

TIC

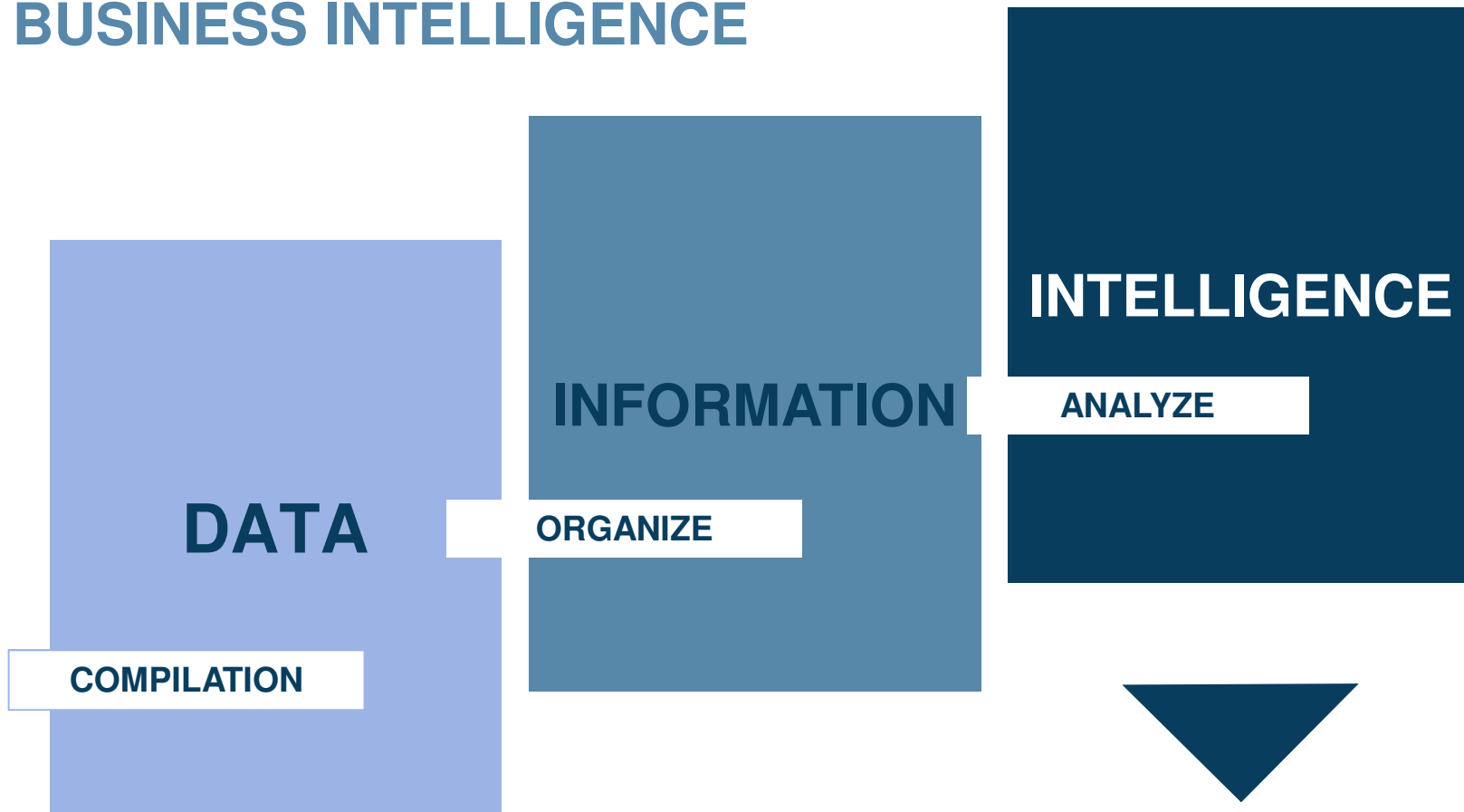
Tourist Intelligence Center



Iván González
Director of Innovation and Public Private Partnerships



BUSINESS INTELLIGENCE



+ INFORMATION (DATA COMPILATION)
+ INSTINTC (DATA ANALYZE & INTUITION)
= **EFFECTIVE DECISION MAKING**

ANSWER

BUSINESS INTELLIGENCE
applied to a tourist destination



TIC

Tourist Intelligence Center

iMADRID!

