



Prof. Carlos Juiz
Executive VP for Research & Talent

What you are thinking when you hear about
tourism in Majorca...



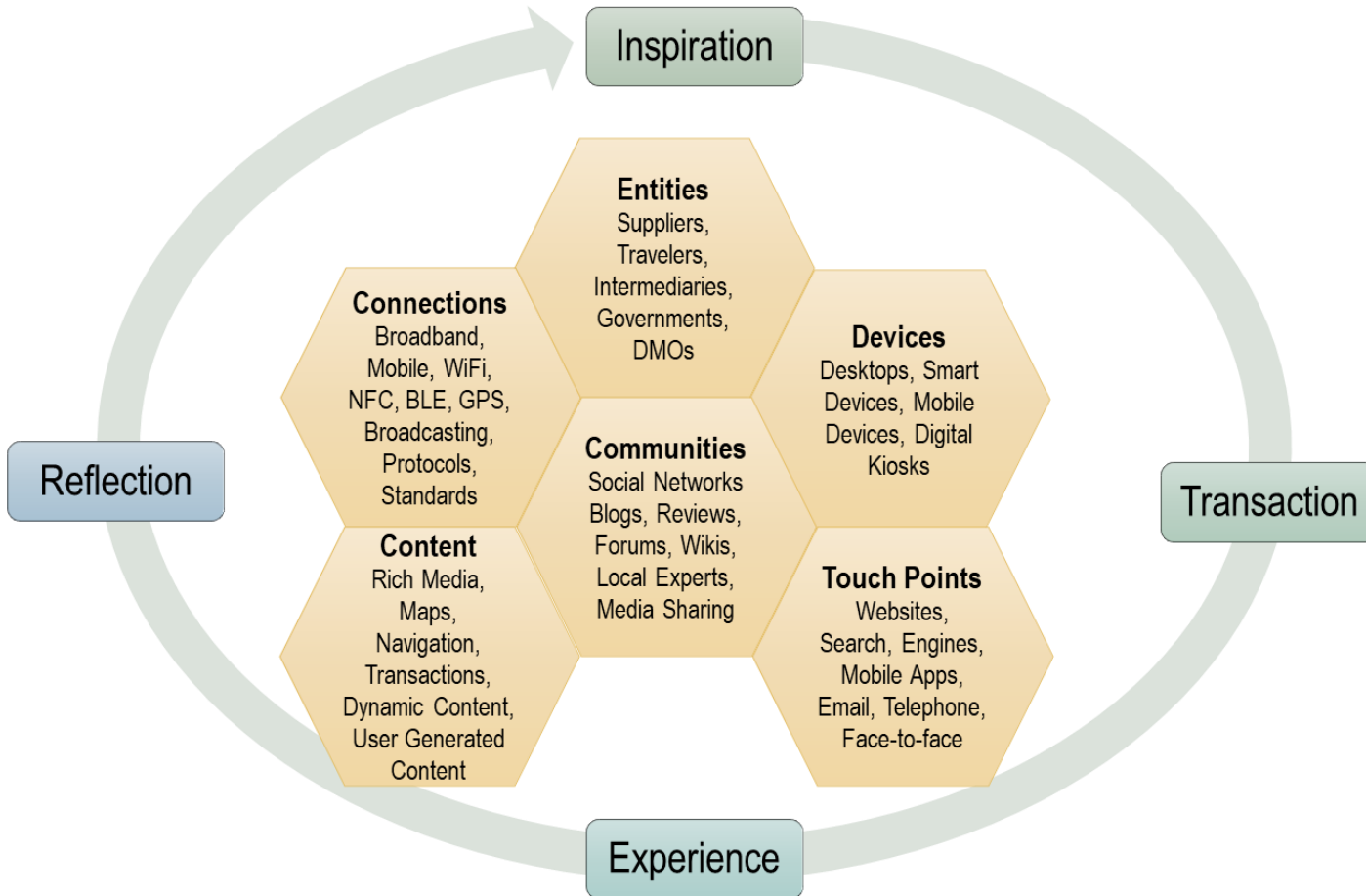
turistec

WHAT WE DO

CONTRIBUTE TO THE SOCIO-ECONOMIC DEVELOPMENT OF TOURISM ACTIVITY, ANYWHERE IN THE WORLD, BY IMPROVING THE COMPETITIVENESS OF IT-TOURISM COMPANIES.

