

BLINKUP

COMPANY PROFILE

BLINKUP Our Story



Blinkup was founded in 2015 with the goal of helping small and medium-sized enterprises grow by developing digitalization as a strategic tool.

Through a process of analysis and consultancy, Blinkup offers a dynamic approach to support clients in navigating, understanding data, and undertaking strategic actions in Digitalization, Training, Branding, and Performance.

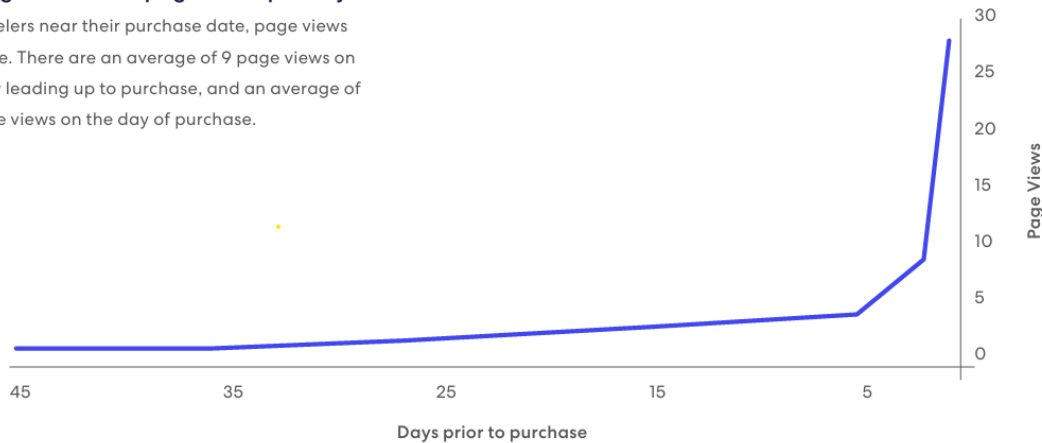
"Listening, gaining trust, and becoming the best ally for the success of our clients are our core values."

BLINKUP Distribution Context



Average number of page views per day

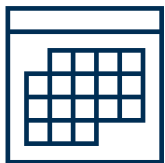
As travelers near their purchase date, page views increase. There are an average of 9 page views on the day leading up to purchase, and an average of 25 page views on the day of purchase.



Source: Expedia Group | The Traveler Purchase Path

Travelers visit an average of 141 travel-related pages in the 45 days leading up to the booking.

In the early stages of planning, searches are more spaced out and intermittent, with around 2.5 pages visited per day. As the purchase date approaches, page visits slightly increase and then grow exponentially in the days immediately before the booking, reaching up to 25 views on the day the trip is purchased.



45 days
leading up to the
booking



303 minutes
spent on booking
pages



141 pages
of travel-related
content visited

BLINKUP Distribution Context

Travelers take an average of 71 days before booking a trip (33 days for inspiration and 38 days for research and planning).

The average consideration window is the period from when a user starts thinking about a trip to when they complete the booking. With an average purchase path of over 2 months, travel brands have a significant opportunity to intercept and strengthen the booking decisions of travelers they come into contact with.



In this constantly changing context, Blinkup has developed several solutions to optimally manage all digital touchpoints, which are crucial for capturing travelers' desires at every stage of the Customer Journey.



BLINKUP Hospitality Clients



BLINKUP Clients & Training

De Marchi



 **EconomiaCircolare.com**
L'informazione in circolo



passepourtout
CHIC WITH FUN



IATH INTERNATIONAL ACADEMY
OF TOURISM AND HOSPITALITY
LAKE COMO

BLINKUP Our Partners



BLINKUP How Blinkup operates

Our approach aims to identify and enhance the core of every synergy, project, and collaboration we engage with. Understanding the deeper, inspiring reason behind each initiative allows us to define a clear direction for shaping authentic and meaningful digital growth objectives, driving success through a deeper connection between clients, collaborators, and stakeholders.



DIGITAL AUDIT

The concrete solution to enhance the level of digitalization of destinations, territories, companies, facilities, and hospitality chains.



DIGITAL ADVISORY

Constant support for defining and implementing the best digital and distribution strategy that can continuously adapt to the context.



DIGITAL AGENCY

The most effective digital products and services to enhance digital presence and online visibility in a widespread and targeted manner.

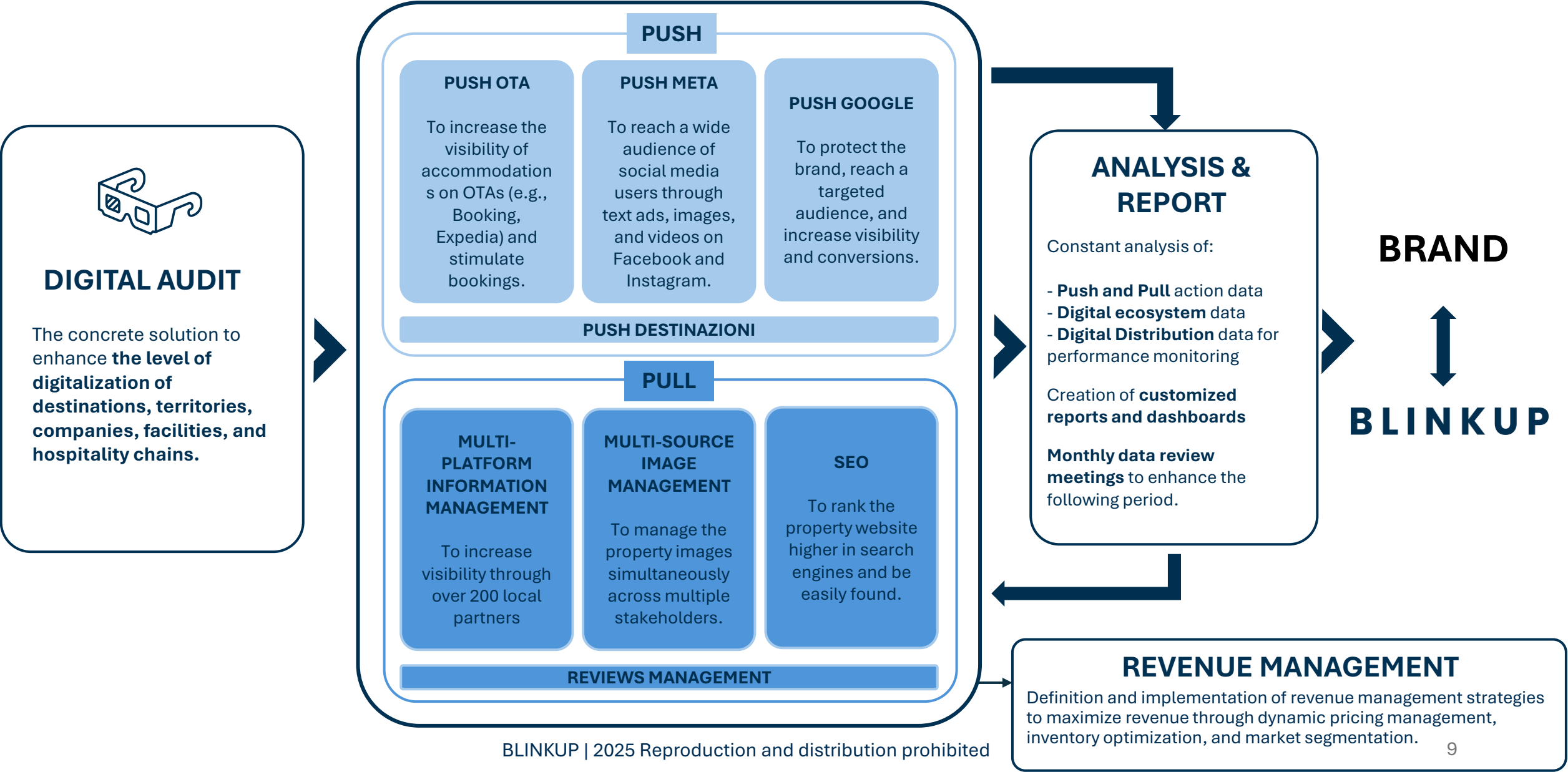


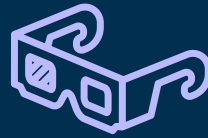
TRAINING

The extensive experience in the field of training enables the creation of customized and highly specific training programs.

