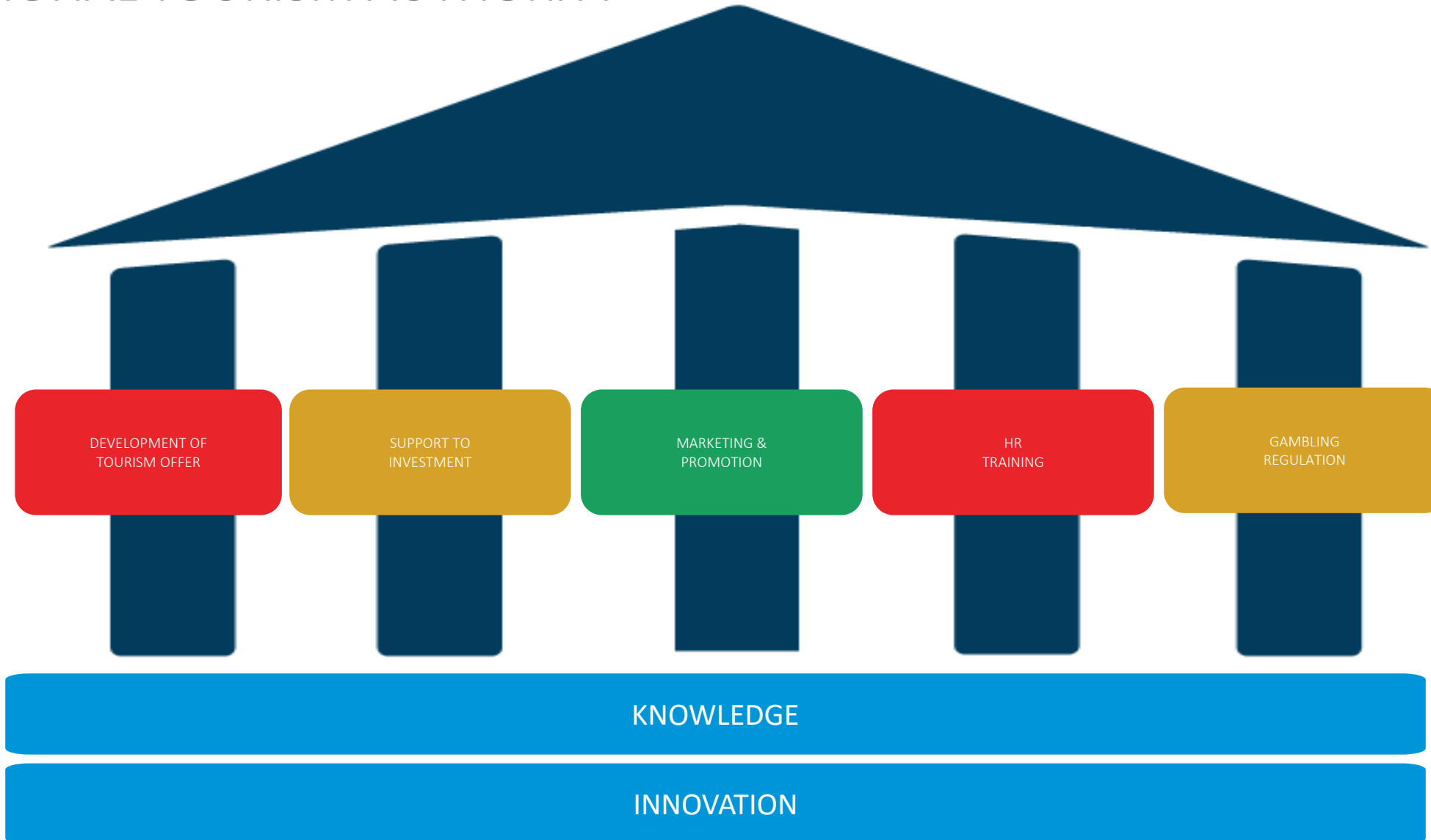


Creating Tourism Data Hubs Lessons from the Portuguese Experience

SÉRGIO GUERREIRO, TURISMO DE PORTUGAL
27-09-2023

ABOUT TURISMO DE PORTUGAL

NATIONAL TOURISM AUTHORITY



#Goal

To become a global hub for tourism data & intelligence
to support the Portuguese tourism industry

