About us

DEVELOPMENT OF TOURISM OFFER
SUPPORTING INVESTMENT
MARKETING & PROMOTION
HR TRAINING
GAMBLING REGULATION

KNOWLEDGE
Tourism Strategy 2027

- Territory Valorization
- Foster Economy
- Promote Knowledge
- Promote Portugal
- Manager Networks and Connectivity

Sustainability
Is there a (feasible) roadmap?

<table>
<thead>
<tr>
<th>ARE YOU READY?</th>
<th>SCREEN CURRENT DATA SOURCES</th>
<th>ESTABLISH GOALS OF BI/BIG DATA ANALYSIS</th>
<th>IDENTIFY POTENTIAL DATA SOURCES</th>
<th>IDENTIFY TOOLS AND SERVICES FOR ANALYSIS</th>
<th>ESTABLISH ROUTINES</th>
<th>EVALUATE</th>
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<tbody>
<tr>
<td>Are you ready for Data analysis change (staff, systems, ...)?</td>
<td>Identify current data sources available</td>
<td>Traditional methods of data analysis require goals definition in advance; Big Data analysis may generate new insights</td>
<td>Credit card data Booking data Air Transport data Reviews data Open Data platforms IoT projects</td>
<td>Business Intelligence Tools Data Management Platforms</td>
<td>Roadmap outputs Consistency Innovation</td>
<td>Data accuracy Costs reduction Skills needs</td>
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<td>▪ Surveys and “traditional” statistics (visitors, overnights, receipts, occupancy)</td>
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<td>Forecast becomes relevant goal</td>
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<td>▪ Web analytics</td>
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<td>▪ CRM dat</td>
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<td>▪ Financial data</td>
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</table>
Case: Turismo de Portugal

SEF ANA INE
Banco Portugal Online Surveys National Registers

SQL
Sas Power BI Qlik
travelBI by Turismo de Portugal

Sustainability Indicators
Case: Turismo de Portugal: next steps

Air bookings
Credit Cards
Social Media
Guest Reviews

Telecom

SSas
Power BI
Qlik

travelBI
by Turismo de Portugal
Challenges in implementation

**costs**
Inconsistent and complex information systems effect rising costs.

**data structure**
Suitable data structures must be established and maintained in order to preserve the transparency of the data space.

**safety**
IT security is indispensable by the increased value of information.

**information management**
Interpretation, timeliness, validation and avoiding misinterpretations must be implemented.

**transformation**
The variability of the markets and the immense volume of data complicate the data analysis and the formation of a decision-making.
Mais Informação. Melhores Decisões.
Encontre as mais recentes estatísticas, análises de mercado e tendências da atividade turística.

Dormidas
2018 (jan-ago)
0,5% ↓

Hóspedes
2018 (jan-ago)
1,4% ↑

Proveitos Totais
2018 (jan-ago)
7,1% ↑

Receitas do Turismo
2018 (jan-ago)
12,2% ↑

Turismo no PIB
2016
12,5%

Turismo nas Export. Globais
2018 (jan-ago)
18,7%

Turismo nas Export. Serviços
2018 (jan-ago)
52,6%

Turismo no Emprego Total
2015
8,9%
Thank You!

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