The Tourism Observatory of the City of Buenos Aires, Argentina

Federico Esper
General Director of Market Intelligence and Observatory
Buenos Aires Tourism Board
Tourism impact in the city

- Generates 150,000 jobs
- International tourism spending equals to 23% of the city’s exports

USD 3,000 Million

3% of the city’s GDP

Generated by domestic and international tourists
Strategic Vision of our Observatory

¿What we do?
- Collect accurate data
- Transform information into knowledge
- Communicate key trends for the travel and tourism industry

¿Why?
- To position Tourism as a strategic activity for our city
- To orientate decision-making process at public and private level

¿For whom?
- Government
- Private sector
- Investors
- Entrepreneurs
- Tourism suppliers
- Associations
- Academia
- Press and Media
Our team is focused in 3 main areas of work

Social and Economic analysis
- Economic impact
- Employment and Investment
- Market forecasts
- International and domestic travel

Qualitative research
- Primary data collection (surveys, interviews, ethnographic studies and focus groups)
- Satisfaction of local residents and tourist behaviour
- Market segments: MICE, Cruise, Cultural, Gastronomy and Educational
- Environmental indicators of hotel industry

Big Data
- Air connectivity
- Hospitality
- Gastronomy
- Tourist mobility
- Attractions
- Tourism expenditure

Tourism Intelligence System
360° of Governance based on data

1. Obtaining data
   - Digital platforms
   - Social networks
   - Administrative / electronic records

2. Processing and Analysis
   - Methodology is key
   - Reports easy to understand

3. Decision making
   - Public and private sector
   - Orientate policies and strategies
   - Identify opportunities
   - Anticipate problems
   - Development of new demand.

4. Effects on tourism policy
   - Tax Incentive Law for hotels
   - Marketing campaigns to specific targets
   - Evaluation of actions/results
   - Spread tourism flows to new areas
Tourism Intelligence System

turismo.buenosaires.gob.ar/es/observatorio

- Public innovation tool addressed to tourism sector.
- Big Data for the improvement of decision making and competitiveness.
- Dynamic and interactive statistics tool open to public.
Tourism Intelligence System

A new tool for decision-making

- **More information**: 820 million records.

- **New information**: Big Data provide prospective trends, such as flight reservations.

- **Better visualization**: dynamic and interactive charts and maps.

- **Free public access**: an open platform that democratizes knowledge.

Potential users

- Entrepreneurs
- Investors and Developers
- Hotels
- Travel agencies and service providers
- Airline, cruise and transport companies
- Shops and gastronomic establishments
- Museums, cultural and leisure places
- Congress and convention organizers
- Chambers and associations
- Press media
- Researchers and academic community
- Public sector
Understanding Tourism Dynamics in Destinations through Mobile Phone Data

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City of Buenos Aires, Argentina
Heat map of tourism flows

- International and domestic tourists
- We divided the city in 160 areas (more dissagregated data than the 48 official neighbourhoods)
- Hourly, daily, weekly and annually basis
¿How do travelers move around the different neighbourhoods of the City?

**Peak time for Brazilian tourists, according to tourist area. Second semester 2018.**

- **Plaza Serrano**: 20pm to 01am and Saturdays from 14pm to 17pm
- **Plaza de Mayo**: 11am to 14pm
- **Puerto Madero**: 13pm to 16pm and 20pm to 24pm
- **Caminito**: 11am to 14pm, with peak at 12am
- **Peatonal Florida/Colón**: 17pm to 21pm

Source: Buenos Aires Tourism Board based on Telefonica Argentina
¿What do cruise tourists go during their day-visit in Buenos Aires?


6 December 2017 (No Cruise Ships)

20 Dec. 017 (2 Ships in Buenos Aires)

Fuente: Elaboración propia en base a datos de Telefónica.
Sundays are the busiest days for tourists thanks to the San Telmo Fair, being the main attraction of the area.
The **peak in tourism volume** in the parade is at **19hs**, when the parade reaches the **Congress area**, although Plaza de Mayo is the area that has the highest increase in tourism relative to a regular day (102%). **15%** of tourists in the parade were **international roamers**.

**PERCENTUAL DIFFERENCE IN TOURISM VOLUME DURING THE PARADE RELATIVE TO OTHER SATURDAYS IN THE SAME MONTH, BY AREA. 2018.**

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentual Difference</th>
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<tbody>
<tr>
<td>Plaza de Mayo</td>
<td>+ 102%</td>
</tr>
<tr>
<td>Av. 9 de Julio</td>
<td>+ 85%</td>
</tr>
<tr>
<td>Plaza del Congreso</td>
<td>+ 97%</td>
</tr>
</tbody>
</table>

Source: Buenos Aires Tourism Board based on Telefonica Argentina.
Sports as a tourism attraction: Argentine Polo final

International tourism

PERCENTAGE OF INTERNATIONAL CITY TOURISTS IN THE AREA BY HOURLY RANGE. ARGENTINIAN POLO FIELD AREA (PALERMO). DECEMBER 2018, SUNDAYS.

Source: Buenos Aires Tourism Board based on Telefonica Argentina.
International tourism

PERCENTAGE OF INTERNATIONAL CITY TOURISTS IN THE AREA BY HOURLY RANGE. VELEZ STADIUM (LINIERS). SEPTEMBER AND OCTOBER 2018, SATURDAYS AND THURSDAYS.

Source: Buenos Aires Tourism Board based on Telefonica Argentina.
Concerts and shows

Domestic tourism

PERCENTAGE OF ARGENTINIAN TOURISTS IN THE AREA BY HOURLY RANGE. ARGENTINIAN POLO FIELD AREA (PALERMO). FEBRUARY AND MARCH 2019, SATURDAYS.

Source: Buenos Aires Tourism Board based on Telefonica Argentina.
Thank you!

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