

# Accoglienza, ospitalità e digitale

**Come le destinazioni possono creare un brand e affermarsi in un mercato globale**

**Carlo Gallino**, CEO Mycomp

*Forum Turismo Destinazione Ogliastra  
Tortolì, 3 maggio 2023*





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09

- ✓ **Ingegnere Elettronico**
- ✓ **Dipendente per 15 anni in aziende d'informatica nazionali e internazionali**
- ✓ **Nel 2004 fonda Mycomp**
- ✓ **Da 20 anni si occupa di innovazione tecnologia e marketing per l'ospitalità. Mycomp aiuta gli operatori turistici a migliorare la vendite, ottimizzare la redditività e a semplificare la complessità organizzativa**

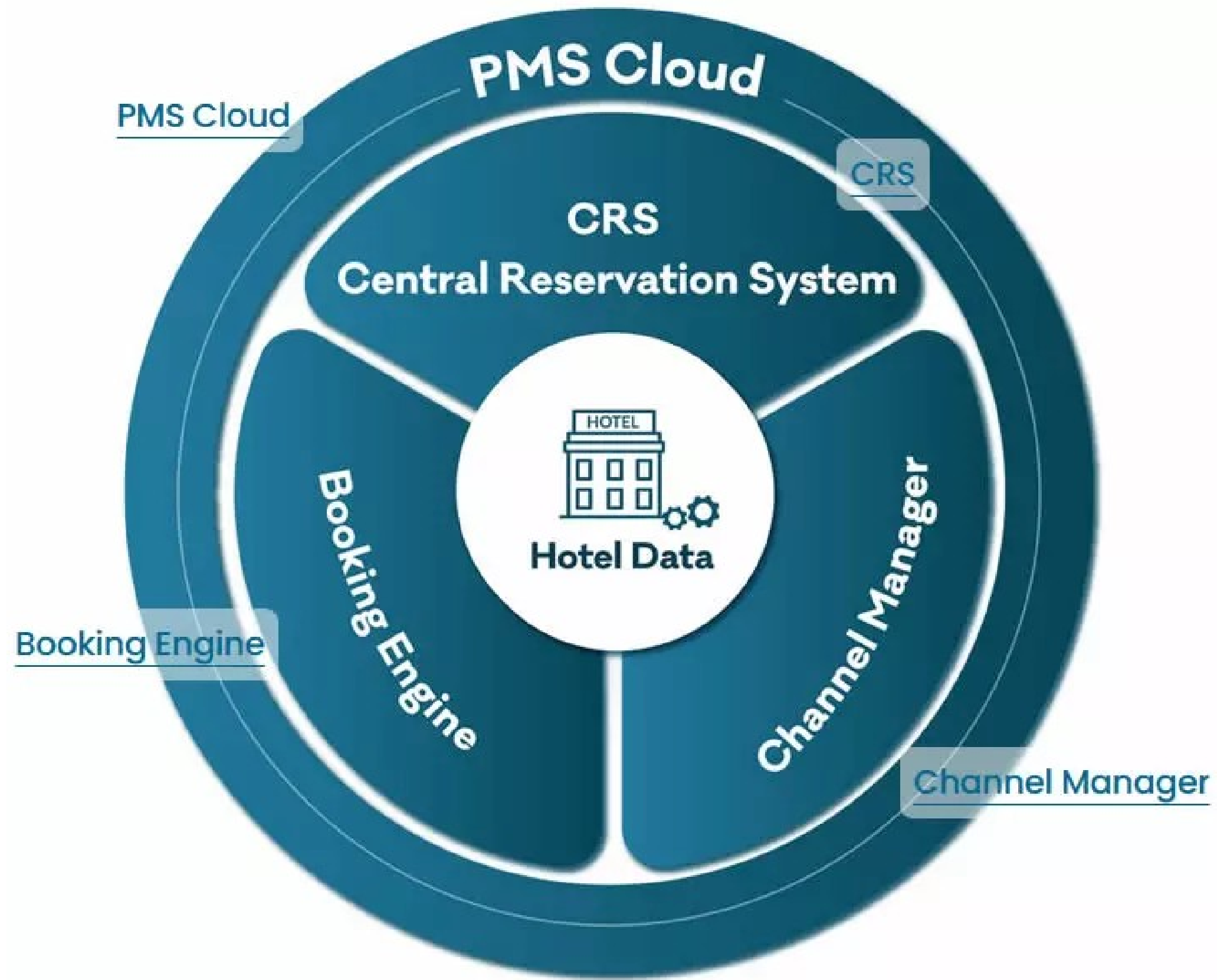


- ✓ **Nel 2005 crea un TO online per vendere Sardegna/Sicilia/Puglia**
- ✓ **Nel 2012 vende il TO**
- ✓ **Dal 2012 inizia a fornire la tecnologia e il know-how a quelli che prima erano i clienti del TO**
- ✓ **In questi 11 anni ha supportato centinaia di imprenditori turistici nella trasformazione digitale per cogliere le opportunità che Internet e gli strumenti digitali offrono per la vendita del prodotto turistico.**



**Oggi MyComp è leader in Sardegna (ma opera in tutta Italia) nelle soluzioni integrate per l'hospitality che consentono alle aziende turistiche di aumentare il fatturato e di massimizzare la presenza online, migliorando allo stesso tempo la gestione.**

- ✓ **SOFTWARE MYGUESTCARE**
- ✓ **DIGITAL MARKETING**
- ✓ **REVENUE MANAGEMENT**
- ✓ **WEB MARKETING TURISTICO**
- ✓ **SITI WEB**
- ✓ **CONSULENZA VENDITE**



Che contributo posso portare al Forum Turismo

Ogliastro?

Qual è il nostro punto di osservazione sull'Ogliastra?

