



TURISMO DE
PORTUGAL

DATA ENABLING BETTER TOURISM MANAGEMENT

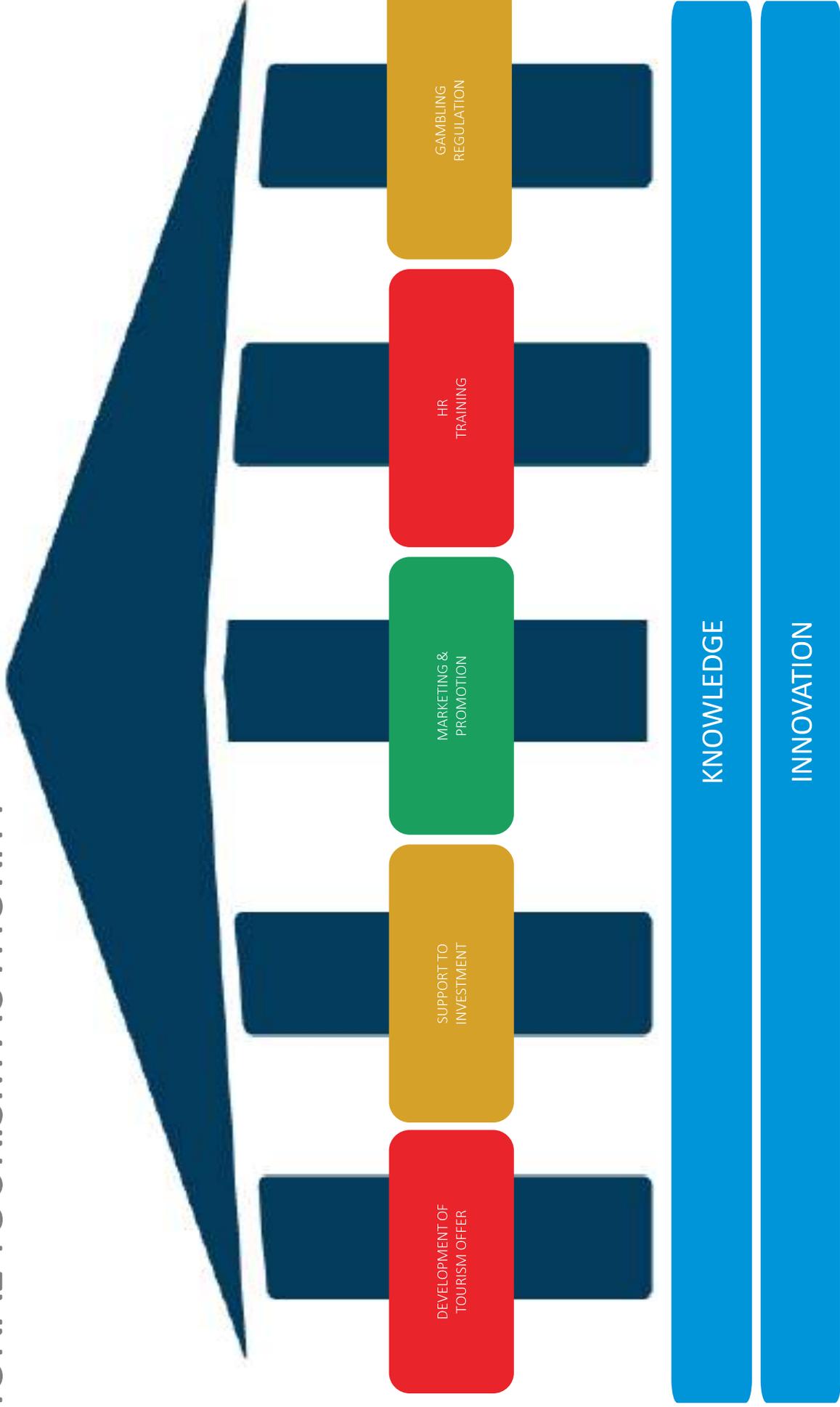
RES TOURISM SUMMIT

IO GUERREIRO, TURISMO DE PORTUGAL

-2024

ABOUT TURISMO DE PORTUGAL

NATIONAL TOURISM AUTHORITY





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#Goal

To become a global hub for tourism data & intelligence to support the Portuguese tourism industry



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#Ambition

“(...) providing the right data at the right time to the right people so that they can make the right decisions.”



