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Using Big Data To Analyse Loyalty To Competing Destinations

Category	Date	Time	Location
eTravel World	March 8, 2019	12:00 - 12:30	Hall 7.1b, eTravel Lab

Presentation of a study of 22 Mediterranean destinations. Analyzing records of searches, brand strength and competitive specifics are revealed. Destination Management Big Data Studies

Speakers:

[Sandro Cuzzolin](#), Global Sales Director, Travel Audience

[Dr. Aris Ikkos](#), Research Director, INSETE