Vediamo prima qualche numero del Digitale



**JAN  
2023**

## GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

**NOTE:** SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



GLOBAL OVERVIEW

TOTAL  
POPULATION



we  
are  
social

**8.01**  
BILLION

YEAR-ON-YEAR CHANGE

**+0.8%**  
**+67 MILLION**

URBANISATION

**57.2%**

CELLULAR MOBILE  
CONNECTIONS



Meltwater

**8.46**  
BILLION

YEAR-ON-YEAR CHANGE

**+2.2%**  
**+180 MILLION**

TOTAL vs. POPULATION

**105.6%**

INTERNET  
USERS



Meltwater

**5.16**  
BILLION

YEAR-ON-YEAR CHANGE

**+1.9%**  
**+98 MILLION**

TOTAL vs. POPULATION

**64.4%**

ACTIVE SOCIAL  
MEDIA USERS



Meltwater

**4.76**  
BILLION

YEAR-ON-YEAR CHANGE

**+3.0%**  
**+137 MILLION**

TOTAL vs. POPULATION

**59.4%**

**SOURCES:** UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMAI & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA ACROSS ALL METRICS, INCLUDING IMPORTANT REVISIONS TO UNDERLYING POPULATION DATA. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. WHERE YEAR-ON-YEAR CHANGE IS SHOWN

we are social Meltwater

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## ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ITALY

TOTAL  
POPULATION



**58.96**  
MILLION

URBANISATION

**71.8%**

CELLULAR MOBILE  
CONNECTIONS



**78.19**  
MILLION

vs. POPULATION

**132.6%**

INTERNET  
USERS



**50.78**  
MILLION

vs. POPULATION

**86.1%**

ACTIVE SOCIAL  
MEDIA USERS



**43.90**  
MILLION

vs. POPULATION

**74.5%**

**SOURCES:** UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMAI & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR FULL DETAILS.

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## DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



ITALY

TIME SPENT USING  
THE INTERNET



5H 55M

YEAR-ON-YEAR CHANGE  
-4.1% (-15 MINS)

TIME SPENT WATCHING TELEVISION  
(BROADCAST AND STREAMING)



3H 13M

YEAR-ON-YEAR CHANGE  
+0.5% (+1 MIN)

TIME SPENT USING  
SOCIAL MEDIA



1H 48M

YEAR-ON-YEAR CHANGE  
+0.9% (+1 MIN)

TIME SPENT READING PRESS MEDIA  
(ONLINE AND PHYSICAL PRINT)



1H 22M

YEAR-ON-YEAR CHANGE  
+1.2% (+1 MIN)

TIME SPENT LISTENING TO  
MUSIC STREAMING SERVICES



1H 05M

YEAR-ON-YEAR CHANGE  
[UNCHANGED]

TIME SPENT LISTENING  
TO BROADCAST RADIO



1H 10M

YEAR-ON-YEAR CHANGE  
+1.4% (+1 MIN)

TIME SPENT LISTENING  
TO PODCASTS



0H 32M

YEAR-ON-YEAR CHANGE  
+10.3% (+3 MINS)

TIME SPENT USING  
A GAMES CONSOLE



0H 48M

YEAR-ON-YEAR CHANGE  
-2.0% (-1 MIN)

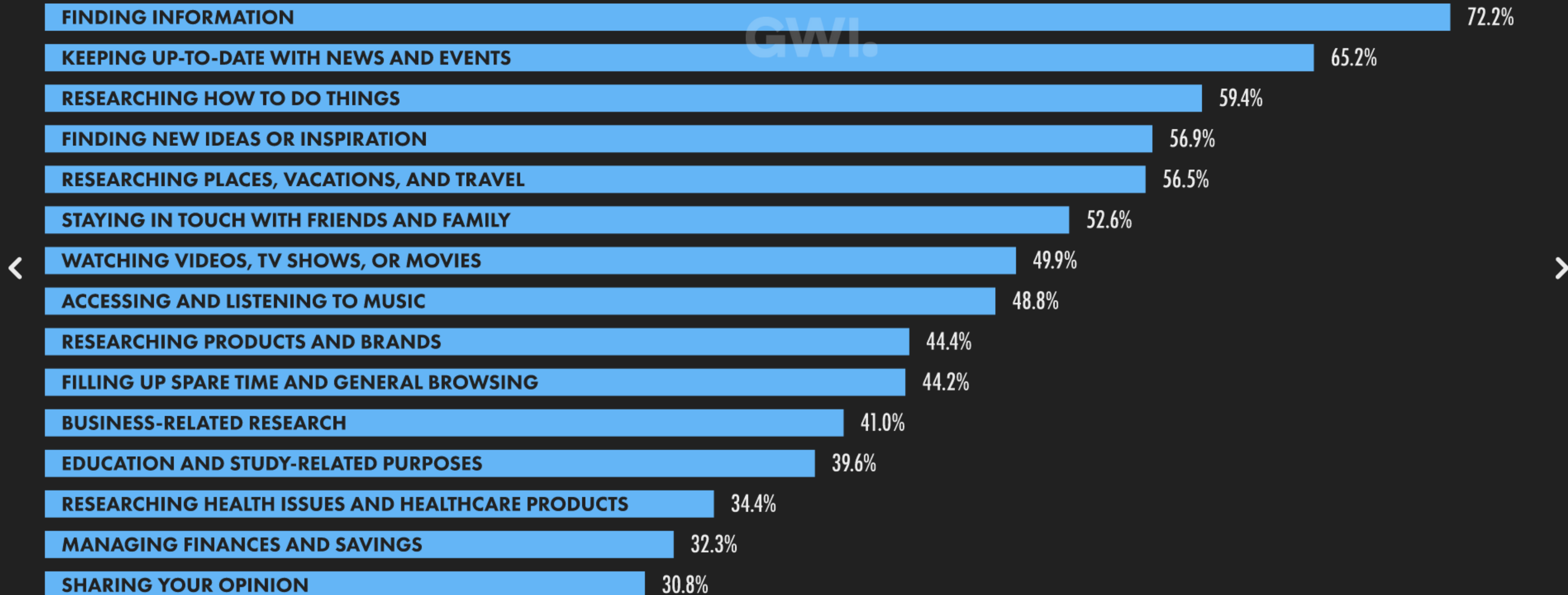
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## MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET



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## OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



