

DATA ENABLING BETTER TOURISM MANAGEMENT

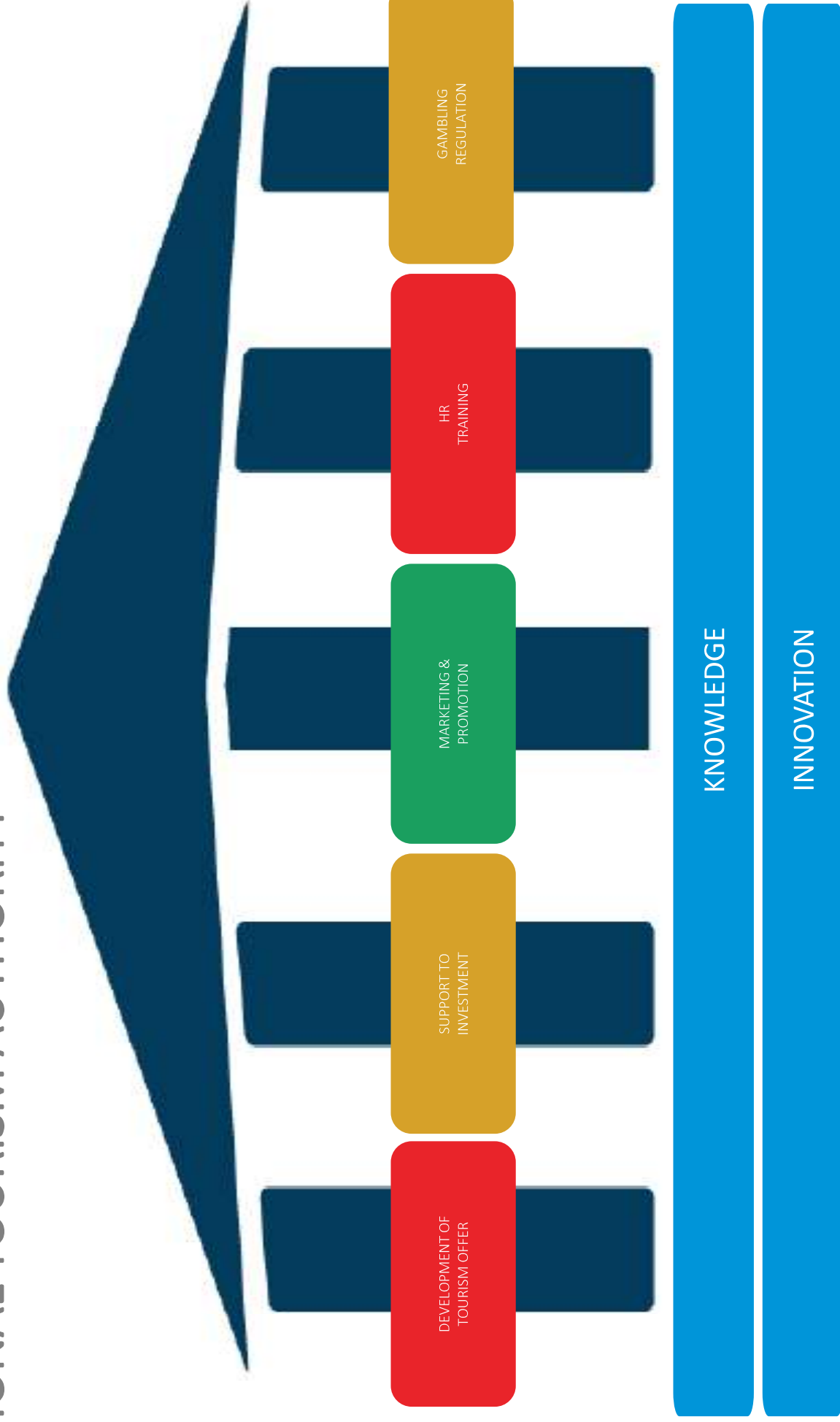
RES TOURISM SUMMIT

IO GUERREIRO, TURISMO DE PORTUGAL

-2024

ABOUT TURISMO DE PORTUGAL

INTERNATIONAL TOURISM AUTHORITY