BLINKUP

Blinkup Operational Flow





DIGITAL AUDIT

THE CONCRETE SOLUTION TO ENHANCE THE LEVEL OF BUSINESS DIGITALIZATION



Action aimed at understanding the unaddressed areas of the **Customer Journey** through the analysis of touchpoints (over 220). The goal is to have a complete **mapping of the online distribution status** and **digital maturity, highlighting critical areas, an action plan, and a priority classification**. Based on the score of the individual areas analyzed (e.g., social presence, coordinated image, communication analysis, etc.), specific actions are defined to improve the digital ecosystem.



In-depth analysis of the company's digital maturity from a technical, image, and reputation perspective.



Drafting of an immediate action plan (Action Plan) based on the points identified during the Digital Audit.



Monitoring of the data obtained through the application of the Action Plan and recommendations for continuous daily improvement.



DIGITAL ADVISORY

THE CONSTANT SUPPORT FOR DEFINING AND IMPLEMENTING THE BEST DIGITAL STRATEGY



Defining the **Digital Strategy** is one of the key elements for success. Through in-depth study and constant interaction with the client ecosystem, which remains a priority during the analysis phase, **the best personalized planning** is defined. This becomes the foundation for enabling tactical actions to develop effectively, aiming to achieve maximum efficiency for optimizing economic contribution and visibility. The analysis, study, and definition of qualitative and quantitative elements in a mash-up perspective thus allow for the creation of exclusive, adaptable, and customized strategies..



Definition of the strategy based on the specific needs and set objectives



Continuous support throughout the implementation of the highlighted tactics



Verification of the implementation status through a support process

We work using a circular process in which we continuously strengthen the main strategy through five key actions

Analysis | Analysis of the context and multi-source data

Strategy | Definition of objectives, organization of the strategy, tactics, and scheduling (multichannel, financial resources, actions)

Targeting | Local level, demographics, age, spending propensity

Action | Implementation of the plan KPI Control | Monitoring KPIs and achieving objectives





DIGITAL AGENCY

THE MOST EFFECTIVE PRODUCTS TO ENHANCE DIGITAL PRESENCE AND ONLINE VISIBILITY



Thanks to active partnerships and a deep understanding of key digital dynamics, Blinkup products provide effective tools in **Digital Marketing strategy**. The proposed solutions are used to spread awareness throughout the Customer Journey along the entire Sales Funnel, from awareness to conversion, passing through consideration. Among the main solutions: **Performance Marketing, Loyalty Program, Search Engine SEO, Digital Data Analysis, and Online Travel Agencies management.**



Advertising



Communication



Analytics

BLINKUP

DIGITAL AGENCY | Products and Services

Performance Marketing

- **Google Ads**
(Generics + Brand Protection)
- **Metasearch**
- **Social ADV**
Facebook – Instagram
– TikTok – Spotify – Pinterest
- **Retargeting**
- **Display Programmatic + YouTube**
- **Local Marketing**
(Google My business)

Loyalty Program

- Full custom based **Platform**
- **Creation of incentive programs**
- Earn & Burn System
- **Front & Back end cluster divided**
- **Analytics Module**

SEO Search Engine

- **Ecosystem Indexing Analysis**
- **Writing optimized texts** (H1, title, meta description etc)
- **Analysis and management of inbound links**
- **Link building**
- **Content structure analysis, copywriting guidelines**
- **Centralized platform for managing images and content**

Analysis of digital data

- **Dashboard and focus**
Google Analytics GA4
- Creation of **customized dashboards**
- **Multi sources analysis**
SEA, SEO, Search Console, Social etc.
- **In-depth analysis of**
Display, Social, Google campaigns
- **Full Digital Audit**

Online Travel Agencies


- **Content Optimization**
(Quality score)
- **Boost Tool** TravelAds
Booking.com ADS
- **Expedia Media Solution Business Partner**
- **Business Review Meeting** – Market Manager
- **Balancing economic contribution: OTA vs. Direct**

Blinkup offers consultancy services to support Digital Marketing actions aimed at improving performance and key KPIs. Through weekly and monthly recommendations, an advertising release plan is defined to increase the company's visibility and facilitate the achievement of set objectives.

The advertising services cover the entire sales funnel, with constant management of multiple digital channels: Meta, Google Ads, Meta Search, Social, Expedia Travel Ads, Booking.com, Ctrip/Trip.com.




The ADV approach is developed through the following points:

 **Analysis of the performance** of previous campaigns and the response of individual targets on different channels

 **Study of new trends and opportunities**

 **Development of campaigns and A/B testing**

 **Continuous supervision and subsequent development** of data-driven enhancements

 **Monthly reporting**



The use of dedicated tools allows identifying the most effective placements to cover different levels of the funnel, enabling the development of tailor-made campaigns for the target audience.

The identified target is divided into clusters based on the specific interests of each user, allowing for targeted and personalized attention retargeting



PLATFORMS AND SOLUTIONS

Revenue Management and Pricing activities aimed at defining the Dynamic Pricing strategy through Blinkup's dedicated platform (RMS), which allows constant adjustment of rates to maximize revenue based on proposed objectives. The module includes strategy analysis, definition and management of revenue management activities, competitor monitoring and analysis, and reporting for each business unit through dynamic dashboards created ad-hoc for each property.



Demand Analysis
Advanced analysis of data in the PMS, pickup, and review of the Room Revenue Forecast



Proprietary RMS system provided by Blinkup, with analysis, recommendations, reporting, and short, medium, and long-term tactics



Pricing Support
Pricing and Planning updates on PMS/RMS, group quoting, and negotiated rate strategy



Strategy
Definition of the global strategy, tactical plan with dedicated meetings (Monthly, Weekly, and Daily BRMs).Market share analysis, segment analysis, evaluation and review of the competitive set, strategic analysis of group series, control and review of direct and indirect rates, room categories, etc.

A fully custom platform for managing loyalty and incentive programs that allows companies to monitor, in real-time, the achievement of specific "earn & burn" objectives by the involved user-beneficiaries (whether they are Retailers, Customers, or Sales Force). The activity is developed custom for each application, generating different access levels of authorization for the development of small, medium, or large-scale projects (national). The platform is fully mobile-responsive for optimized access on mobile and tablet and GDPR compliant



Design the most suitable promotions to achieve objectives and align with the global strategy



Create supporting advertising graphic materials (brochures, catalogues, digital and social promotions, etc.)