ITALY

NUMBER OF SOCIAL  
MEDIA USERS



43.90  
MILLION

SOCIAL MEDIA USERS  
vs. TOTAL POPULATION



74.5%

SOCIAL MEDIA USERS AGE 18+  
vs. TOTAL POPULATION AGE 18+



78.2%

SOCIAL MEDIA USERS  
vs. TOTAL INTERNET USERS



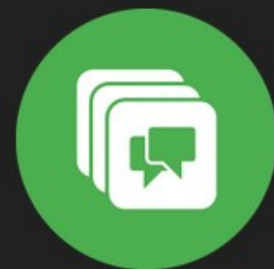
86.4%

AVERAGE TIME SPENT USING  
SOCIAL MEDIA EACH DAY



1H 48M

AVERAGE NUMBER OF SOCIAL  
PLATFORMS USED EACH MONTH



5.9

FEMALE SOCIAL MEDIA USERS  
vs. TOTAL SOCIAL MEDIA USERS



49.9%

MALE SOCIAL MEDIA USERS  
vs. TOTAL SOCIAL MEDIA USERS



50.1%

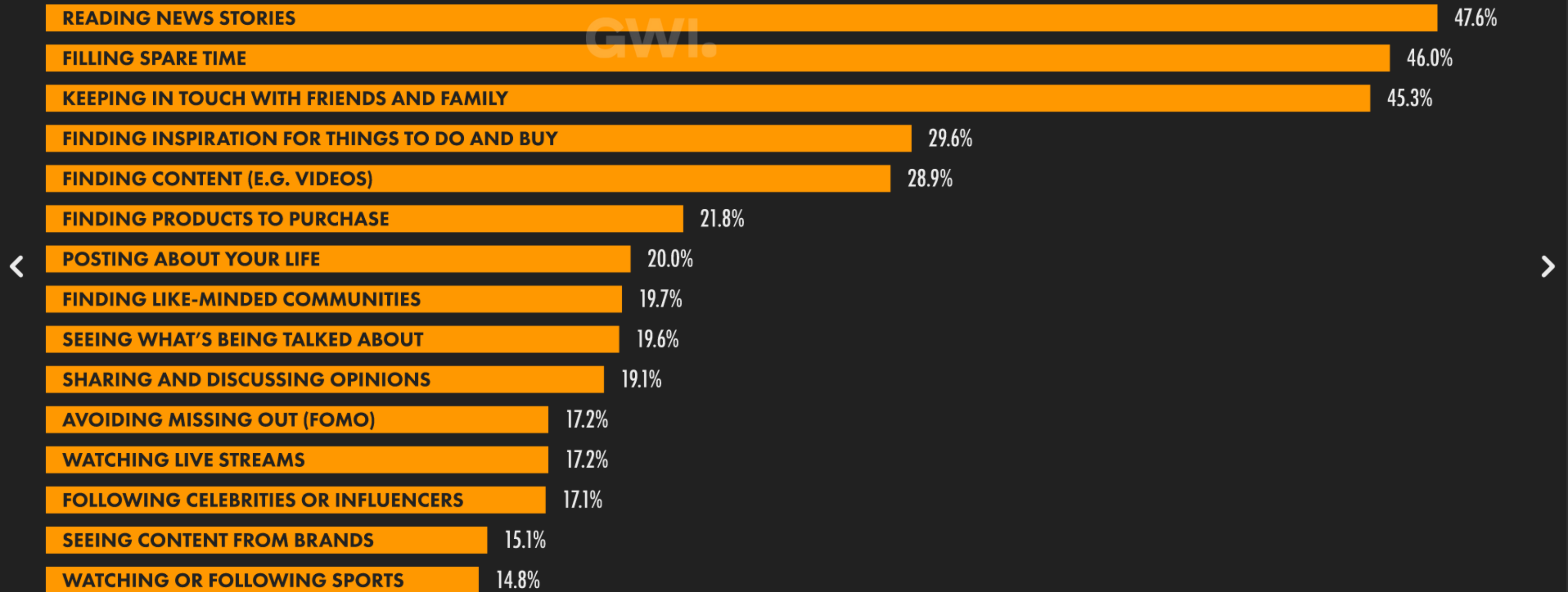
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## MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS



ITALY



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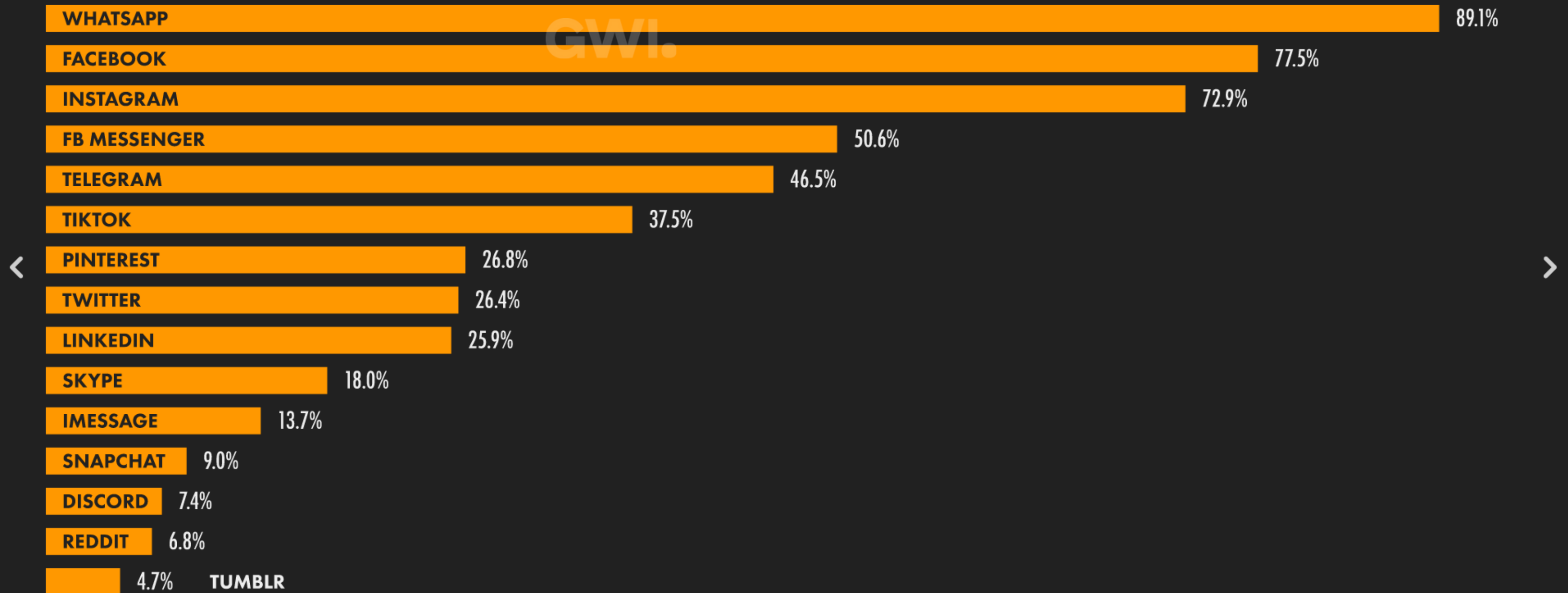
## MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

**NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



ITALY



**SOURCE:** GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER

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## ONLINE TRAVEL AND TOURISM

ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2022)



