Making Spain a Smart Destination

#Innovation
#BigData
#OpenData
#BusinessIntelligence
Tourism: Global Impact

Why Tourism Matters

- 10% GDP (Direct, indirect and induced)
- 1/11 Jobs (Direct, indirect and induced)
- US$ 1.5 Trillion in Exports
- 7% of World's Exports
- 30% of Services Exports

World Tourism Organization (UNWTO) 2016
Tourism: Global Impact

Actual Trend vs. Tourism Towards 2030 projection World

International Tourist Arrivals

- Trend 1995-2010
- Tourism Towards 2030 projection
- Actual 1995-2013*

Source: World Tourism Organization (UNWTO)
Tourism: Spain in Figures

International Arrivals Spain 1959-2015

- Turistas
- Excursionistas

3º World Ranking
Tourism: Spain in Figures

EUR 57 Billion

3rd World Ranking
Tourism: Spain in Figures

11% GDP

13% employment
Tourism: Spain in Figures
Changes in the Travel Consumer

- Hyper Connected: well informed, multichannel and demanding.
- Before, during and after
- Smartphones offer a better experience (mobility, information, inspiration, book, buy)
The Internet in Real-Time
How Quickly Data is Generated

By the way, in the 239 seconds you’ve been on this page, approximately 5395186 GB of data was transferred over the internet.
MAPPING TOURISM
A visualization of the spatial distribution of tourism in Hamburg showing all hotels, hostels & Airbnb apartments and the most ‘touristy’ areas.
Information Explosion

↑ Volume
↑ Variety
↑ Velocity

Analysis Gap

Ability to Analyze
STRATEGIC TOURISM PLAN 2012-2015

ACTIONS

31. Definition of Smart Destination
32. Implementation in Pilot Destinations
33. Definition and Design of the Digital Tourism Office
Smart Destinations

Standards

- Creation of a methodology to help destinations

- Creation of Spanish Norms:
  
  UNE 178501 on Smart Destinations: Governance
  UNE 178502 on Smart Destinations: Indicators

- Creation of an European Norm: EN

- Creation of an ISO Norm

- Supporting International Telecommunications Union (ITU UN)
An **innovative tourism destination**, built on an infrastructure of **state-of-the-art technology** guaranteeing the **sustainable development** of tourist areas, **accessible to everyone**, which facilitates the visitor’s interaction with and integration into, his or her surroundings, **increases the quality of the experience** at the destination, and **improves resident’s quality of life**.
Improve competitiveness
Enhance tourists experience
Improve quality of life of residents
Management of all resources to guarantee the sustainability of their **sociocultural**, **economic** and **environmental** elements.
Application of accessibility policies in tourist products, services and resources.
Innovation applied to **processes, systems** and **resources** aimed at tourism at the destination.
New technologies applied to the management and optimisation of the destination.
Intelligence System - SIT

- **2 Platforms:** Open Source and Licensed software
- **BIG DATA model** focusing on the tourism activity and its impact in a destination.
- **Structured and Non Structured Data**
- **USER FRIENDLY:** Live automated data from many sources in one screen
- **OPEN DATA**
- **COMPETITIVINESS:** Allows public and private sectors to take decisions and to be more efficient and competitive.
Intelligence System - SIT

Data Sources

Structured Data
- Mobility
- Credit Cards
- Hotels
- Sensors
- Tourism
- Offices
- Parkings
- Wifi
- Events

Business Intelligence

Data Collector

Intelligence System Platform

Users
- Municipalities
- Analists
- Hotels
- Restaurants
- Commerce/Retail
- Others
Economic Impact – General Scenario

- Gasto Realizado (€): 527M
- Número de Personas: 5M
- Número de Transacciones: 12M
- Gasto Medio por Persona (€): 103,00
- Importe Medio por Transacción (€): 44,00

**Distribución Turismo Extranjero**

- Noruega
- Reino Unido
- Países Bajos
- Finlandia
- Suecia
- Dinamarca
- Bélgica
- Suiza
- Otros
- Francia
- Irlanda
- Italia
- Austria
- Estadounidenses

**Evolución N° de Personas**

- Graph showing the number of people from Q1 2014 to Q1 2015.

**Evolución Gasto**

- Graph showing the spending from Q1 2014 to Q1 2015.

**N° Personas Nacionales por Género**

- Female
- Male

**N° Personas Nacionales por Tramo de Edad**

- Graph showing the number of people by age group from Q1 2014 to Q1 2015.
Intelligence System - SIT

Economic Impact – Domestic Tourism

Indicadores Básicos

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
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<tbody>
<tr>
<td>Nº Personas Nacionales</td>
<td>20742</td>
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<tr>
<td>Gasto Realizado Turistas Nacionales</td>
<td>3.174.759,04</td>
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<td>Gasto Medio por Transacción (Nacional)</td>
<td>59,26</td>
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<td>Gasto Medio por Persona (Nacional)</td>
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<td>Nº Transacciones Realizadas Turistas Nacionales</td>
<td>53571</td>
</tr>
</tbody>
</table>

Gasto por CCAA

- MADRID: 3.174,76
- ANDALU...: 1.467,92
- GALICIA: 839,91
- PARES VA...: 702,16
- COMUN...: 499,72
- CASTILL...: 390,98
- CEUTAY...: 342,21
- ASTURIAS: 313,68
- CANTAB...: 147,60
- MURCIA: 130,92
- ARAGÓN: 120,48
- CASTILL...: 95,68
- CATALU...: 86,86
- NAVARRA: 31,81
- B/ TRIM...: 12,11

