Buenos Aires City Tourism Observatory
What we do

➤ GaaS (Government as a Service)
  ● Gathering data to better understand consumers
  ● Sharing knowledge with Tourism industry

➤ SIT (System for smart tourism promotion)
  ● Big Data open to everyone

➤ Developing data consultants
  ● Working with universities in order to develop BI on tourism students
  ● Reaching out to Data Scientists to share the value on tourism industry
  ● Train active tourism workers on BI
How we do it

**What?**

**BIG DATA**

**Mision**

Study tourism consumers at Buenos Aires City in order to work with public and private sector on strategic planning to enhance the tourism experience.
How we do it

1. Analyze
   - Big Data
2. Evaluate
   - Insights
3. Study
   - Test our insights
4. Plan
   - Involve other areas
5. Prototype
   - Field test of our idea

Monitor
Sistema de Inteligencia Turística

Te damos la bienvenida al Sistema de Inteligencia Turística, una plataforma digital que te permitirá visualizar de forma dinámica los principales datos del turismo a partir de múltiples fuentes de información.

- More information
- 820 million records
- Better visualization
- Public data
¡Muchas Gracias!