VISITORS &
CONVENTION
BUREAU

THE PROJECT

2010

**FUNCTIONAL
SYSTEM STUDY
AND
DEVELOPMENT
OF TRADITIONAL
TOURISM
INDICATORS**

2011

**EXTENSION OF
INDICATORS
& MULTI –
DIMENSIONAL
ANALYSIS AND
REPORTING**

2012

**KNOWLEDGE
APPLIED. MV&CB
PARTNERS
(PRIVATE
SECTOR) GET
QUALITY
SEGMENT
REPORTS FOR
MEMBERSHIP**

THE PAST

FUNCTIONAL PROJECT STUDY

2009

**FUNCTIONAL
SYSTEM STUDY
AND
DEVELOPMENT
OF TRADITIONAL
TOURISM
INDICATORS**

- **Review** of existing statistical information
- **Compilation of the information needs** from all stakeholders involved in tourism in the city of Madrid
- List of **indicators proposed**

DEVELOPMENT CONTROL PANEL

2010

**SIT
(Tourism
Indicators
System)**

SIT

- Official statistics INE (National Statistic Institution)_ Hotel Occupancy Survey: travelers, overnight hotel occupancy ...
- Official statistics from IET (Tourism Studies Institution): arrivals, spending, travel motivation ...
- Hotel key indicators provided by STR Global
- Official Statistics from the Madrid City Council, mainly those statistic from Tourist Information offices
- AENA (Airports National Institution): Barajas Airport statistics

2011 - 12

SITTA & SART

**EXTENSION OF
INDICATORS &
MULTI –
DIMENSIONAL
ANALYSIS AND
REPORTING**

- **ADVANCED TOURIST - TELEMATIC INDICATORS SYSTEM (SITTA):** Credit Card spending, esmadrid.com analytics, social networks buzz trends...
- **ANALYSIS AND TOURISM REPORTING SYSTEM (SART):** that will allow us to:
 - **Advanced exploration** of the compiled information
 - Reporting and distribution of reports

THE PRESENT

BENCHMARKING NACIONAL BECNHMARKING COYUNTURAL

Seleccione periodo de gráfico:

Seleccione año: 2011

INE
 IET
 IET Análisis dimensional

Tipo alojamiento
 Motivo viaje
 País Origen
 Vía acceso

Alojamiento no hotelero
 Hoteles o similares

VIAJEROS SEGÚN TIPO DE ALOJAMIENTO (Turista)

COMUNIDAD MADRID



ESPAÑA

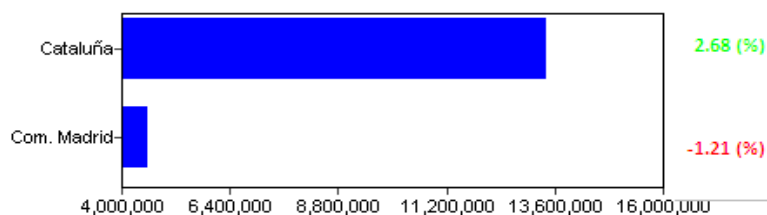


Madrid (Com. de)

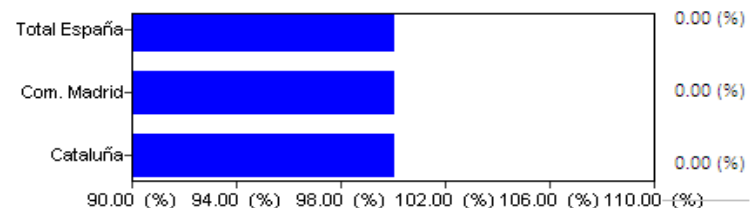
	Variación	Valor	Media Nacional
Estancia media (días)	0.00 (%)	0.00	0.00
Gasto total(mill. euros)	7.61 (%)	7,606.74	58,754.21
Gasto medio por persona (euros)	-4.87 (%)	923.91	587.70
Gasto medio diario por persona (euros)	0.00 (%)	0.00	0.00

Evolución del número de turistas	13.12 (%)	6.64 (%)
Ev. del número de turistas recibidos de este perfil	-1.21 (%)	7.17 (%)
Ev. de la participación de este perfil sobre el total	0.00 (%)	0.00 (%)

TOP CCAA por cantidad de turistas recibidos que optan por el perfil seleccionado y variación interanual



TOP CCAA por % sobre el total de los turistas recibidos que optan por el perfil seleccionado y variación interanual