travelBI
by Turismo de Portugal

TURISMO DE
PORTUGAL



#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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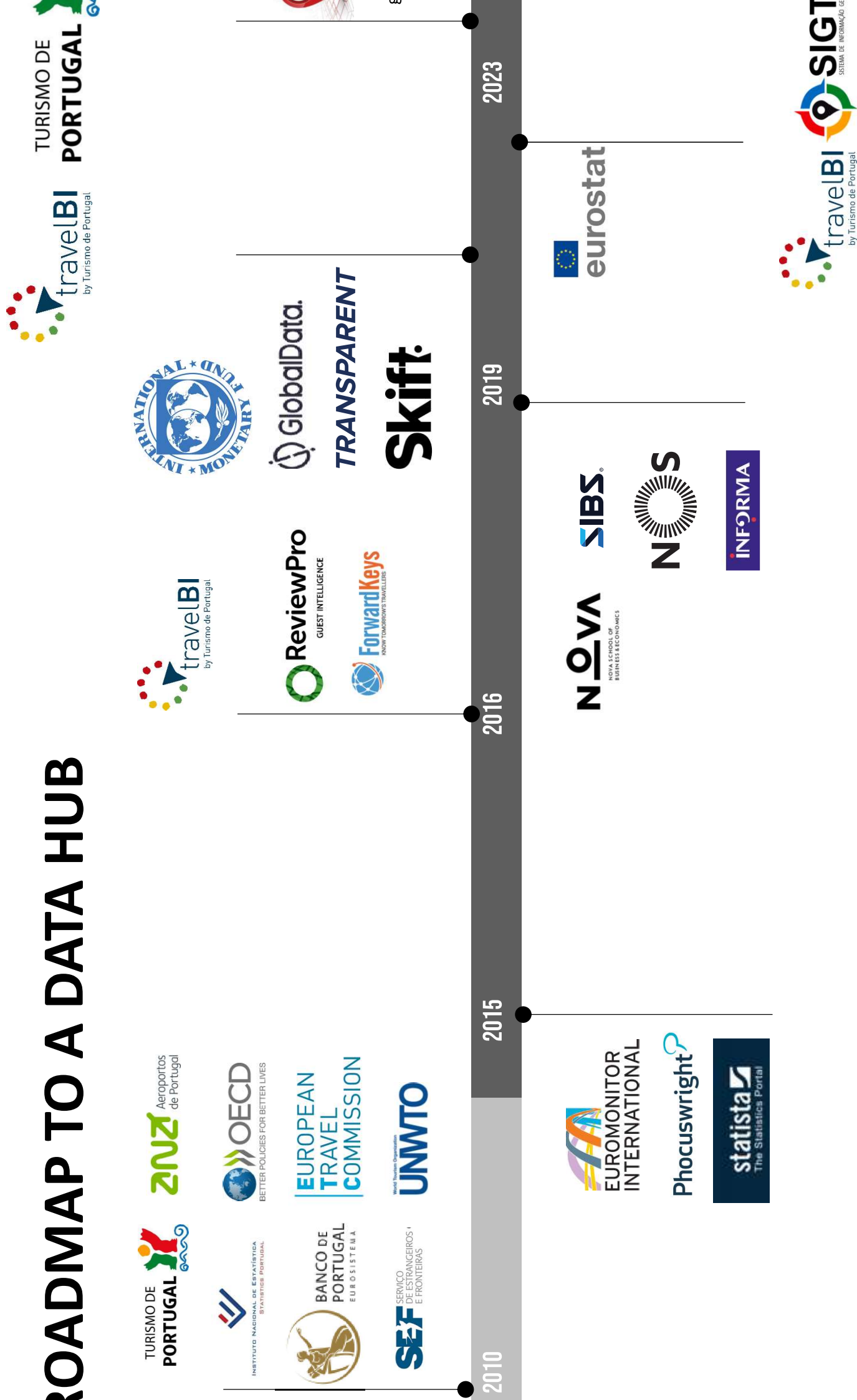


