Sustainable Tourism Observatory

Tourism Intelligence System
Mallorca nowadays

Geographical figures

- 924.000 inhabitants
- Island surface: 3.625 km²
- Coastline: 1.428 Km
- 300 beaches
- 5 natural caves

Temperature:
- 18ºC annual average temperature
  - Summer: 26ºC average
  - Winter: 14ºC average

- 4 Natural Parks 1 National Park
- 23 golf courses
- Serra de Tramuntana, natural heritage
- Sibil·la, cultural heritage
The data life cycle

- Collection
- Processing and transformation
- Sharing and exchange
- Analysis.
- Use of the data according to the knowledge obtained.

Collaboration through data

- Public interfaces that offer selective access to data, enabling new uses and functions.
- Agreements for research and analysis, by which access to certain data is guaranteed in order to generate specific knowledge.
- Contests and challenges that give access to specific data for a limited period of time to promote new innovative uses of the same.
- Generation of intelligence, through which the knowledge acquired by the organization through data is also shared and not only the raw material.
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Generation of knowledge

Thanks to the collaborations:

• Analysis of the situation, knowing what is happening in the data environment.
• Cause and effect, looking for an explanation at the origin of what is happening.
• Prediction, trying to infer what will happen next.
• Impact assessment, establishing what we expect should happen.

Results

• Publish with a purpose, with the aim of coordinating the supply and demand of data in the most efficient way possible.
• Establish alliances, including in our analysis those groups of people and organizations that can help us better understand the real needs.
• Promote the strengthening of alternative data sources by providing the necessary resources to create new data sources in areas yet to be explored.
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Value generation and Governance

- Improve the governance
- Empower people
- Create new opportunities
- Solve problems

WIN-WIN
• **Descriptive analytics:** provides explanations and information on what has happened

• **Machine learning:** Seeks to find intricate patterns by processing large volumes of data

• **Predictive analytics:** It helps to picture what could happen

• **Prescriptive analytics:** Given the parameters, it seeks to determine which is the best option among all those possible
Our goals with predictive models

Transform our actions into predictions

Being able to adapt to change

Advance the level of quality and sustainability
Possible implementation models

Tourist demand and Clustering

Land and sea mobility flows and density

Protection of natural areas: posidonia
Thank you!