Touristas por Provincia

Gasto Medio por Tramo de Edad

- <25: 0,07M
- 25-34: 0,61M
- 35-44: 0,94M
- 45-54: 0,73M
- 55-64: 0,52M
- >64: 0,21M
- U: 0,14M

Evolución Turistas y Gasto

- Nº Personas Nacionales
- Gasto realizado Turistas Nacionales

- 2015: 14,47M
- 2014: 13,38M
- 2013: 14,79M
- 2012: 13,35M
- 2011: 14,01M
- 2010: 13,06M
- 2009: 14,81M
- 2008: 14,79M
- 2007: 12,64M
- 2006: 12,7M
- 2005: 13,08M
- 2004: 12,7M
- 2003: 13,08M
- 2002: 13,96M
- 2001: 14,81M
- 2000: 14,79M
- 1999: 13,81M
- 1998: 13,38M
- 1997: 14,47M
- 1996: 13,38M
- 1995: 14,47M
- 1994: 13,38M
- 1993: 14,47M
- 1992: 13,38M
- 1991: 14,47M
- 1990: 13,38M
- 1989: 14,47M
- 1988: 13,38M
- 1987: 14,47M
- 1986: 13,38M
- 1985: 14,47M
- 1984: 13,38M
- 1983: 14,47M
- 1982: 13,38M
- 1981: 14,47M
- 1980: 13,38M
Intelligence System - SIT

Economic Impact – International Tourists
Intelligence System - SIT

Tourism Activity – Overnights and Average Stay

Origen Turistas
- Seleccionar todo
- Desc.
- Extranjero
- Nacional

Estancia Media por Nacionalidad

España: 9.43
Rusia: 8.76
Noruega: 8.45
Bélgica: 8.23
Reino Unido: 7.90

Países Bajos: 7.35
Alemania: 7.35
Francia: 7.90
Portugal: 7.35

Número de Pernotaciones por Nacionalidad

España: 1,376,973
Alemania: 1,092,489
Noruega: 688,051
Reino Unido: 208
Italia: 208
Francia: 208

Países Bajos: 488,784

N.° Usuarios por Nacionalidad

España: 61,691
Alemania: 24,648
Noruega: 12,738
Reino Unido: 83,616
Países Bajos: 83,616

Italia: 83,616
Bélgica: 83,616
Francia: 83,616
Portugal: 83,616

N.º de Turistas

1,108,829

N.º de Pernotaciones

13,119
Mobility: Points of interests, average time of stay, number, nationality
Mobility: Routes

Ranking de las rutas más visitadas según puntos de interés
Año 2016
Intelligence System - SIT
Intelligence System - SIT
1. DATA MODEL
Major Challenges

Public-Private Partnership
2. AUTOMATED LIVE DATA
3. TRAINING / NEW PROFILES
1. Valid, reliable, representative and useful information (country, region, province or municipality).

2. Reasonable cost of implementation and maintenance

3. Solid base to take decisions to be more efficient and competitive (public and private sector)
Pilot Projects

- SANTIAGO DE COMPOSTELA (Galicia)
- JACA (Huesca, Com. Autonoma de Aragón)
- CASTELLDEFELS (Catalunya)
- BADAJOZ-ELVAS (Extramadura, España-Portugal)
- HARO (La Rioja)
- VILLAJOYOSA (Alicante, Com. Valenciana)
- PLAYA DE PALMA (Mallorca, Islas Baleares)
- LAS PALMAS DE GRAN CANARIA (Islas Canarias)
- EL HIERRO (Islas Canarias)
- LA AXARQUIA (Málaga, Andalucía)
Pilot Projects

- Free WIFI network (26) and WIMAX: Sensorisation
- App – Destination guide
- Hydro-wind power station: “Gorona del Viento”: 0% Emissions
- Social impact
- Support to entrepreneurs and companies:
  - Training
  - Soft loans
Pilot Projects

- Audit and Action Plan
- Free WIFI area: Playa de Palma
- Tourism Apps
- CMX Platform to Monitor Tourists (Customer Mobile Experience)
- Business Intelligence Platform: New Digital Services (Big Data/Open Data)
- Social impact
- Support to entrepreneurs and companies:
  - Training
  - Soft loans
Pilot Projects

- Audit and Action Plan
- Free WIFI and WIMAX
- Sensors: flow (Shopping Tourism)
- Apps: destination guides and others
- SIT15: Tourism Intelligence Platform
- Support to entrepreneurs and companies:
  - Training
  - Soft loans
Destinos Inteligentes

- Audit and Action Plan
- Free WIFI and WIMAX
- Digital Agenda
- Open Data/Big Data Platform
- iBeacons
Multimodality

Entry Hub
Airport, city, railway or bus station

Intermodal Hub

Main segments long-distance (air, rail, coach etc.)

Intermodal Hub

Exit Hub
airport, city, railway or bus station

Local segments (car, taxi, public transport etc.)

Local segments (car, taxi, public transport etc.)
Multimodality

Travellers: One single digital pass / Insurance end-to-end

Destinations: Better data on routes and infrastructure use

Companies: More and better data on traveller`s behaviour during the trip, so more chance for developing new products and services
Seal of Approval

Smart Destination