Analyze statistical data in an immediate and easily accessible way (in addition to analysing the Customer Lifetime Value model)



Manage all logistical tasks related to the management and movement of rewards

Advantages for the company



Creation of dynamic promotions (mini-sites and portals)



Generation of surveys on services and products



Creation and management of a rewards catalogue



Highlighting the achievement of objectives



Timely and updated reporting on promotions, program management, and point usage



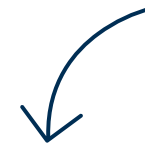
Continuously updated user database

Advantages for the user

**Completion of surveys and
customer satisfaction forms**



**Few clicks to certify a purchase or
sale of promotional products**



Point collection



**Access to a wide range
of customizable
rewards**

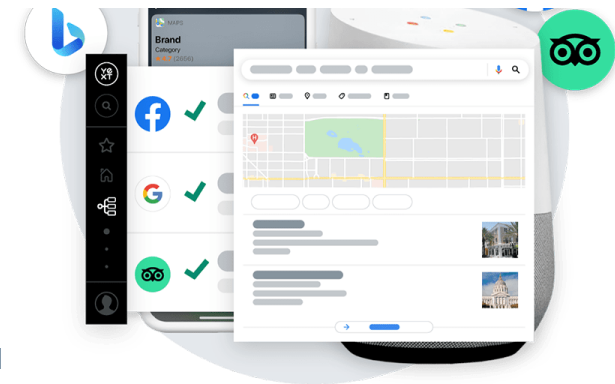
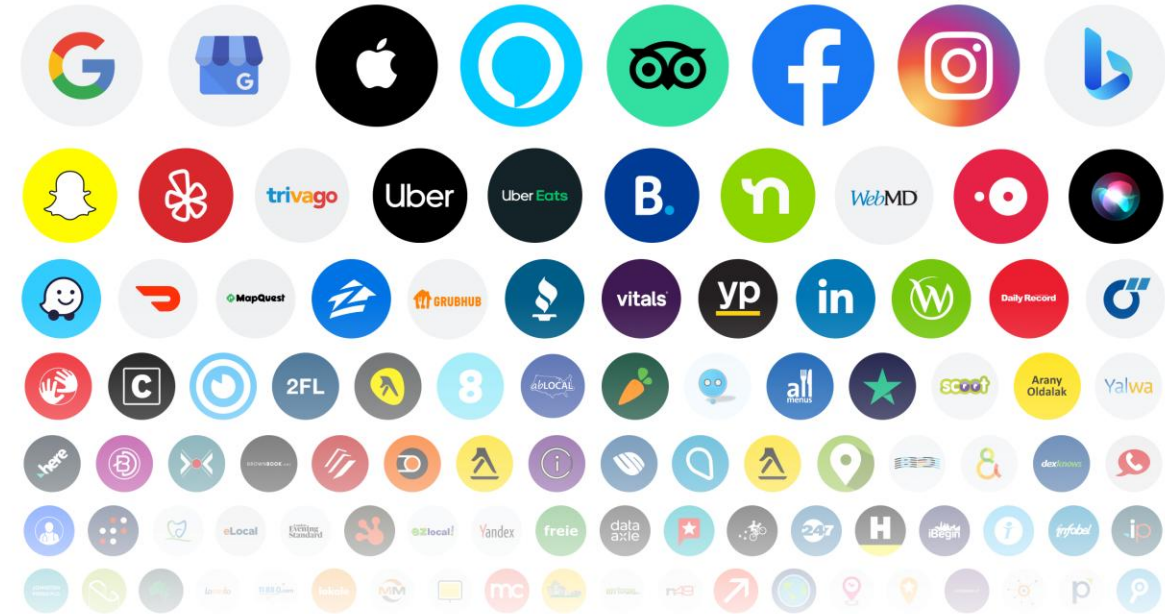
BLINKUP DIGITAL AGENCY | Platform PRESENCE TOOL

Boost your business activity for the local market: over 200 global partners connected in a single command center



Connection with over 200 global partners, from **Google Maps** to **Apple Maps**, from **Amazon Alexa** to **Bing Places** and **Waze**. The business profile is displayed in hundreds of local searches and maintained through direct integrations. The ability to update data in **real-time** without managing multiple logins and completing information with all available options.

An aggregated performance measurement system to optimize the analysis phase (across all platforms) from a single command center, thus evaluating the actual impact of business activities.

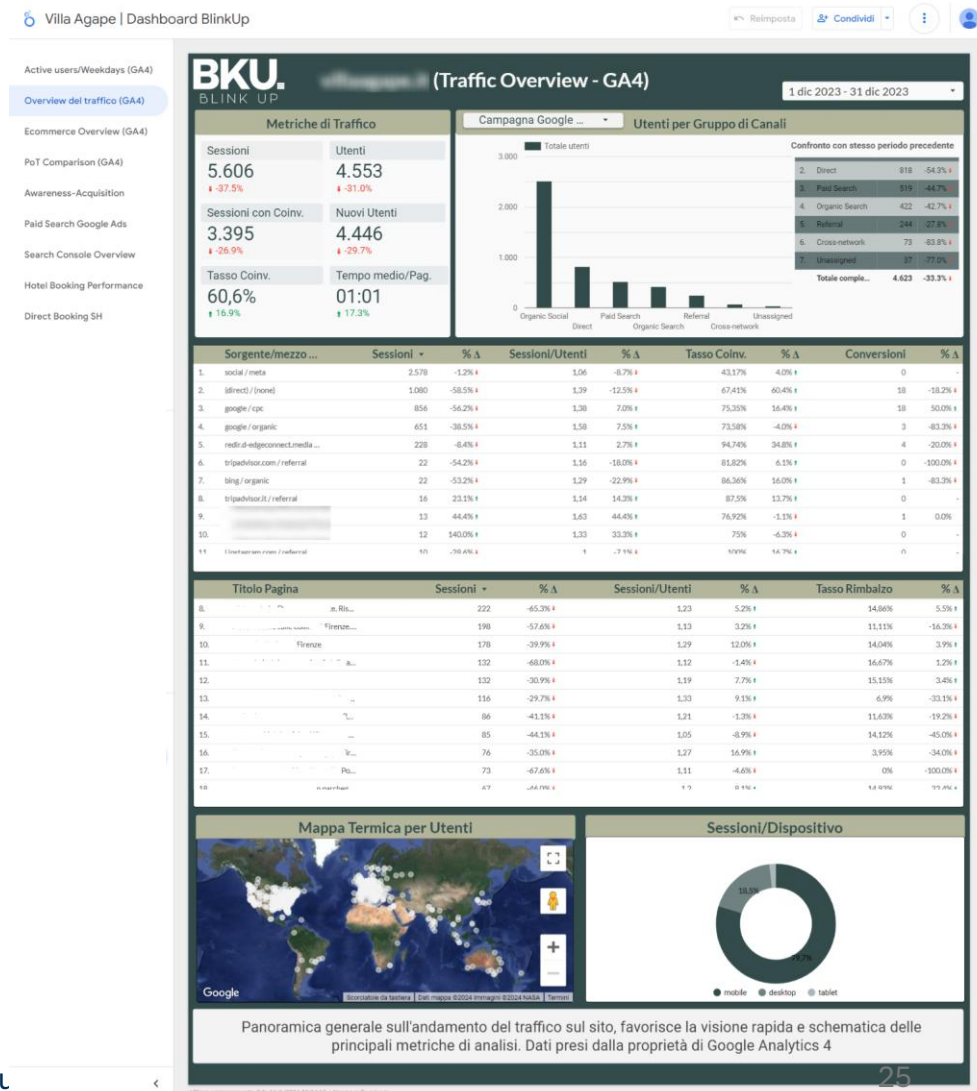


Custom management panels for in-depth data analysis (live tracking) – multi-source



