

Come aumentare il fatturato di un Bike Hotel anticipando i trend di mercato del cicloturismo

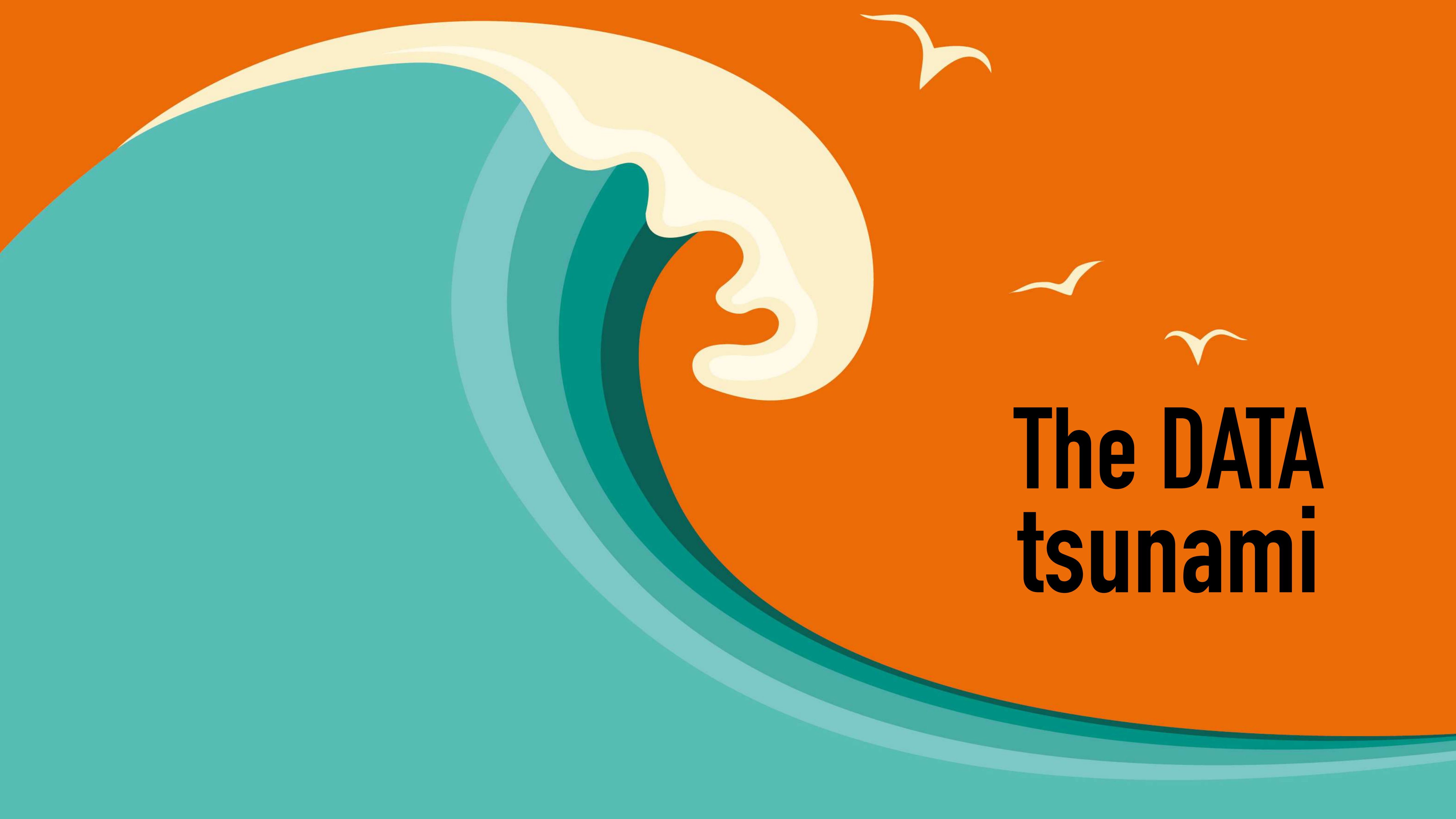


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“

**Without data you're just
another person with an opinion**

W. Edwards Deming



The DATA tsunami

**Osservare i dati sbagliati
(o interpretarli in modo sbagliato)
può essere tanto
controproducente quanto non
osservare per nulla i dati.**



HARD DATA



SOFT DATA



HARD DATA

Sono quei dati che ci dicono **cosa sta succedendo** all'interno del nostro prodotto, servizio, business.

SOFT DATA

Ci fanno capire **perché sta succedendo** quella cosa.

HARD DATA

Sono quei dati che ci dicono **cosa sta succedendo** all'interno del nostro prodotto, servizio, business



Google Analytics

Quanti visitano il mio sito?

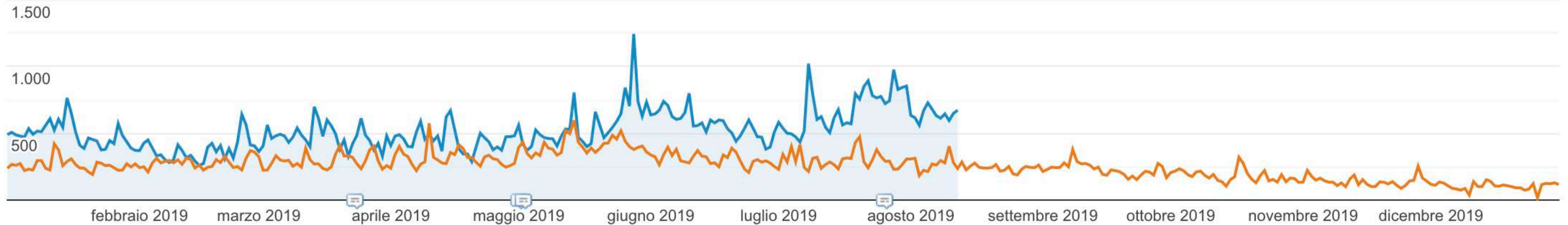
Panoramica

Utenti e [Seleziona una metrica](#)

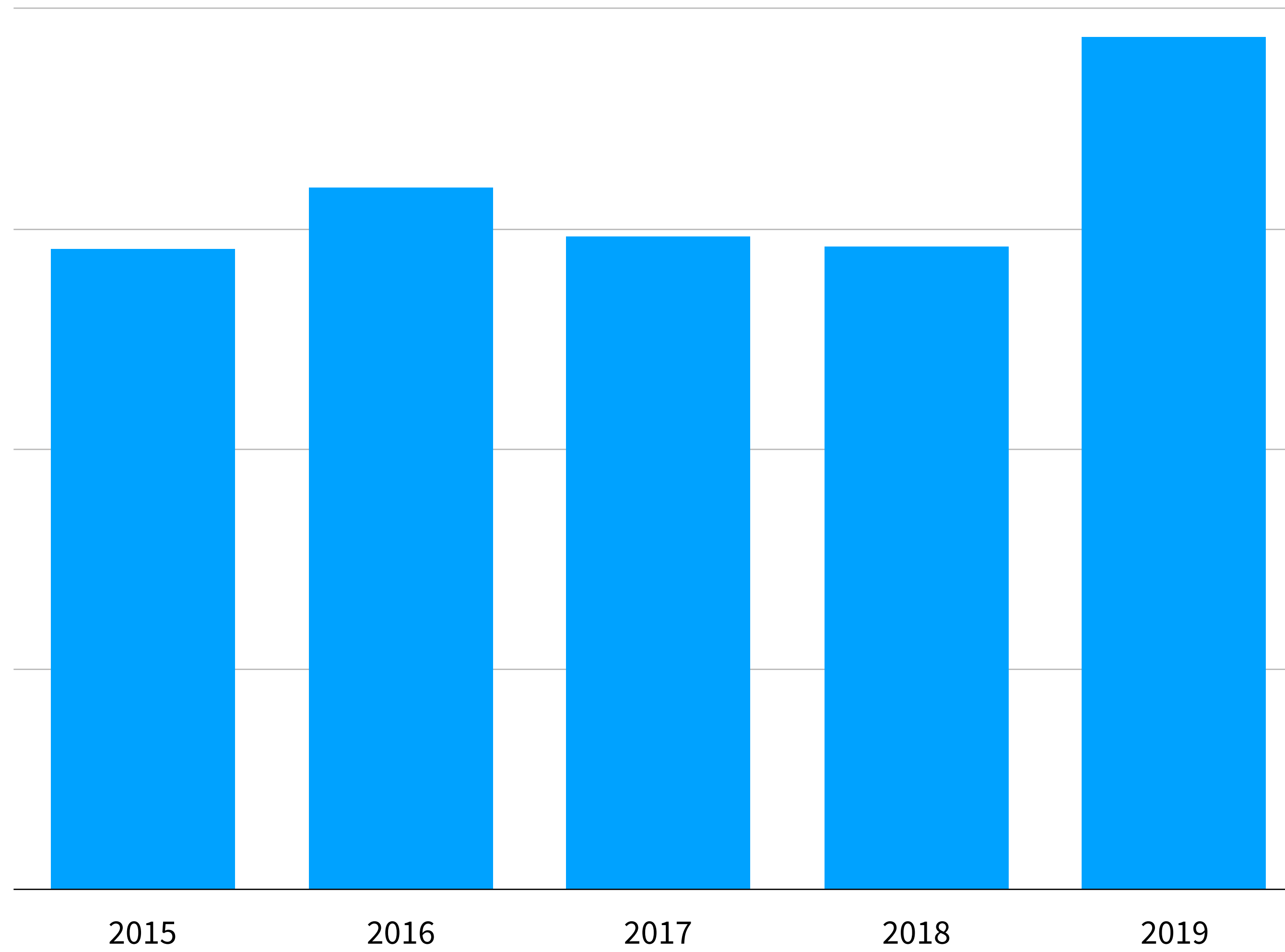
Ora **Giorno** Settimana Mese

1-gen-2019 - 12-ago-2019: ● Utenti

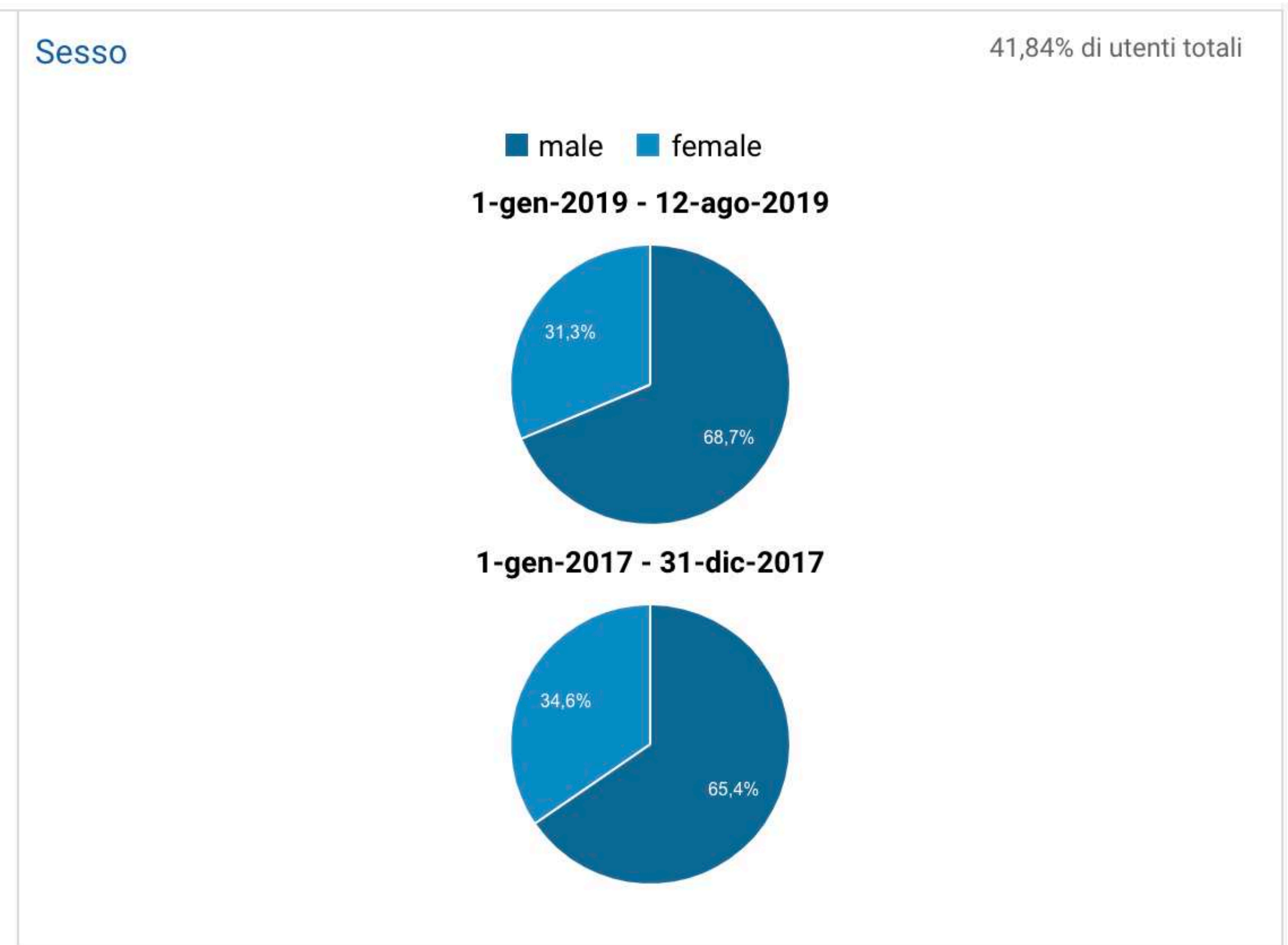
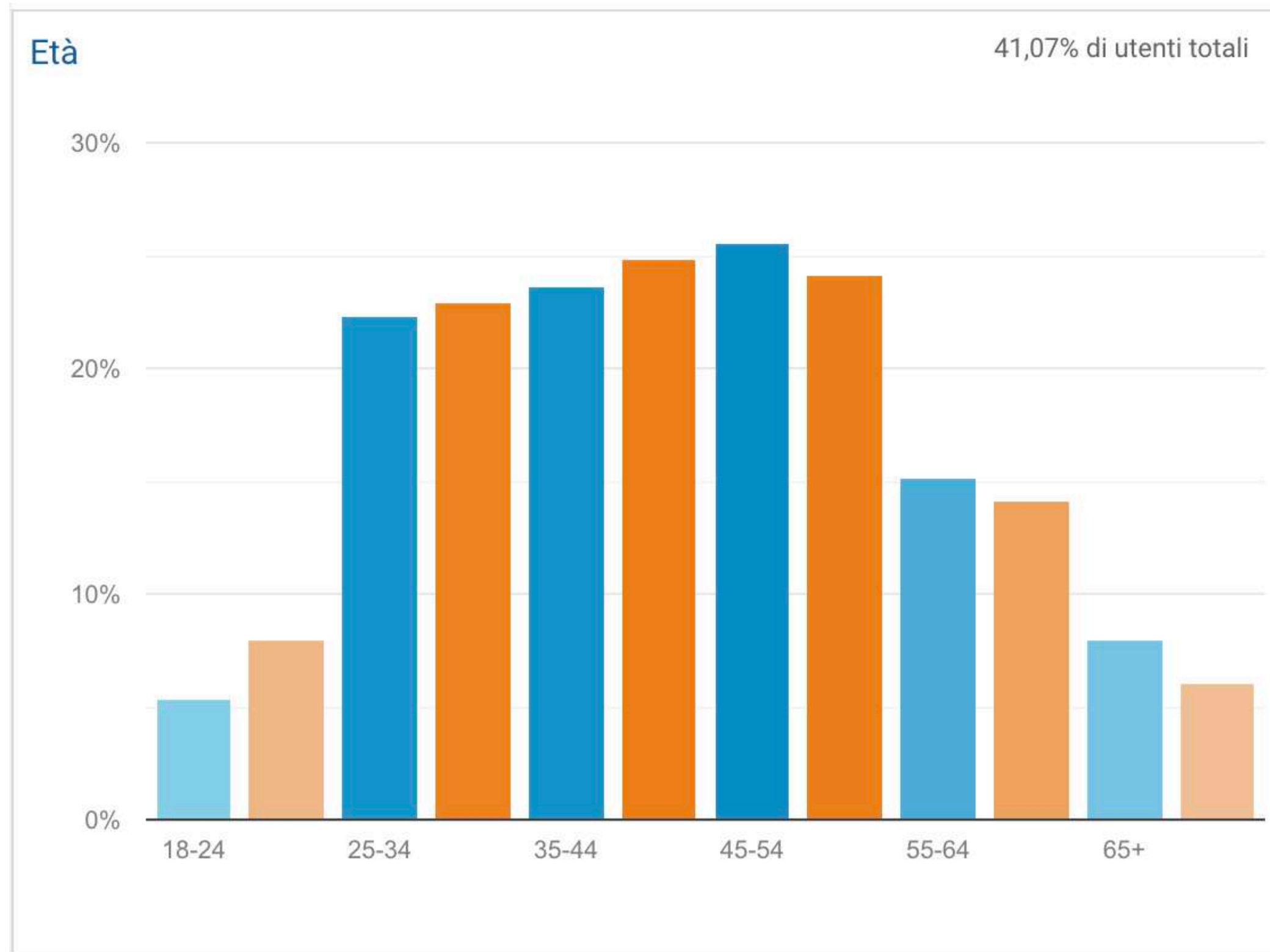
1-gen-2017 - 31-dic-2017: ● Utenti



