The importance of geospatial analysis in tourism
Supporting participatory approaches in tourism
Carlos Romero – Segittur | Ignacio Vázquez - Esri España
We pioneer problem solving using GIS.

We believe The Science of Where can unlock data’s full potential in every organization.
“Bringing innovation to Tourism through the Science of Where”
promoting Valencia 3D web scene

Girona 3D web scene

AR | Esri AuGeo
managing

Investments in Morocco | Segittur
www.think-med-inv.es

Evolution of water consumption
Exploring the World's Top Destination Cities
Mastercard Global Destination Cities Index
[Link to report]

Urban Observatory
[Link to website]

The top 20 by visitor spending

New York
Seville
Tokyo
London

Analyzing...
Exploratory Analysis | Insights for ArcGIS

Urban Network Analysis | City Form lab

bit.ly/2yZOi0V
Community engagement
Participatory approaches
Social networks

“Using Twitter as a source of geodata information to analyze Madrid Tourism patterns”. Yansa Tejada Mengíbar

Barcelona’s most photographed places
Economic transactions

Customer location

Consumption time pattern

BBVA PayStats

Customer profile
Surveys

"Indicators of Sustainable Development for Tourism Destinations. A Guidebook."
World Tourist Organization

survey123.arcgis.com
National Park Memories

2016 marks the centennial of the National Park Service. Help us celebrate 100 years of the world’s premier park system by sharing your favorite photos and experiences in America’s national parks.

Crowdsourcing

National Park Memories | arcg.is/2aJEs4Z
Crowdsourcing

Citizen as a Sensor

Polling

www.mejoratu.isla.es | Cabildo Insular de La Palma
Crowdsourcing

3D Public Survey
Sustainable Tourism Better
ArcGIS Hub

Transform how you engage and collaborate with your community

ArcGIS Hub provides a two-way engagement platform to connect government and citizens.

1. Create and Launch Initiatives
2. Put Your Open Data to Work
3. Get Your Citizens to Participate
4. Find Better Ways to Tell Stories
5. Construct, Repeat, and Scale