Big Data applied to tourism mobility

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Surveys

Pros:

- The profiles of the interviewed individuals can be controlled
- Bias correction
- Better individual (target) knowledge

Contrasts:

- Cost: e.g., a mobility survey we performed in BCN 100,000 euros per 1000 valid interviews
- Difficult update

NUTS3 (provinces or regions)
Residence & visitors
Comparison flows with surveys

Validation
EL (Greece)
IE (Ireland)
TR (Turkey)
Detailed information

UK in Mallorca

IT in Ibiza & Formentera
Conclusions

- The big data provides useful information on tourism intelligence even with public data

- This information is valuable for businesses but also for public managers

- The results allow to better plan the service demand and to quantify the impact on the environment

THANK YOU
for your attention