■ Richieste totali

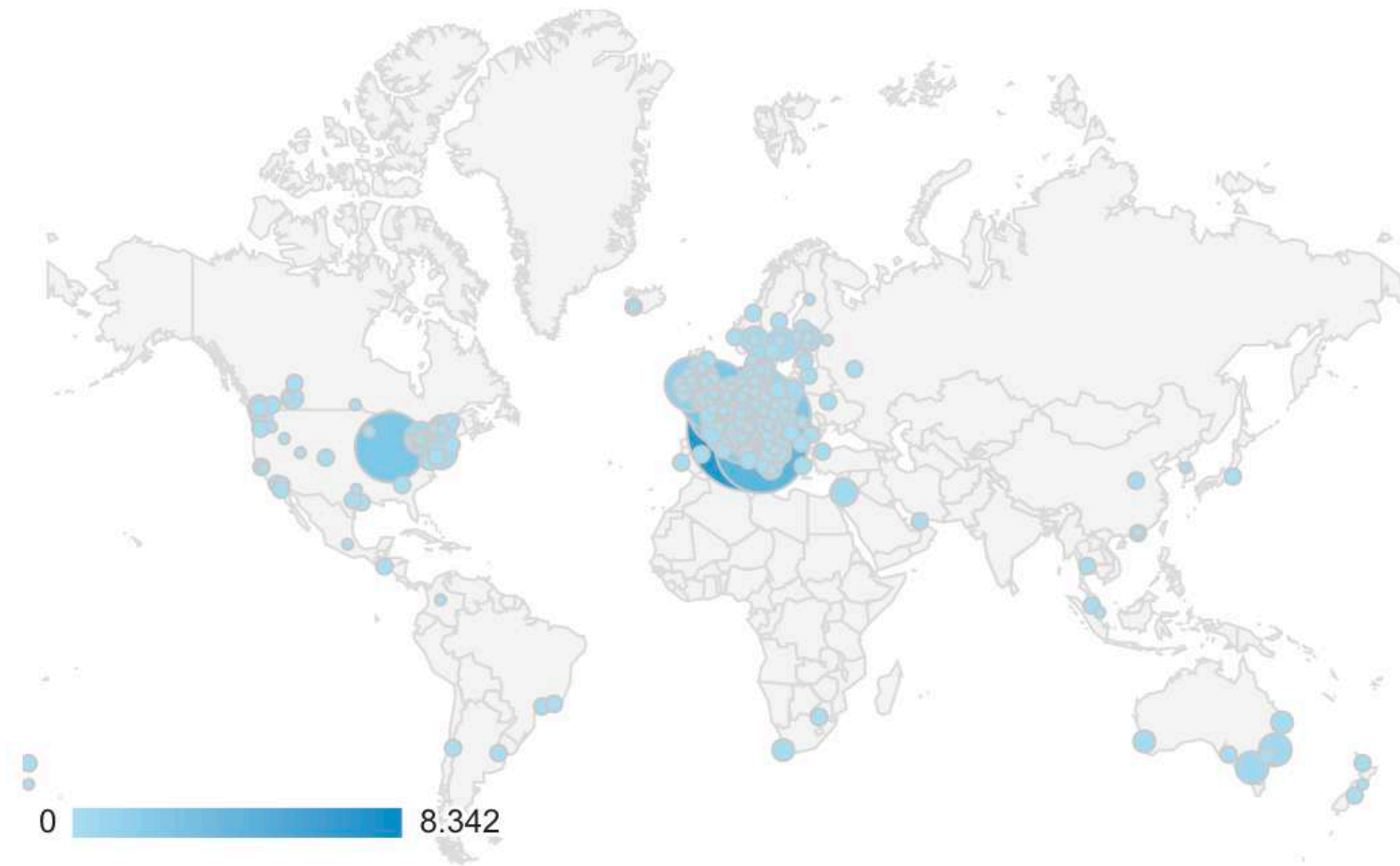


Chi visita il mio sito?

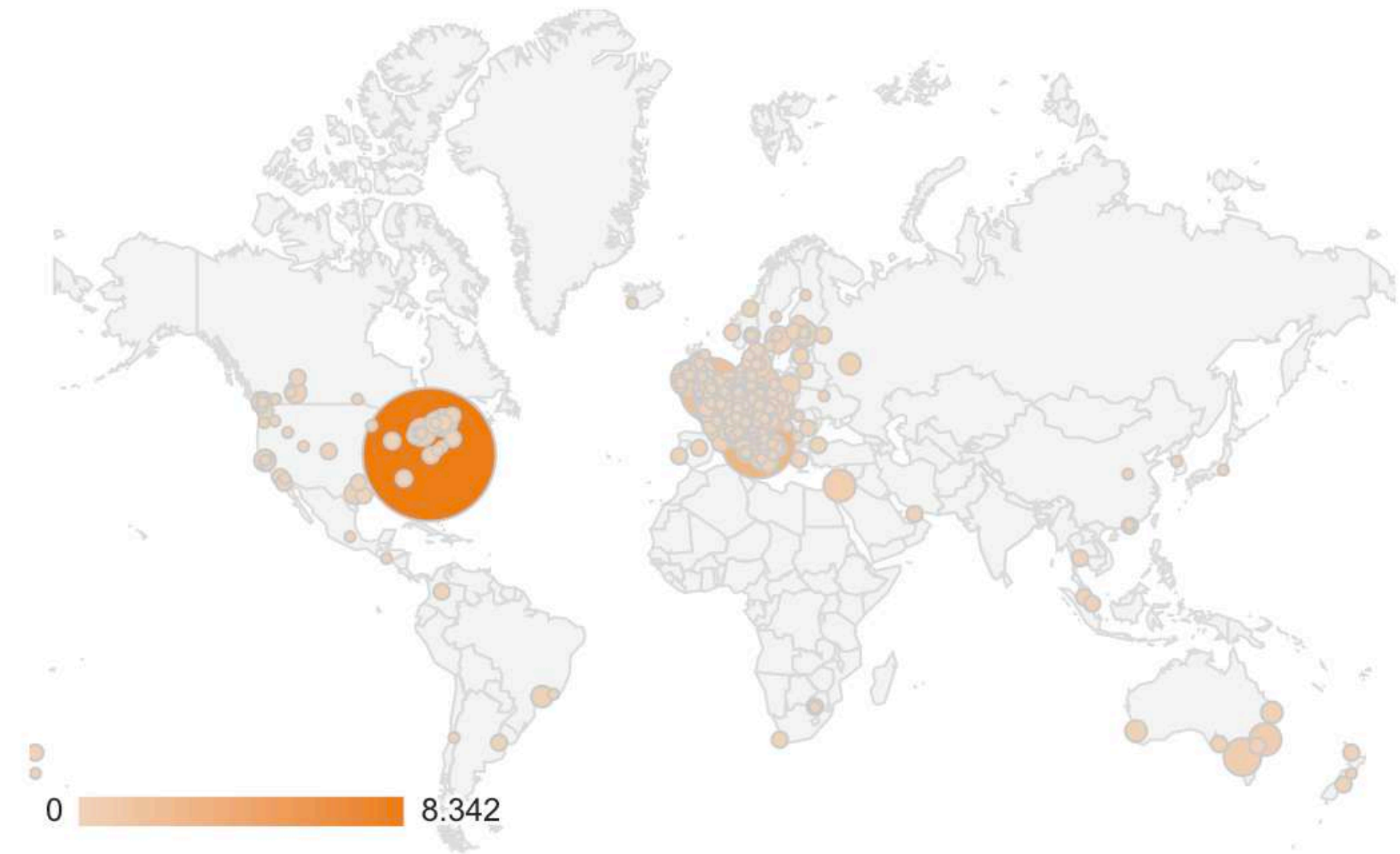


Da dove?

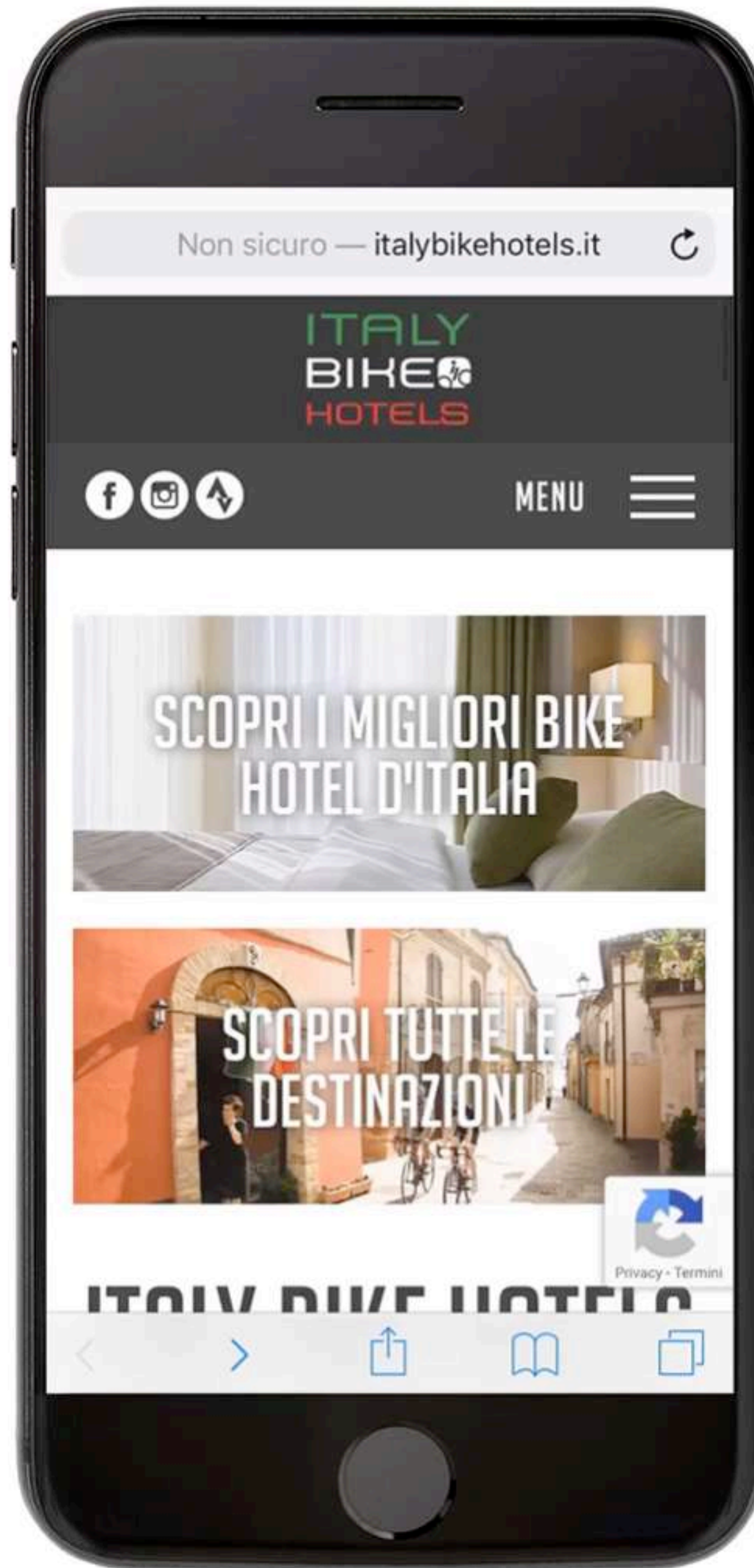
1-gen-2019 - 12-ago-2019



1-gen-2017 - 31-dic-2017



Come mi trovano?



Acquisizione			
	Utenti ↓	Nuovi utenti ↓	Sessioni ↓
	23,24% ↑	23,17% ↑	26,57% ↑
1 Organic Search	15,81% ↑		
2 Direct	34,28% ↓		
3 Display	100,00% ↑		
4 Paid Search	266,26% ↑		
5 Email	16,41% ↑		
6 Social	297,59% ↑		
7 Referral	61,11% ↓		
8 (Other)	17,62% ↓		
9 Affiliates	100,00% ↑		

Osservare il cosa senza valutare il perché può portare a delle conclusioni affrettate e fuorvianti, e di conseguenza, a scelte errate.