Through the connection of your **digital ecosystem** to the **integration system**, it will be possible to merge data from different sources to create dynamic panels with real-time data related to:

- Visitors to your website, impressions, CTR, bounce rate, visitor origin, device used, referral, and other available metrics
- Performance of Google Ads campaigns, total amount spent, comparison with previous years, classification of campaign performance and key KPIs
- Real-time analysis of website performance on Google with connection to the Search Console
- Analysis of social media activities
- Connection to the SEO ecosystem via the SEMRush connector for in-depth search engine optimization analysis



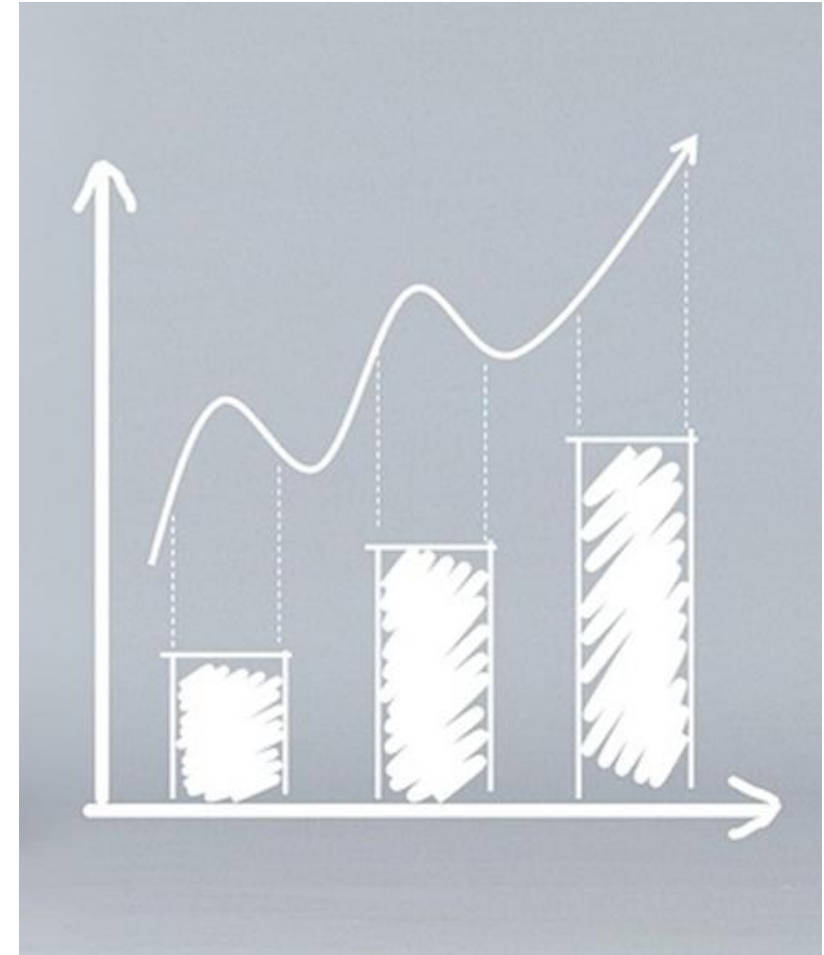
Monthly reports through the analysis of multi-source data



Blinkup provides the main evaluation metrics (KPIs) on a monthly basis for Digital Marketing activities by utilizing information available through:

- **Google Analytics**
- **Meta Business Suite**
- **Trend analysis and suggested actions/areas for further insights**

The activity aims to generate monthly reports highlighting the key metrics related to performance marketing activities: CPC, CPM, Impressions, CTR, page visits, time spent, unique visitors.



BLINKUP **DIGITAL AGENCY** | Platform CENTRALIZED MANAGEMENT OF IMAGES AND CONTENT

Automation of content distribution for a hotel from a single control center to tour operators and OTAs to increase bookings

With millions of mappings from 450 supplier feeds for over 1.30 million unique properties, **the platform manages the largest hotel mapping database in the world and other leading content solutions for over 20,000 users in over 70 countries.**

Unlike other hotel and room type mapping providers, the service combines modernity and experience by using innovative artificial intelligence technologies, machine learning, and digital fingerprints, along with careful manual allocation and correction. Additionally, the multilingual hotel database provides millions of HD hotel images, hotel fact sheets, and standardized, consistent hotel descriptions for over 500,000 hotels in 25 languages.



- **Multimedia Digital Platform with Multichannel Capabilities**
- **Reporting and Offering Tool**
- **Designed for Hoteliers**
- **Centralized Digital Media Strategy**
- **High Level of Profitability and Adaptability**

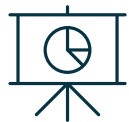




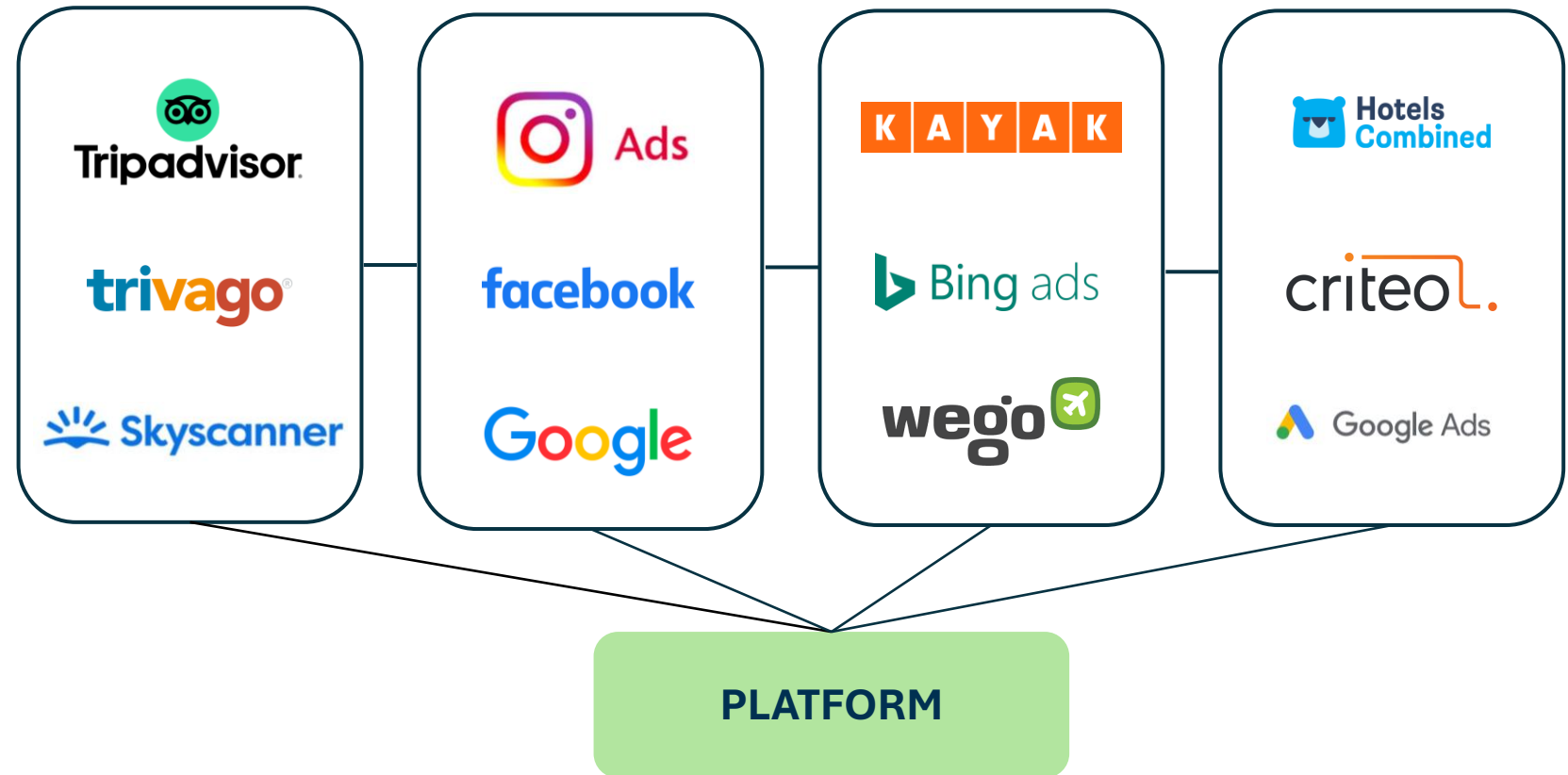
Consolidated view of the budget, detailing what is invested in each media

