Evaluation of Peru as a destination using Twitter information

Objective & Methodology

Objective
To analyze the comments, reviews, and likes about the attractions commented on Twitter.

Technique
Text Mining, Social Media Analysis, Sentiment Analysis and Opinion Mining.

Universe
Tweets of Spanish-speaking people about the different attractions in Peru, published between January and December 2016 on Twitter.

Data Collection
Between January and December 2016.
Evaluation of Peru as a destination with Twitter

Tools used to analyze Twitter information:

WORDCLOUD

TWEETS TIMELINE

GEOREFERENCING

POSITIVE & NEGATIVE REVIEWS

Wordcloud: Twitter information

The most frequent words are related to:

• Cities,
• Attractions, and
• Characteristics of the commented site

Source: PROMPERÚ
Elaboration: PROMPERÚ
Of every 10 thousand tweets, 80 are geo-referenced.

The highest concentration of Peruvian tweets occur in Lima Metropolitana.

Source: PROMPERÚ
Elaboration: PROMPERÚ

August and September are the months in which a greater number of tweets is registered.

Source: PROMPERÚ
Elaboration: PROMPERÚ
## The “feeling” about Cusco attractions

### Cusco evaluation

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negative</td>
<td>7%</td>
</tr>
<tr>
<td>Neutral</td>
<td>3%</td>
</tr>
<tr>
<td>Positive</td>
<td>90%</td>
</tr>
</tbody>
</table>

Source: PROMPERÚ
Elaboration: PROMPERÚ

http://www.promperu.gob.pe/TurismoIn
TurismoIn.pe
Seeks to train and provide relevant and specialized information about the local and global tourism demand.

It aims to strengthen the competitiveness of the tourism sector through a comprehensive system of information tools for business.

Turismo In

Historical information of the national and receptive tourist profiles.

Profile of the tourists who visit the regions in a certain period.

Publications and infographics

Trade Service

PROMPERÚ

Countries prioritized (*) by PROMPERÚ.

(*) Due to the emission of tourists to our country.