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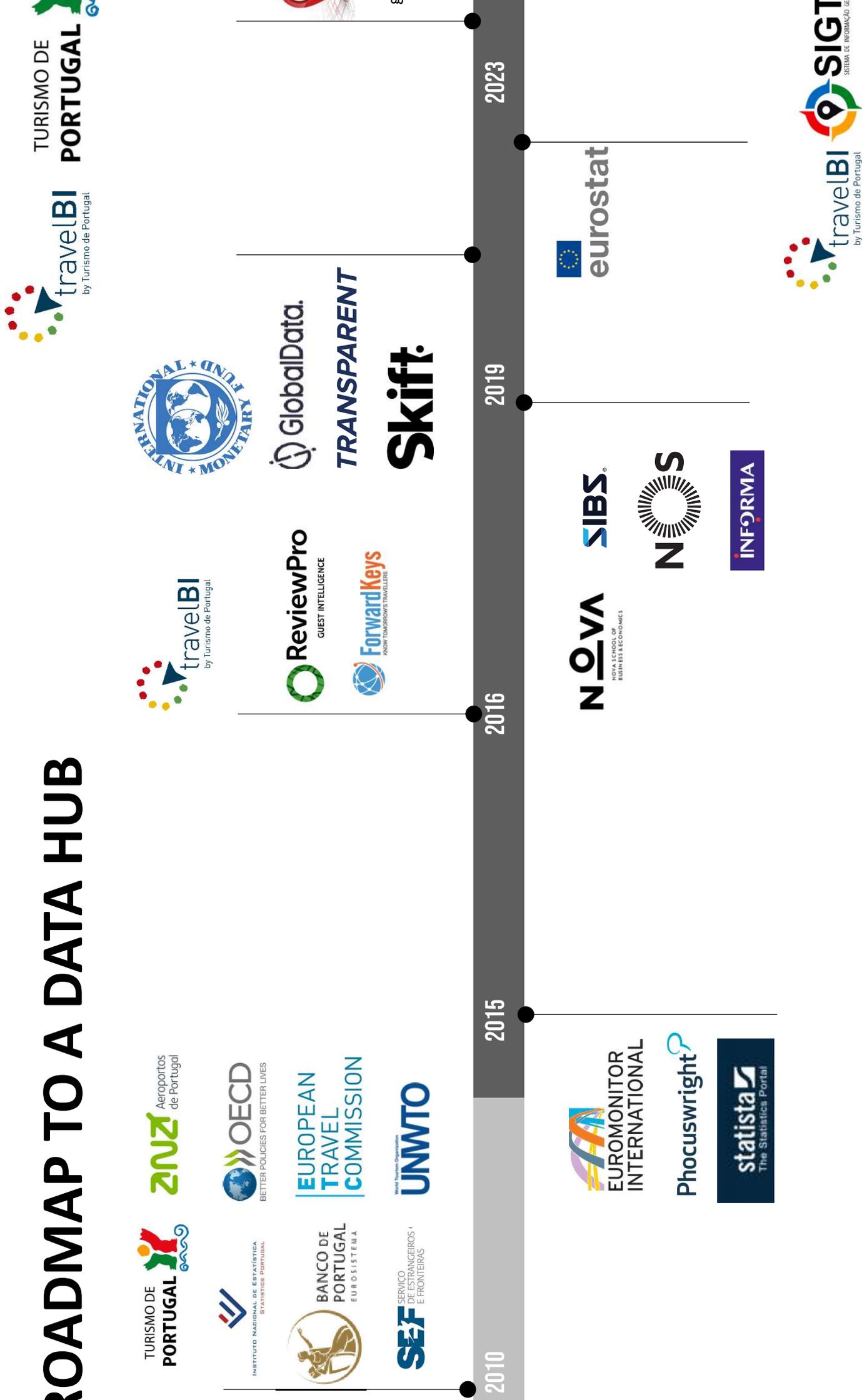