ITALY

FLIGHTS



**\$5.29  
BILLION**

YEAR-ON-YEAR CHANGE  
**+83.5% (+\$2.4 BILLION)**

statista

TRAINS



**\$627.5  
MILLION**

YEAR-ON-YEAR CHANGE  
**+99.8% (+\$313 MILLION)**



CAR RENTALS



**\$389.0  
MILLION**

YEAR-ON-YEAR CHANGE  
**-8.1% (-\$34 MILLION)**

statista

LONG-DISTANCE BUSES



**\$185.8  
MILLION**

YEAR-ON-YEAR CHANGE  
**+67.1% (+\$75 MILLION)**

HOTELS



**\$6.00  
BILLION**

YEAR-ON-YEAR CHANGE  
**+194% (+\$4.0 BILLION)**



PACKAGE HOLIDAYS



**\$3.39  
BILLION**

YEAR-ON-YEAR CHANGE  
**+42.4% (+\$1.0 BILLION)**

statista

VACATION RENTALS



**\$2.31  
BILLION**

YEAR-ON-YEAR CHANGE  
**+48.5% (+\$753 MILLION)**



CRUISES



**\$102.6  
MILLION**

YEAR-ON-YEAR CHANGE  
**+20.1% (+\$17 MILLION)**

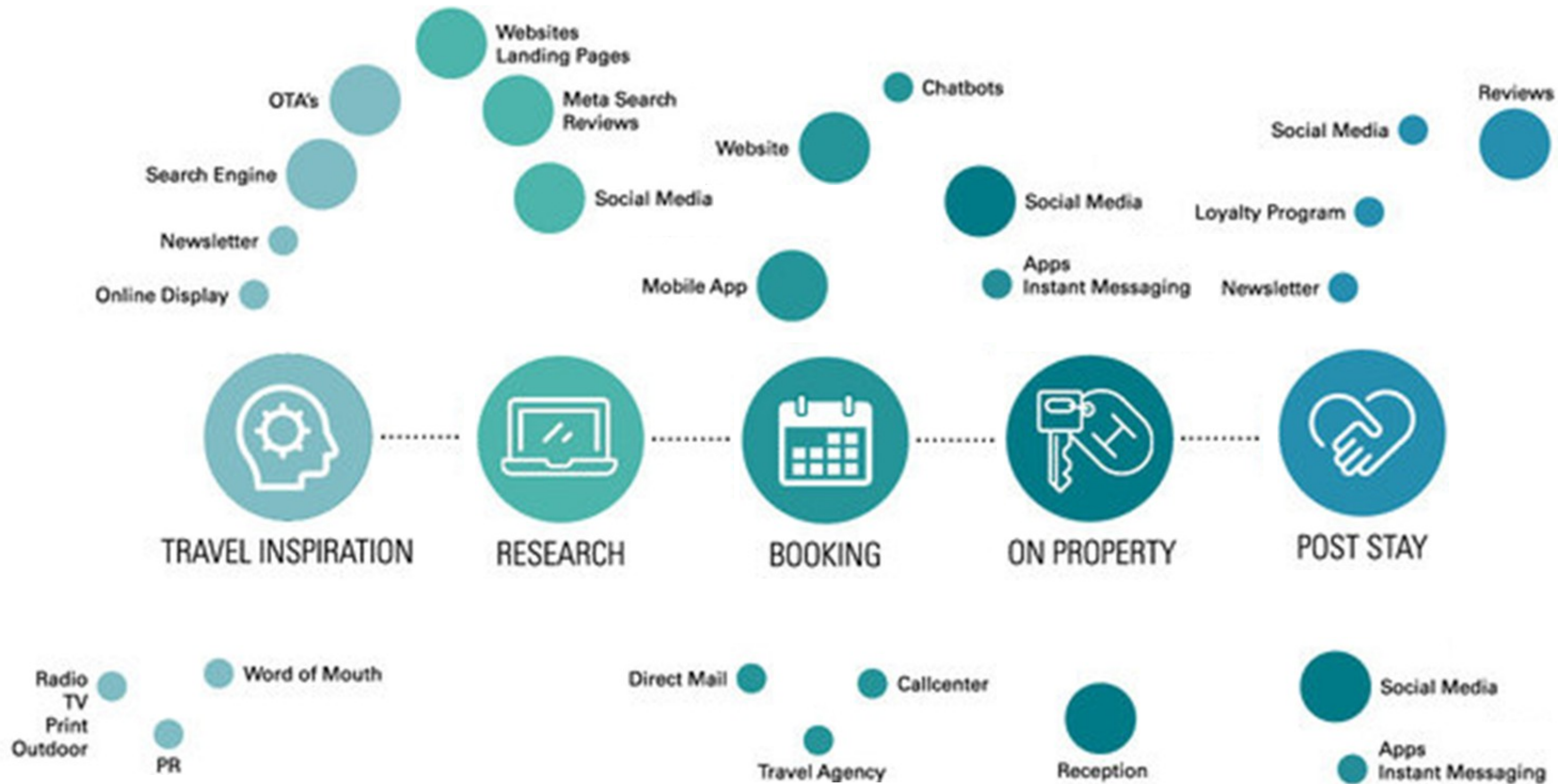


# Ma come avviene la scelta di una destinazione turistica

# Una rappresentazione lineare del Customer Journey?

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Hospitality Solutions



# Una rappresentazione più realistica secondo Google?

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Quali sono le keyword da ricordare?

