2020 GLOBAL INSTO MEETING

“Dashboard on visitor satisfaction: A new approach on evidence-based sustainable tourism management in the city of Buenos Aires”

Federico Esper
Director of Market Intelligence and Observatory
Buenos Aires Tourism Board
fesper@buenosaires.gob.ar
Big Data approach for sustainable tourism

Evaluation of tourist satisfaction in Buenos Aires city:

- **841 attractions** geolocated (divided in 11 categories, notably museums, cultural religious and historic sites, parks, theatres, nightlife)
- **5** levels of tourist satisfaction
- **298 K online reviews** analyzed between 2011 and 2020.

Data-driven decision making for sustainable tourism:

1. **Better understanding** of visitor satisfaction.
2. **Contribution to managing tourism flows** avoiding spatial and temporal concentration.
3. **Create new opportunities** to expand tourism to more neighborhoods.
4. **Improve quality of life of residents** through tourism in less visited areas of the city.
5. **Development of new products** and tourism routes (notably walking tours), with a positive impact on job creation.
6. **Provide key insights** to sites and attractions managers for improving tourist experience and services.
Visitor satisfaction in Buenos Aires

Distribution by traveler rating (%)
- Excellent: 39
- Very good: 41
- Average: 3
- Poor: 2
- Terrible: 15

Attractions
- Total: 841

Number of online reviews
- Total: 298K

Tourist rating
- Average: 4.3

Sub-categories and number of attractions
- Espectáculos y noche: 118
- Museos: 94
- Teatros: 82
- Lugares religiosos: 81
- Edificios con interés: 80
- Monumentos y estatuas: 77
- Juegos y entret. en el aire: 77
- Milongas: 76
- Viviendas: 76
- Casas de tango: 76
- Bibliotecas: 76
- Galerías: 76
- Transp. público: 76
- Lugares comerciales: 76
- Estadios y ca...
Positioning Map of attractions in Buenos Aires

Department of Market Intelligence and Tourism Observatory - Buenos Aires Tourism Board

Opportunity for diversification and new experiences in less visited areas

Best rated and most commented

Average rating 4.3/5.

57 attractions concentrated 80% of the comments.
Evaluation of neighborhoods in Buenos Aires

Department of Market Intelligence and Tourism Observatory - Buenos Aires Tourism Board

Number of attractions per neighborhood

- Palermo: 174
- San Nicolás: 117
- Recoleta: 86
- Monserrat: 84
- Retiro: 70
- San Telmo: 56
- Balvanera: 33
- Belgrano: 29
- Boca: 26
- Puerto Madero: 25
- Caballito: 20
- Almagro: 15
- Villa Crespo: 12
- Otros: 11
- Chacarita: 9
- Nueve: 9
- Barracas: 7
- Boedo: 5
- Colegiales: 5
- Saavedra: 5
- Villa Urquiza: 5
- Constitución: 4
- Flores: 4
- Parque Patricios: 4
- Villa del Parque: 3
- Agronomía: 2

Rating by neighborhood

Top 5 - by rating -

1. Teatro Colón
2. El Ateneo Grand Sp...
3. Parque 3 de Febrero
4. Museo de Arte Latí...
5. Cementerio de Reco...

Top 5 - by online reviews -

1. Cementerio de Reco...
2. Teatro Colón
3. El Ateneo Grand Sp...
4. Parque 3 de Febrero
5. Museo de Arte Latí...
Evaluation of attractions in Buenos Aires

Department of Market Intelligence and Tourism Observatory - Buenos Aires Tourism Board

Name of the attraction
Todos

Category
Todos

Rating by attraction
4.3

Online reviews
298 mil

Visiting time

Country

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brasil</td>
<td>57.5%</td>
</tr>
<tr>
<td>Estados Unidos</td>
<td>9.8%</td>
</tr>
<tr>
<td>Chile</td>
<td>4.2%</td>
</tr>
<tr>
<td>Reino Unido</td>
<td>3.0%</td>
</tr>
<tr>
<td>España</td>
<td>2.4%</td>
</tr>
<tr>
<td>Italia</td>
<td>2.2%</td>
</tr>
<tr>
<td>Uruguay</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

Province

<table>
<thead>
<tr>
<th>Province</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buenos Aires</td>
<td>80.6%</td>
</tr>
<tr>
<td>CABA</td>
<td>7.2%</td>
</tr>
<tr>
<td>Córdoba</td>
<td>2.0%</td>
</tr>
<tr>
<td>Santa Fe</td>
<td>2.5%</td>
</tr>
<tr>
<td>Mendoza</td>
<td>1.4%</td>
</tr>
<tr>
<td>Tucumán</td>
<td>0.9%</td>
</tr>
<tr>
<td>Neuquén</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

Type of traveler

<table>
<thead>
<tr>
<th>Type of traveler</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>pareja</td>
<td>4.1%</td>
</tr>
<tr>
<td>amigos</td>
<td>25.4%</td>
</tr>
<tr>
<td>familia</td>
<td>23.0%</td>
</tr>
<tr>
<td>soltero</td>
<td>12.7%</td>
</tr>
<tr>
<td>ejecutivo</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

Gender

- Mujer: 45.6%
- Hombre: 50.2%
Select an attraction on the map to know the 5 closest points and their valuation.

Attractions Nearby

<table>
<thead>
<tr>
<th>Attraction</th>
<th>Rating</th>
<th>Category</th>
<th>Neighborhood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biblioteca Nacional de Maestros</td>
<td>4.00</td>
<td>Edificios con valor arquitectónico/histórico</td>
<td>Recoleta</td>
</tr>
<tr>
<td>Clasica y Moderna</td>
<td>4.09</td>
<td>Lugares de compras</td>
<td>Recoleta</td>
</tr>
<tr>
<td>Monumento a Nicolas Rodriguez Pena</td>
<td>3.62</td>
<td>Monumentos y estatuas</td>
<td>Recoleta</td>
</tr>
<tr>
<td>Museo del Agua y de la Historia Sanitaria</td>
<td>4.02</td>
<td>Museos y Centros Culturales</td>
<td>Balvanera</td>
</tr>
<tr>
<td>Palacio Barolo</td>
<td>3.15</td>
<td></td>
<td>Balvanera</td>
</tr>
</tbody>
</table>

Means of transport (hacé click para conocer la parada más cercana)

- Colectivo
- Subte
- Taxi
- Tren

100A-1441 PELLEGRINI CARLOS

Nearest stop

2,017,518

Distance in meters
Thank you!

Federico Esper
Director
Market Intelligence and Tourism Observatory
fesper@buenosaires.gob.ar

turismo.buenosaires.gob.ar/en/observatorio