



PRESS KIT

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1. Introduction

Mabrian Technologies is a company specialised in providing tourism intelligence services.

To do so, we combine big data analysis and artificial intelligence (AI) techniques with a deep knowledge of the tourism sector thanks to our team of consultants.

Our offering is a data analytics platform that offers a holistic and real-time observatory related to everything that affects a tourist destination. The analysis of data from diverse sources allows us to identify and predict tourism dynamics.

We help tourist destinations at any level (countries, regions, cities), as well as companies in the hotel and transport sector, or tourism-related consultancies (marketing, promotion, strategy, investment, etc.) to make decisions based on updated data that provides a vision of the tourism context in real-time and which is impossible to obtain by traditional market research means.

Our mission is to develop the most complete analytical tool for the tourism industry through the integration and cross-analysis of different and representative data sources. We want to show the tourism sector that data-driven decisions are a reality.

Mabrian was founded in 2013 by Santi Camps and has its headquarters on the Spanish island of Menorca (in the Balearic Islands) along with a sales office located in Barcelona. It has more than 30 employees worldwide and seven different nationalities.

2. Our story

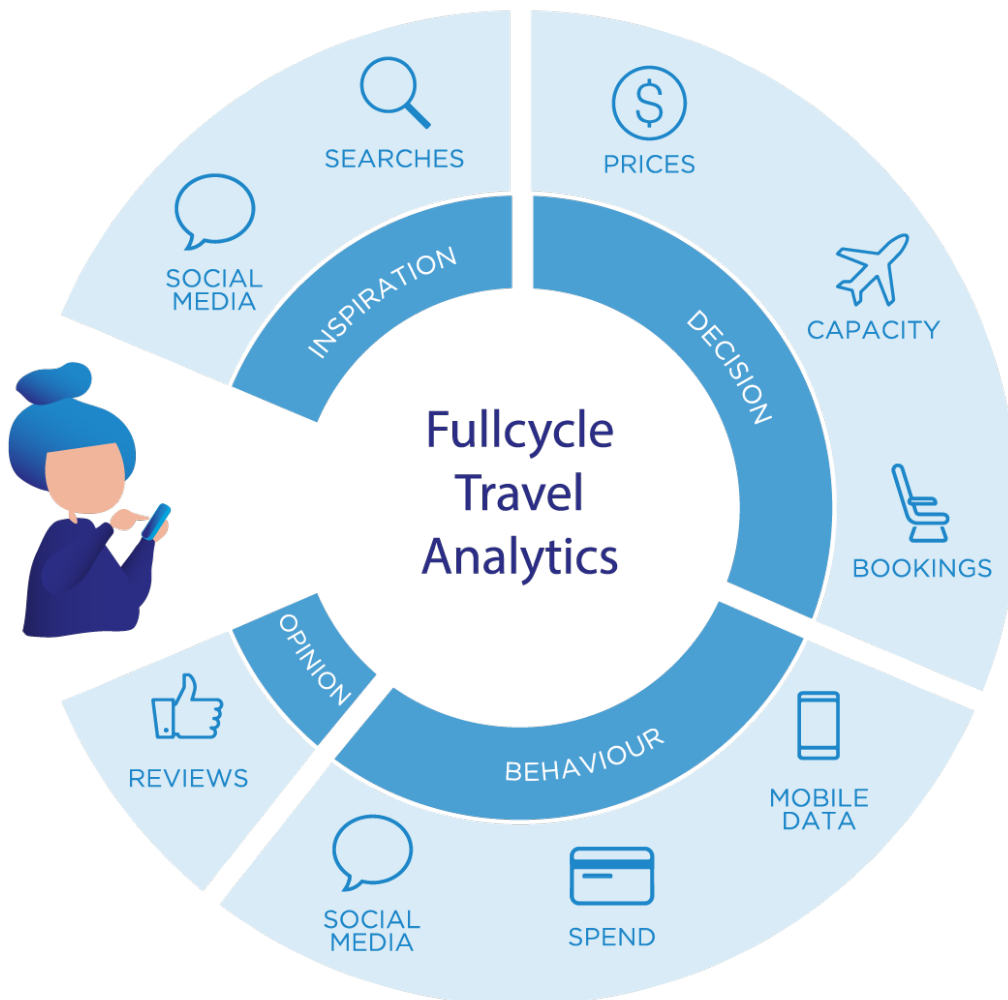
- **2013:** SocialVane is born in Menorca, founded by Santi Camps. An active listening platform for Social Networks based on Natural Language Processing and Artificial Intelligence techniques, that allows the extraction of information on interests and sentiment about spontaneous conversations on social media.
- **2016:** SocialVane becomes Mabrian. A new version of the platform that focuses exclusively on the tourism sector. Adding new data sources to the analysis, Mabrian is the first platform to cover 100% of the travel cycle.
- **2017:** Partnership and distribution agreements with leading international companies mark a turning point in terms of the credibility, reliability and potential of the Mabrian solution.
 - Mabrian awarded the 'best market research tool' by the Balearic Islands Tourism Authorities.
- **2018:** Mabrian's team grows to meet ever growing opportunities for international development and growth. New data sources are incorporated into the tool, allowing the indices and KPIs to be perfected.
 - Break even: benefits.
 - 2018: Mabrian awarded the 'best Marketing and Sales tool' at the Smart Destinations Awards at FITUR.
- **2020:** The global health crisis caused by the COVID-19 pandemic radically transforms the tourism sector, making it more important than ever to have tourism intelligence tools to reduce uncertainty in decision-making. Mabrian grows by 60% in the midst of the crisis.
- **2021:** From information to answers. Mabrian incorporates talent specialised in the management and promotion of tourist destinations, allowing us to offer a service that is better adapted to our clients' needs, providing answers to business and operational challenges.