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Consapevolezza

Fiducia

# Accoglienza online e promozione turistica

Accoglienza come primo impatto

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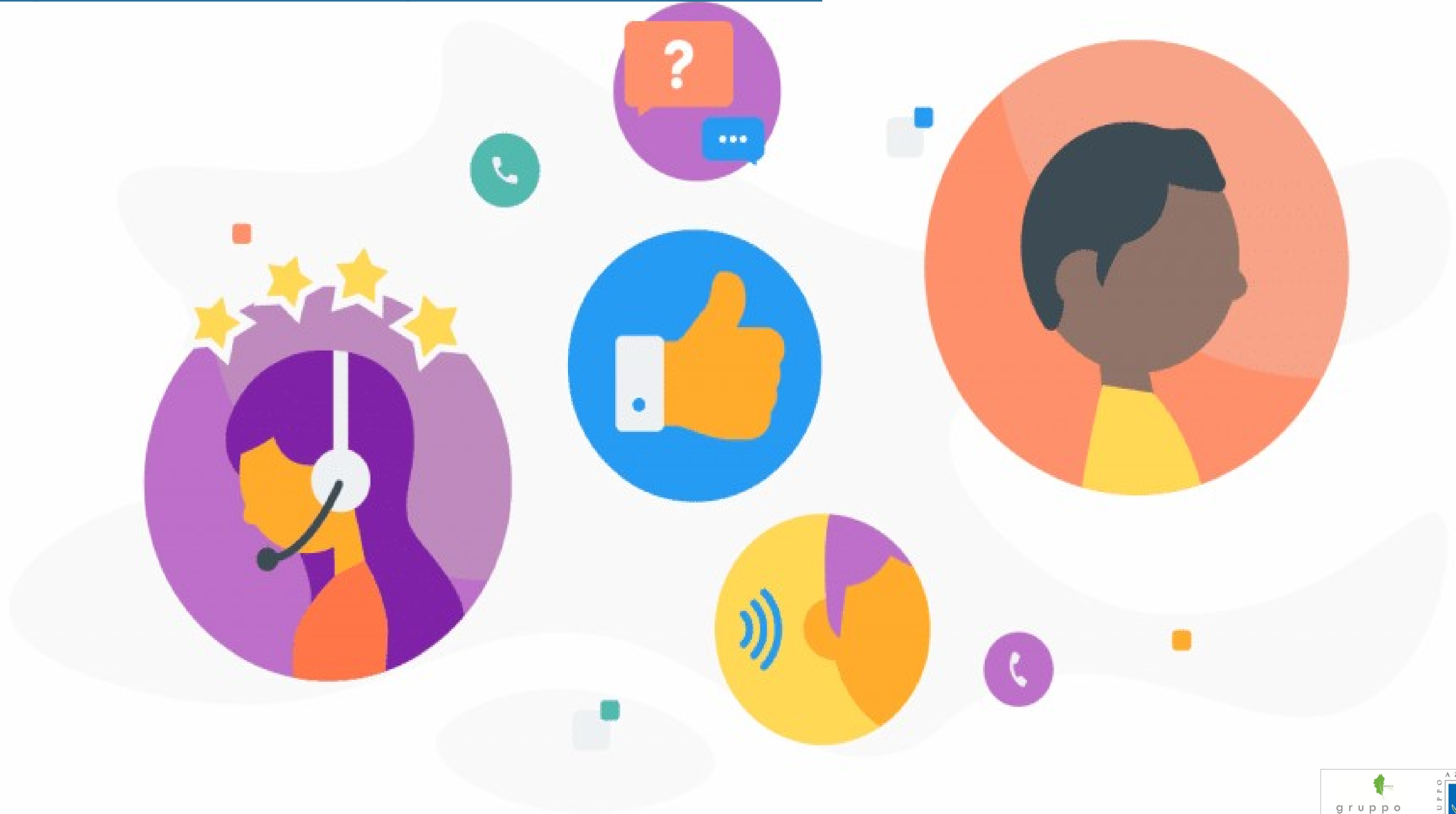


# Accoglienza come esperienza di valore

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# Formazione del personale dell'accoglienza

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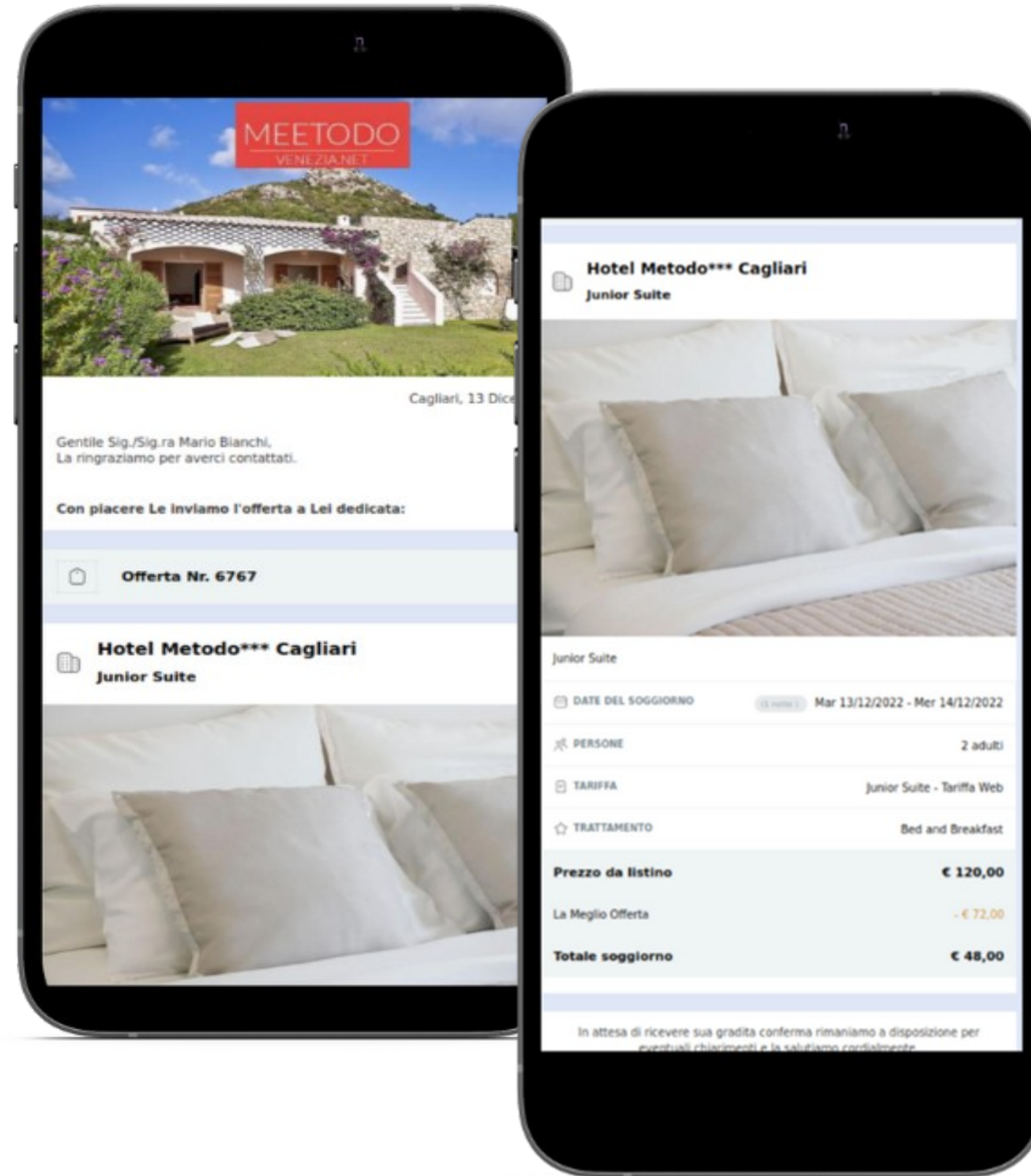
Extrovert Benefits Introverts  
Development Skill Effective  
Work Life PEOPLE Goals Rapport Valuable  
Business SKILLS Success Benefits Personal  
Emotional Interpersonal Communicate Respect  
Behavior Understand Empathize Friendly  
Interaction Personality Important  
Confidential Intercession Coach  
Manage Inspire Motivate Trust