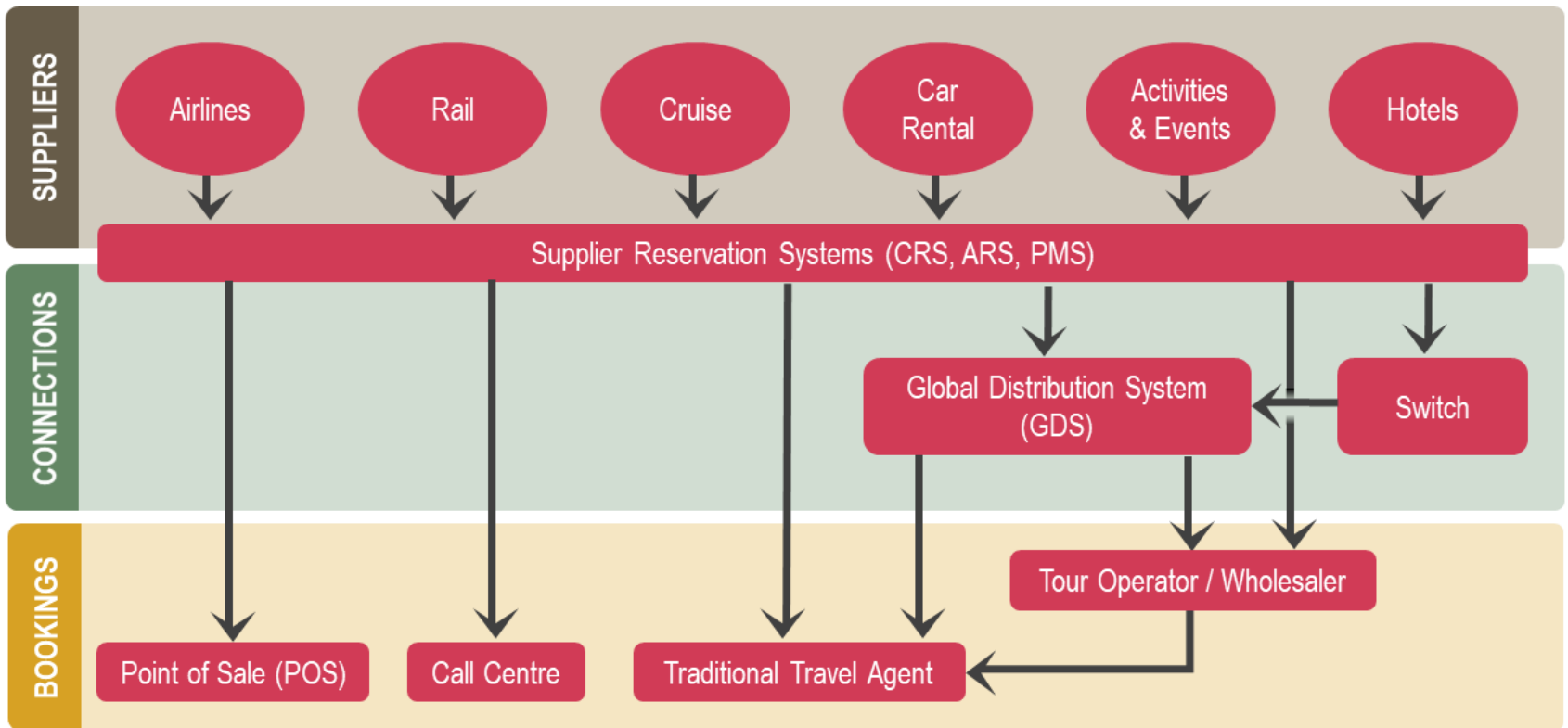


Digital Tourism Ecosystem



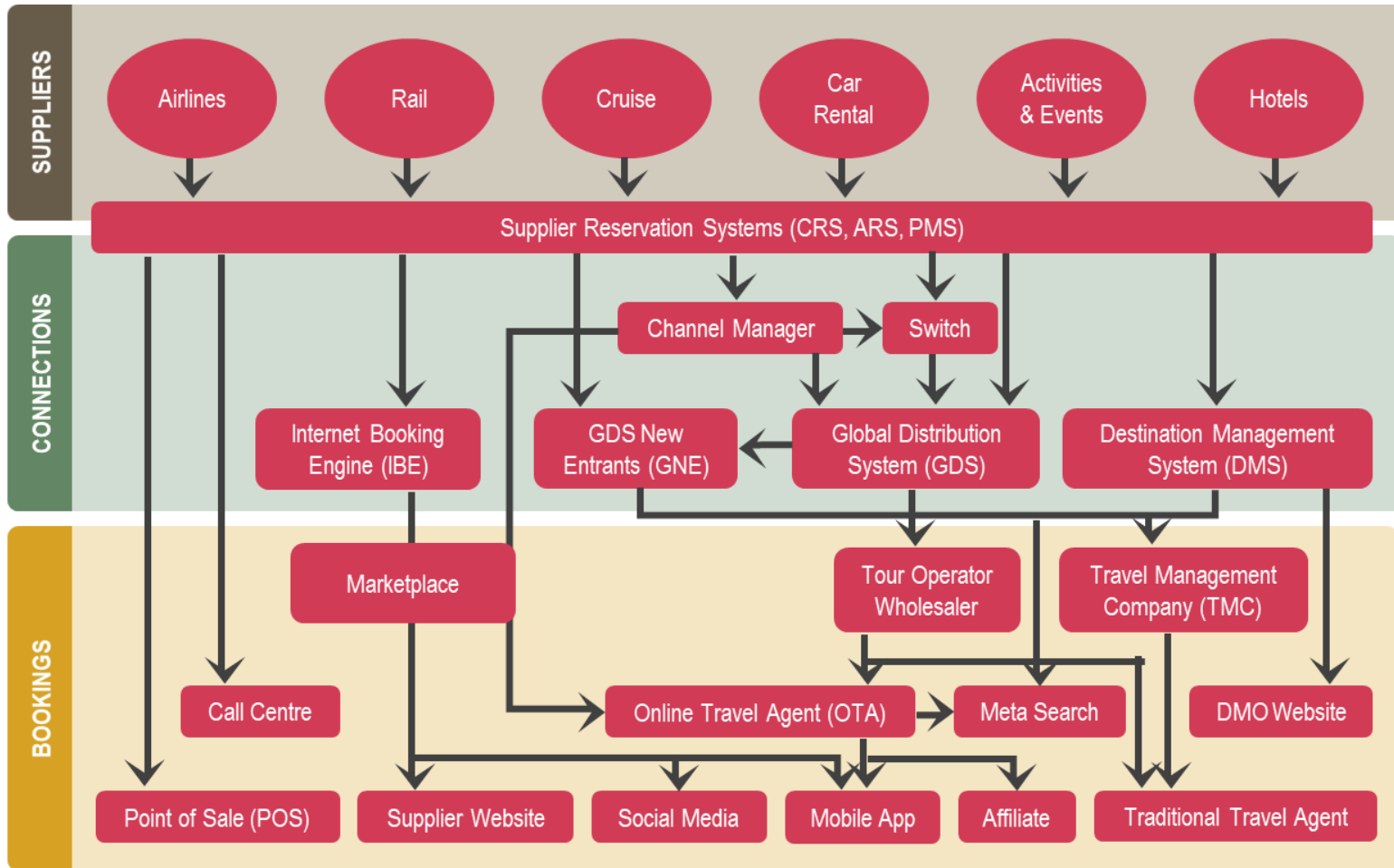
The Digital Tourism **Ecosystem**

Traditional Travel Distribution



Traditional Travel Distribution System

Digital Travel Distribution



Digital Travel Distribution System

Mission



Promoting	Promoting digitalisation and innovation initiatives that facilitate the growth