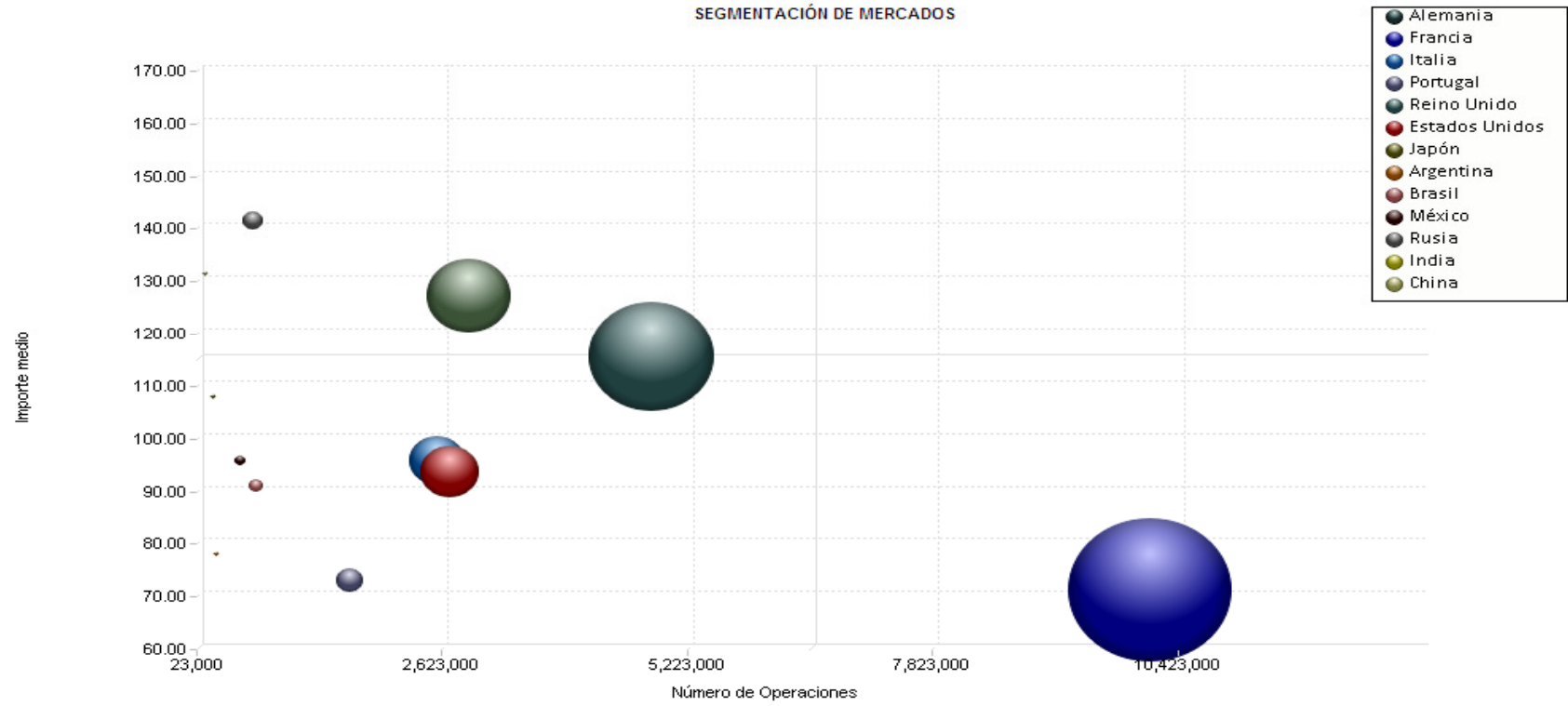
Seleccione periodo de gráfico:
 Fecha desde ◀ Ene 2011 ▶
 Fecha hasta ◀ May 2011 ▶

● Absoluto ● Crecimiento

Seleccione Destino:
 España

Seleccione Tipo de operación:
 Total

SEGMENTACIÓN DE MERCADOS



THE FUTURE

TOOL FOR TOURISM STAKEHOLDERS

2012 - 13 esMADRID.pro Platform

KNOWLEDGE
APPLIED
BY
PRIVATE
SECTOR

- Inside the future professional platform **esMADRID.pro**, designed to offer to **Madrid Visitors & Convention Bureau Partners** tools to optimize commercialization of the City of Madrid
- The tourism sector of the City of Madrid **will be provided with high quality market and segments data**
- **Quantitative data will be improved by private sector qualitative data**
- Agreement with a **university** in Madrid to **develop the system**



TOURISM ACTIVITY



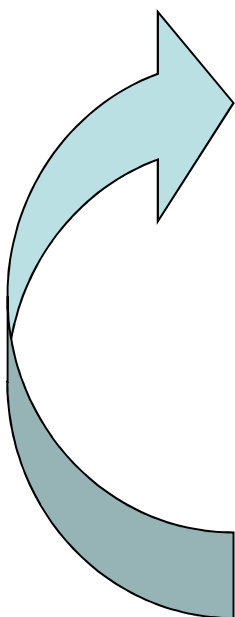
TIC



esMADRID.pro

TOURISM CLUB PRODUCTS
(MV&CB PARTNERS)

MADRID VISITORS
& CONVENTION
BUREAU



iMADRID!

VISITORS &
CONVENTION
BUREAU



EUROPEAN UNION
"A way of building Europe"



GRACIAS