# Come creare un clima di benvenuto

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# Come creare un clima di benvenuto

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Seleziona una tra le nostre proposte

Offerta 1 **Offerta 2**

← CHECKIN 3 giu 2023 → CHECKOUT 10 giu 2023

📅 NOTTI 7 notti

👤 OSPITI 2 adulti

🛏 CAMERE 1 camera

Camera 1



5 | 📷

**Camera standard** disponibile

👤 Max 4 ospiti

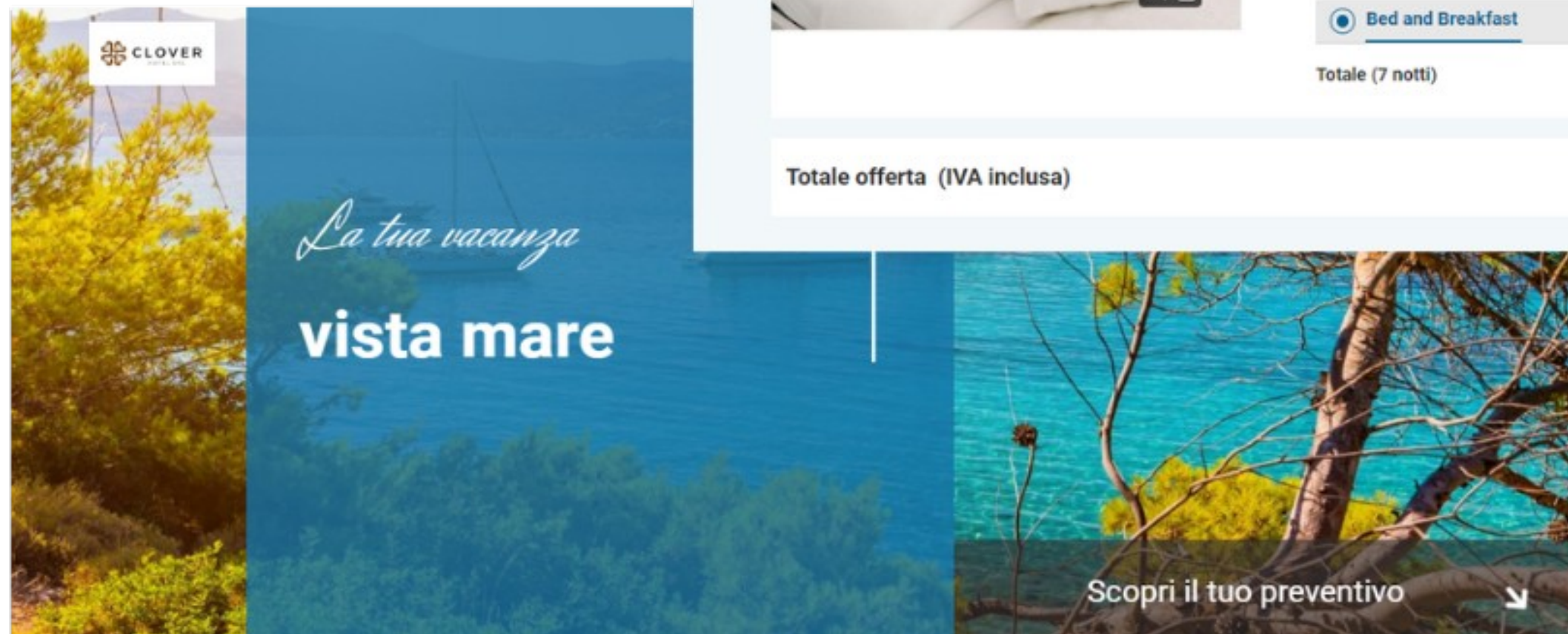
Camera Standard

Flex Rate Vedi condizioni

**Bed and Breakfast**

Totale (7 notti) ~~2.128,00 €~~ **851,20 €**

Totale offerta (IVA inclusa) ~~2.128,00 €~~ **851,20 €**



CLOVER

*La tua vacanza*  
**vista mare**

Scopri il tuo preventivo

# Come creare un clima di benvenuto

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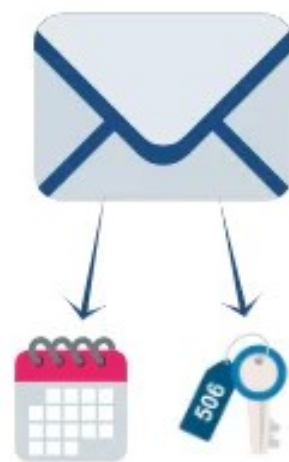
Viene inviata la  
conferma di  
prenotazione

1



1ª email  
pre-soggiorno

2



2ª email  
pre-soggiorno

3



Soggiorno in  
Hotel

4



Email  
post-soggiorno

5



# L'importanza dell'ospitalità nella scelta della destinazione

# L'ospitalità come esperienza turistica

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# L'ospitalità come esperienza turistica

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# Come valorizzare la cultura e la tradizione locale

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# L'importanza della presenza digitale nella promozione turistica della destinazione

# La presenza online come punto di contatto con il turista

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A hand-drawn word cloud centered around the words 'marketing' and 'strategy'. The words are written in various colors and sizes, radiating from the center. The words include: Finance, Product, viral, Promotion, sales, team, business, internet, Social media, presentation, represent, management, price, recommendation, market, innovation, advertising, distribution, quality, branding, design, blogs, place, growth, store, planning, and manager. The words 'marketing' and 'strategy' are the largest and most prominent.