#Challenge

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



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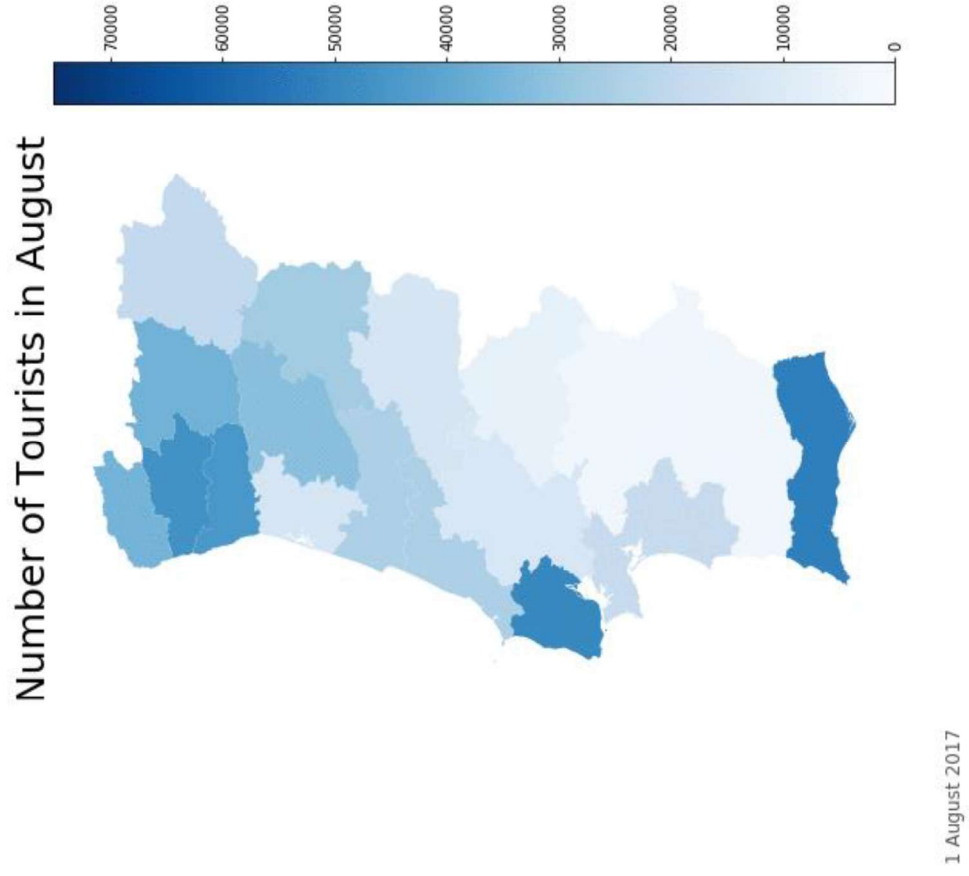
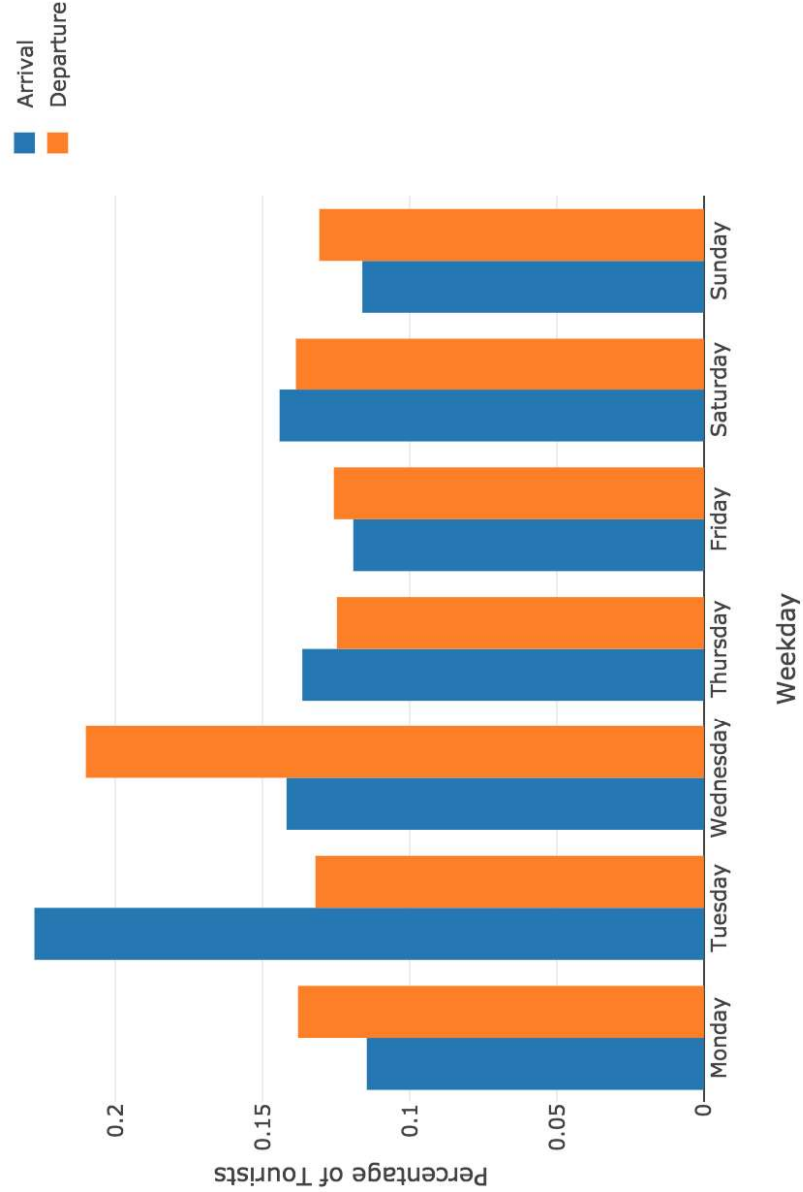
Year PageViews