#Challenge

To integrate all relevant tourism data sources in one single platform

To explore new sources of data to promote data-driven innovation

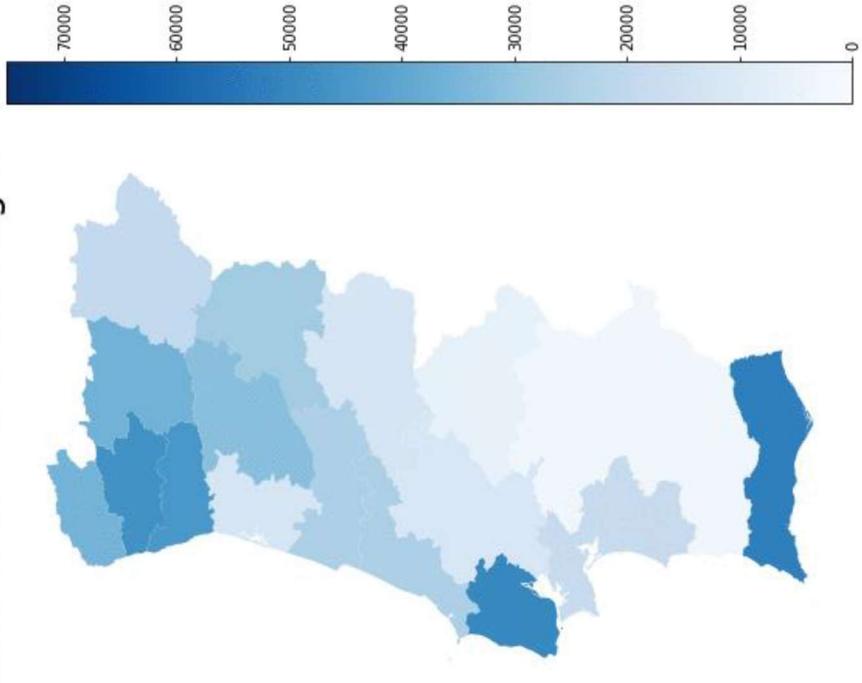
ROADMAP TO A DATA HUB



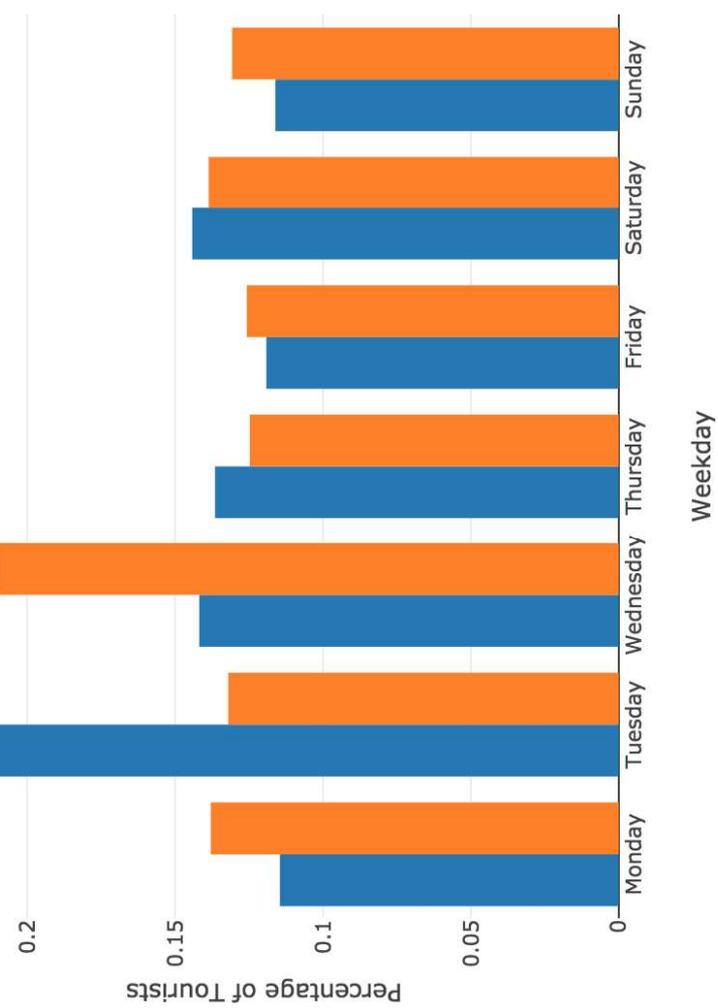