“

**A lot of data does not mean
the right data**

PRIMA

del 22 luglio 2019



SPORT&WELLNESS; HOTEL CRISTALLO

Stelle: ★★★s

Destinazione: Dolomiti

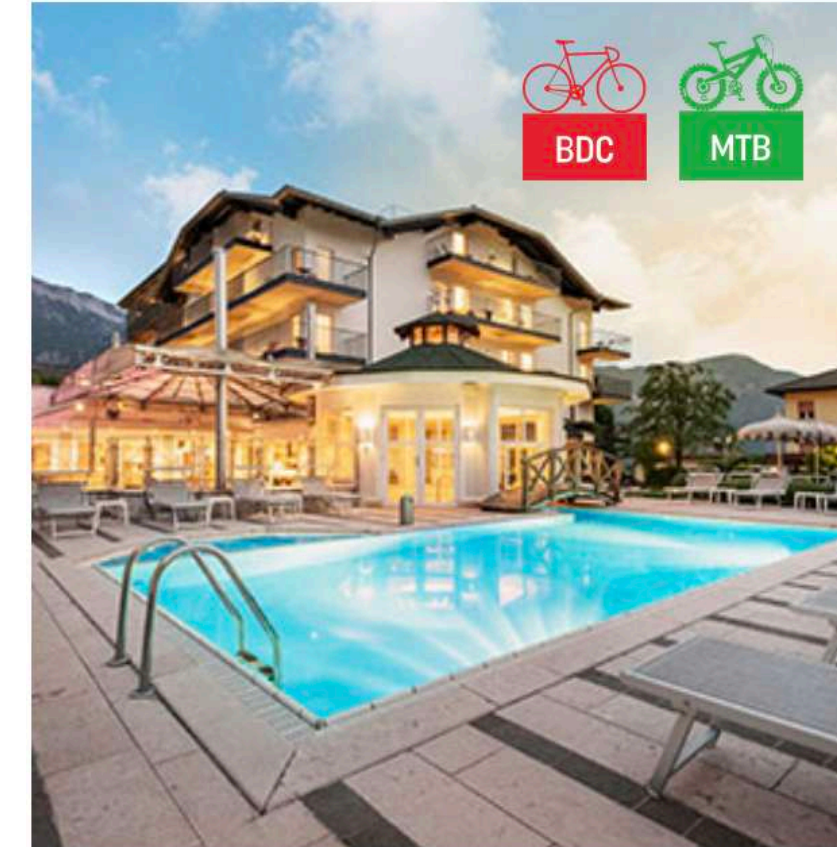
Città: Levico Terme

Da: € 745 / a persona per 7 notti in camera doppia con trattamento di mezza pensione

[VEDI ALTRO →](#)

DOPO

del 22 luglio 2019



SPORT&WELLNESS HOTEL CRISTALLO

Stelle: ★★★s

○○○○○ tripadvisor

Destinazione: Dolomiti

Città: Levico Terme

Da: € 745 / a persona per 7 notti in camera doppia con trattamento di mezza pensione

[VEDI ALTRO →](#)



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- Customer interview .1
- Sondaggi / indagini di settore .2
- Registrazioni di sessioni .3
- Test di usabilità .4
- Heatmap .5

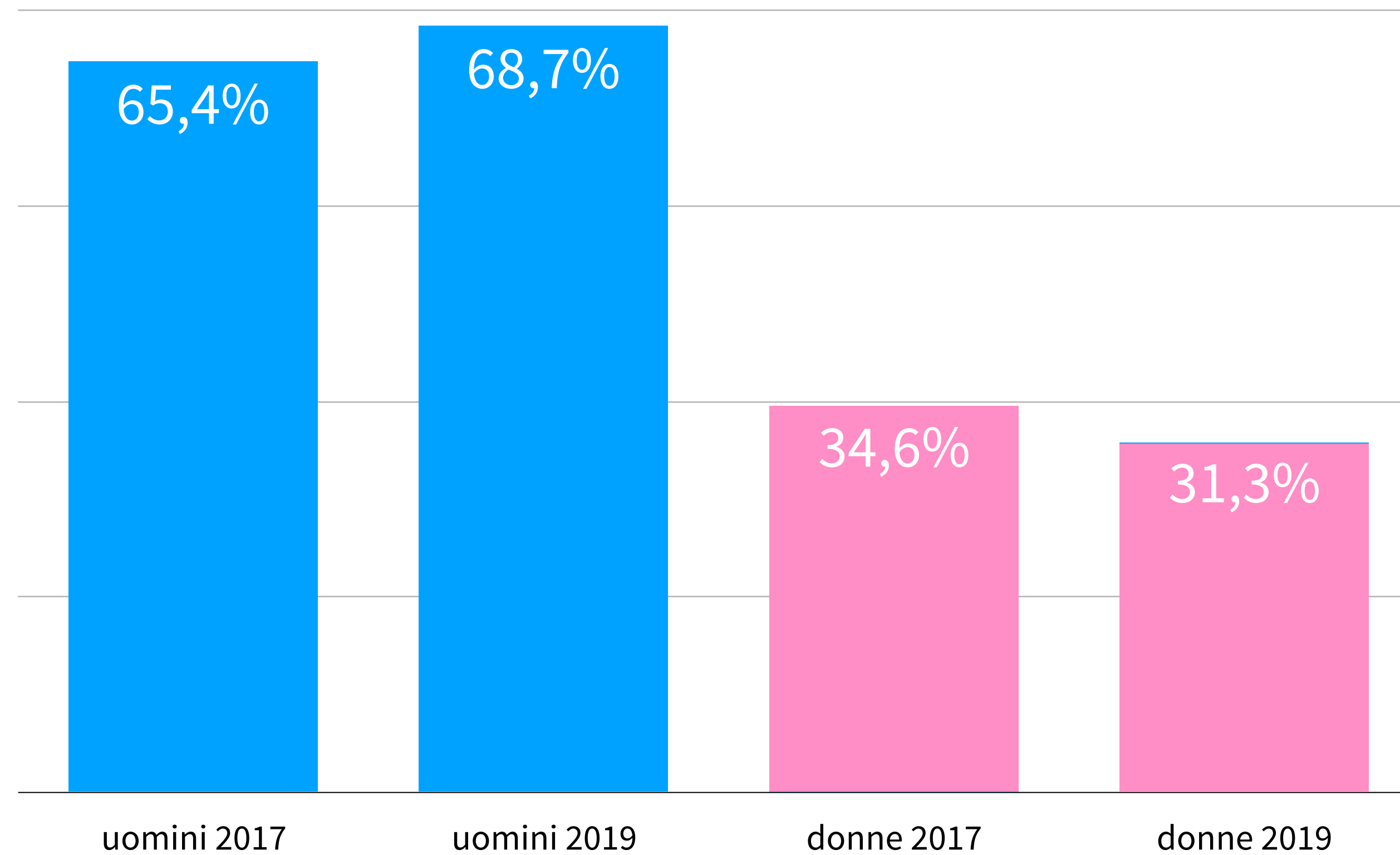


SOFT DATA

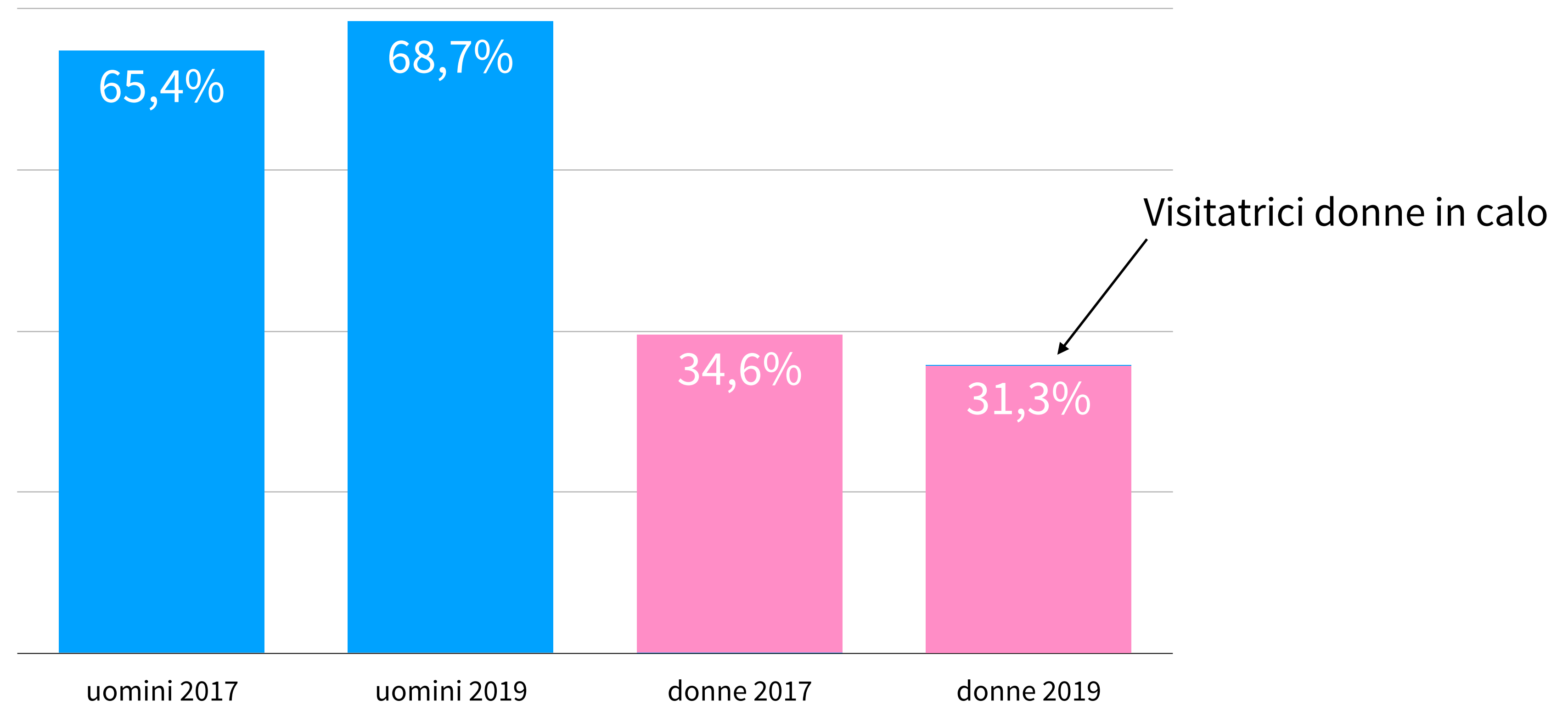
Ci fanno capire **perché**
sta succedendo quella
cosa.



Chi visita il mio sito?



Chi visita il mio sito?



Dati UCI

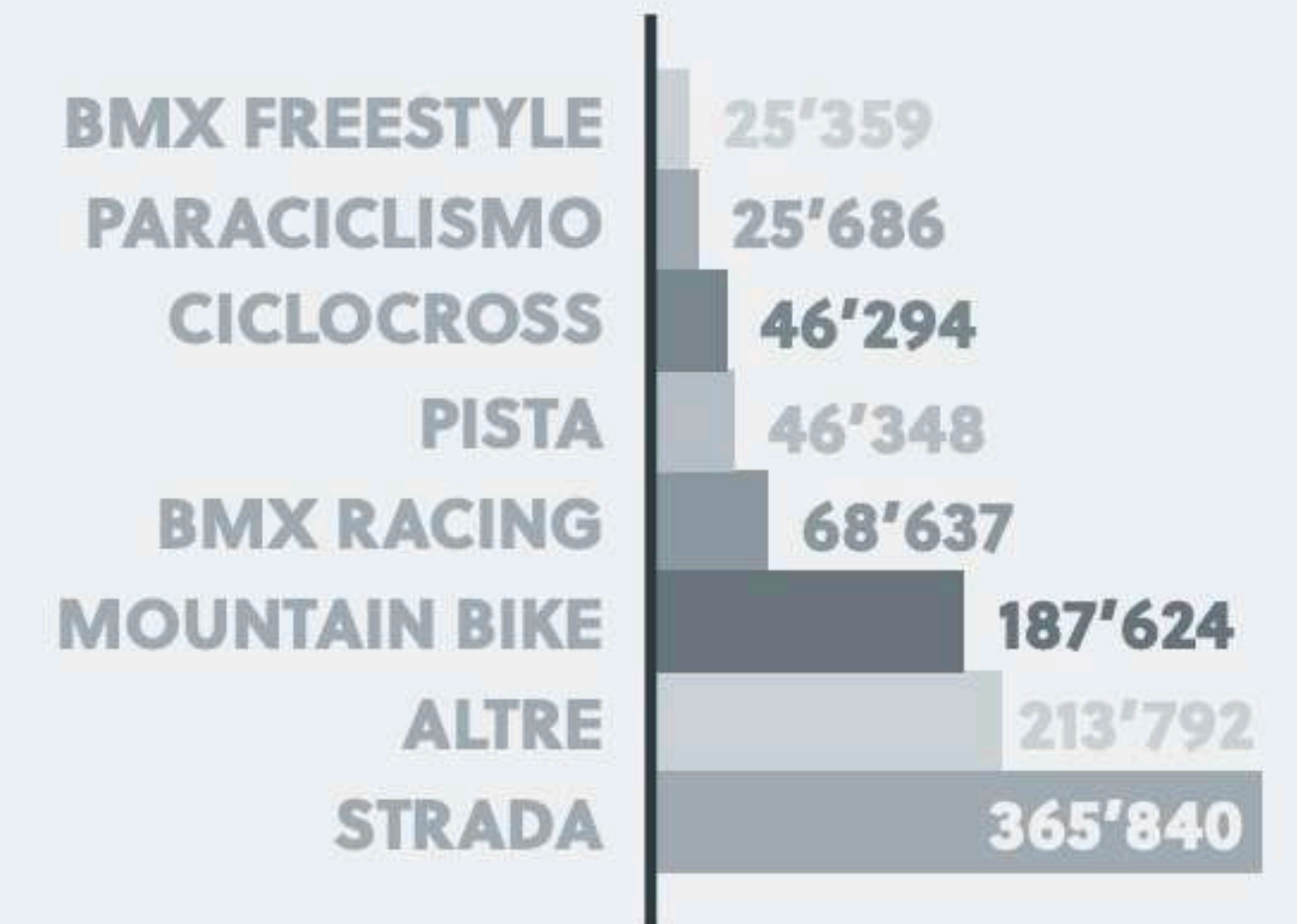
Union Cycliste Internationale



SUDDIVISIONE UOMINI/DONNE



SUDDIVISIONE DISCIPLINE



UCI: Agenda 2022

ASSE III – FASCINO

AIUTARE IL CICLISMO A DIVENTARE LO SPORT DEL XXI SECOLO

- Valorizzare il ciclismo femminile e il ruolo delle donne all'interno della famiglia ciclistica

Anno di lancio: 2008

We Are Liv.

We are women.
Yeah, we're different from men.
We're also different from each other.

So we don't just make a "woman's bike."
A bike for "not men." A bike for shorter
legs or shorter rides. It's not that simple.
And neither are we.

No, we don't just make a "woman's bike."
We make a lot of them.
We design every bike for women, from
the ground up. With frames that fit our
bodies. Components that respond to our
strength. And designs that defy stereotype.
You can try to lump us into one tidy, tiny,
target audience.

But this target is moving.

SHARE



Cycling Holidays (522) > Cycling Holidays for Women (4) >

Cycling Holidays for Women

Empower yourself and others on cycling holidays for women

🔍 Try "United Kingdom" or "Road Bike"

📅 DURATION & ARRIVAL
Select duration or date

Optional

DESTINATIONS

× Reset all

Europe ^

The Americas & Caribbean ^

What do you think of these ...

