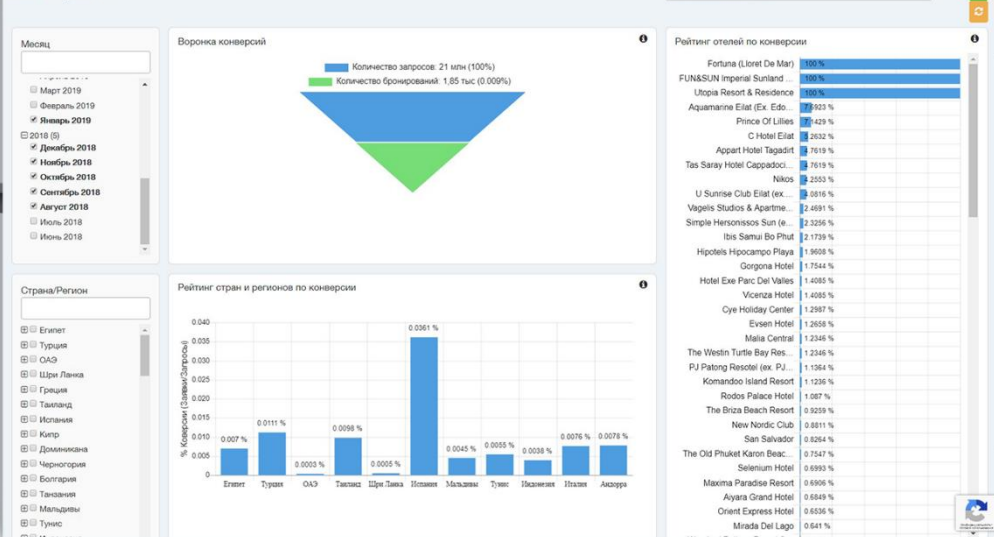
Количество запросов и бронирований по странам и регионам



Количество запросов и бронирований по отелям



Конверсии



ANALYTICS REPORTS

SEARCHES

Chart with the number of searches done in the system with a filter by period.

DIRECTIONS

Charts: Dynamics of requests and orders by months, Number of requests and orders by countries and regions, Number of requests and orders by hotels with filters by period and direction.

REQUESTS

Charts: Dynamics of requests by months, Number of requests by regions, Number of requests by countries, Number of requests by hotels with filters by period and direction.

HOTELS

Charts: Dynamics of requests and orders by months, Rejection of the number of requests, Conversion funnel with filters by period and hotel.

BOOKING DATES

Charts: Dynamics of requests by month of request, Dynamics of requests in the Top 10 countries by month of arrival, Dynamics of requests by month of arrival with filters by period and direction.

CONVERSIONS

Charts: Conversion funnel, Countries and regions rating by conversion, Hotels rating by conversion with filters by period and direction.

BOOKING

Charts: Dynamics of requests by months, Number of requests by regions, Number of requests by countries, Number of requests by hotels with filters by period and direction.

REQUESTS FOR PRICE CHANGE

Charts: Number of requests for discounts by operators, Dynamics of the number of requests for price changes by month of arrival, Number of requests for discounts by hotels with filters by period and operator.

DESIRED PRICE CHANGE

Charts: Discount percentage on request by operators, Discount percentage on request by hotels with filters by period.

ANALYSIS PER MONTH

Charts: Rejections of the number of requests, Structure of rejections by countries and regions, Structure of rejections by countries and regions.

WEBSITE CLICKS

Charts: Dynamics of the operator's site clicks by months.

EXTRA FEATURES

The IT-tour system is not only a convenient tool for travel agents but an ideal platform for tour operators to promote a travel product to the target audience.

1

LOCATION OF PACKAGE TOURS IN ONLINE SEARCH

- Integration of tours into the system
- Showing up tours in search results at the request of travel agents
- Grouping results by hotels
- Ability to compare prices for similar tours from different operators in one window
- Booking a tour through the IT-tour system, or directly from the operator (there is a link to the tour on the operator's website)

2

LOCATION OF EXCURSION TOURS IN THE SYSTEM

- Download of each individual tour
- Showing up the tour in the search results with brief information about the tour and the minimum cost
- Tour date selection appears after visiting the tour description page
- Booking through the IT-tour system, or directly from the operator

Tours located in the system are also displayed on remote search modules on the sites of travel agencies.

EXTRA FEATURES

3

“BEST OFFERS OF TOUR OPERATORS” BLOCK

- Tours and tour operators located in the block are visible by all registered users of the system
- Location in the block is limited to three tour operators simultaneously
- Access to the account, where one can change the displayed offers at any time
- Ability to automatically select tours when setting a specific hotel and period

4

BANNER ADVERTISING IN THE SYSTEM

- Promotion of new directions, discounts, unique offers
- Brand recognition and strengthening of positions in the market
- 100% targeted traffic

ACCESS FOR TOUR OPERATORS

BASIC ACCESS

Each tour operator integrated into the system has access to the account with 11 reports of OWN statistics.

EXTENDED ACCESS

Access to the account with statistics on all data of the IT-tour system.

Ability to export data.



PRICE FOR EXTENDED ACCESS

CURRENT SUBSCRIPTION

	1 month	3 months	6 months	12 months	Benefit + <small>repository access upon subscription expiration</small>
1 direction	4 800	4 560	4 320	4 080	up to 8640
3 directions	9 900	9 405	8 910	8 415	up to 17820
All directions. Europe	28 000	26 600	25 200	23 800	up to 50400
All directions. Asia	28 000	26 600	25 200	23 800	up to 50400
Turkey or Egypt	44 100	41 895	39 690	37 485	up to 79380
All countries	88 600	84 170	79 740	75 310	up to 159480

*All prices are in UAH/month

DATA REPOSITORY

	1 year	2 years	2+
1 direction	20 520	22 800	26 220
3 directions	28 890	32 100	36 915
All directions. Europe	39 780	44 200	50 830
All directions. Asia	39 780	44 200	50 830
Turkey or Egypt	158 760	176 400	202 860
All countries		Negotiable	

*All prices are in UAH/period



“

Marketing's job is never done. It's about perpetual motion. We must continue to innovate every day.

– Beth Comstock

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