of its members in particular and of the tourism and ICT sector in general.
Identifying	Identifying new business models emerging in the market and lines of financing for projects that are of interest to the members.
Promoting	Promoting new business opportunities between members of the Cluster based on the knowledge of the needs of some and solutions of others.
Creating	Creating a common space for knowledge and collaboration between the members of the Cluster and the institutions and organisations related to technology applied to the tourism sector.

TURISTEC FIGURES



PARTNERS

105 companies

+ 19 agreed entities



EMPLOYMENT

>260 K professionals



INTERNATIONALIZATION

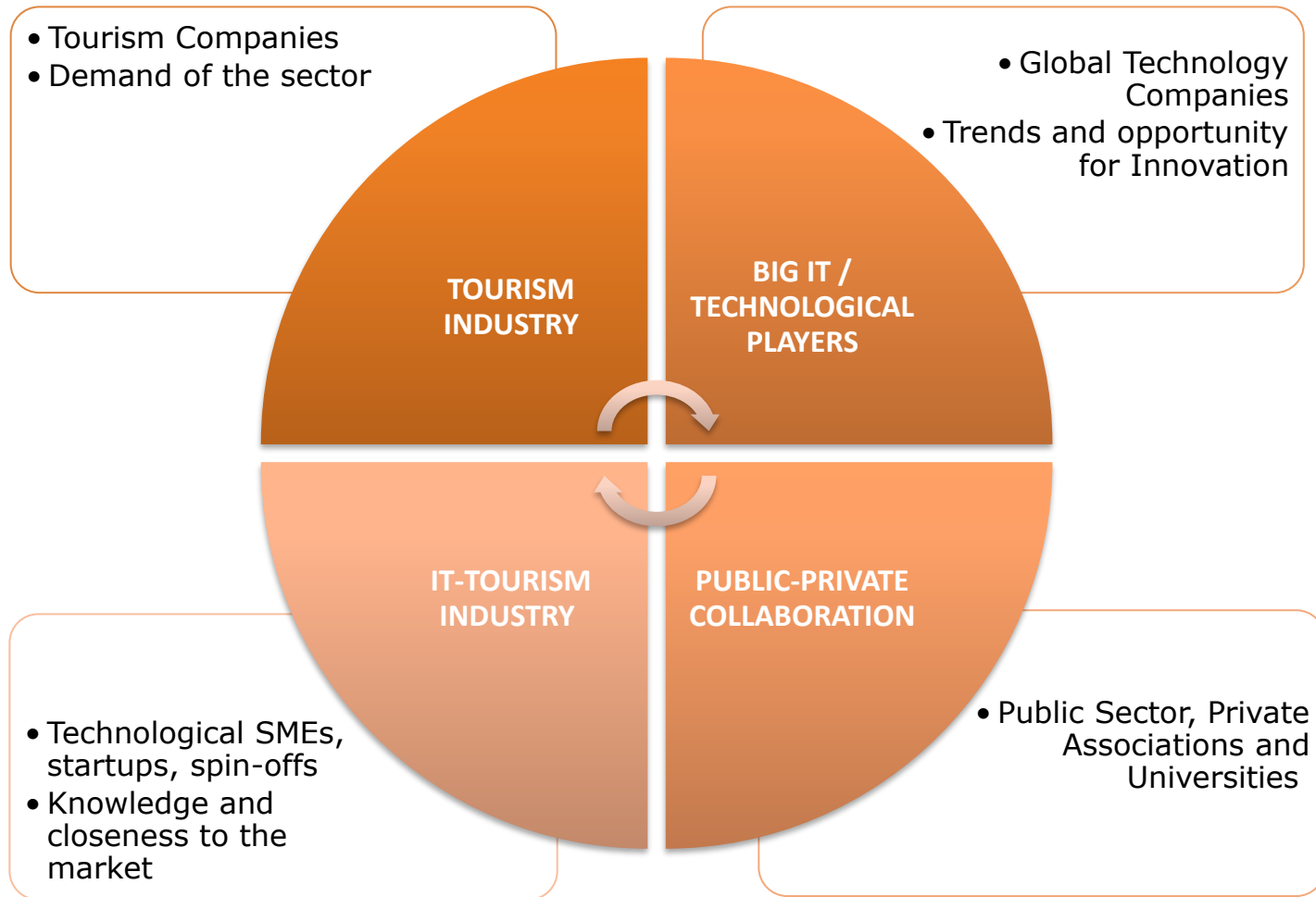
>72% companies operating in international markets