Users last year

Themes

Markets covered

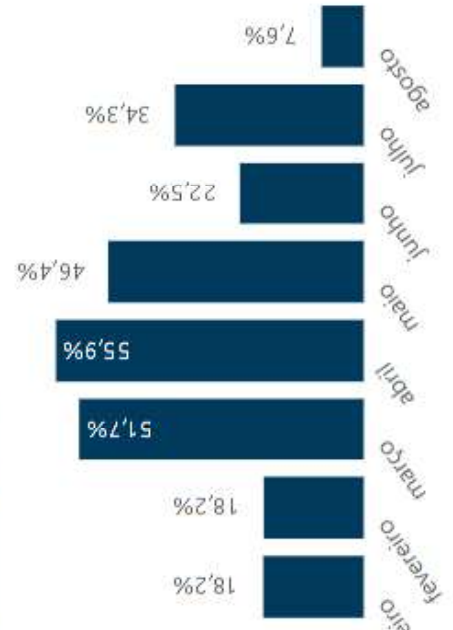




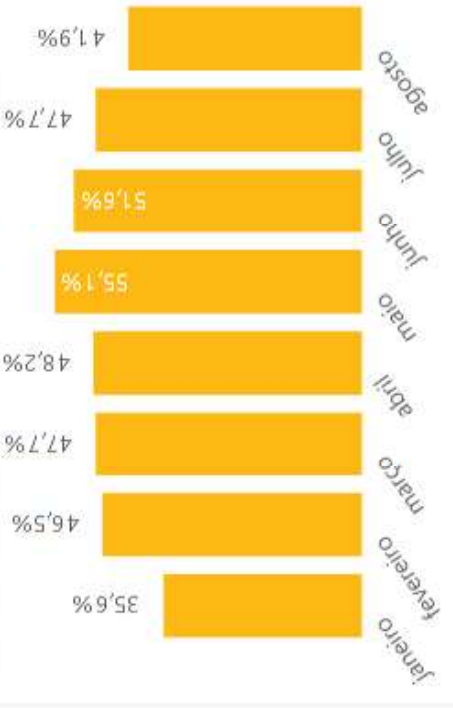