USA

Difficulty level 3: challenging

Bike and barge tours

Cycling Weekends

Vacation type: Mountain biking holidays





WOMEN'S PRO TOUR: GIRO ROSA



LOCATION

Ponte in Valtellina,
Lombardy to Udine, Friuli-
Venezia Giulia



DURATION

8 Days | 7 Nights



EXPLORER



LENGTH

125 km daily



CLIMB

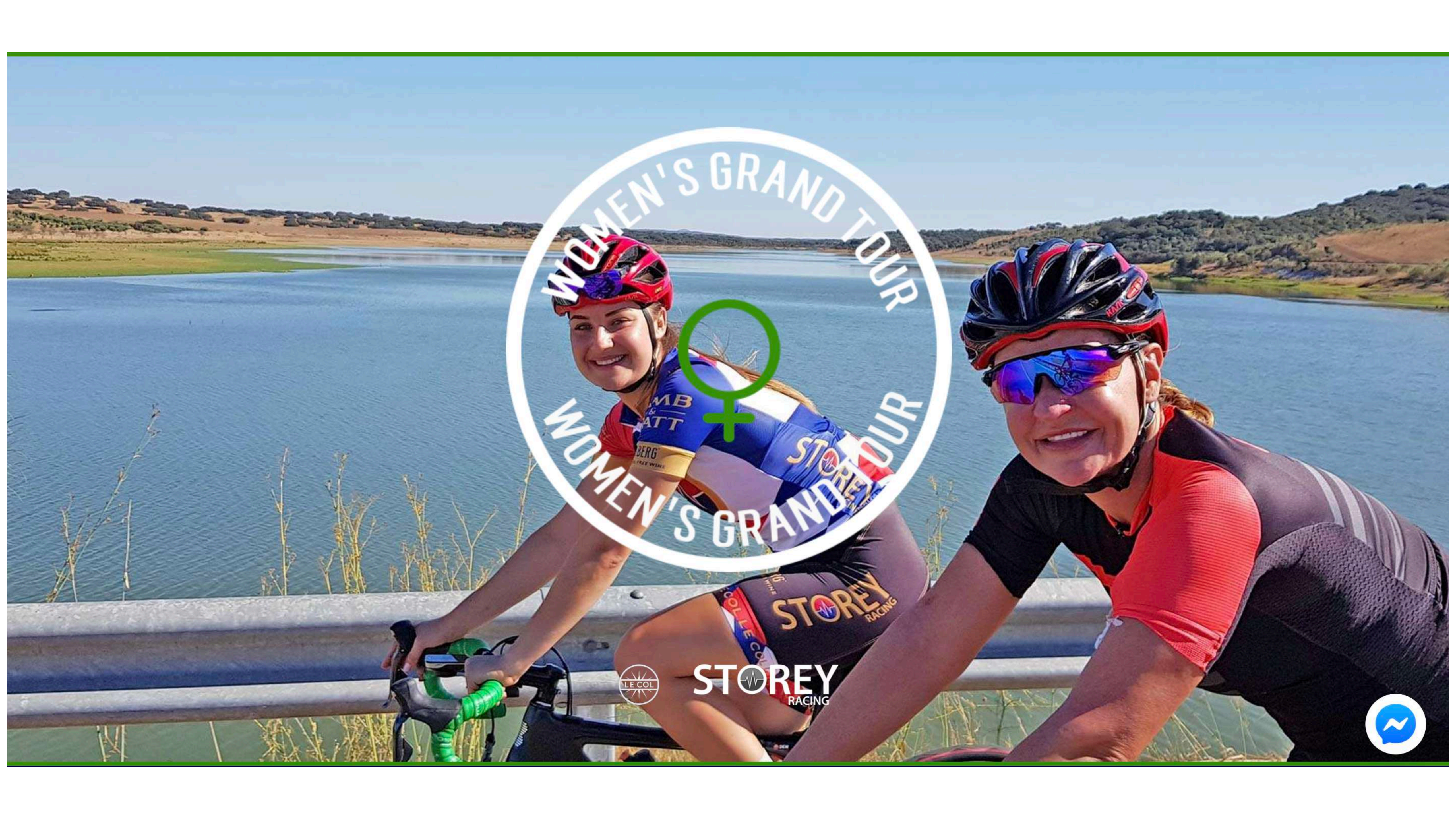
1,250 - 3,350 m daily



WOMEN ONLY CYCLE TOURS

Exclusive cycling holidays for women, guided by our female cycle tour leaders





WOMEN'S GRAND TOUR



WOMEN'S GRAND TOUR



STOREY RACING





sfruttare

Come ~~interpretare~~ questo trend?



Donne

Prendi nota

- Specializzazione;
- Offerte dedicate (**non solo** per la festa della donna);
- Copy + newsletter dedicate;



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DESTINAZIONI PREFERITE

Fonte: Rielaborazioni richieste annue Italy Bike Hotels + indagine di mercato su intenti di ricerca online dei ciclisti

Regioni, distretti e località più ricercate online dai ciclisti





sfruttare

Come ~~interpretare~~ questo trend?



Destinazioni

Prendi nota

- Check del proprio prodotto e delle proprie attività di marketing / comunicazione

La competizione sta diventando sempre più spietata!



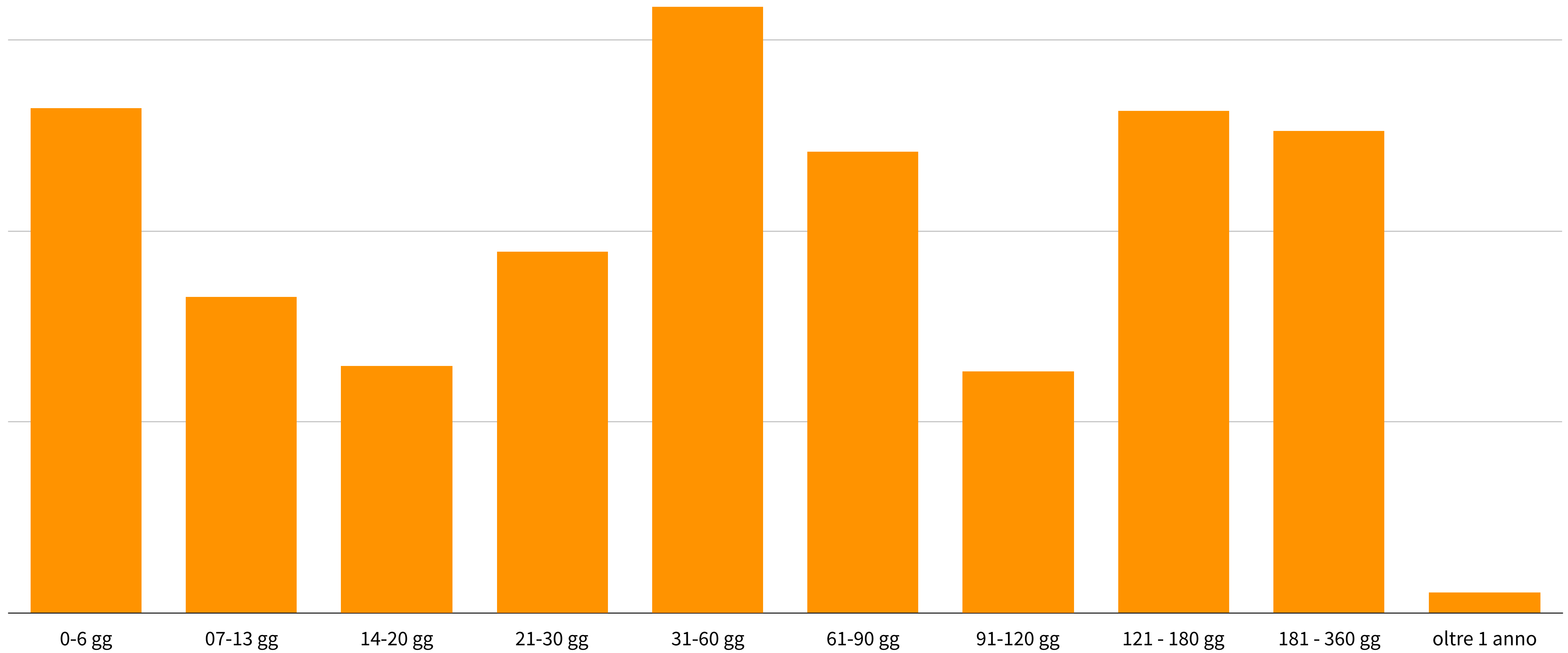
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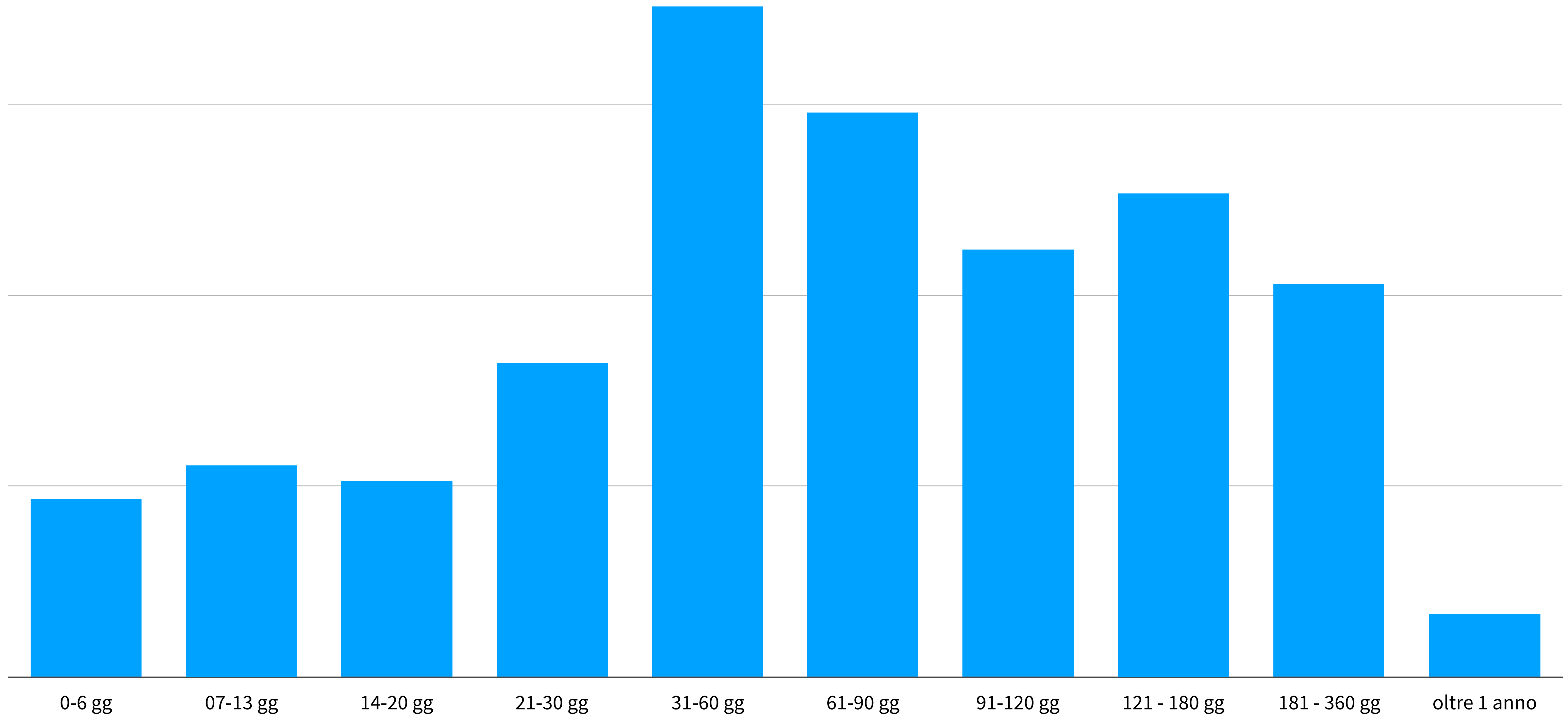
BOOKING WINDOW

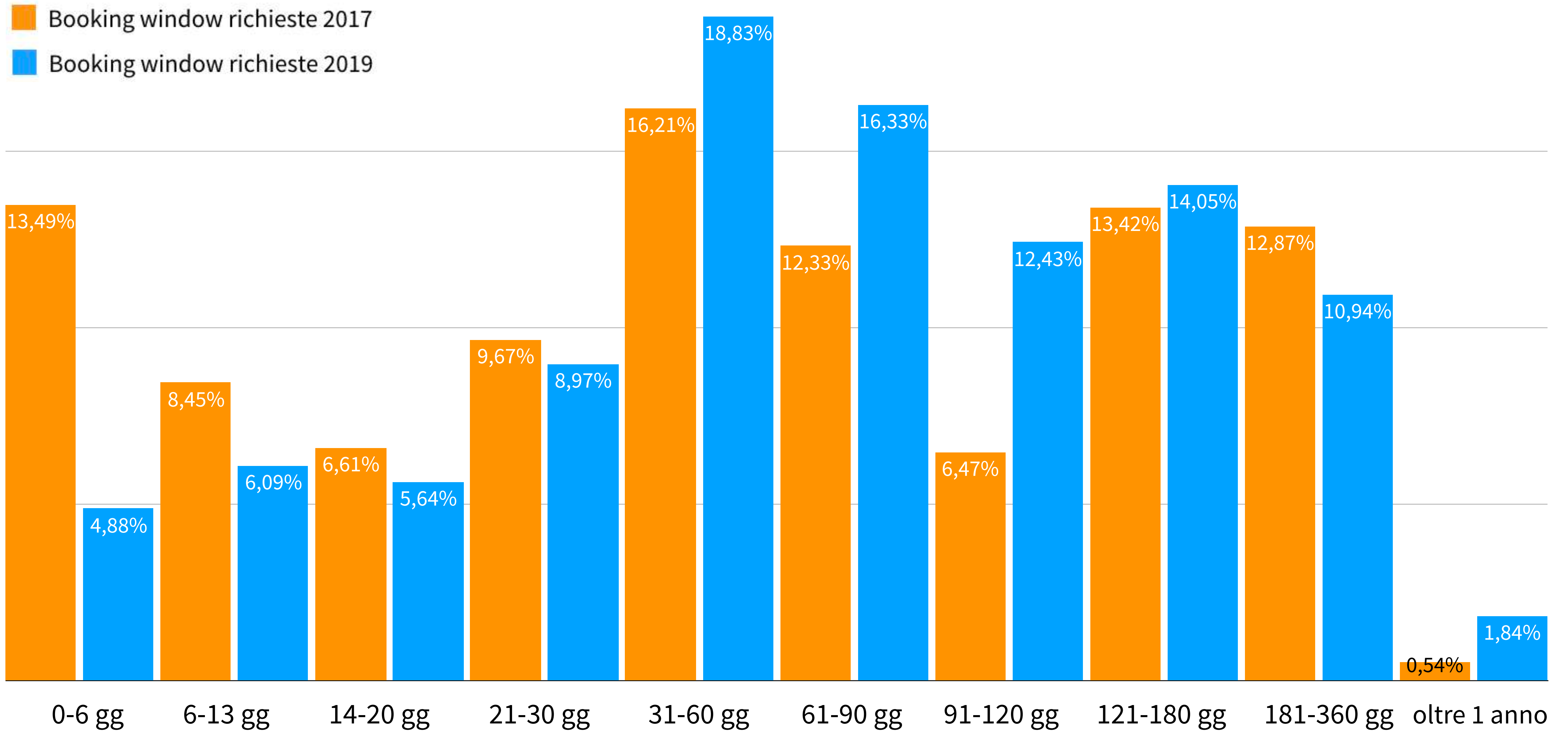
Fonte: Rielaborazioni richieste annue Italy Bike Hotels