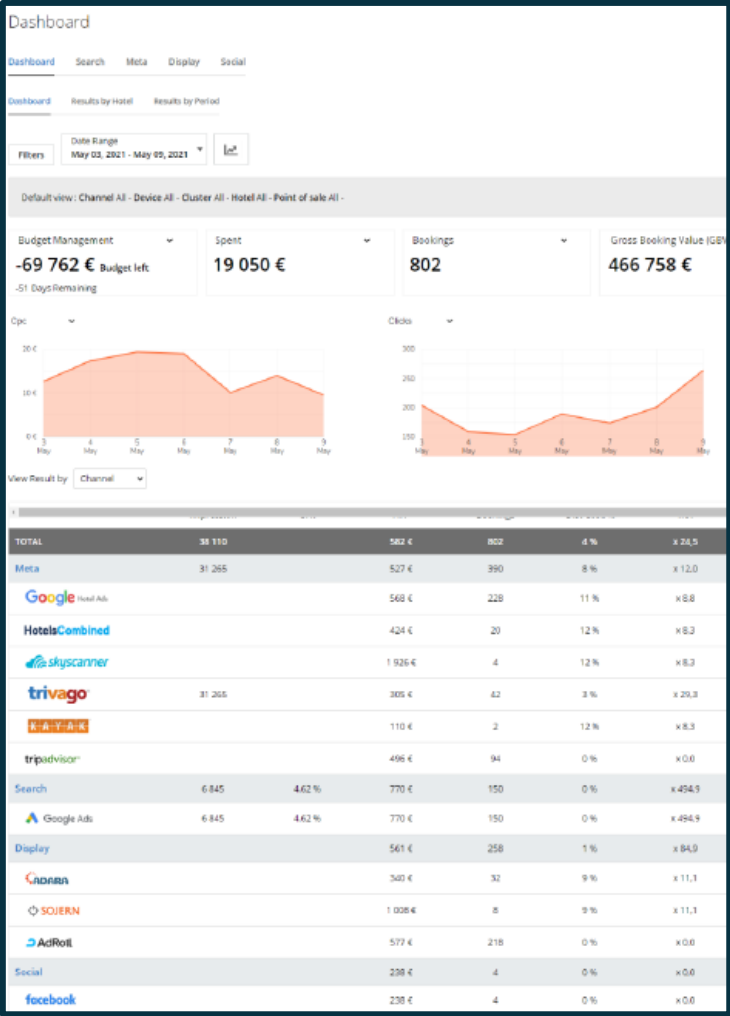


It is possible to switch from one media to another depending on the success of the campaign



Visualization of results starting from a central dashboard, where the strategy can be adjusted accordingly





The strategy adapts based on the results achieved or your commercial priorities



Monitor the budget
by setting a
maximum limit



Quickly react by stopping all
campaigns with a simple switch



Do not pay for cancelled
bookings identified on the
platform



Pay only for the channel to
which the booking has been
attributed

The platform offers features dedicated to hotel chains



Create groups of hotels
according to your criteria to
manage them in a similar way



Customize the platform for
different organizational profiles:
monitoring ROI, daily
management, etc.



DESTINATIONS

CUSTOMIZED CAMPAIGNS TO REACH TRAVELERS AT EVERY STAGE OF THEIR PURCHASE JOURNEY

Maximizing destination exposure at key moments by reaching travellers when they are most receptive



Creating emotional connections by inspiring travel imagination with visual content and targeted storytelling.



Driving measurable impact by delivering tangible results in terms of visits, inquiries, and bookings.

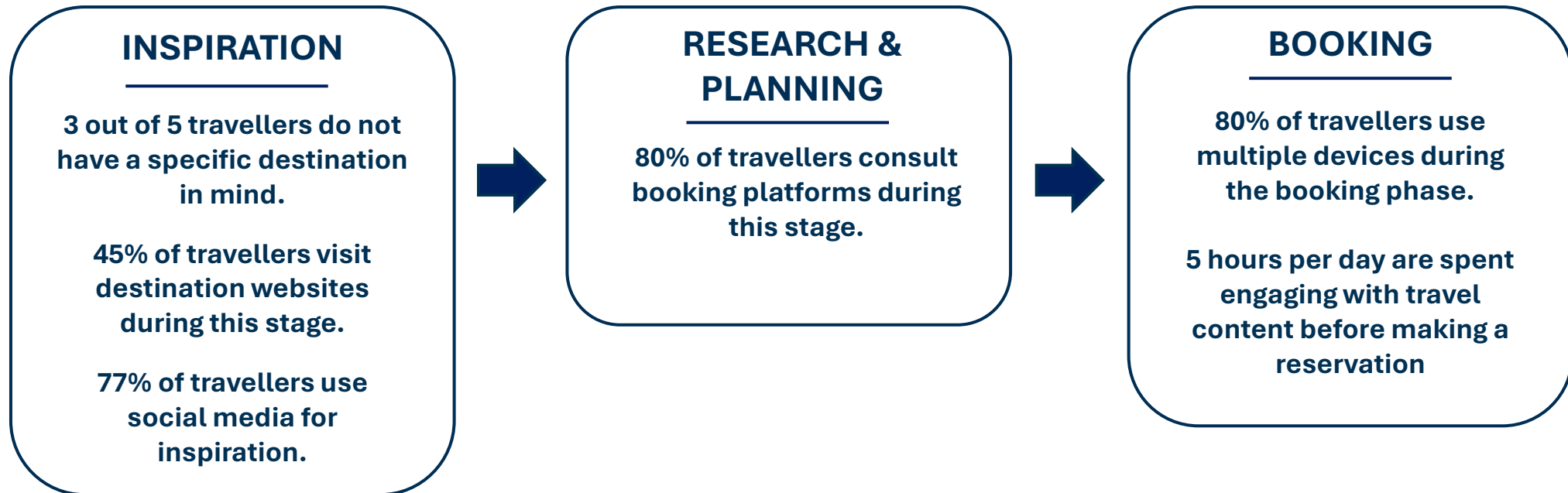


With **Blinkup**, destinations can rely on **an integrated strategy that enhances the territory, sparks traveller interest, and drives sustainable tourism flows.**

BLINKUP DESTINATIONS

Today, the **traveler's purchase journey** is **complex and non-linear**, influenced by recommendations from friends, family, social media, and multiple online sources.