IG DATA | BANK CARDS



Variação mês a mês



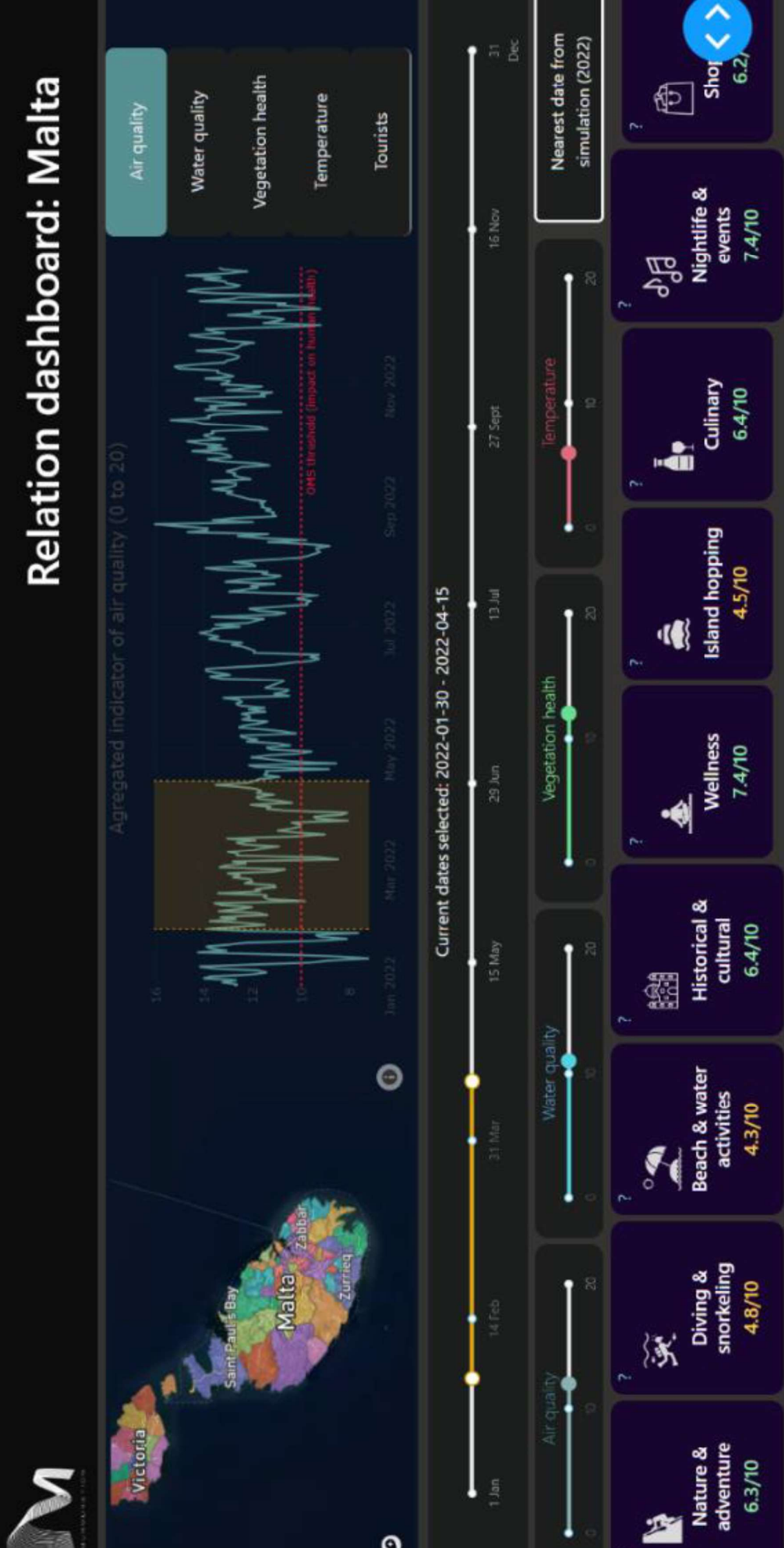
Variação dos Gastos em relação ao ano anterior