TURNOVER



>46.000 M€

COMPETITIVENESS TETRA HELIX



PARTNERS *Tech*



PARTNERS *Tech*



Visionary
Hospitality

BINARY



business
cards.eco

dfsistemas
compartimos tu objetivo.



Trip2Post
Your trip our challenge.

minsaIt

An Indra company

plugcore.com

SIHOT.
hotel management software

Hoteligy

3 digits

identify
ENJOY CULTURE

trip
resale.

kimaiwi
AN ISLAND ON THE BLOCKCHAIN



mirai
Apostamos por tu hotel

HnTETEC

hotelinking

Innovation
strategies | Behind.
Beside.
Beyond

FIDELT✓UR

YACAN SMART

EISISOFT
Digital & Consulting Partner



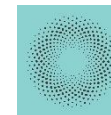
timón.
hotel
software para hostelería

Optimizadata
business analytics & big data

MEWS

QUICKTEXT

PARTNERS *Touristic*



PARTNERS *Consultancy, innovation, startups,...*



DescubreGroup
CommunicationChannels


projectworklab

 FENARC

 Secartys

BLUE
ROOM
INNOVATION

 bioscore
Compromiso eco-sostenible

patterson—
agency

Mark
Site

INNOVA[®]
EXPERTS GROUP

DISSET.