Blinkup helps reach travelers at the right moment by leveraging **over 200 websites and apps**. Through **targeted advertising solutions**, it optimizes every stage of the purchase journey, which includes:



BLINKUP DESTINATIONS | Blinkup's Approach

The value Blinkup brings lies in its dynamic and two-way approach.

BOTTOM-UP

It enhances **hotel visibility and bookings** through **digitalization, distribution, and training tools**.



TOP-DOWN

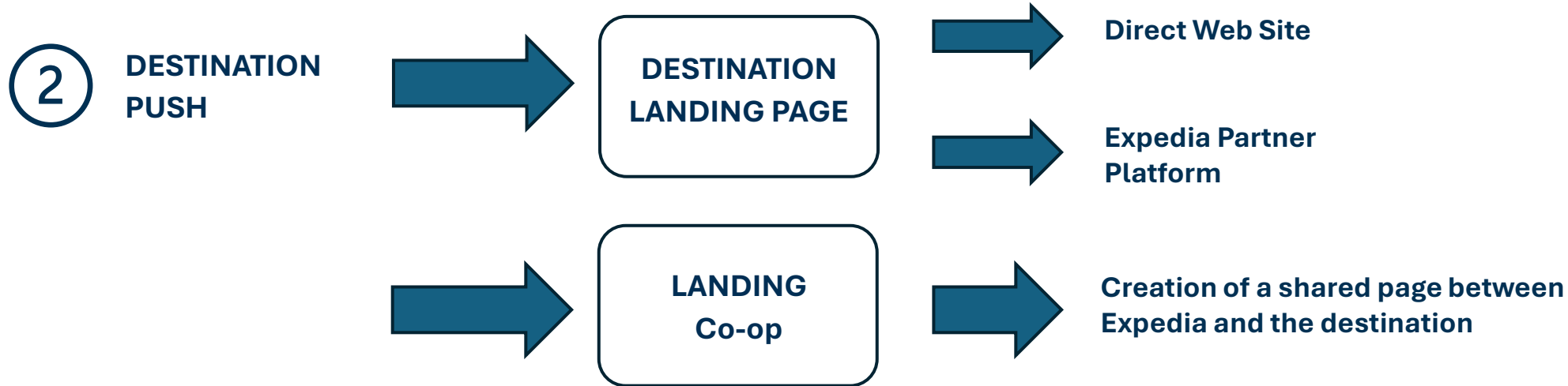
It collaborates with **portals and tourism authorities** to develop **global strategies** that **strengthen destination positioning** and **support the growth of local operators**.



Through this approach, Blinkup creates a **strategic impact on multiple levels, generating synergy that amplifies results for all stakeholders**. This combination ensures **sustainable growth and a comprehensive strengthening of the tourism market**.

BLINKUP DESTINATIONS | Solutions | Destination Portal

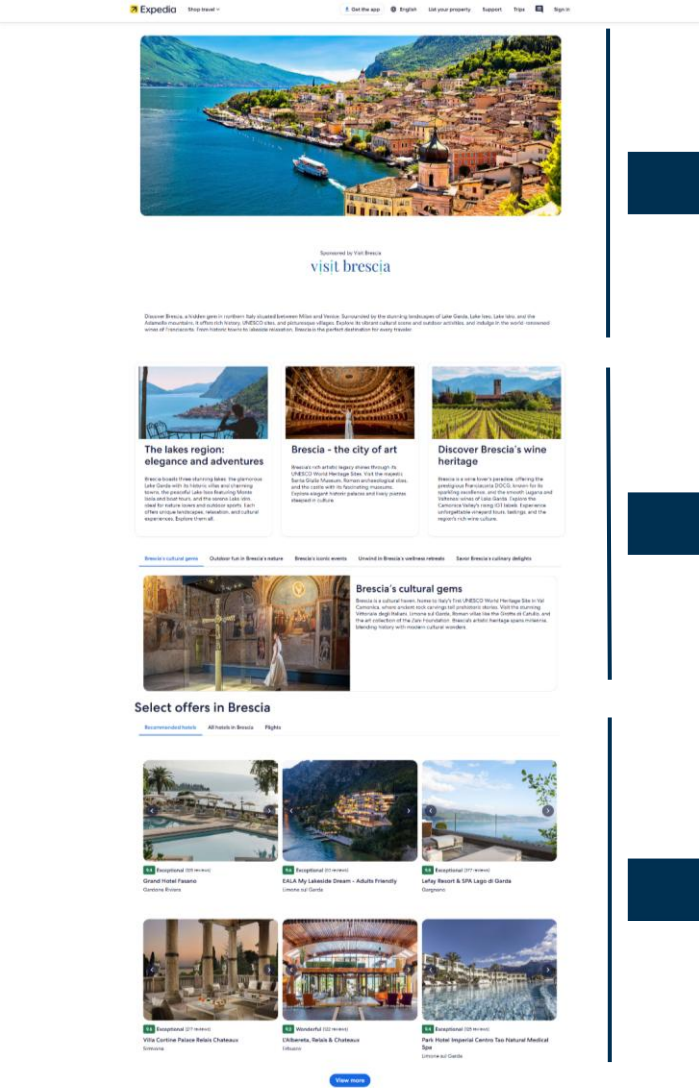
- ① **TARGET DEFINITION** Through advertising activities, we can define and reach **specific target audiences based on age, gender, geographic origin, interests, and behaviors.**



Creation of a dedicated page on a direct or indirect channel
Creation of destination content and storytelling
Display campaigns to reach travellers

Goals: Reach travellers at the right moment, increase the attractiveness of the destination, boost bookings, reduce bounce rate, and improve SEO ranking.

BLINKUP DESTINATIONS | Landing Co-op | Case Study Visit Brescia



Destination Section: images, descriptions and storytelling optimization



Experiences : Insertion of destination experiences and points of interest, optimization of images and descriptions.



Hotel Section: Inclusion of properties and optimization of images, descriptions, and offers to generate bookings.



TRAINING

Training for Blinkup is a strategic asset we believe in to support companies not only in coping with the multiple market changes but also in the personal development of all employees to enhance their knowledge and skills.

Tailored courses are created for companies in both Italian and English.

University institutes and business schools where teaching activities are carried out



INSTITUTIONAL AND RESEARCH

BLINKUP Parliamentary hearings of the Chamber of Deputies

Since **2021**, Blinkup has participated in various hearings at the **Chamber of Deputies** to contribute its expertise in the fields of Tourism and Hospitality.

In **2022**, it presented to Vice President Hon. Rampelli the 5 pillars for the recovery of tourism, contributing to the drafting of a document outlining its main national benefits.

In 2023, Edoardo Dal Negro became the **Coordinator of the Tourism Table** at the **G.C. Network study center**, presenting his team composed of key international entities (Accor Group, Sojern) and sector experts (CSR, Revenue Managers, Operations Directors), and developing a study on possible actions to strengthen leisure tourism.