# La presenza online come punto di contatto con il turista



Home Dove andare Cosa fare Informazioni



## Italia. Open to meraviglia.

Inizia a vivere italiano



La presenza online come punto di contatto con il turista

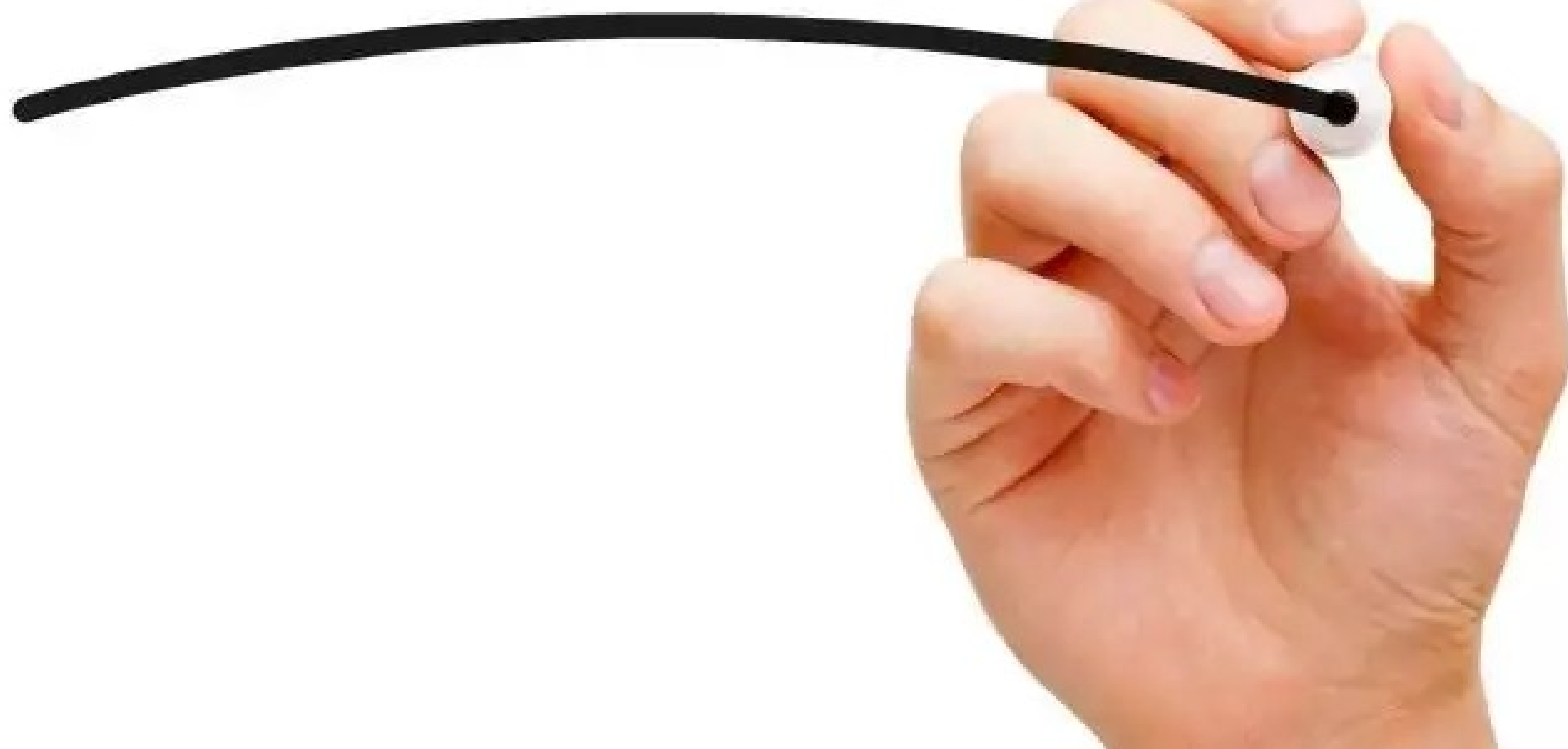
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# CONTENT MARKETING



# La presenza online come punto di contatto con il turista

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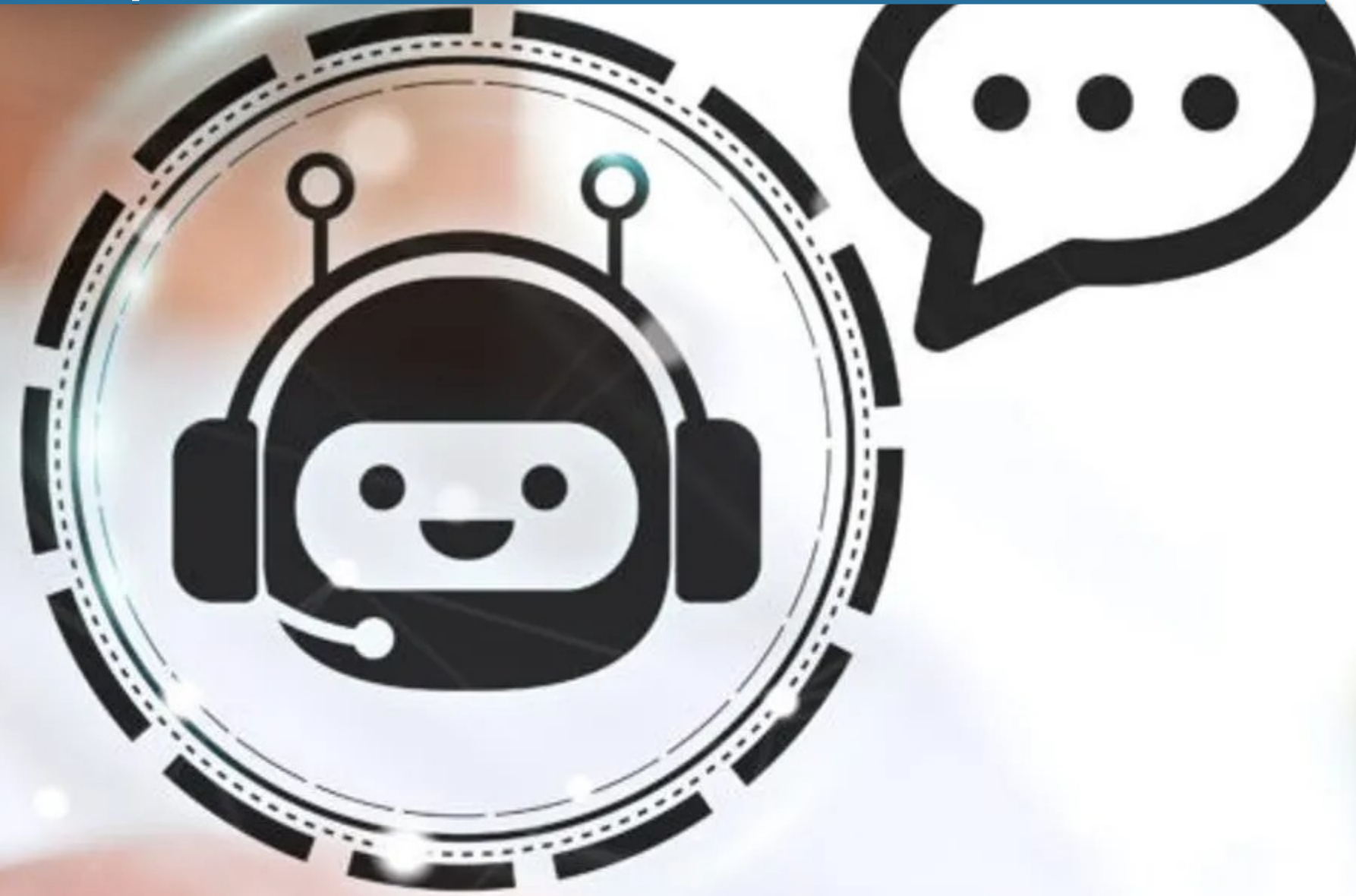
# La presenza online come punto di contatto con il turista



