

neusta data intelligence

Member of the team:tourism cooperation

Mission

Insights to action!

We enable our clients to use tourism market data intelligently and thus make data-based, smart decisions. This enables you to gain a decisive competitive advantage. We accompany and support you on the way to the "Realtime Enterprise".

Management team



Andreas Wulfes

Customer Success

- IT business engineer
- 15 years IT experience in tourism
- 5 years Data Science & AI experience
- Overall coordinator Knowledge4Retail consortium



Jens Bartel

Chief Technology Officer & Solution Engineering

- 15 years of consulting & software engineering experience
- >4 years of DevOps experience in Cloud & Big Data environment



Dr. Daniel Nyga

Chief Analytics Officer

- Senior AI/Data Scientist
- 10 years of research in data-driven knowledge acquisition and AI
- Successful founder in the fields of dynamic pricing and forecasting
- Scientist and lecturer at the University of Bremen



Guido Bennecke

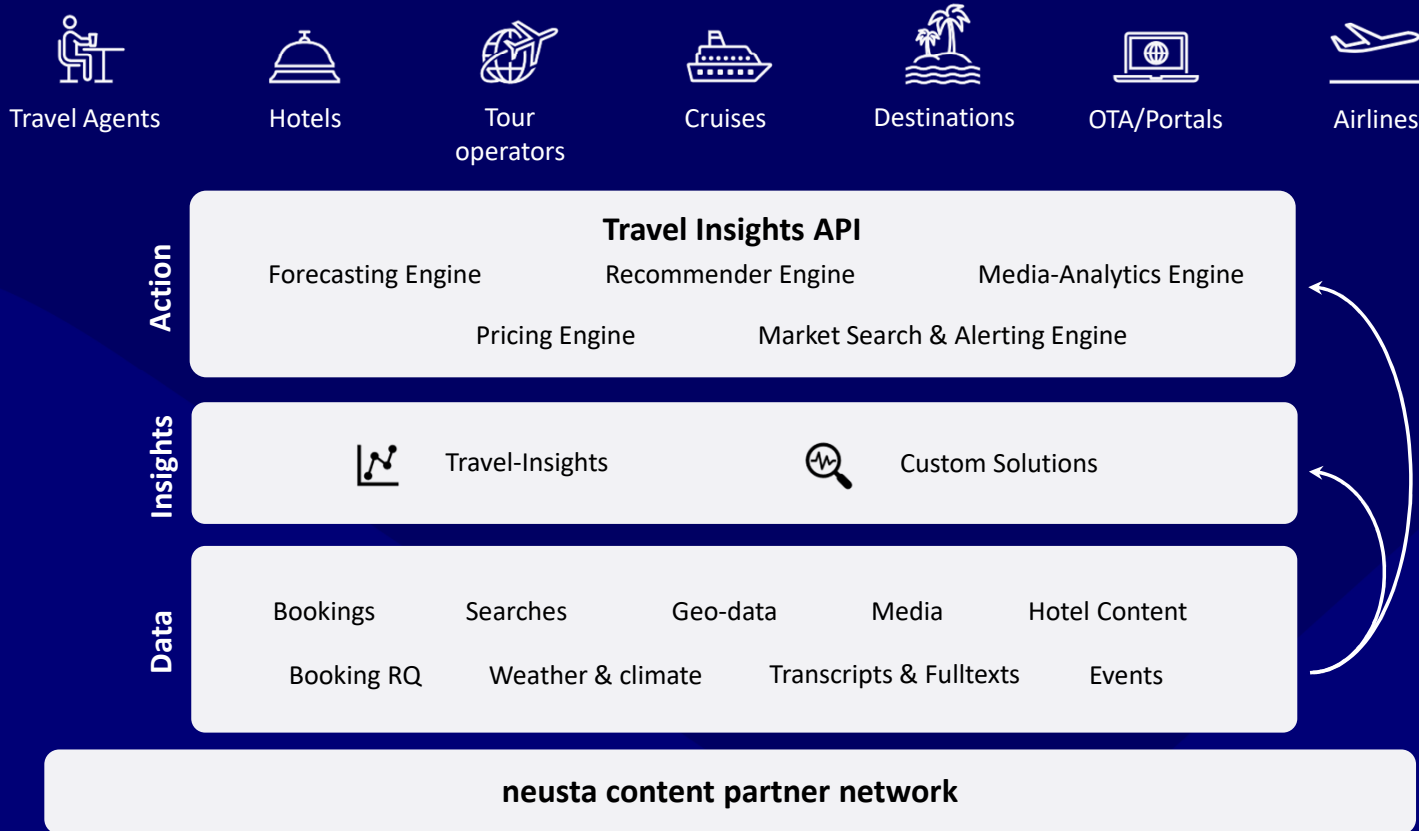
Senior Sales Manager

- 25 years of experience in sales and development of tourism IT companies, among others founder of Ferien AG



360° Travel Market Insights Platform

From data to insights & actions



Problems