IG DATA | MOBILE



Number of Tourists in August



Arrival
Departure



1 August 2017

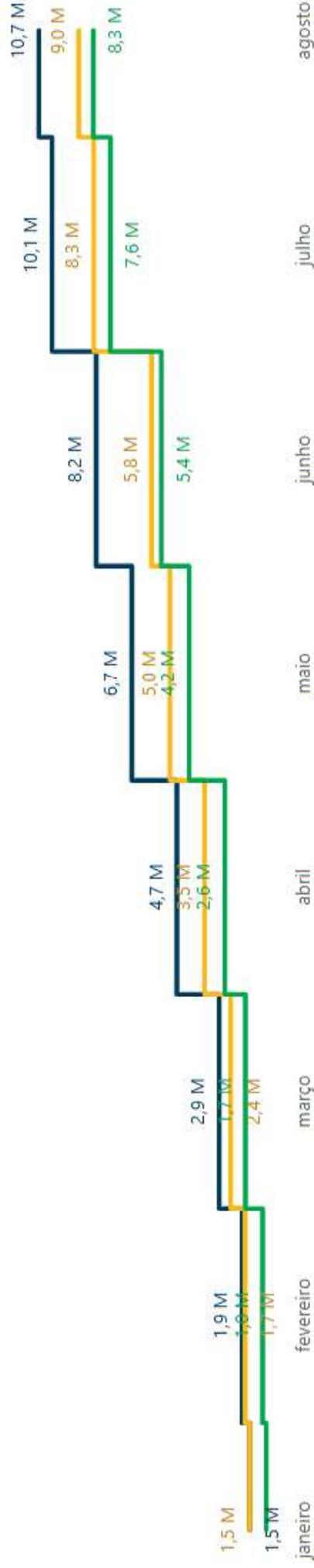
BIG DATA | BANK CARDS

Nº de Compras | Valor de Compras | 2024 | Total Acumulado | YoY % | R.A. Açores

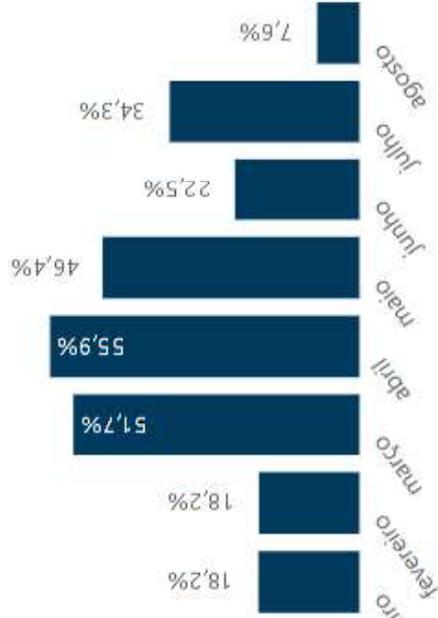