Variação dos Gastos 2024 vs 2019



IG DATA | SATELLITE DATA* (pilot)





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What about AI?

AI IN TOURISM | OUR INNOVATION ALUMNI



Personalization

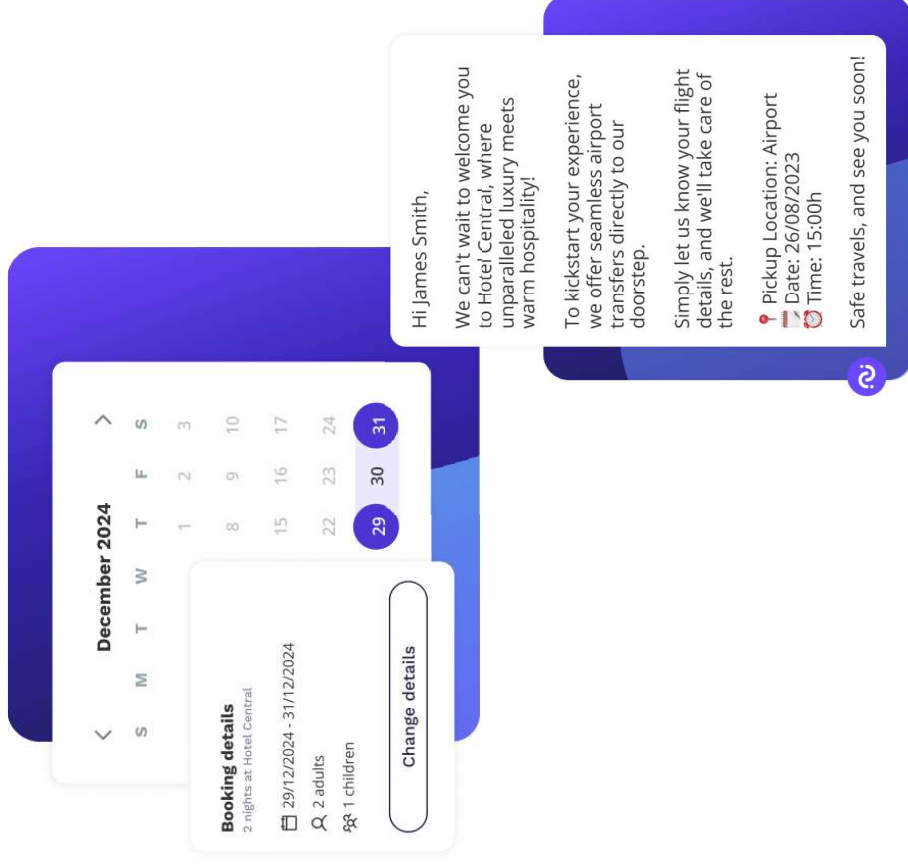
Dynamic pricing

Sentiment analysis

Travel optimization

Customer support

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Thank You!

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