Due to the complexity of the market, players in the tourism industry face major challenges.



Demand for Travel Destinations

How can I monitor the demand for different destinations (in real time)?



Timing of Promotions

When is the best time for a promotion with which products?



Setting Prices

How do I set the best possible competitive price?



Analyze

Analyze booking requests and actual bookings according to various filter criteria (e. g. prices, hotels, flights, personas)



Intuitive Dashboards

Get a quick overview of current market trends.



Comparison with Competitors

Benchmark yourself against your competitors based on various criteria.

Solution



Value Added

1 Revise Product Offerings

You know the perfect timing for a promotion.

2 Optimize Prices

You know how to set a competitive price.

3 Identify Growth Potential

You can monitor the demand of different travel areas.

4 Identify Data Quality Failures

You can identify, based on our data, anomalies in your self-collected data.

5 Identify Unavailabilities

You know which offers are in high demand but currently not available.

6 Monitor Own Market Share

You know where you are gaining or losing with precise market share data.

AI @ neusta data intelligence

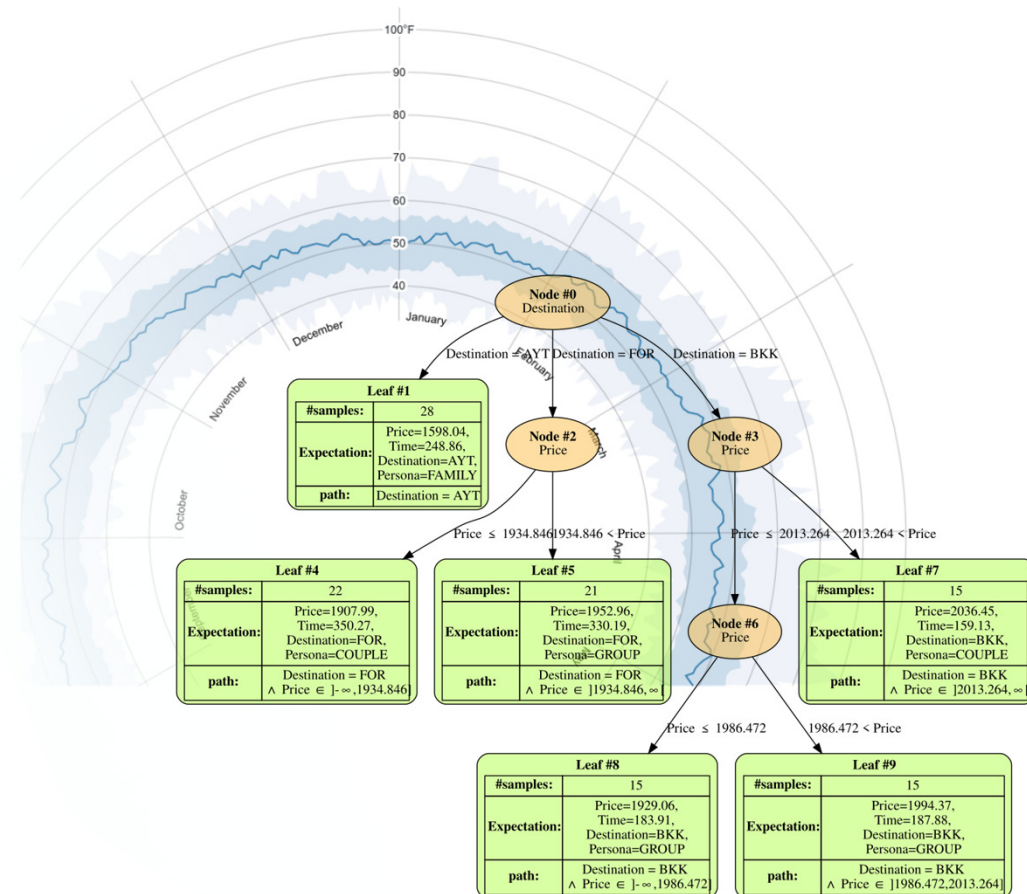
We think of our platform solutions as "AI ready / AI first".