115,55 M | 47,4%

Gastos por Mês e Ano

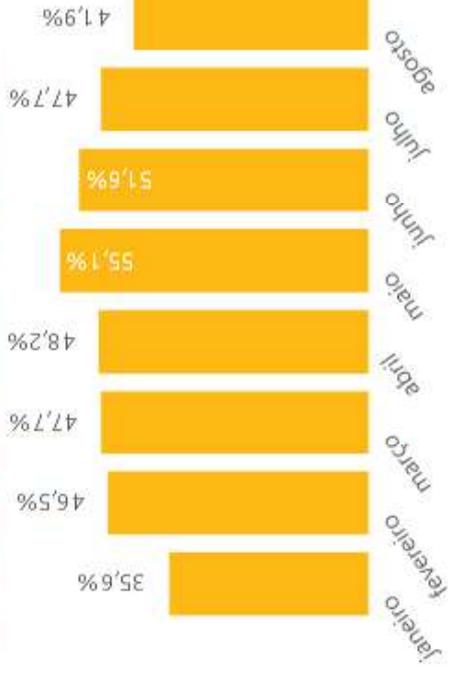
● Alojamento | ● Comércio a retalho | ● Restauração



Variação mês a mês



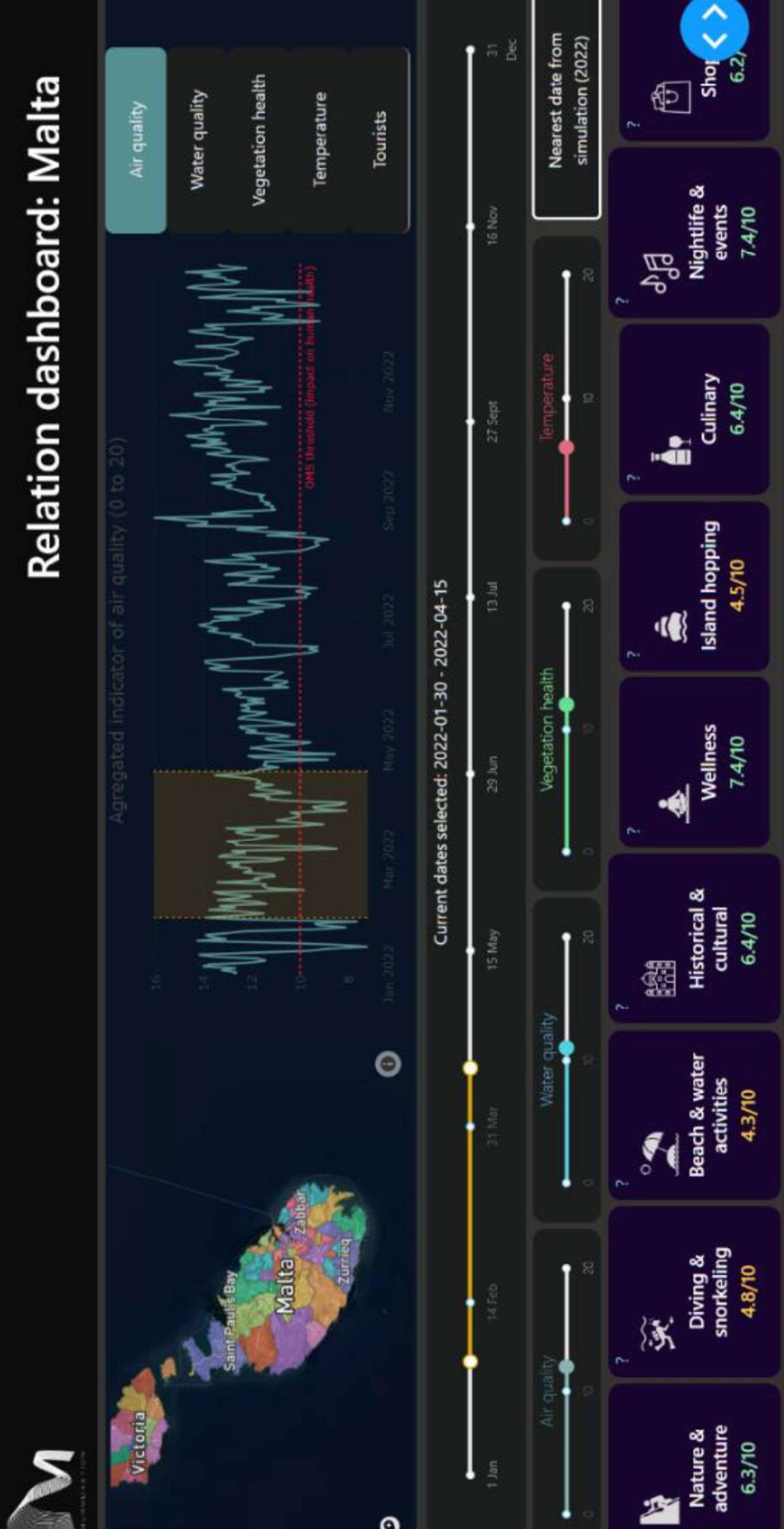
Variação dos Gastos em relação ao ano anterior



