YouGoTo.com

Is a marketplace for tourism activities that measures customer behaviour through a mobile app. The solution involves different stakeholders in a digital ecosystem for booking activities, restaurants, places to visit and transportation, according entirely to the traveller: profile, preferences, behaviours, location. This means that, acknowledging who the customer is, to tailor the destination

Issues Faced

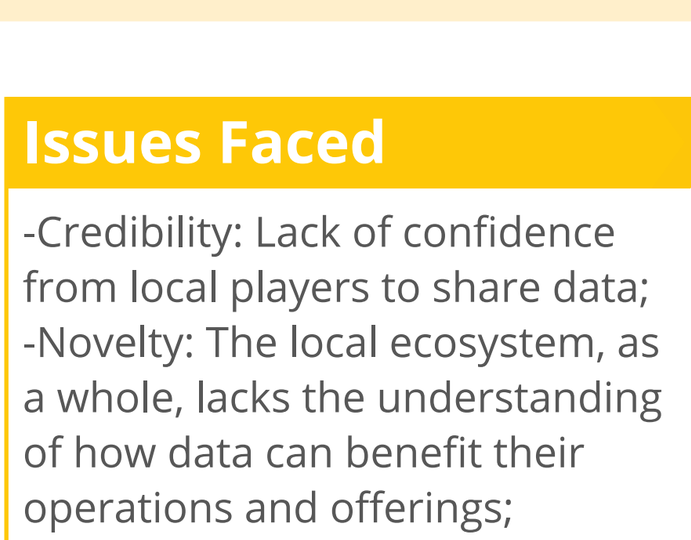
-Credibility: Lack of confidence from local players to share data;
-Novelty: The local ecosystem, as a whole, lacks the understanding of how data can benefit their operations and offerings;
-Sample pool: Poor brand recognition and a less digitally-enabled target led to poor usage and less data gathered than expected.

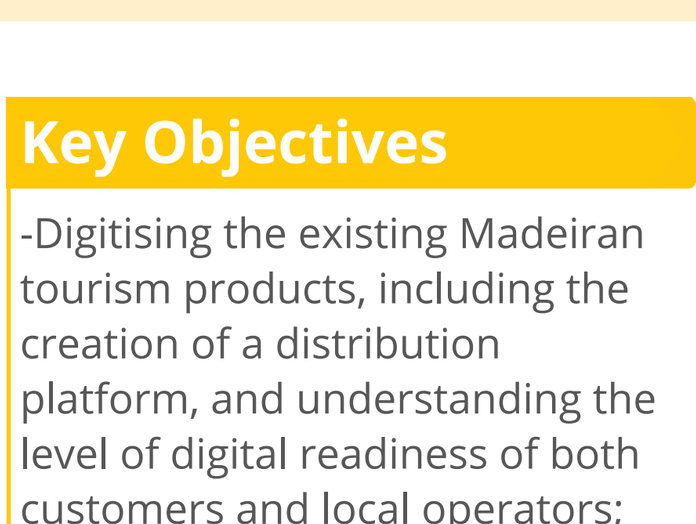
Key Objectives

-Digitising the existing Madeiran tourism products, including the creation of a distribution platform, and understanding the level of digital readiness of both customers and local operators;
-Understand the most visited areas of the region, the most important demographics and gain insights on the customer journey;
-Involve stakeholders to further develop.

Main Results

There is now a digitised catalogue of 113 Madeira tourism products that are accessible to both customers via an app (web and mobile) and also to other players who wish to use the content created.
-As per the data collected through the mobile apps, tourist pressure is most accentuated in the municipality of Funchal, especially hotel areas/downtown.





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