VISUALIZATION TECHNIQUES FOR INTERPRETATION OF UNSTRUCTURED DATA
CARTO
PIONEERS IN LOCATION INTELLIGENCE

1,500 Customers
300K Users
140+ Team members
WHY HERE, WHY NOW

Which are the NEW drivers of an optimal sustainable tourism strategy?
NEW DATA
DIGITALIZATION OF HUMANS
MOBILITY
HUMANS GENERATE LOCATION DATA AT ASTOUNDING RATES
MOBILITY
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MOBILITY

HUMANS GENERATE LOCATION DATA AT ASTOUNDING RATES
DIGITALIZATION OF THINGS & COMMERCE
URBO
A PROJECT BY TELEFÓNICA
DIGITALIZATION OF THE GROUND
SUSTAINABLE TOURISM
PREDICTING CORAL BLEACHING TO ACHIEVE SUSTAINABLE GROWTH
NEW ANALYSIS & TOOLS
Casa Batlló

Total: 759,000 €
AVERAGE TICKET: 17.00 €
DOMESTIC 3.89 %
FOREIGN TOURISM:
- Italy: 22.55 %
- France: 18.25 %
- China: 17.37 %
- Europe (other): 8.66 %
- United States: 7.53 %

55 min

Total amount: 455,155.09 €
Average Transaction: 189.89 €

Tourist Country of Origin:
- Spain: 18M €
- France: 630K €
- United States: 560K €
- Russian Federation: 460K €
- Other: 5.0M €
MAPPING ‘WITHOUT A MAP’
UNDERSTANDING TOURISTIC POTENTIAL AREAS THROUGH SOCIAL MEDIA
...EVEN WITH LEGO!
CHANGING THE GAME THROUGH EXPERIMENTATION
NEW AUDIENCES
WHO ARE WE TARGETING?

We aim to help governments and tourism bodies to understand behaviours, patterns and touristic profiles

TOWNHALLS
Optimisation of public services availability such as transport or culture
Key touristic attraction areas per ZIP code and neighborhood.

PRIVATE COMPANIES
Customized geo-marketing campaigns. Planning of resources and targets.
Target persona segmentation based on interests and origins.

TOURISM DESTINATIONS
Planning of events and campaigns tailored to each target.
What does tourists who visit one venue visit next?
A REAL-TIME CENSUS FOR A CONNECTED AND SUSTAINABLE WORLD
THANK YOU!!