Variação dos Gastos 2024 vs 2019



SIG DATA | SATELLITE DATA* (pilot)



Source: Murruration



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What about AI?

AI IN TOURISM | OUR INNOVATION ALUMNI



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Personalization

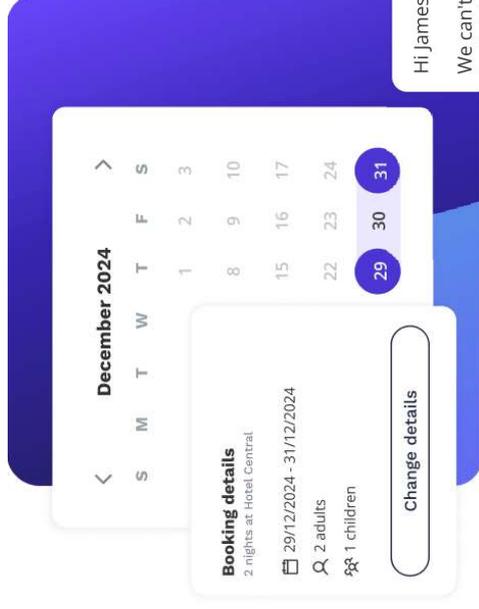
Dynamic pricing

Sentiment analysis

Travel optimization

Customer support

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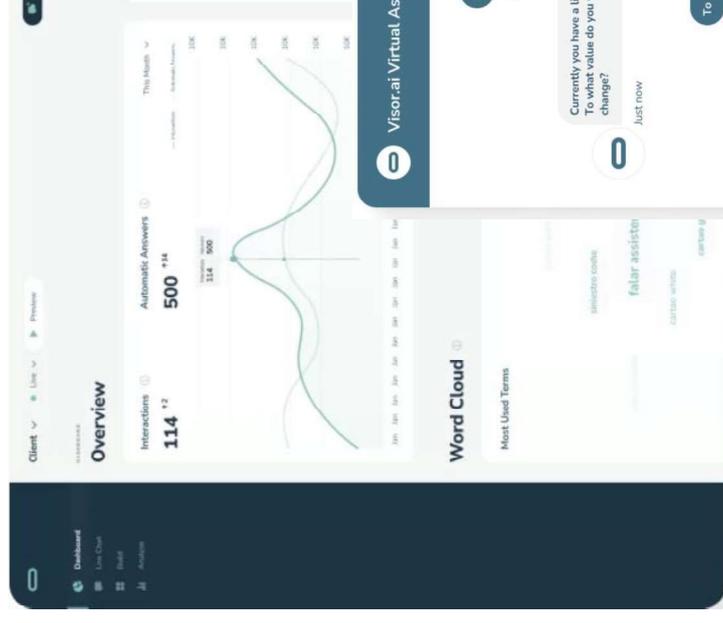
Hi James Smith,
We can't wait to welcome you to Hotel Central, where unparalleled luxury meets warm hospitality!

To kickstart your experience, we offer seamless airport transfers directly to our doorstep.

Simply let us know your flight details, and we'll take care of the rest.

📍 Pickup Location: Airport
📅 Date: 26/08/2023
🕒 Time: 15:00h

Safe travels, and see you soon!



Currently you have a limit of 1000 characters. To what value do you want to change?

Just now

To 5.000

Just now

Perfect! Currently, with your request, we have a pre-validation to perform with your request. However, need your last 3 pay slips.

Just now

Type your question...



Thank You!

sergio.guerreiro@turismodeportugal.pt