Our models:

- Combine state-of-the art research from the University of Bremen with many years of experience from countless real-world projects
- Work with minimal model assumptions
- "Explainable AI": interpretable representation in a white-box model with comprehensible rationale
- Allow easy combination of numerical and categorical parameters in a single model

Advantages:

- Queries regarding all aspects possible against a single model: $P(Q | E)$
- Confidence-classified predictions
- Efficient training allows frequent updates

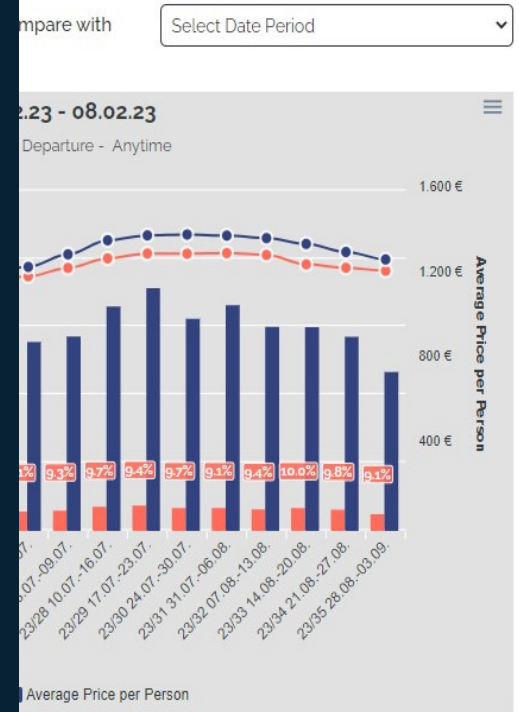
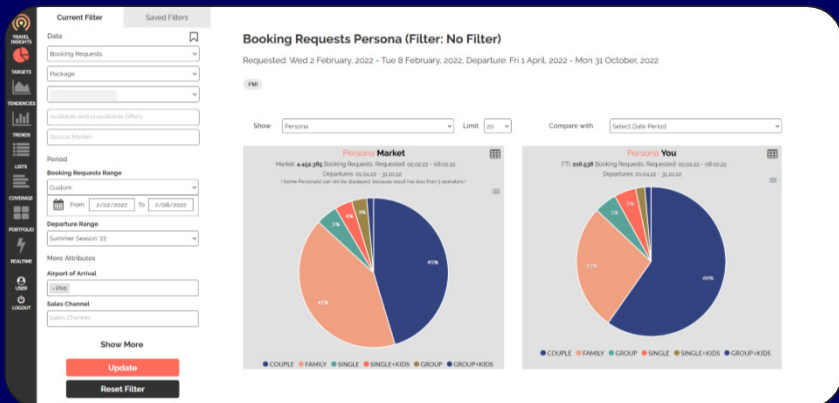


Products and Services

Travel Insights

Market Intelligence Suite

Analytics SaaS-Offering for all players in the travel domain.



Cloud-Based

Our cloud-based solution allows to benefit from a combination of different data sources and to make improved decisions based on them.