Since 2023, he has participated in preliminary sessions as a **Technician for the "Tourism and Passport of Roots"** project, aimed at promoting Italy as a destination to Italians abroad.



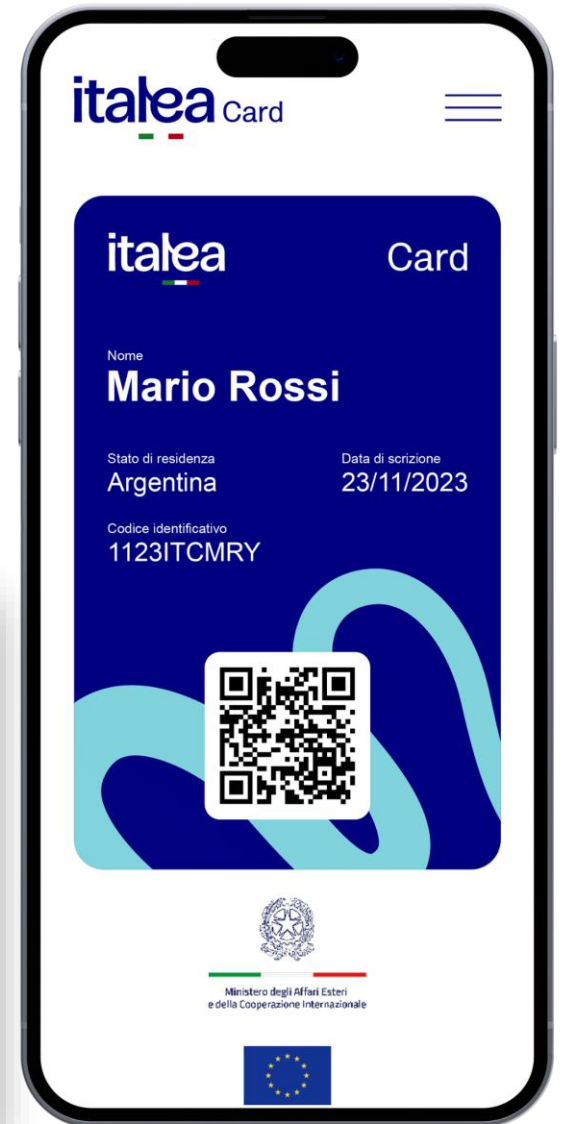
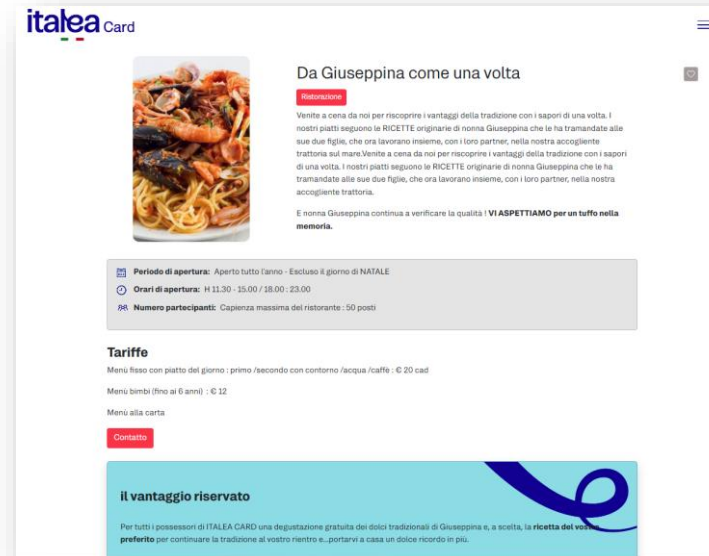
BLINKUP ItaleaCard Development – Tourism of Roots

The "**Tourism of Roots**" is a structured tourism offering through appropriate communication strategies, combining third-sector goods and services with the knowledge of the family history and cultural heritage of Italians living abroad and Italian descendants, estimated to number around 80 million people.

The project is called **Italea**, representing the initiative and the associated regional sites.

Blinkup, for the **Ministry of Foreign Affairs and International Cooperation**, developed the **Loyalty platform** and the dedicated **website "ItaleaCard"** to offer benefits, discounts, and incentives to those wishing to come to Italy to discover their roots, their "talee."

- ItaleaCard serves as the connecting platform between travellers who can benefit from constantly updated new solutions and local entities that, through Third Sector Organizations (ETS), can independently update their profiles and submit new "Talee" for publication by interacting with Regional Coordinators.
- **Website:** <https://www.italeacard.com/>



BLINKUP ItaleaCard Development – Roots Tourism – February 4, 2025 BIT

Turismo delle radici, si presenta la piattaforma Italea



INCOMING 05/02/2024 13:37

Post Share

"Il 2024 sarà l'anno del **Turismo delle Radici**. Gli italiani tornano nel Paese dei loro nonni per riscoprire la terra d'origine, le tradizioni, degustare la cucina".

Luigi Vignali, direttore generale per gli Italiani all'estero del Maeci, spiega così le ragioni dell'investimento sul segmento. "È un trend in crescita – dice –: per questo è nata una rete di **20 coordinatori regionali** ed è stata progettata **Italea**".

PUBBLICITÀ



Ascolta le interviste e le news di TTTG Italia quando vuoi e dove vuoi

Listen on Spotify

Lo strumento digitale

Si tratta di una piattaforma digitale in cui confluiranno tutte le offerte studiate ad hoc, con **20 mini siti regionali**. "Il nome in inglese suonerà Italia, un gioco di parole - spiega ancora Vignali -. Si tratta di una piattaforma multimediale in cui verranno riversati tutti i contenuti per i turisti delle radici che verranno praticamente guidati attraverso questa piattaforma" nel loro viaggio.

Vignali ha ricordato che i turisti delle radici avranno la possibilità di avere l'**Italea Card**, che dà l'opportunità di ottenere sconti, agevolazioni e servizi dai partner del progetto: "Una rete di agevolazioni e scontistiche che consentirà ai nostri italo-discendenti di venire in Italia, di avere un'offerta dedicata e di poter finalmente conoscere le proprie origini".

https://www.ttgitalia.com/stories/incoming/190333_turismo_del_le_radici_si_presenta_la_piattaforma_italea/



Home Esteri Italiani nel Mondo Cultura Economia italiana

LIVE 6/02/2024 18:28 "Mimetica. Riflessi e rifrazioni ceramiche": la mostra di Andrea Anastasio al Madrid Design fest

COMUNITÀ

Turismo delle Radici: Vignali (DGIT) presenta alla BIT il progetto Italea

05/02/2024 16:22



ROMA, aisei. - "Il 2024 sarà l'anno del **Turismo delle Radici**. Gli italiani tornano nel Paese dei loro nonni per riscoprire la terra d'origine, le tradizioni, degustare la cucina". A dirlo è stato **Luigi Vignali**, direttore generale per gli Italiani all'estero del **Ministero degli Affari Esteri e della Cooperazione Internazionale**, nello stand Italia della **BIT - Borsa Internazionale del Turismo**, in corso a Milano, e riportato da TTTG Italia. Un segmento di turismo preciso e con un flusso in costante aumento. Un aumento che necessita, dunque, di investimenti: "È un trend in crescita - spiega Vignali - per questo è nata una rete di **20 coordinatori regionali** ed è stata progettata **Italea**".

