Tourism Observatory of Navarre

Observatorio Turístico de Navarra
Nafarroako Turismoaren Behatokia
# DATA & FIGURES - POPULATION

<table>
<thead>
<tr>
<th></th>
<th>NAVARRA</th>
<th>SPAIN</th>
<th>NA/ES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>640.790</td>
<td>46.771.341</td>
<td>1,4%</td>
</tr>
<tr>
<td>Area (km²)</td>
<td>10.391</td>
<td>504.782</td>
<td>2,1%</td>
</tr>
<tr>
<td>Population density</td>
<td>62</td>
<td>93,3</td>
<td></td>
</tr>
</tbody>
</table>

## POPULATION

![Pie chart showing population distribution by region in Navarra, Spain, and the sum of all regions.](chart.png)
1.428,498 Travellers
3.118,902 Overnight stays
2.18 Average Stay

Source: Occupancy surveys in regulated accommodation. National Statistics Institute (INE)

1,404 accommodation
31,059 places
NAVARRA WELCOMES YOU
“What is not defined cannot be measured. What is not measured, cannot be improved. What is not improved, is always degraded. ”

William Thomson Kelvin (Lord Kelvin), physicist and mathematician (1824 – 1907).
Vision

• Reference space for the tourist sector of Navarre

Mission

• Positioning the Observatory at the forefront of knowledge

Objetives

• Knowing the information needs
• Studies that respond to those needs
• Publication & Comunication
• Measuring for sustainable management.
• A decision-making strategy in tourist sector.
• Alliance with third entities
Navarre Strategic Tourism Plan 2018-2025

1. Adaptating the tourist space and strengthening the reception capacity
2. Creating tourism products supported by territorial capital and adapted to target markets
3. Strengthening the business network and improving quality, sustainability and tourism accessibility
4. Promotion and support of commercialisation
5. Tourism Governance
6. Intelligence and innovation in tourism
PROGRAM 6: INTELLIGENCE & INNOVATION IN TOURISM (ACTIONS)

6.01 Preparation of the Tourism Satellite Account

6.02 Development of tools to capture, integrate and analyze information (Big Data y BI)

6.03 Creation of the Tourism Observatory of Navarre

6.04 Promotion of the technological renewal of the sector

6.05 Improvement of the tourist information system of Navarre and development the measurement system of exemplary sustainability

6.06 Development of emotional innovation elements

6.07 Promotion of research on new ways of revitalizing the rural environment with tourism and other activities based on territory and applying innovative management and social participation models.
Tourism Observatory of Navarre

Analysis Dimensions

- Governance
- Territorial
- Economic
- Environmental
- Social
Areas of work

- Analysis of studies by other entities
- Analysis of quantitative indicators
- Own qualitative studies
- Own qualitative studies
**Data sources**

**Traditional**
- Official statistics
- Administrative data
- Surveys
- Ad hoc studies

**New Technologies**
- Big Data
- Internet of things
- Sensors
- Social networks and online media
Examples of Studies

- San Fermín
- Profile of visitors to natural areas
- Flow of visitors in city breaks
- Way of Saint James in Navarre
- Tourism satellite account
- Sensors
- Social media monitoring platform
Diffusion tools

Web

Newsletter

Social networks
@TurismoPro_na
Web content

What is the observatory?

Statistical information

Monthly reports

Studies developed

Conferences and presentations

Newsletter

Contact
## Red de Oficinas de Turismo de Gobierno de Navarra

<table>
<thead>
<tr>
<th>Años</th>
<th>Meses</th>
<th>Oficina de Turismo</th>
<th>Procedencia</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Todas</td>
<td>Todas</td>
<td>Selección múltiple</td>
</tr>
</tbody>
</table>

### Distribución por oficinas

<table>
<thead>
<tr>
<th>Oficina</th>
<th>Porcentaje</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pamplona/Truña</td>
<td>26.95%</td>
</tr>
<tr>
<td>Tudela</td>
<td>11.36%</td>
</tr>
<tr>
<td>Estella/Lizarra</td>
<td>10.36%</td>
</tr>
<tr>
<td>Orreaga/Roncesvalles</td>
<td>8.37%</td>
</tr>
<tr>
<td>Beniz</td>
<td>7.15%</td>
</tr>
<tr>
<td>Roncal/Erronda</td>
<td>4.62%</td>
</tr>
<tr>
<td>Sangüesa/Zarautz</td>
<td>4.41%</td>
</tr>
<tr>
<td>Ochagavia/Otsagabia</td>
<td>6.34%</td>
</tr>
<tr>
<td>Lekunberri</td>
<td>2.83%</td>
</tr>
<tr>
<td>Javerri</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

### Visitantes por origen

- Internacional
- Nacional

### Número visitantes por procedencia

<table>
<thead>
<tr>
<th>Fecha</th>
<th>Internacional</th>
<th>Nacional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enero</td>
<td>50,000</td>
<td>10,000</td>
</tr>
<tr>
<td>Febrero</td>
<td>40,000</td>
<td>8,000</td>
</tr>
<tr>
<td>Marzo</td>
<td>30,000</td>
<td>6,000</td>
</tr>
<tr>
<td>Abril</td>
<td>45,000</td>
<td>9,000</td>
</tr>
<tr>
<td>Mayo</td>
<td>25,000</td>
<td>5,000</td>
</tr>
<tr>
<td>Junio</td>
<td>35,000</td>
<td>7,000</td>
</tr>
</tbody>
</table>
2019
- Web creation
- Power BI statistics display
- Newsletter Creation
- Visitor profile survey; Mobility city break getaways
- Reputation monitoring online sources

2020
- Diagnosis and action plan Rural Tourism
- Survey of the private sector
- Other relevant studies

2021
- Resident Survey
- Other relevant studies
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