JC

G
CONSULTING
O

angel24

deiser

Leebow Partners //

binauramonlex

 SaaS
Level
Up

Clarke
Modet +

fi group
iniciativas
company

tequion
eficiencia empresarial

**DIRECT
BEDS**
REVENUE & COACHING

 hoteldataflow
by antoniotaipia

KPMG

 Processing Smart

Onemap

PARTNERS *Training*



schôolers.io

FORMADORES { IT }

Financieras



Legal



Agreed entities



Universitat de les Illes Balears



GOIB
CONSELLERIA
ECONOMIA, HISENDA
I INNOVACIÓ



Cámara de Comercio
Mallorca



ULPGC
Universidad de
Las Palmas de
Gran Canaria



iBit
Illes Balears
innovació
tecnològica



DIHBAI-TUR



CLUB
EXCELENCIA
EN GESTIÓN



UNIVERSIDAD DE MÁLAGA



ehib
ESCOLA D'HOTELERIA
DE LES ILLES BALEARS



OFICINA
Acelera
pyme

INGENIEROS
INDUSTRIALES



Asociación Española
de Expertos Científicos
en Turismo



Sabadell



EIP
Escuela Internacional
de Protocolo



EUT
ESCUOLA UNIVERSITARIA
DE TURISMO FELIPE MORENO



ETB
ESCUOLA DE TURISMO
DE BALEARES

Adscrita a la
Universitat de les Illes Balears

dir&ge
EXECUTIVE NETWORK

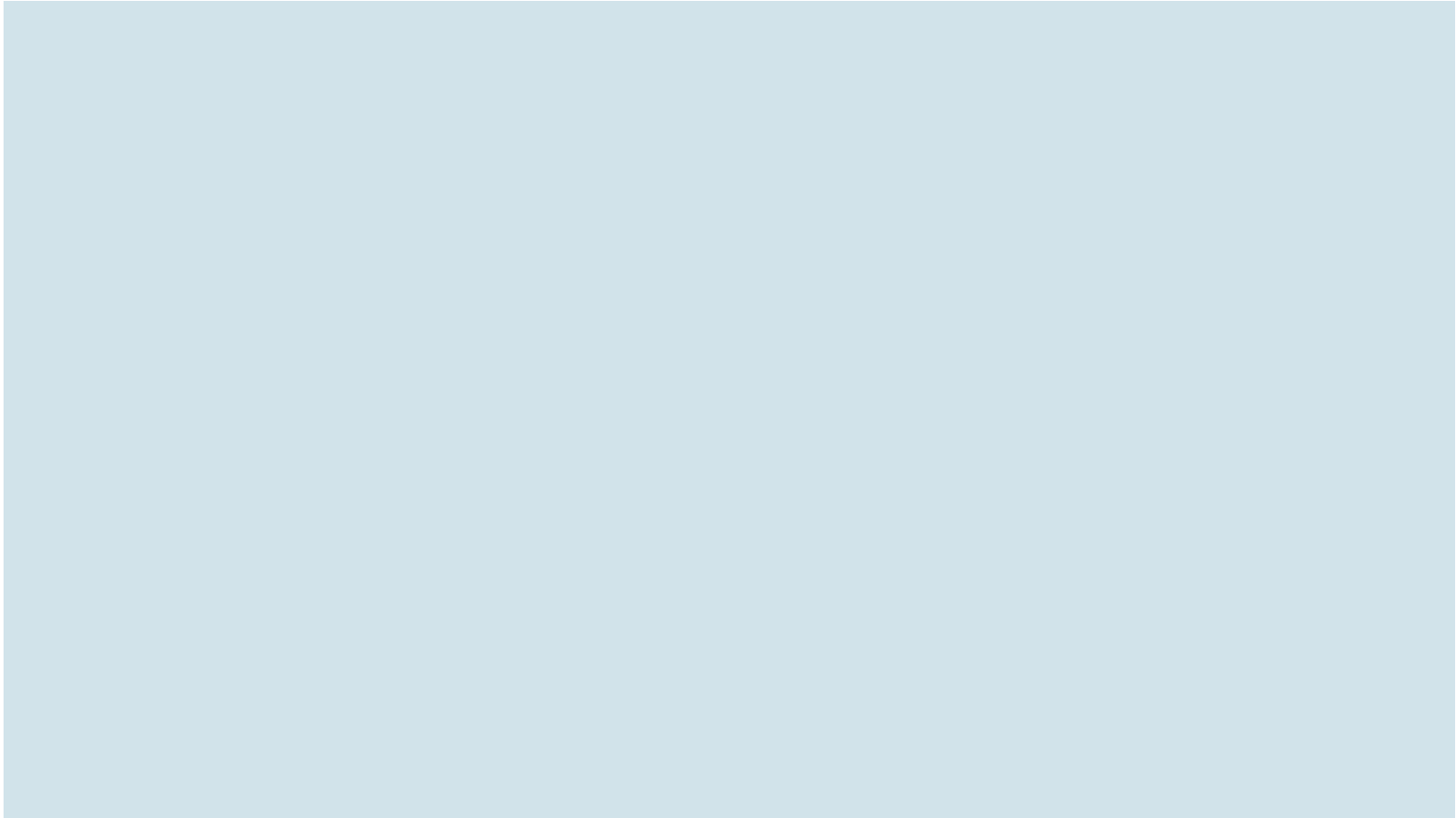
turistec

Some of our partners and...

