Management of data sourcing

Guanajuato Tourism Observatory
GUANAJUATO, MÉXICO

- Located at north central region of Mexico
- 46 municipalities autonomous.
- Leon, San Miguel de Allende y Guanajuato.
- 8 domestic and 9 international destinations flights with 2.7 million passengers
  - 2 World Heritages Cities
    - 6 Magic Towns
    - 32,613 rooms
- 1,363 establishments of food and beverages
- 12 golf courses, over 50 spas and 41 water Parks
  … and more
GUANAJUATO, MÉXICO
GUANAJUATO, MÉXICO

ROMANCE
MICE
NATURE
WINE
SPIRITS (tequila – mezcal)
WELLNESS
CULTURE
GASTRONOMY
SPORT
Guanajuato, after +10 years of work

WE HAVE MEASUREMENT

- Accommodation (occupancy, average, etc.)
- Flights / passengers
- Visitors
- Museums
- Archaeologic areas
- Employment
- Visitors Satisfaction (events, hotels, restaurants, attractions, destinations, tour operators)
- Travel planning
- Spending
- Economic income
- Segments
- Visitors returning
- Visitors recommending
- GDP contribution
- Economic spill
- Tourism flows
- Seasonality
- Markets
- Public and private investment
- New tourism businesses
- Air quality
- Solid waste
- etc, etc, etc…
Guanajuato, after +10 years of work

HAVE GREAT SUPPORT

- INEGI (National Institute of Statistics and Geographic)
- IPLANEG (Planning Institute)
- IEC (Culture Institute)
- SDES (Economy Secretary)
- SMAOT (Environmental Secretary)
- INGUDIS (Disability Institute)
- Hotels
- Airport
- Academy
- Municipalities
- Government
WHAT ARE THE... Challenges?????
WHAT ARE THE... PROBLEMS!!!!

- Technology
- Confidence
- Generation gaps
- Micro and Local companies
- Different Data Sources

My information is mine... just mine!!
The most important

PROBLEM...

UNSTRUCTURED DATA
each organism have their own information

GOVERNMENT OF STATE DIFFERENT DATA

COMPANIES DIFFERENT TOOLS

AIRPORT DIFFERENT PEOPLE

LAND TRANSPORTATION DIFFERENT RESULTS

MUNICIPALITIES SISTEMS: water – waste - air
Even that...

Tourist Flows in Destination

Tourism behavior in events

We have done a lot
Because WE ARE working in the

SOLUTION

WORKING TO STRUCTURED DATA

Trying to sharing information to the others

GOVERNMENT
COMPANIES
AIRPORT
LAND TRANSPORTATION
MUNICIPALITIES
CITIZENS

Compatible data
Common and compatible tools
Formed and qualified people
Better Sistems

BETTER RESULTS
Management data sourcing

To MAKE changes in Guanajuato, in México

To HELP people in grow knowledge to importance of documenting and sharing real and structured data

To STRENGTHEN the make decisions based on data

DOING better places to visit & to live!
Miriam Adame
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