# La presenza online come punto di contatto con il turista

QUESTCARE

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Hospitality Solutions





# La presenza online come punto di contatto con il turista

QUESTCARE

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# Aspetti importanti per la promozione turistica della destinazione

# La promozione digitale del turismo post-pandemia

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gruppo  
azione  
locale  
ogliastro

GRUPPO  
AZIONE  
LOCALE  
GAL  
OGLIASTRA

# L'importanza del marketing esperienziale

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Hospitality Solutions



# La promozione del turismo responsabile

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Hospitality Solutions



# L'importanza dell'esperienza turistica personalizzata

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gblakqba sutatetur abidling  
et amn conetetur abidling  
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tempur aliput. Ut enim ad minim veniam, quis  
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ea quolatur. Excepteur sint occaecat cupid  
tempur sunt in culpa qui officia deserunt mollit  
tempur.

# L'uso della gamification per coinvolgere i turisti

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# La misurazione dei risultati della promozione digitale

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Sviluppi futuri (ma non troppo) della promozione  
turistica della destinazione

Migliora la capacità di raccogliere, archiviare e utilizzare i

dati

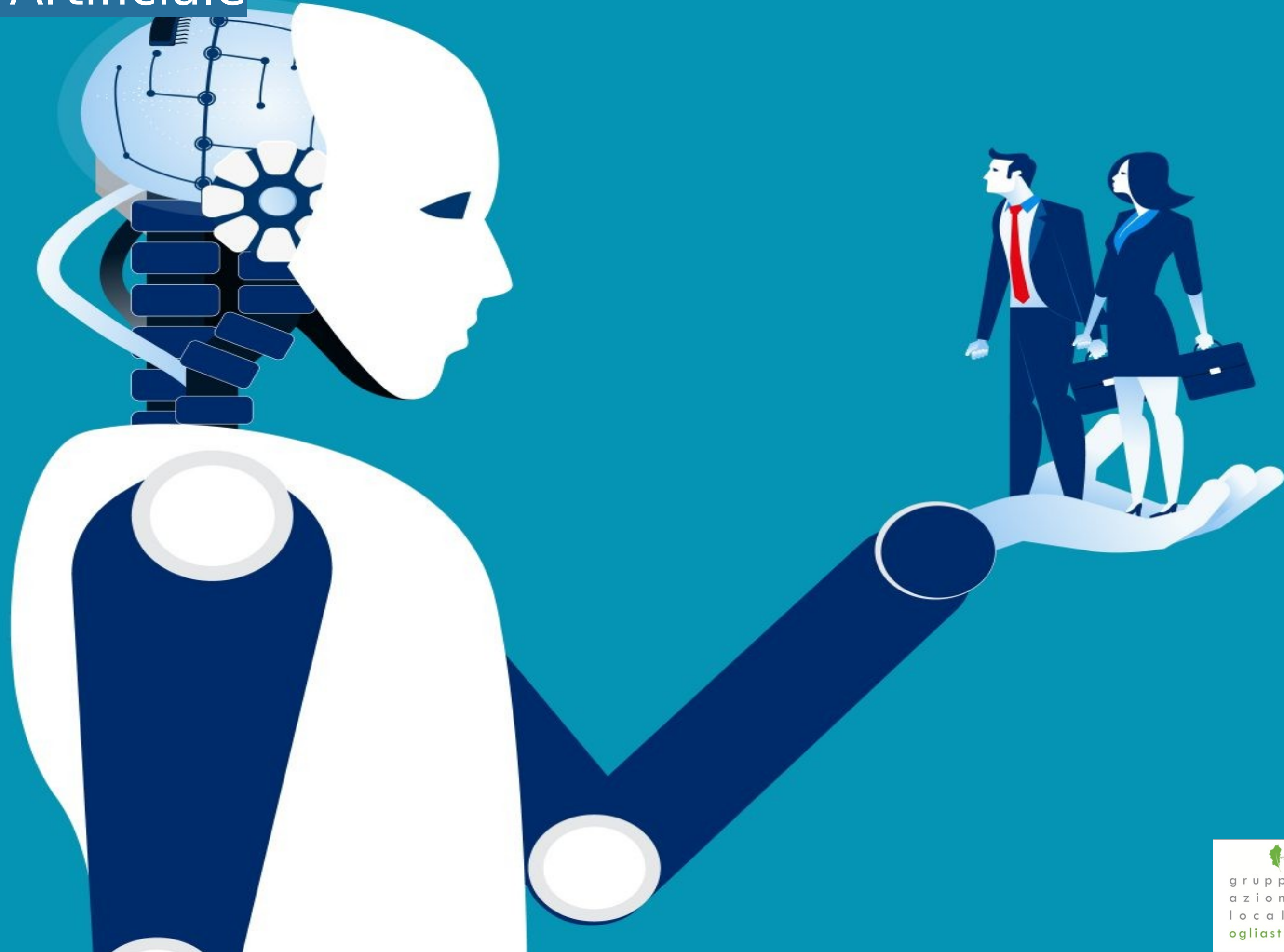
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# Intelligenza Artificiale

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 **101 Blockchains**



**METaverse**

**VS**



**VIRTUAL REALITY**

# Grazie per l'attenzione!

Per domande potete scrivere a:

**Carlo Gallino**

[carlo.gallino@mycomp.it](mailto:carlo.gallino@mycomp.it)

Visitate i nostri siti

[www.mycomp.it](http://www.mycomp.it)

[www.myguestcare.com](http://www.myguestcare.com)

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