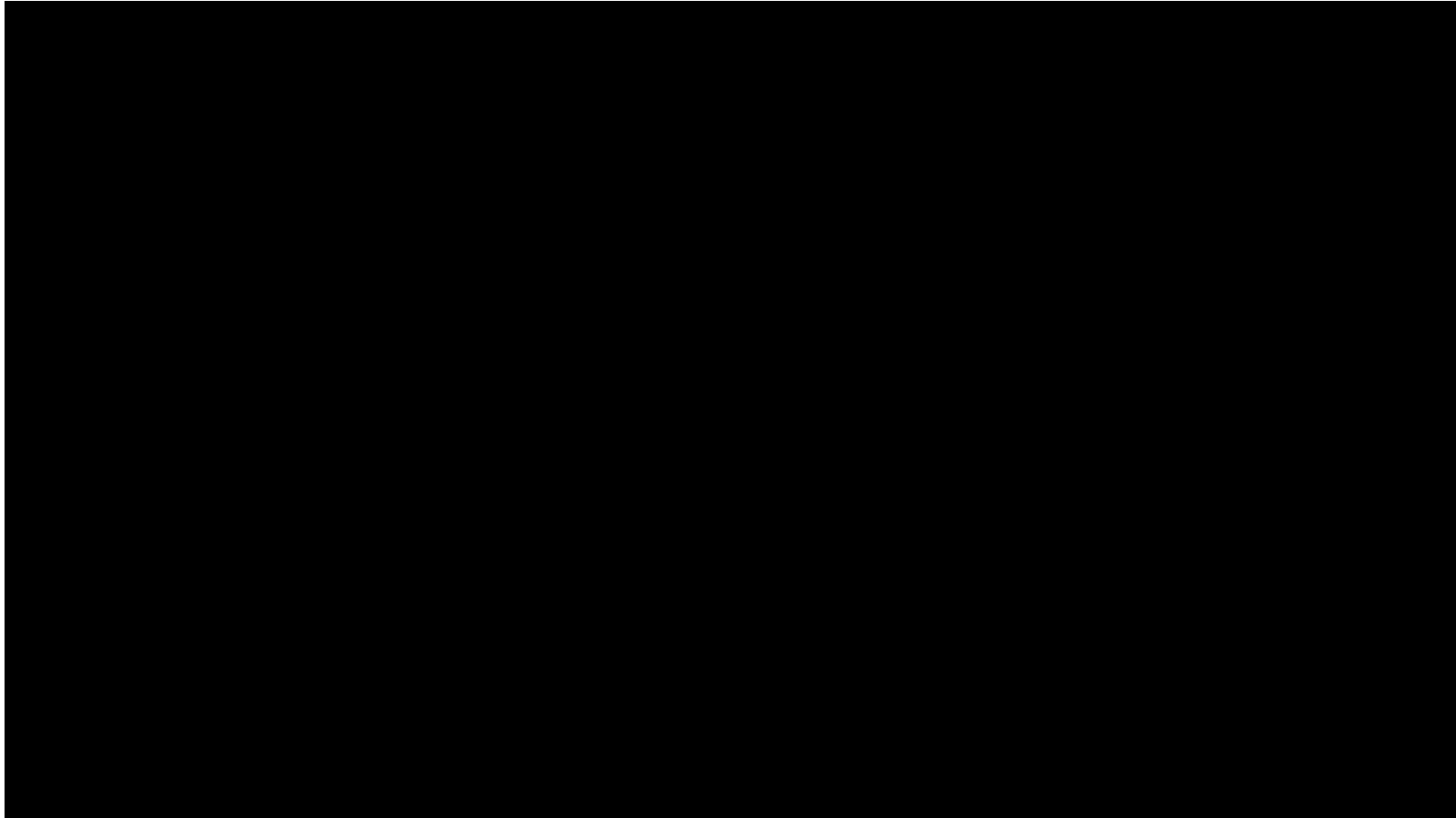
Customer Experience (CX)