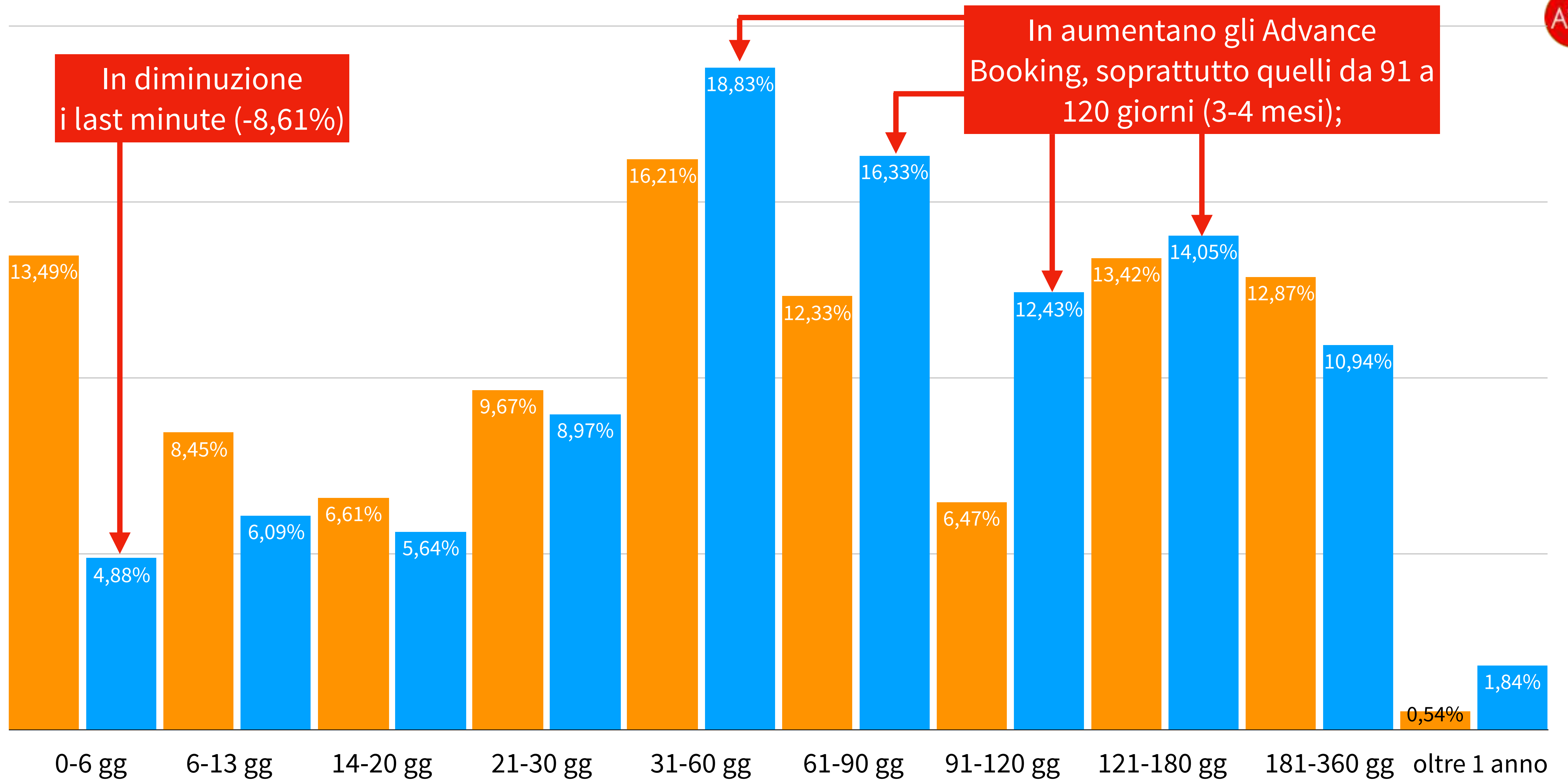
Booking window richieste 2017



Booking window richieste 2019









sfruttare

Come ~~interpretare~~ questo trend?



Booking window

Prendi nota

Se nel 2017 potevamo partire con la promozione con 4 mesi di anticipo, nel **2019** dobbiamo partire con **almeno 6 mesi di anticipo**.

E questa finestra andrà aumentando.



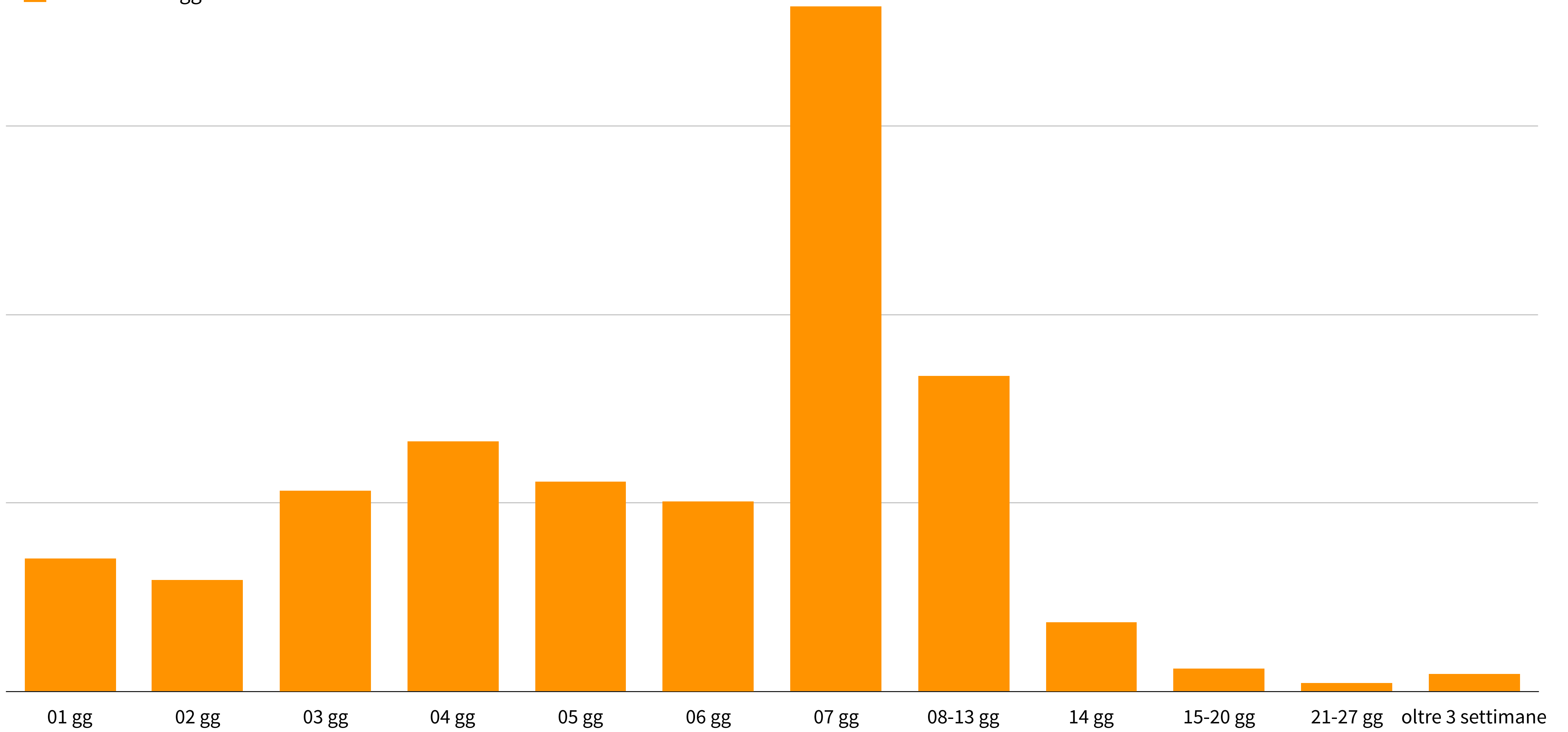
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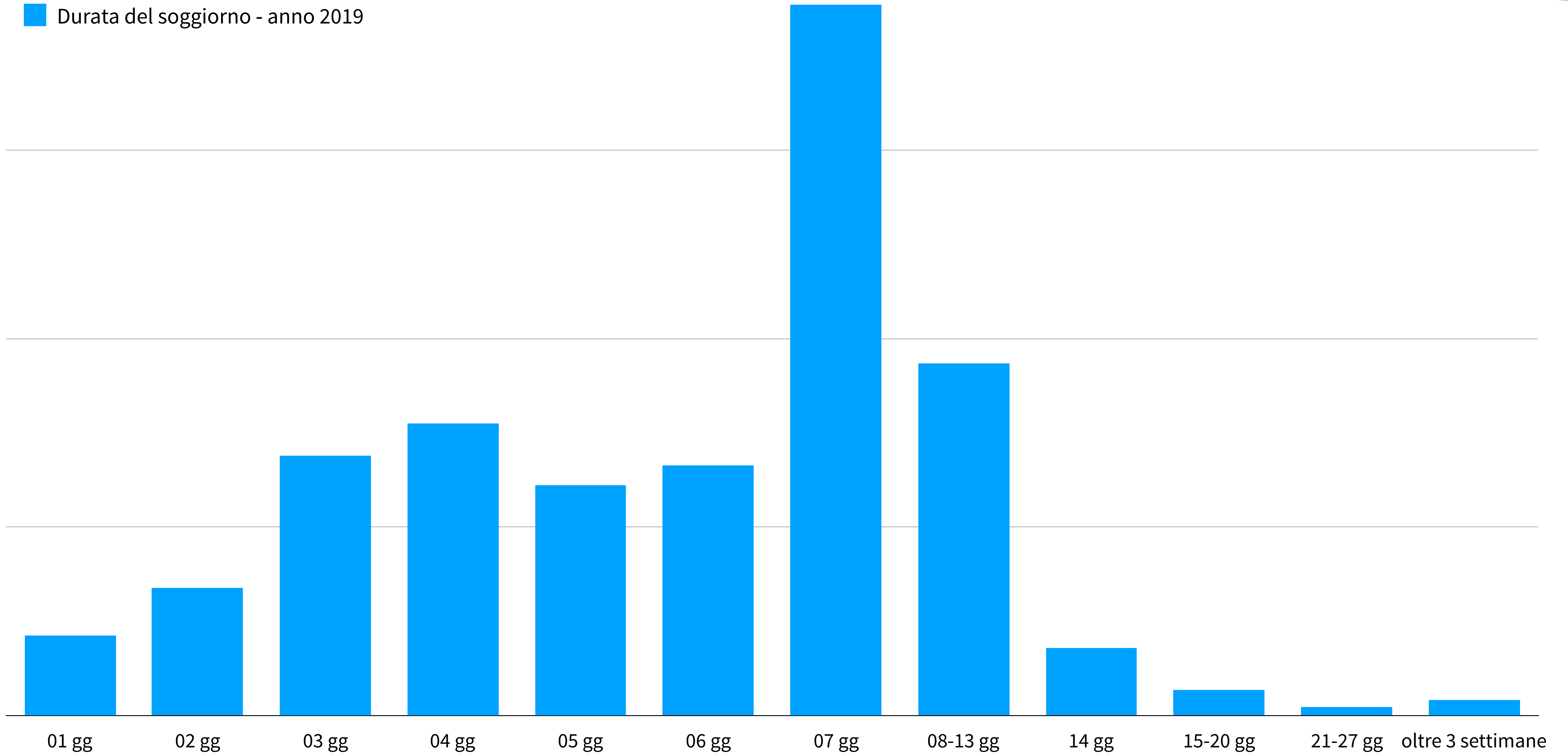
DURATA SOGGIORNO