Artificial Intelligence

Enables data-driven decisions and therefore a decisive competitive advantage for our customers (e. g. price prediction)

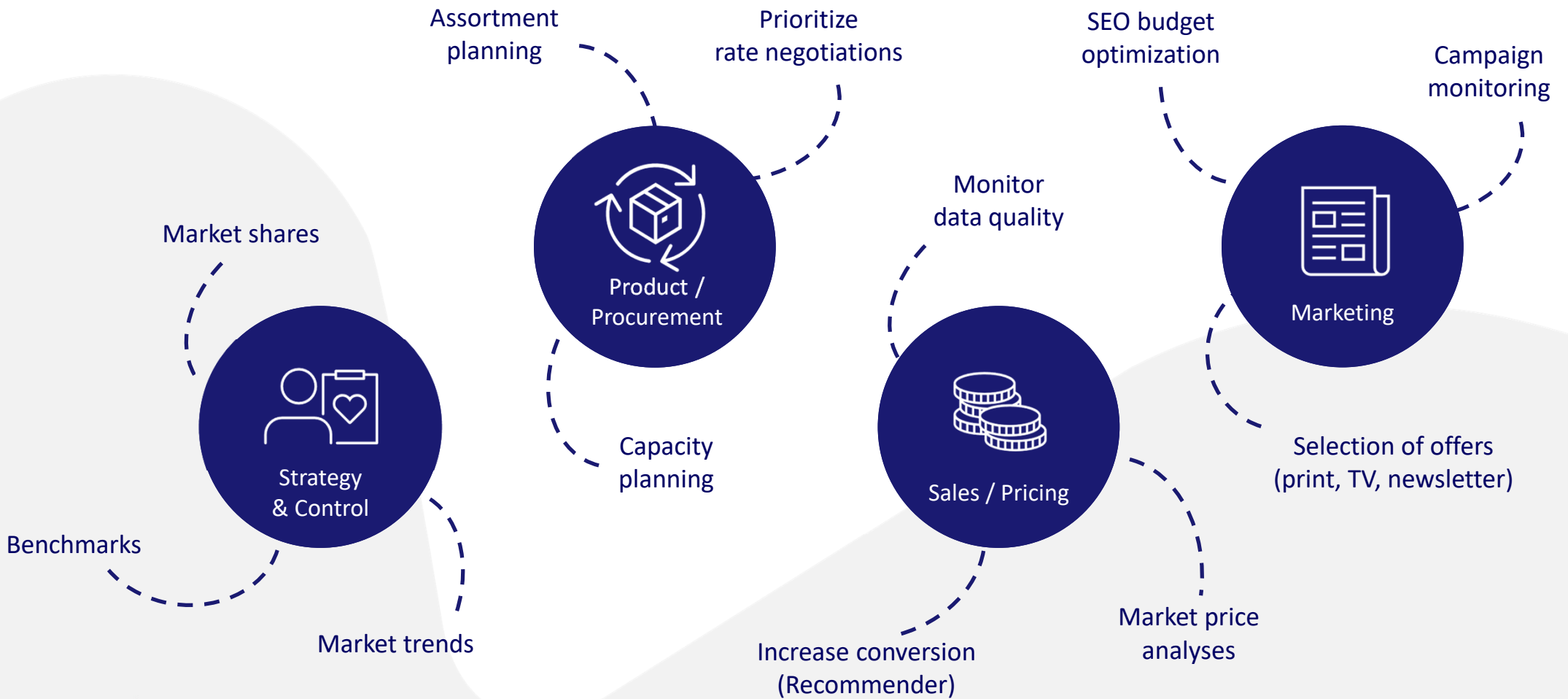
API

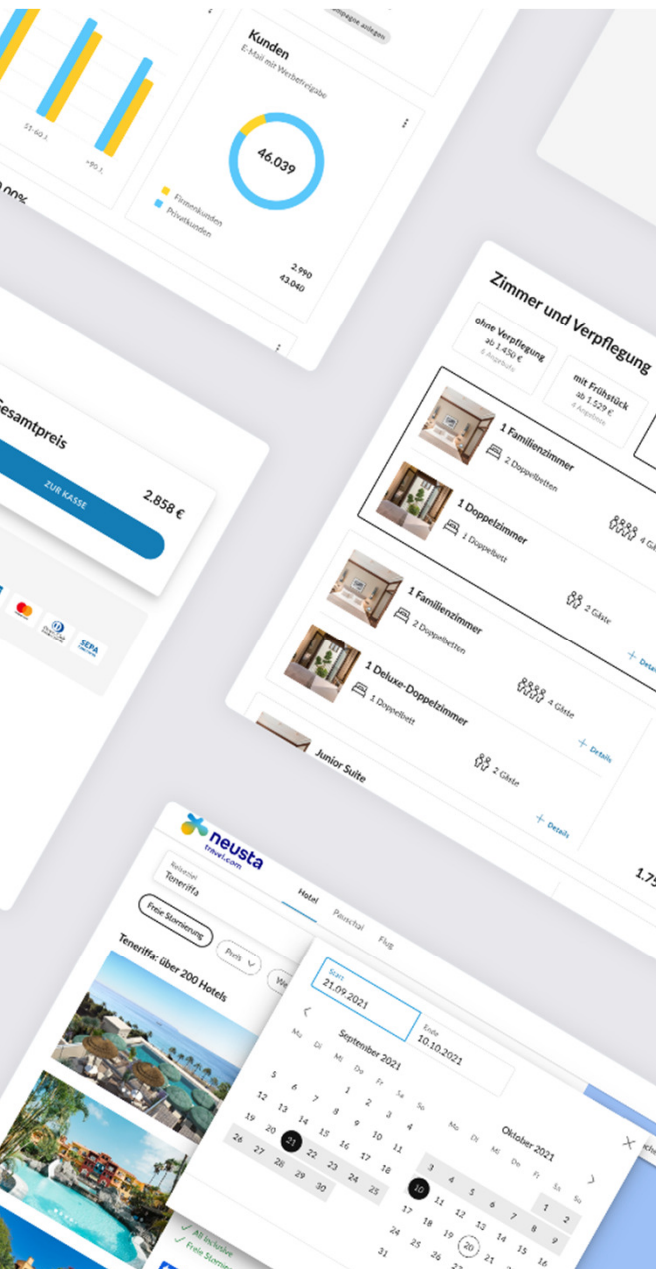
Enables to request our data via REST-API

Expertise

We offer a unique combination of decades of experience in the tourism industry coupled with state-of-the-art solution engineering expertise.

Use Cases





ndi Catalyst

Our API based services for OTAs and touroperators

Sorting by relevance / recommender service

Intelligent sorting

- Sorting of the results list based on conversion probability
- Service considers overall market trends as well as special features of the OTA
- Top results based on, among others:
 - Tourist region
 - Time of search / travel period
 - Persona / traveler
 - Hotel attributes / filters

Simple & reliable integration

- Available via Amadeus IBE Advanced or standalone
- Simple JSON REST API, fast connection
- Response times < 150ms
- Automatically scaling to millions of requests per day and heavy load peaks without performance loss

The screenshot shows a travel search interface for Fuerteventura. At the top, search filters include the destination 'Fuerteventura', departure 'ab Bremen', dates '01. Apr. 23 - 29. Apr. 23, 5 - 8 Tage', and '2 Erwachsene, 1 Kind'. Below the filters, a 'Filter' button and '150 Hotels gefunden' are visible. The sorting dropdown is set to 'Preis' (Price) and is circled in red. The first hotel listed is 'Castillo Beach Park' with a rating of 4.2/6 and a price of 1.296 € for 5 days. The second hotel is 'R2 Pajara Beach Hotel & Spa' with a rating of 4.9/6 and a price of 1.746 €. The third hotel is 'Iberostar Playa Gaviotas' with a rating of 5.4/6 and a price of 2.004 €. The sorting dropdown for the second and third results is also circled in red and set to 'Beliebtheit' (Popularity).