Lo strumento digitale

Si tratta di una piattaforma digitale in cui confluiranno tutte le offerte studiate ad hoc, con **20 mini siti regionali**.

"Il nome in inglese suonerà Italia, un gioco di parole - spiega ancora Vignali -. Si tratta di una piattaforma multimediale in cui verranno riversati tutti i contenuti per i turisti delle radici che verranno praticamente guidati attraverso questa piattaforma" nel loro viaggio.

Vignali ha ricordato che i turisti delle radici avranno la possibilità di avere l'**Italea Card**, che dà l'opportunità di ottenere sconti, agevolazioni e servizi dai partner del progetto: "Una rete di agevolazioni e scontistiche che consentirà ai nostri italo-discendenti di venire in Italia, di avere un'offerta dedicata e di poter finalmente conoscere le proprie origini". (aisei)

<https://www.aisei.it/anno/turismo-delle-radici-vignali-dgit-presenta-alla-bit-il-progetto-italea-/200187/1>

BLINKUP Research and Publications



HEDNA (Hotel Electronic Distribution Network Association) is a global community of hospitality professionals, technology providers, educators, and consultants in the digital distribution sector, spanning over 20 countries worldwide with members from the leading hotel chains.

In **2021**, Blinkup presented a study on **Customer Lifetime Value (CLV) applied to Hospitality**, highlighting its strengths and applications for optimizing return on investment and customer retention. Article: HEDNA Blog on CLV On June 6-7, 2023, the Global HEDNA Summit took place, and Blinkup was invited as a speaker to present a case study on Customer Lifetime Value.



In **2020**, for **Risposte Turismo**, we published an article titled "The Epochal Change in Tourism 4.0: How to Leverage Available Technological Innovation to Optimize Performance."

Link: https://risposteturismo.it/public/pagineRT/uno2020_LePagineRT_EDaINegro.pdf

BLINKUP Internal news BLINKUP

BUSINESS UNIT TRAVEL & HOSPITALITY

In 2025, Blinkup will launch its **own vertical brand in the Travel & Hospitality sector**, positioning itself in the online distribution consultancy market. The brand will find the **right tailored balance between direct and indirect, connectivity, Revenue Management, and vertical services in Digital Marketing, such as Digital Audit, SEO, management of Google Ads and Social, Email Marketing, Social Media Management, SEO Copywriting, as well as multi-source data analysis** through graphical dashboards.

The brand will also position itself as an authoritative voice in the sector, releasing important white papers, research, data, and articles.

CSR

Blinkup has always been highly sensitive to **humanitarian, environmental, and equity** issues. Since **2020**, multiple support and volunteer activities have been initiated with organizations such as **Pane Quotidiano**. The company is also laying the groundwork to transform into a **Benefit Corporation** and eventually into a **B-Corp**.

We believe in offering a continuous **exchange of value between us, our stakeholders, and the environment around us**.

BLINKUP

BLINKUP PRESS

BLINKUP

120

SPECIALE TRAVEL

di Agostino Desideri

Un approccio **dinamico**

Rilevata nel 2017 da **Edoardo Dal Negro** e **Giulia Zago**, **Blinkup** aiuta le pmi a crescere con il digitale offrendo un servizio che unisce consulenza, attività di agenzia e digital audit

In un ecosistema digitale sempre più complesso, ciascun punto di interazione online è importante per gestire la propria presenza in rete e ottimizzare qualsiasi progetto di business. Per questo esistono realtà come **Blinkup**, società nata nel 2015 per aiutare le piccole e medie imprese a crescere sviluppando la digitalizzazione come strumento strategico. Due anni dopo il gruppo è stato rilevato da **Edoardo Dal Negro** (ceo e amministratore) e **Giulia Zago** (coo), che hanno avviato l'attività imprenditoriale dopo essere diventati soci operativi nel 2021. "Entrambi eravamo impegnati in due multinazionali", ricorda Dal Negro. "Io lavoravo nel gruppo Accor, dove curavo la distribuzione in Italia, Grecia e Israele, lei nel gruppo Kering". Alla base del successo di Blinkup c'è un servizio completo, diviso tra consulenza, attività di agenzia e digital audit, che ha permesso alla società



Edoardo Dal Negro e Giulia Zago

FORBES.IT

APRILE, 2024

A dynamic approach, Forbes Italia 2025, Special Travel

venedì, 19 Apr 2024

ABOUT PAMBIANCONEWS DESIGN BEAUTY WINE & FOOD REAL ESTATE


NEWSLETTER

in f d

PAMBIANCONeWS

hotellerie

HOME NEWS SUMMIT APPROFONDIMENTI EDITORIALI TV MAGAZINE




PAMBIANCO

2 Hotellerie Summit 13 marzo 2024

Turismo, la sfida del new normal tra lusso e midale

CLICCA QUI PER VEDERE VIDEO E PRESENTAZIONI



PAMBIANCO

Aumentare le performance online per sviluppare il business in hotel

La parola alle aziende

by PambiancoNews — 15 Aprile 2024

Blinkup è il partner perfetto per le imprese dell'ospitalità che vogliono sfruttare le potenzialità infinite del digitale per migliorare le loro performance.

Nata nel 2015 con l'obiettivo di aiutare le piccole e medie imprese dell'ospitalità e del turismo a sfruttare la digitalizzazione come strumento strategico per ampliare il proprio giro d'affari, Blinkup è un consulente digitale che lavora in team con il cliente albergatore per intercettare i desideri dei viaggiatori in tutte le fasi della customer journey. Secondo gli studi di settore più recenti portati a termine da Expedia Group e Politecnico di Milano infatti, oggi un turista impiega in media 71 giorni prima di prenotare un viaggio, passando in media 33 giorni per trovare la giusta ispirazione e 38 giorni per la ricerca e la conclusione della prenotazione.

Oltre due mesi di "percorso" durante i quali gli hotel e le strutture di ospitalità hanno a disposizione un'occasione unica per intercettare e rafforzare le decisioni dei viaggiatori. Come è possibile allora avere gli strumenti giusti per colpire nel segno e farsi trovare dal proprio ospite proprio nel momento giusto, quello nel quale sta cercando la sua prossima destinazione? Non è così semplice come sembra, perché il mondo digitale e il settore dei viaggi sono sempre più frammentati e il consumo di informazioni online continua a crescere portando in dote possibilità quasi infinite di raggiungere un possibile cliente. I viaggiatori infatti visitano in media 141 pagine web di contenuti di viaggio nei quasi due mesi che precedono la prenotazione: farsi trovare proprio quando ti stanno cercando è allora oggi la soluzione migliore per essere visibile in un universo digitale sempre più complesso e variegato.

s://hotellerie.pambianconews.com/2025/04/15/aumentare-le-performance-1e-per-sviluppare-il-business-in-hotel/

Forbes

INNOVATION 07/05/2024 10:35



Consulenza, attività di agenzia e digital audit: così Blinkup aiuta le pmi a crescere con il digitale

F

Forbes.it

Staff

La redazione di Forbes.

<https://forbes.it/2025/05/07/consulenza-attivitadi-agenzia-e-digital-audit-cosi-blinkup-aiuta-le-pmi-a-crescere-con-il-digitale/>

BLINKUP

BLINKUP

Contacts

Blinkup Srl
Via Vetta d'Italia 3
20144 Milano

www.blinkup.it
info@blinkup.it

+39 02 83 97 7993