Fonte: Rielaborazioni richieste annue Italy Bike Hotels

Durata del soggiorno - anno 2017

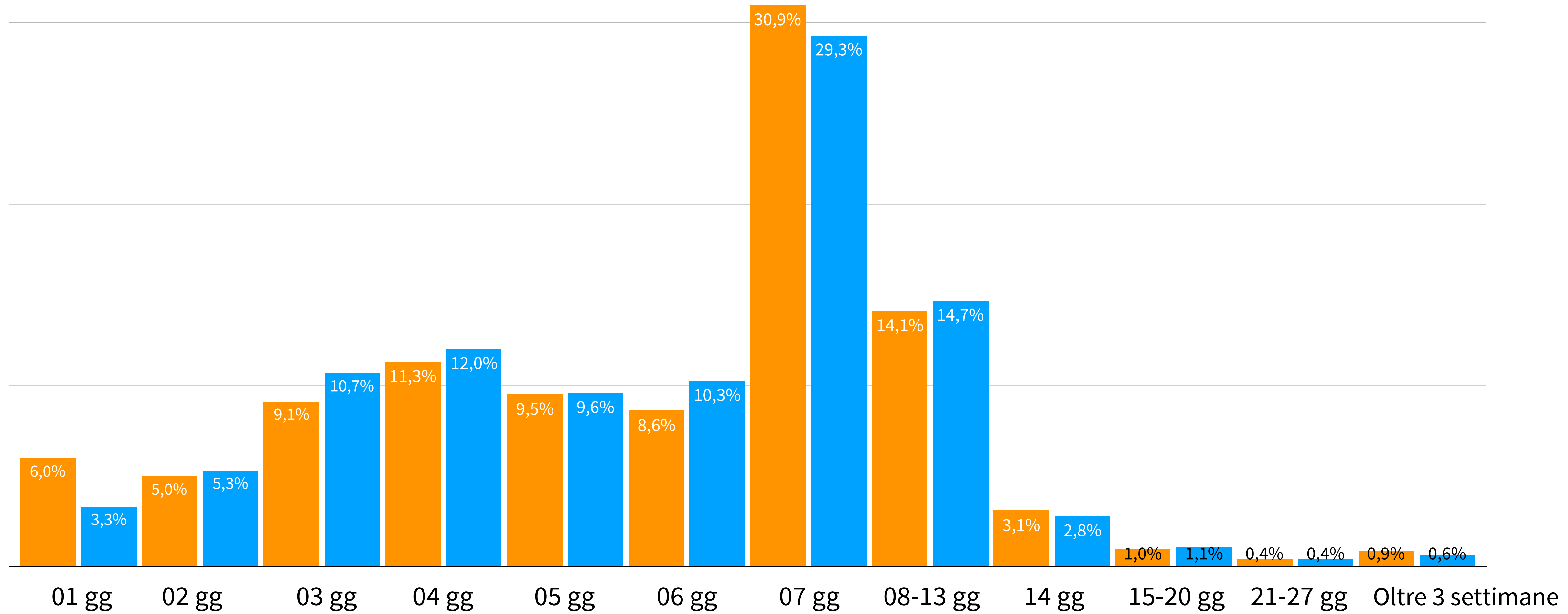


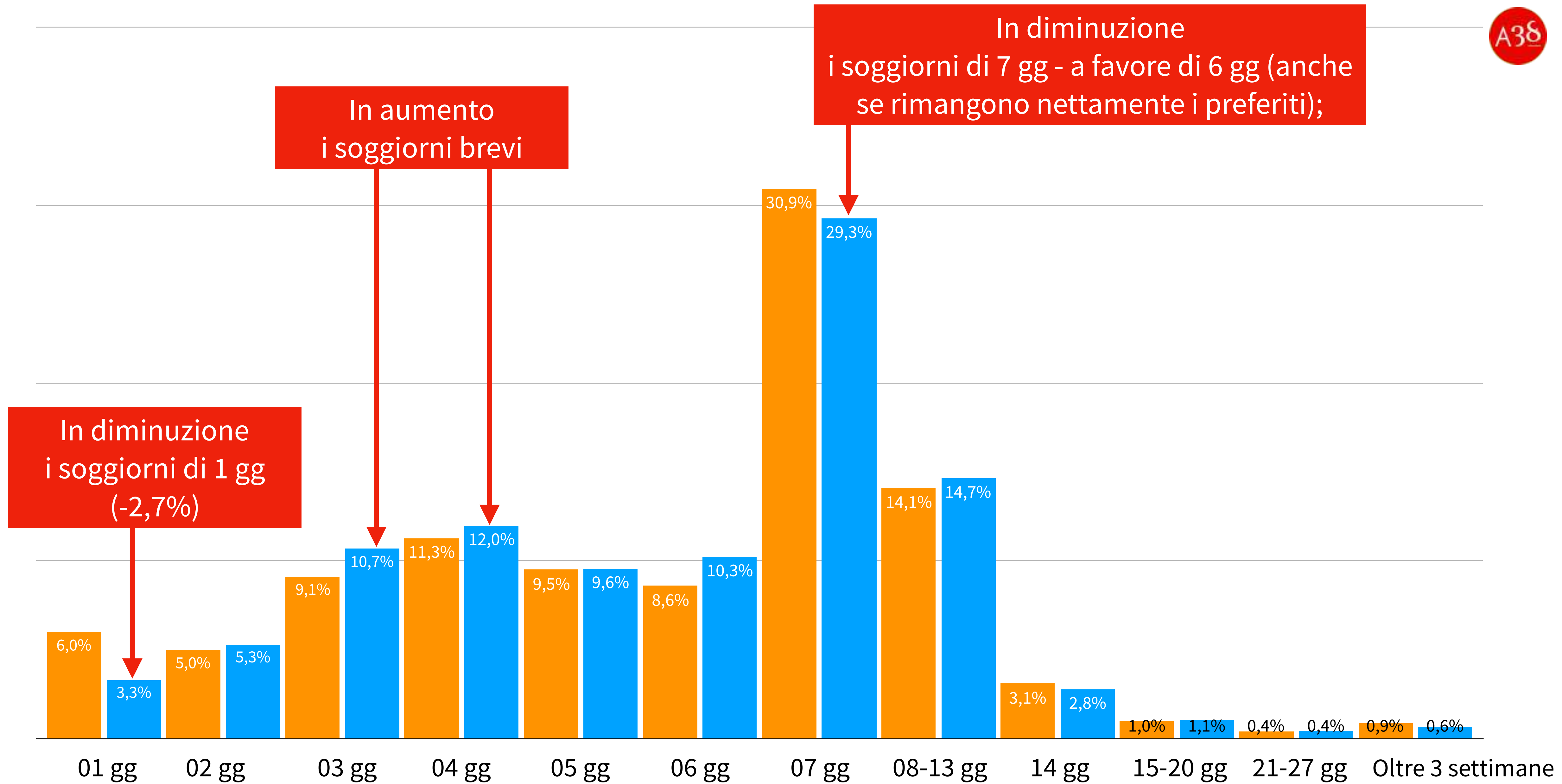
Durata del soggiorno - anno 2019



Durata del soggiorno - anno 2017

Durata del soggiorno - anno 2019







sfruttare

Come ~~interpretare~~ questo trend?



Durata del soggiorno

Prendi nota

- Implementare programmi per aumentare la **retetion** dei ciclisti nel medesimo anno;
- **Partnership** con altri Bike Hotel.



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NUOVI TREND NUOVI SERVIZI

Fonte: Rielaborazioni richieste annue Italy Bike Hotels



I checked your website and it shows that you have no room for May - I hope this is not correct. I would prefer to have one of your larger rooms or suites. I would also like to rent a carbon road bike.

1

Controlla il tuo sito internet





**I'm a single traveller – is there any chance of sharing
a room with someone?**



2

Sharing economy / coliving



I'd like airport transfers and bike hire quotes. I'm only interested in guided rides and happy to join a group. My usual pace is to average 24kph over the day.



3

Uscite di gruppo con ospiti
/ gruppi di ciclisti locali



**Hallo, wir sind Mann und Frau und würden gerne in
der Zeit Rennrad und MTB in 2 verschiedenen
Leistungsgruppen fahren**



4

Livelli diversi di tour



Hi there we are looking for an MTB holiday with some walking also. Interested in your packages will need bike and helmet hire. We are also vegan so can the hotel cater for that please?

5 Noleggi

Non solo più bici (nelle sue varie tipologie bdc, mtb, emtb) ma anche caschi, gps, carrelli per bambini, portacellulari, dispositivi gps sicuri, luci





**Meine Frau und ich fahren Mountainbike.
Schwierigkeit S1-S2. 30-60km / 500-1500
H_henmeter**

“

Where can I rent a road bike near you? I'm looking for a nicer bike with compact crank, Ultegra and carbon frame.

”

6 Tecnici

	STAGE 1	STAGE 2	STAGE 3	STAGE 4
ITINERARY	Group start: 8am Saturday 22 June Land's End to Ysbyty Cymlyn (Wales) Stay at Daf's Farm campsite (Stage 2 start) Monday 24 June Evening meal / breakfast are available on site	Optional group start: 8am Tuesday 25 June Ysbyty Cymlyn to Sarrigllt (England) Stay at Sarrigllt Village Hall campsite (Stage 3 start) Thursday 27 June Evening meal / breakfast are available on site	Optional group start: 8am Friday 29 June Sarrigllt to Fort Augustus (Scotland) Stay at Loch Ness Highland Hotel campsite (Stage 4 start) Sunday 30 June Evening meal at Fort Augustus Hotel (not on site)	Optional group start: 8am Monday 1 July Fort Augustus to Loch Ness (Scotland) Stay at Dunrobin Hall campsite (Stage 5 start) Evening meal at Fort Augustus Hotel (not on site)
START	Photo hashtag: #GBDURO19stage1start Photo of: Land's End Stage START: 50.068249, -5.715327	Photo hashtag: #GBDURO19stage2start Photo of: Gate by campsite, Ysbyty Cymlyn Stage START: 52.395235, -3.833850	Photo hashtag: #GBDURO19stage3start Photo of: Sarrigllt Village Hall, Sarrigllt Stage START: 54.344477, -3.297723	Photo hashtag: #GBDURO19stage4start Photo of: Loch Ness, Fort Augustus Stage START: 56.344477, -4.401325
PROFILE	630 km 10,900m			



Buongiorno, vorrei un preventivo per il periodo indicato. Vorrei regalare a mio marito e ai suoi 3 amici un weekend in bici da corsa. Grazie

7

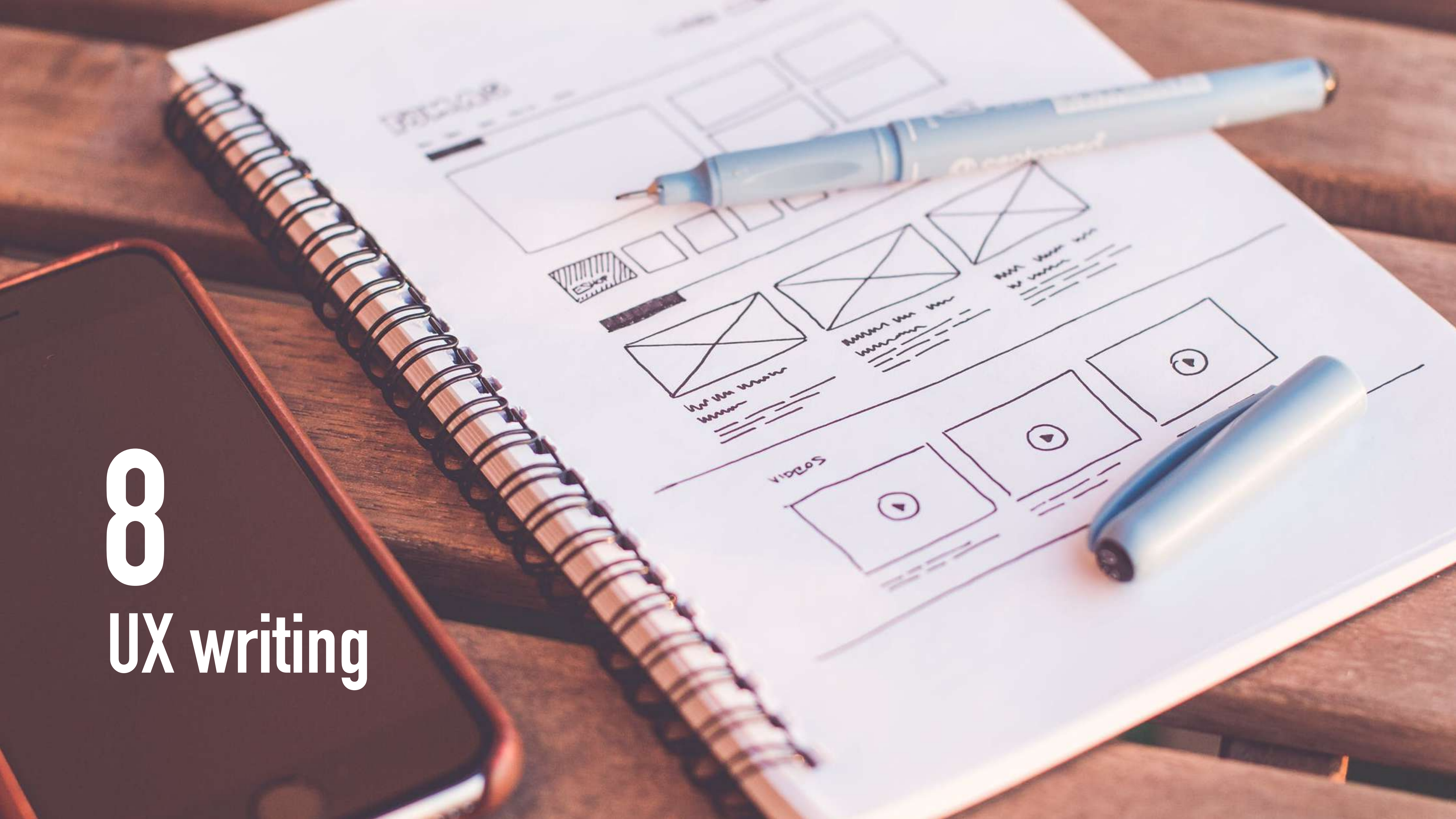
Le vacanze le prenotano le mogli

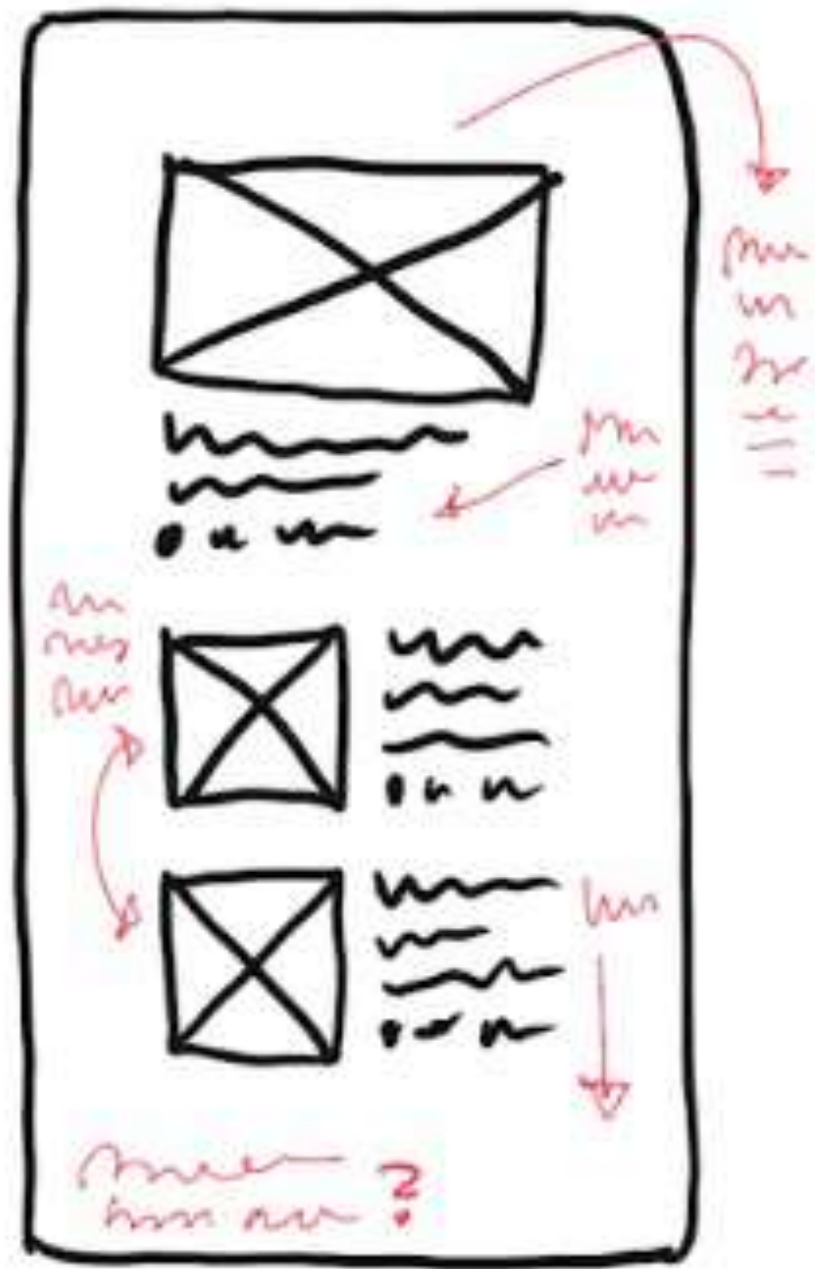




Greetings from Boston, USA. My husband and I are looking into a 4-6 night stay with cycling in Italy somewhere between June 24 and July 4. We also plan to spend 1 week riding and touring in Spain. I have looked at the website and am not sure what would be best for us for cycling vacation at your hotel. We are both 58 years old. My husband is very fit and I am quite fit. I would say we like to cycle somewhere between 50-80km rides. My husband likes good climbing, me not so much :) Please let me know what you suggest. We like self guided but could also do guided providing it's not too competitive as I would worry we hold the group up. My husband currently rides a Pinarello FP3 (53cm) and I ride a Trek. We would need to rent bikes. I am also happy to phone if better. Do you have a whatsapp phone number. Thanks for your help.