„Was-Price“ Service

Increase visibility of bargains

- Add was prices and relative discounts to your travel offers
- Determination of was prices based on market prices of identical travel offers (same accommodation, travel duration, room & board type, number of full paying travelers, departure & arrival airports) in the preceding 30 days with similar departure dates
- Multiple methods for Was Price calculation: Minimum price, maximum price, average price with configurable travel windows

Soon available

- General availability via Amadeus IBE Advanced or standalone from Q2/2023
- Simple JSON REST API, fast connection
- Automatically scaling to millions of requests per day and heavy load peaks without performance loss



Sol Lunamar ●●●
in Palma Nova, Mallorca

✓ inkl. Flug

Heute 10% sparen!
Aktuell bietet dieses Hotel eine Ersparnis von 86 €. Der Referenzpreis von 938 € basiert auf den günstigsten Preisen, die für dieses Hotel bei gleichen Suchkriterien verfügbar waren und für ein Datum von +/- 15 Tagen um die gesuchte Reisezeit lagen.

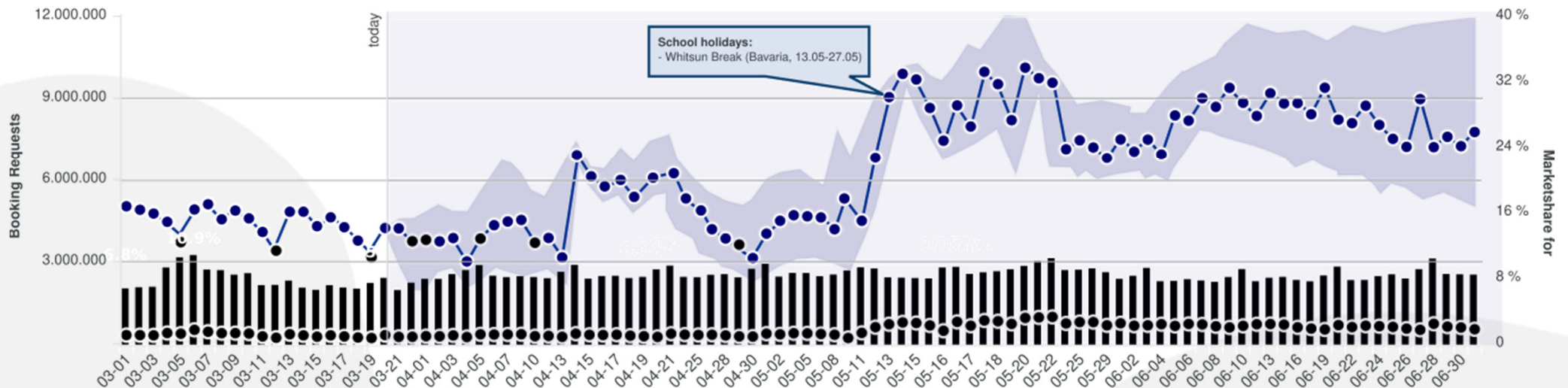
5,8 / 6 Ausgezeichnet
2 Bewertung
100 % Weiterempfehlung

✓ kostenl. WLAN

2 Erw.
5 Tage ab
~~938 €~~
852 €

Demand Forecast

Demand Prediction per Day, 90 days ahead



Anticipate future market developments

- Predict demands and prices based on historic booking data
- Prediction corridor with varying uncertainty
- Includes extrinsic events (e.g. vacations, public holidays, ...)
- Price and portfolio optimization

Coming this Year

- General availability from Q4/2023
- Simple JSON REST API, fast connection
- Automatically scaling to millions of requests per day and heavy load peaks without performance loss

Analytics as a Service & Consulting

Our services

- Deliver your data to our elastic cloud data lake
- Get custom dashboards and self-service analytics based on your data
- Combine with our market data extracts to create benchmarks and analyze your market share
- Receive custom reports and alerts via E-Mail or file transfer

We support with our expertise in

- MS Power BI
- Apache Superset
- Qlik Suite
- TIBCO Spotfire



Your contact



Andreas Wulfes
Managing Director



Thank you!

team:tourism
 team neusta