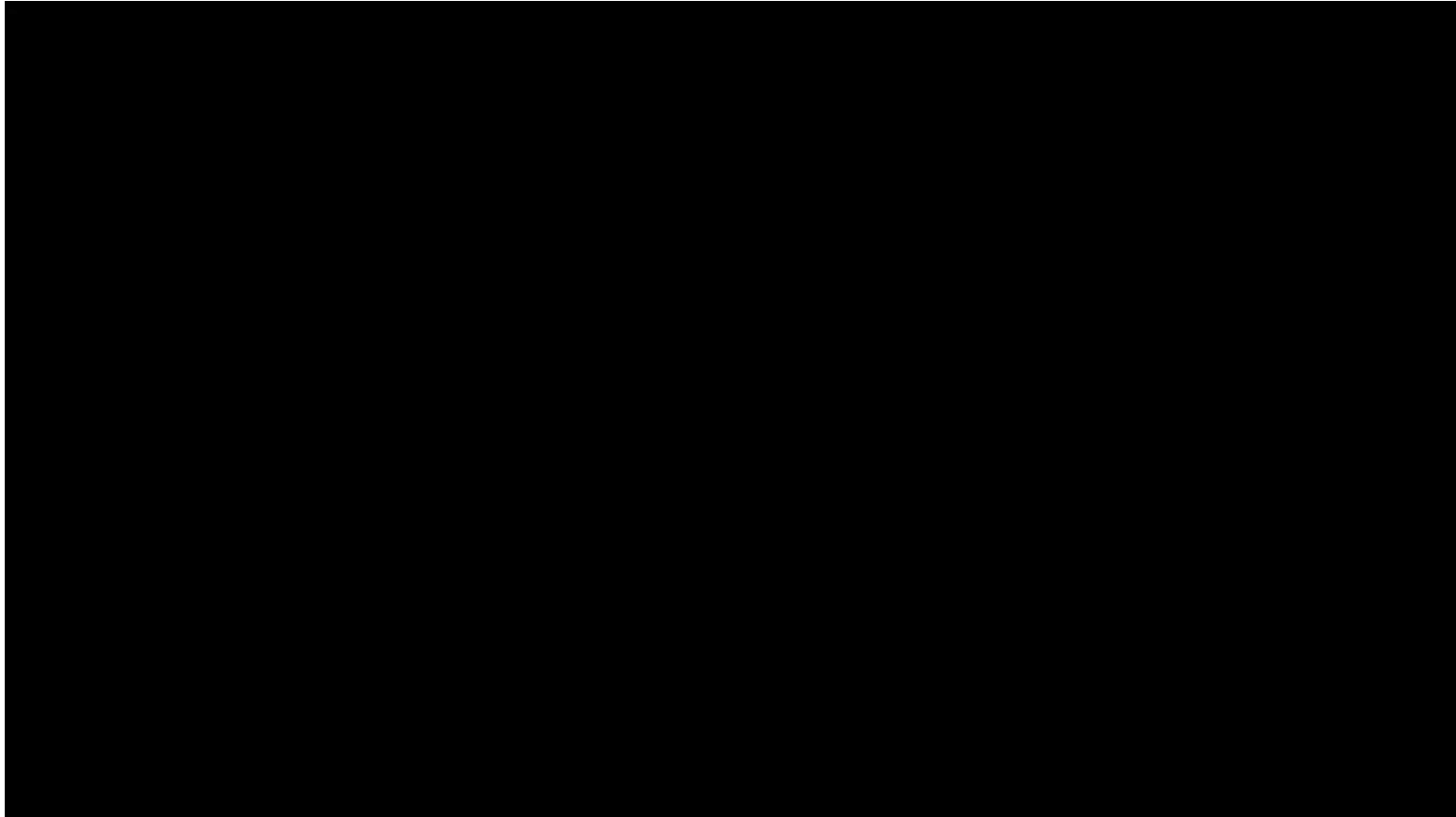
CX and Hoteligy



CX and Hotelverse



CX and Quicktext



CX and Hotelinking



CX and Briguest



OUR (CURRENT) SERVICES



Event organization and networking



Exhibition at trade fairs



Media and newsletter visibility



Project management

OUR FUTURE SERVICES



A Digital Innovation Hub is a one-stop shop created to help companies and public sector organizations become more competitive and respond more and better to global digital challenges.

OUR FUTURE SERVICES???



THANK YOU!



www.turistec.org