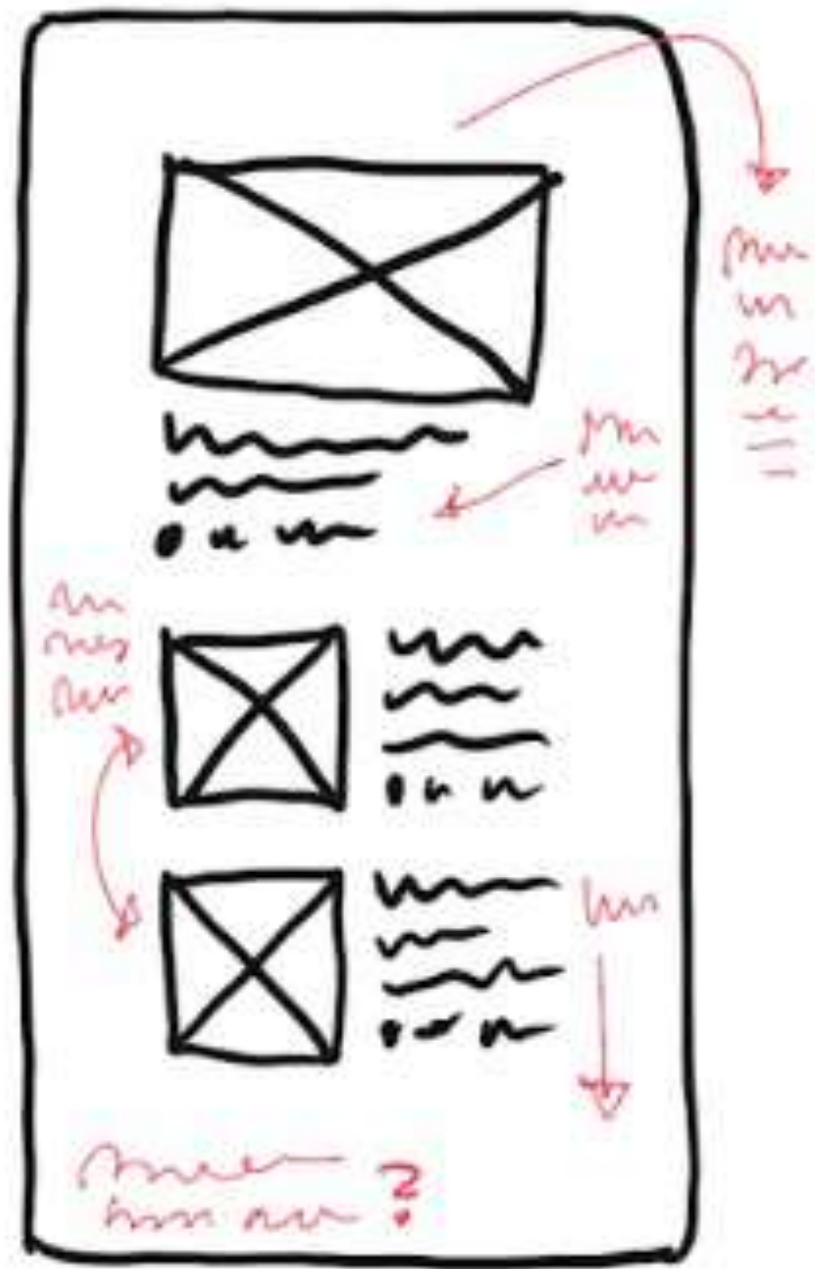
8 UX writing



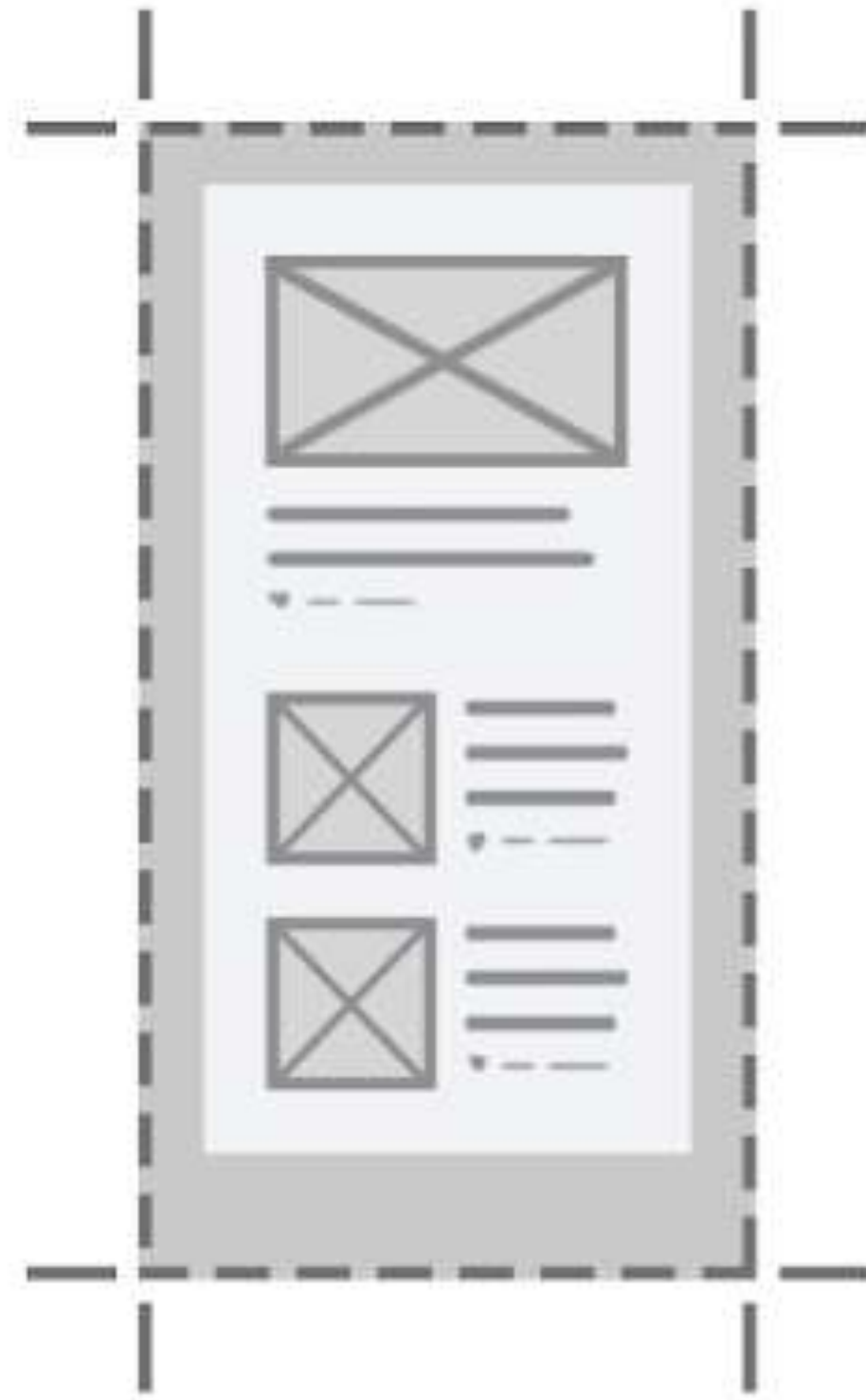


sketch



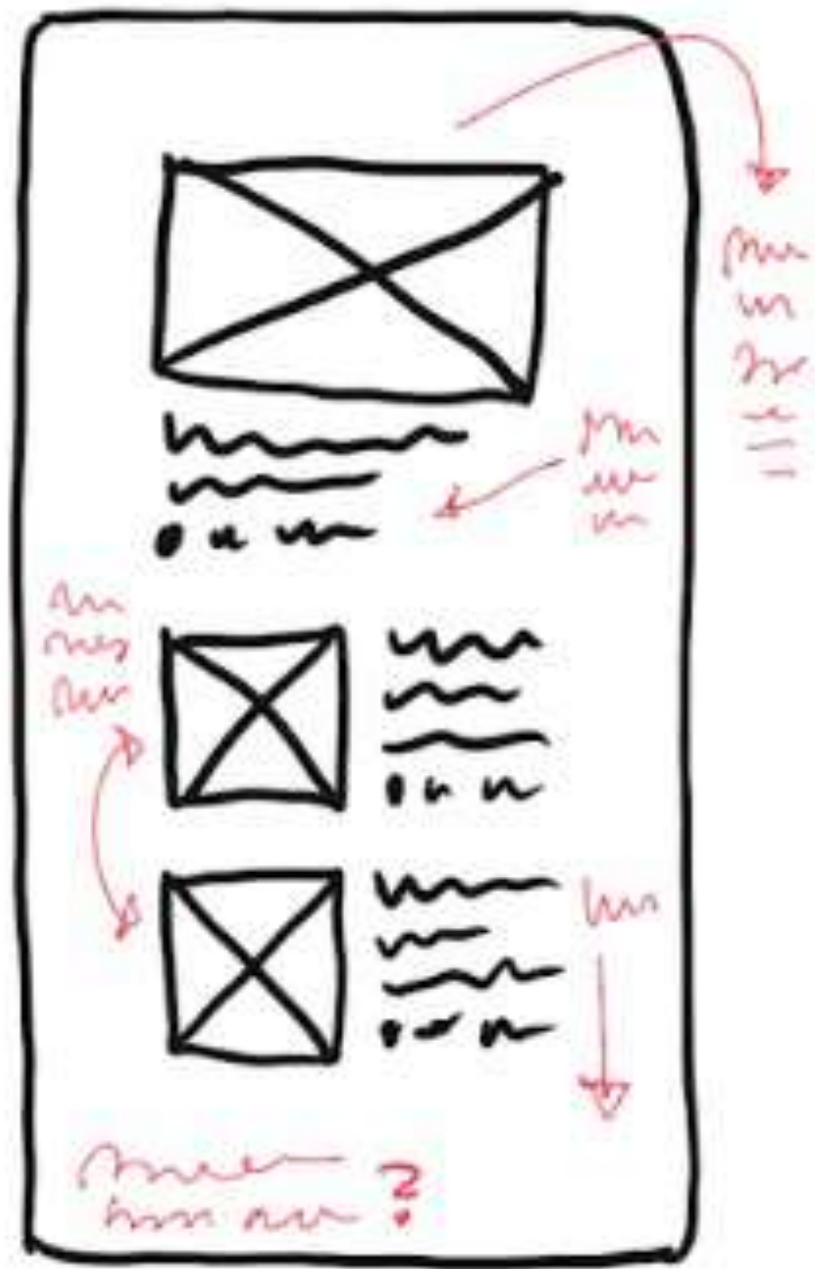


sketch

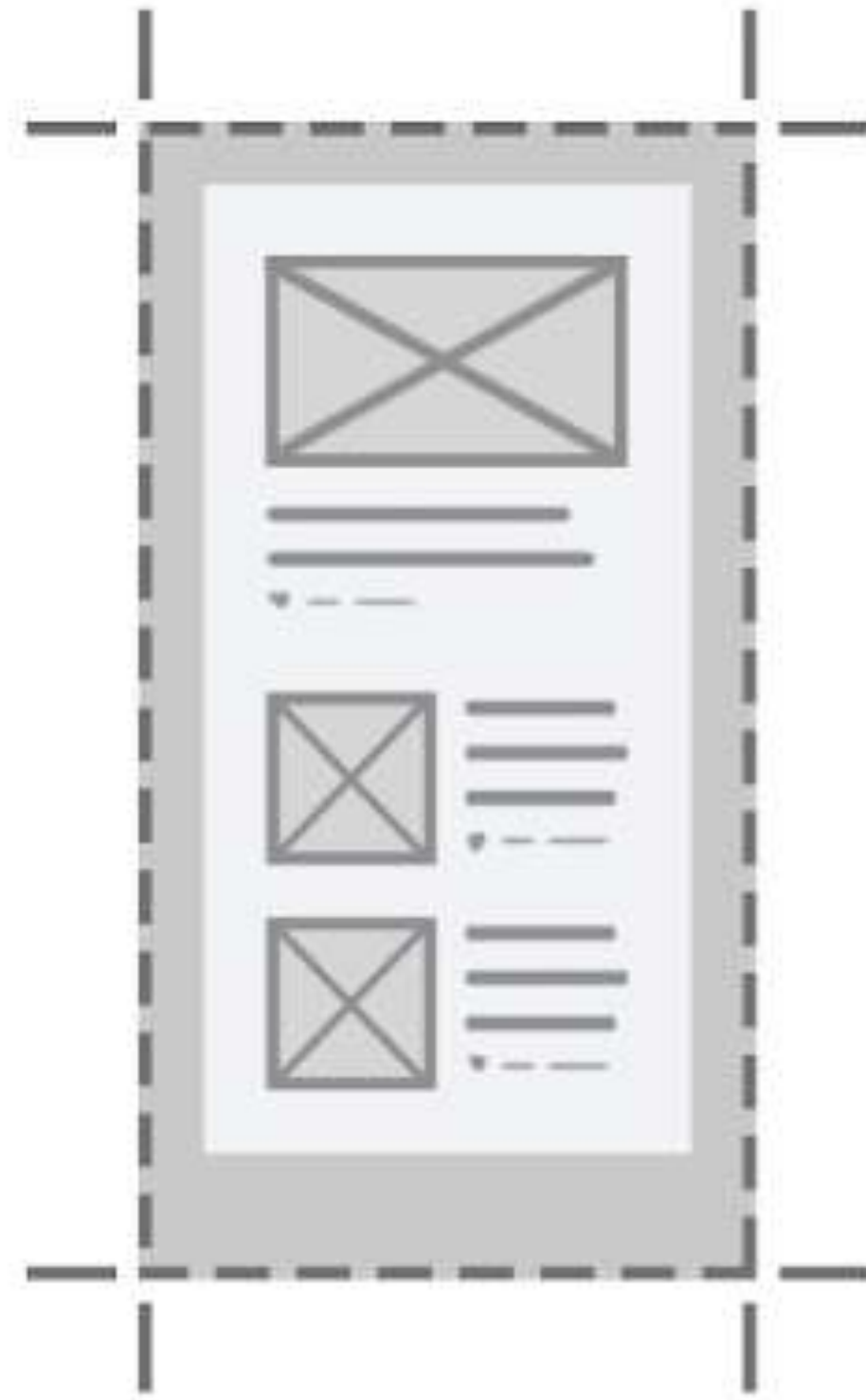


wireframe

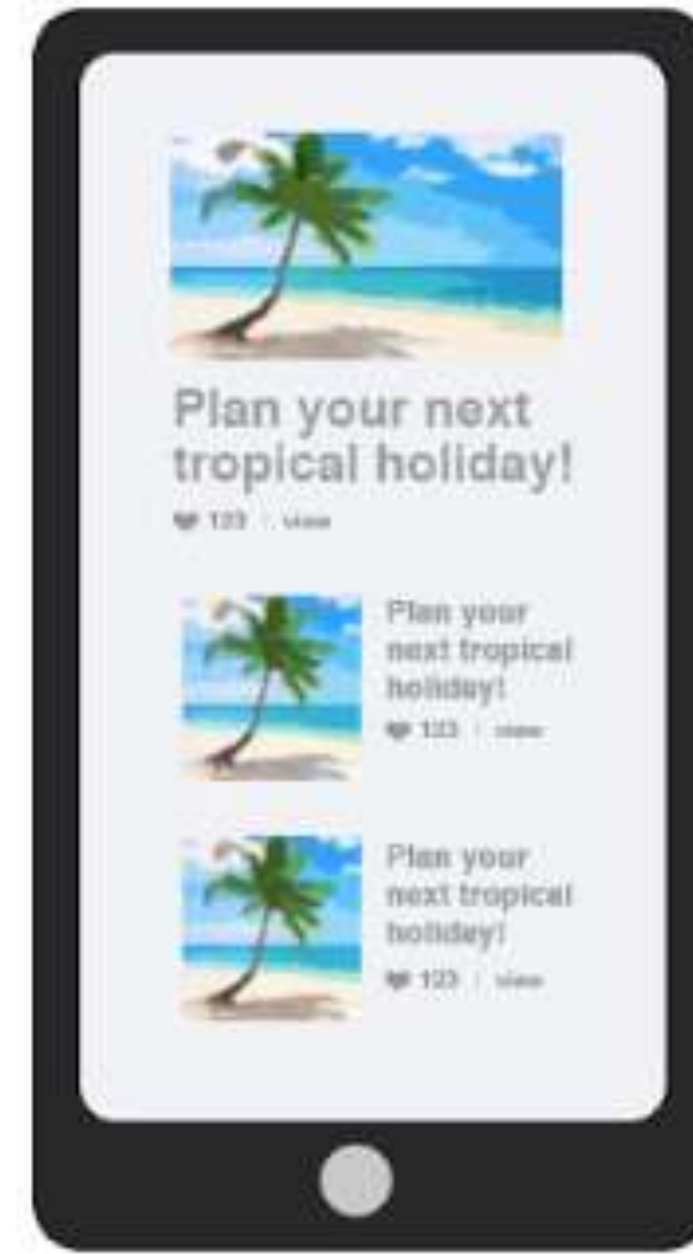




sketch

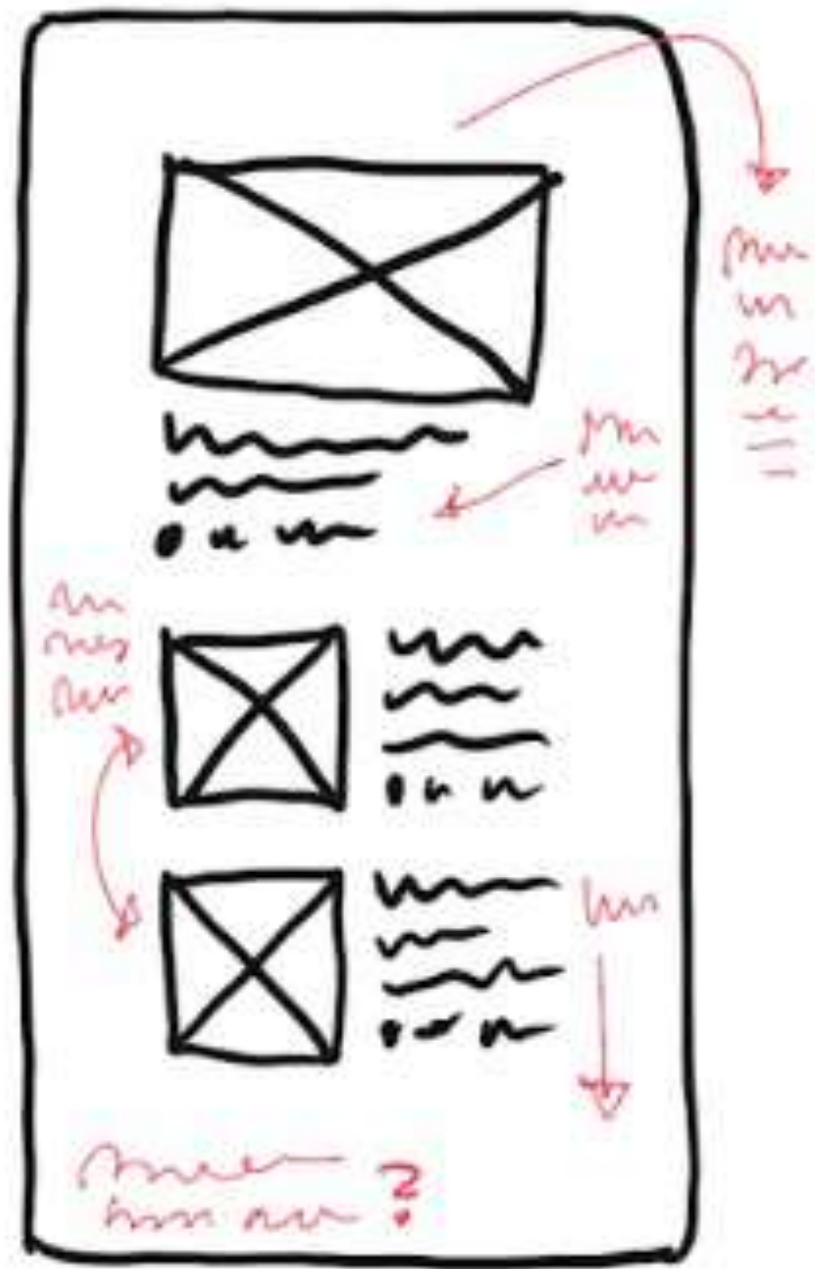


wireframe

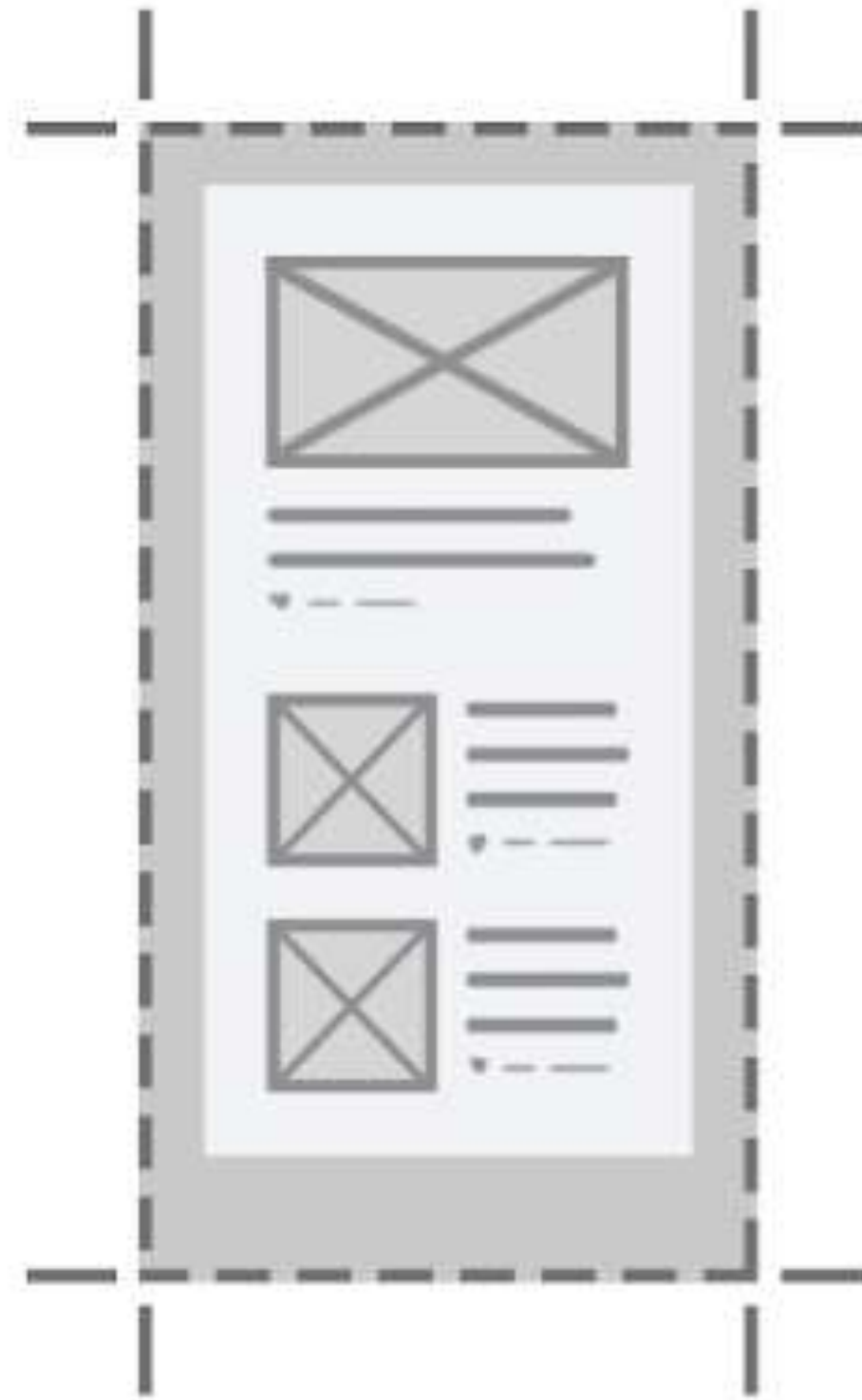


prototype

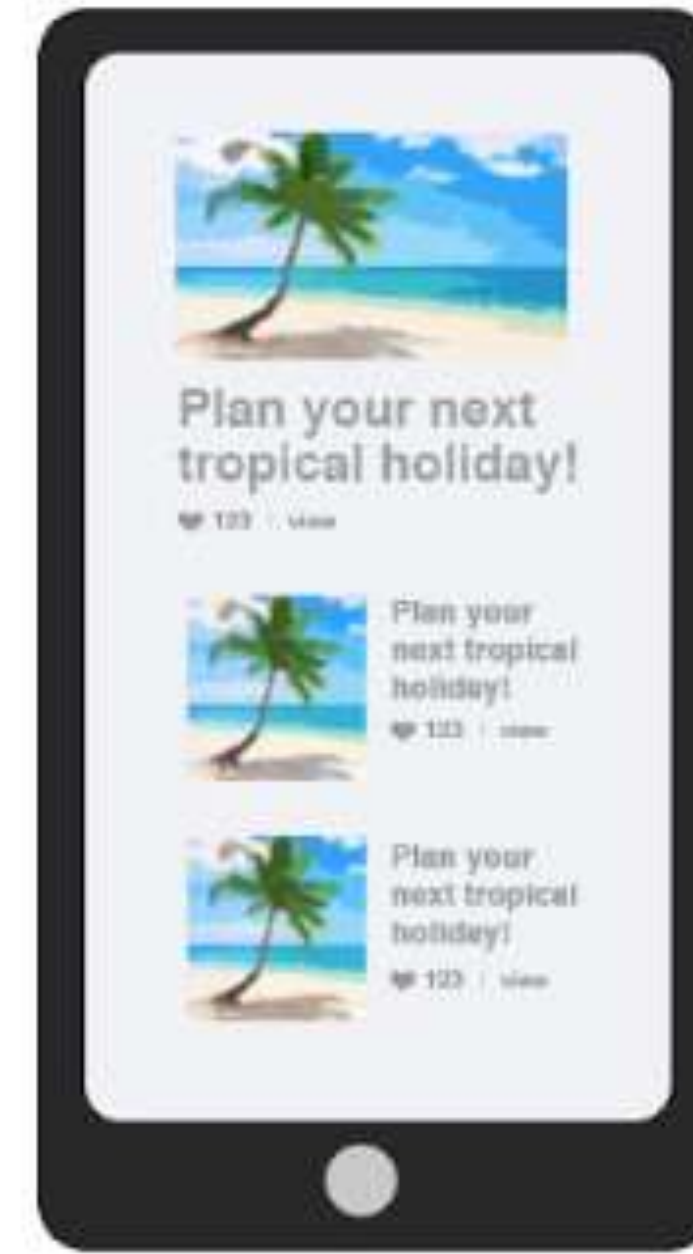




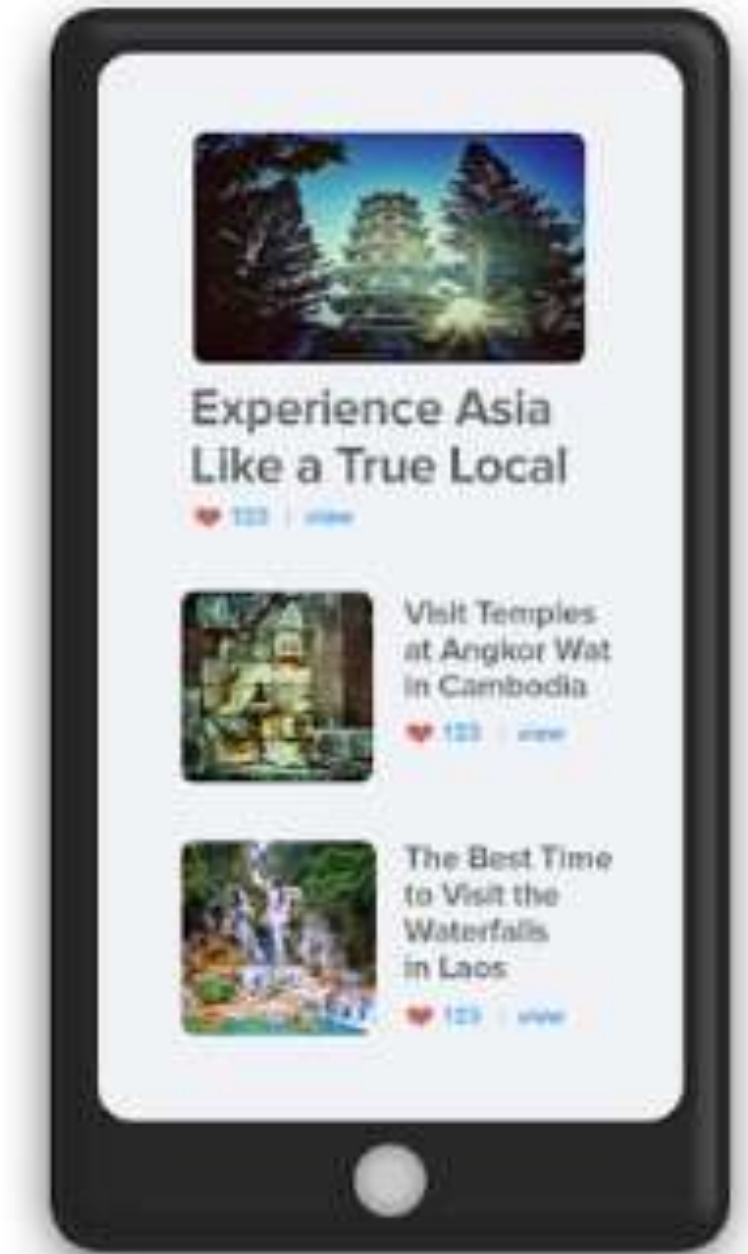
sketch



wireframe



prototype



development



Hi. We are wanting to plan a trip for September. We are thinking of flying into Florence and spending a couple days there seeing the area and then riding through Tuscany for 4–6 days. We want to either ride through Montepulciano or at least visit there for a few days. Then we wanted to head to Cinque Terra for about 4 days. After that we'd like to go to Bellagio and ride for a few days around Lake Como and surrounding areas. Are you able to customize a trip like this?



Buongiorno, vorrei fare un tour di una settimana dormendo ogni notte in località diverse. Mi muoverò con un E-bike, quindi avrò bisogno di ricaricare tutte le notti. tappe da 40/60 km al giorno meglio su sterrato e strade bianche



9

Personalizzazione & Tour itineranti



**We are a cycling group, but would like to book individually. Please quote for all charges including bike hire, insurance, guides, meals etc.
Thank you.**

10

**Assicurazione
Sicurezza**





**Vorrei sapere dove parcheggiare la macchina
grazie**

10 (+1)
Auto & WI-FI







Highlights

Prendi nota

- Donne;
- Diversi tipologie di bici ed esperienze;
- Gli intenti di ricerca dei ciclisti sono distribuiti su quasi tutto il territorio nazionale;
- In diminuzione i last minute, in aumentano gli Advance Booking;
- In aumento i soggiorni brevi;
- 10 (+1) nuovi servizi.



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Sono **gratuiti**. Sono **esclusivi**. E sono fruibili in qualsiasi momento e senza limitazioni.

Sono i nostri webinar online. Per accedere ai replay ed ai nuovi webinar è necessario iscriversi.

Riceverai poi tutte le istruzioni via email.

[Leggi qui l'informativa privacy in riferimento all'art. 13 del Regolamento UE 2016/679](#)

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