

EMPROTUR Bariloche:

A Forward-Looking DMO Relies on Amadeus' Business Intelligence Data to Understand Tourism Trends and Grow as a Desirable, Year-Round Destination

The picturesque winter resort town of Bariloche, Argentina is building its path toward travel intelligence with the use of air data provided by Amadeus Market Intelligence

Setting The Scene

Well known as the gateway to the vast, pristine Patagonia region of Argentina, Bariloche, located at the foot of the Andes, is often used as a convenient starting point for travelers wishing to explore this spectacularly beautiful area. The town's forests, lakes and chalet-style architecture make it the perfect destination for travelers drawn by its outstanding winter sports – Bariloche has the largest ski area in Latin America – or summertime hiking, adventure tourism, and other recreational activities.

EMPROTUR Bariloche – the abbreviated form of “Ente Mixto de Promoción Turística de San Carlos de Bariloche” – is an organization responsible for the promotion and planning of sustainable tourism in this alpine town. Its functions include promoting the area in domestic and international markets, destination management, and the development of strategic national events such as the chocolate festival (some visitors refer to Bariloche as the Little Switzerland of Argentina), beer festival, snow festival, and gastronomy fair.

“We now have clarity of market conditions and how we can grow our position in the travel ecosystem. With Amadeus as a trusted data partner, our board has become much more data-driven in validating commercial actions before we execute them. In fact, we are now driving a cultural change toward using insights and data to guide our strategic decisions.”



Martina Gelardi
Strategic and Sustainable Tourism
Planning, EMPROTUR Bariloche

The Challenge

Although Bariloche is one of Argentina's top tourist destinations, EMPROTUR Bariloche was facing a number of challenges when the organization approached Amadeus in the summer of 2023.

- **Challenges related to seasonality.** Although winter is its strongest tourism season, Bariloche was interested in developing a sustainable strategic plan to grow demand throughout the year.
- **Changes in traveler type.** Travelers' interests have changed, with booking windows appearing to be getting shorter each year and trips shorter in duration. Travelers often choose to visit more than just one destination within one trip, and they tend to prioritize natural environments more than ever.
- **Changes in traveler points of origin.** Bariloche has experienced a decline in its international long-distance market draw. Today, in fact, the town has direct flights with just two other countries.
- **Greater competition from competing destinations.** Although Bariloche is a traditional tourist destination, it is also a much smaller city when compared to others, in terms of tourism.

The Solution

As a part of their overall goal of changing their decision-making processes to be more data-driven, EMPROTUR Bariloche partnered with Amadeus to leverage insights for evaluating marketing strategies and informing strategic planning. They approached Amadeus as a technology partner who might help them answer some important questions, prepare research, and act as an advisor to the organization. By being active users and asking smart questions, EMPROTUR Bariloche started using Amadeus' comprehensive data and insights to make more data-driven commercial decisions.

In the summer of 2023, EMPROTUR Bariloche turned to Amadeus' Market Intelligence solution and "Top View" tool, to help them understand what was happening in the Bariloche market and in other southern Patagonia cities. Market Intelligence provides a high-level overview of data from Amadeus' air data sets, which include travel agent air bookings, travel agency air searches, air schedules and capacity, and air traffic data, to show travel trends impacting the Argentinian and Bariloche markets.

Key insights provided by Market Intelligence showed that marketing was geared to domestic travel, despite the fact that there was evidence of many searches and high demand from international markets – primarily the U.S., France, and Germany – for travel to the area. There had been an increase in travel after the pandemic, but much of it had been due to an increase in the number of domestic visitors.



The DMO's challenge was three-fold: how to increase Average Daily Rate (ADR) in the region; how to attract more profitable, international visitors; and how to increase airline traffic back to the area. What key insights could Amadeus provide? And how could the DMO use Amadeus' data to demonstrate to airlines and South American travel organizations that they still had potential to grow as a destination – not just as a winter hot spot, but as a desirable summer destination, too?





Results

Using data provided by Amadeus, EMPROTUR Bariloche is now in the process of strategically planning their 2024 promotions. The destination has started to view the market more broadly – including the discovery that collaboration with other destinations can provide an opportunity to attract new visitors – and consider the real performance of competing destinations. Air traffic capacity and demand, city-to-city comparisons, insights on strategic markets, and a better understanding of the conversion rate are all important metrics in its planning.

The organization is also targeting airlines in order to increase international flights to the area. Amadeus has helped the DMO know how to approach airlines and travel organizations in order to say, “Bariloche can be a great travel destination for you, and here’s why.”

EMPROTUR Bariloche is also improving communications with hotels and proving to be a better-informed partner by basing their analysis on actual data, provided by a reliable data source, instead of just assumptions. The Amadeus team is dedicated to meeting the organization’s needs, encouraging improvement, and providing personalized, Latin America-based customer service support in Spanish.

To learn more about how hoteliers are driving success today, visit our [Trendsetters in Travel page](#).

For more information, please visit amadeus-hospitality.com or speak to an Amadeus representative today.

“Partnering with Amadeus was a step towards making smarter decisions. All destinations have limited resources, and Amadeus enables us to be more effective. We can enhance the impact of our actions based on tourism intelligence.”



Diego Piquin
Executive Director,
EMPROTUR Bariloche