3. Our platform

Mabrian's platform monitors the spontaneous behaviour of tourists in relation to a specific destination at all stages of their decision making.

From the inspirational phase of the trip, through the search and price comparison, to their booking pattern, behaviour and the analysis of spending patterns and mobility in destination.

The cycle completes its 360° evolution by analysing the sentiment and satisfaction that users show about their experience both on social networks and on various opinion platforms.



Strength points:

1. Platform focused exclusively on the **tourism sector**.
2. Simultaneous analysis of **multiple data sources** in real time.
3. **Easy user-friendly platform**. Information that can be consulted and downloaded 24/7/365.
4. System of **predictive alerts** and warnings of deviations in the main indices and KPIs.
5. Customised plans, **periodic reports** and specific studies with the support of our consultants.

4. Our technology

Big data for tourism intelligence

Artificial intelligence (AI) and machine learning applied to tourism's big data allow our algorithms to understand and predict behavioural patterns at a global level. Meanwhile our natural language processing (NLP) techniques extract perceptions and feelings from social media mentions.

This process transforms the collected data into useful knowledge for decision making. Our algorithms have been recognised by the Centre for Technological and Industrial Development (CDTI) of the Spanish Ministry of Economy, Industry and Competitiveness.

5. Key metrics

a) The offering

Mabrian offers not only 'big data', but also 'multiple data'. This is what makes the difference. We work with reliable data providers with global coverage, who guarantee the representativeness of their data and compliance with international personal data protection regulations.

The data sources are as varied as the different tourism analysis modules we offer:

- Tourism behaviour: we analyse spontaneous interactions on social media and opinion platforms in the tourism sector to extract indicators of visitors' interests and perceptions.
- Accommodation offer in-destination (hotel and non-hotel): we work with data from OTAs (online travel agencies) and tourist booking platforms.
- Air connectivity: we analyse flight scheduling patterns, searches and flight bookings, using data from the main GDSs (global distribution systems) and companies specialised in monitoring air connectivity.
- Spending at destination: we analyse the spending patterns of visitors to a destination through the use of credit or debit cards (or equivalent digital methods). This data is sourced from leading payment providers.
- Presence and mobility: we monitor the presence and mobility of visitors through the connectivity of their mobile devices to antennas located at the destination. This data comes from the telephone companies with a presence in the destinations.
- Tourism Sustainability: we analyse data from global sources with the intention of analysing the impact and sustainability of tourism on destinations worldwide. The aim is to measure and keep track of a number of key aspects that affect Tourism Sustainability in a destination with defined, stable and comparable criterion.

b) Performance

- More than 41 clients worldwide, mainly located in tourist destinations.
- More than 37 strategic agreements with the main organisations in the sector, such as the European Travel Commission (ETC), TurEspaña and Segittur.

c) The company

- Founded and led by Santi Camps in 2013.
- Headquartered in Spain's Menorca with a sales office located in Barcelona
- More than 30 employees and seven different nationalities.

6. Did you know

- Our algorithms have been recognised by the **Centre for Technological and Industrial Development (CDTI)** of the Economy, Industry and Competitiveness Ministry of the Spanish government.
- The company was awarded '**best Marketing and Sales tool**' at the Smart Destinations Awards at FITUR 2018.
- Mabrian's platform offers an accuracy level of over 95%.
- International partners such as Mastercard, Travelport, and Phocuswright already rely on Mabrian's solution, as well as **customers worldwide** (Catalonia, Madrid, Valencia, Athens, Montevideo, Cancun, Indonesia, Colombia, Costa Rica, Oman, Qatar, Netherlands, France, United Kingdom, Barceló Group, Iberostar Group, Palladium Hotel Group, Renfe, etc.).

7. Leadership team



Santi Camps

Founder

Chief Executive Officer – CEO

Santi is the founder and CEO of Mabrian Technologies. With a technical background, he has always specialised in technology and software. At the age of 24, and after having played an important role in several software creation companies, he was already leading a development team of more than 20 people. An entrepreneur by conviction, he co-founded the company KMKey, which provides Quality Management and CRM software services, today marketed in all Spanish-speaking countries. This experience helped him to learn about business management, marketing and online sales.

After more than 20 years of experience in software development, and a decade of experience leading businesses, in 2013 he founded the company Social Vane specialising in big data analysis for reputation management, which shortly afterwards decided to specialise solely in the tourism sector, under the name of Mabrian Technologies.



Carlos Cendra Cruz
Chief Marketing Officer – CMO

Carlos is Sales and Marketing Director at Mabrian Technologies, as well as a partner. He is a tireless entrepreneur.

After more than 10 years of experience in management positions and running his own businesses in various sectors such as marketing, international trade, franchising and tourism, he decided to join the Mabrian Technologies project as a partner and manager. His motivation is clear: to globalise the use of big data in the tourism sector, to take Mabrian to the next level and to lead the tourism intelligence market worldwide.



Àlex Villeyra
Chief Operating Officer
- COO

Àlex is Operations Director and a Partner at Mabrian Technologies.

Prior to Mabrian, Àlex accumulated over 15 years of professional experience in the business consulting sector at KPMG, where he worked in Europe and Latin America for clients mainly focused on the telecommunications, banking, and oil & gas sectors. In his last stage as Director at KPMG, Àlex led from Buenos Aires the Shared Services and Outsourcing Advisory practice for KPMG in the South American region.

8. Our clients



9. Contact information

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Press requests: mabrian@belverapartners.com

Other requests: info@mabrian.com