#Ambition

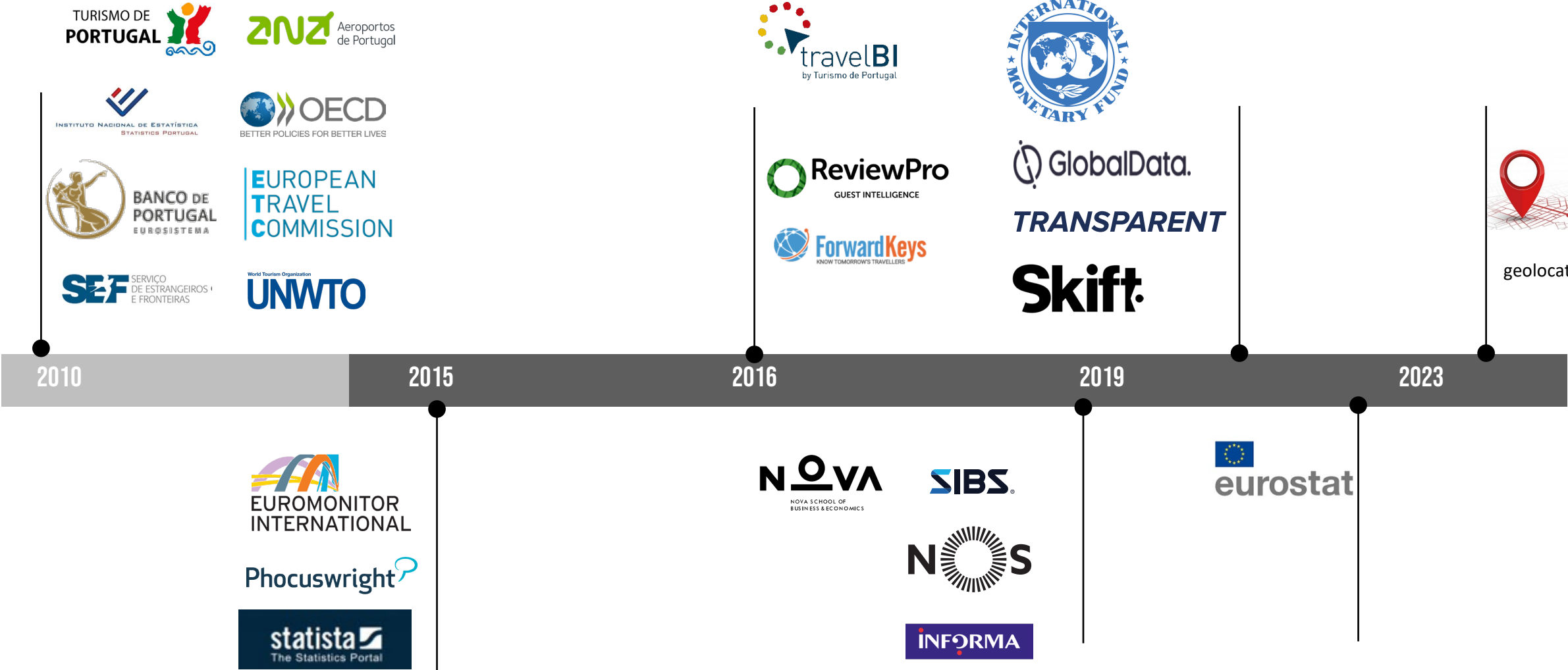
“(...) providing the right data at the right time to the right people so that they can make the right decisions.”

#Challenge

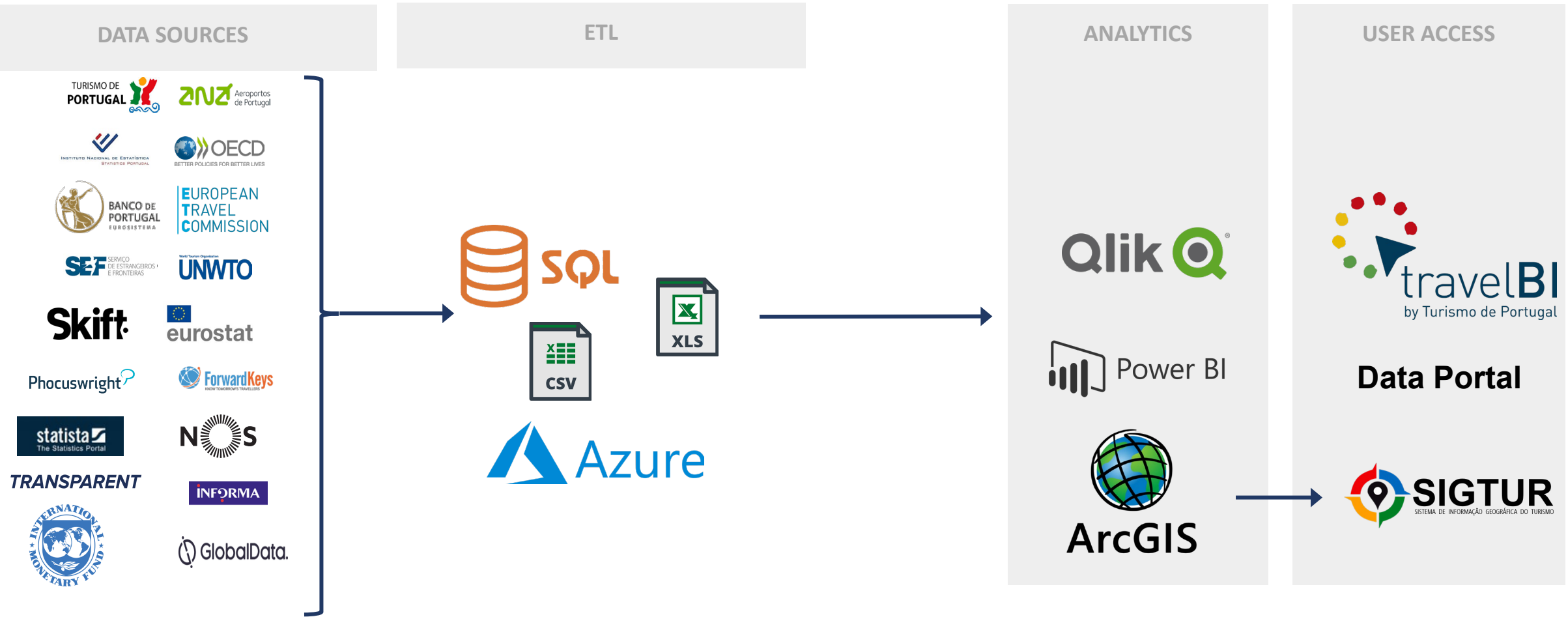
To integrate all relevant tourism data sources in one single platform

To explore new sources of data to promote data-driven innovation

ROADMAP TO A DATA HUB

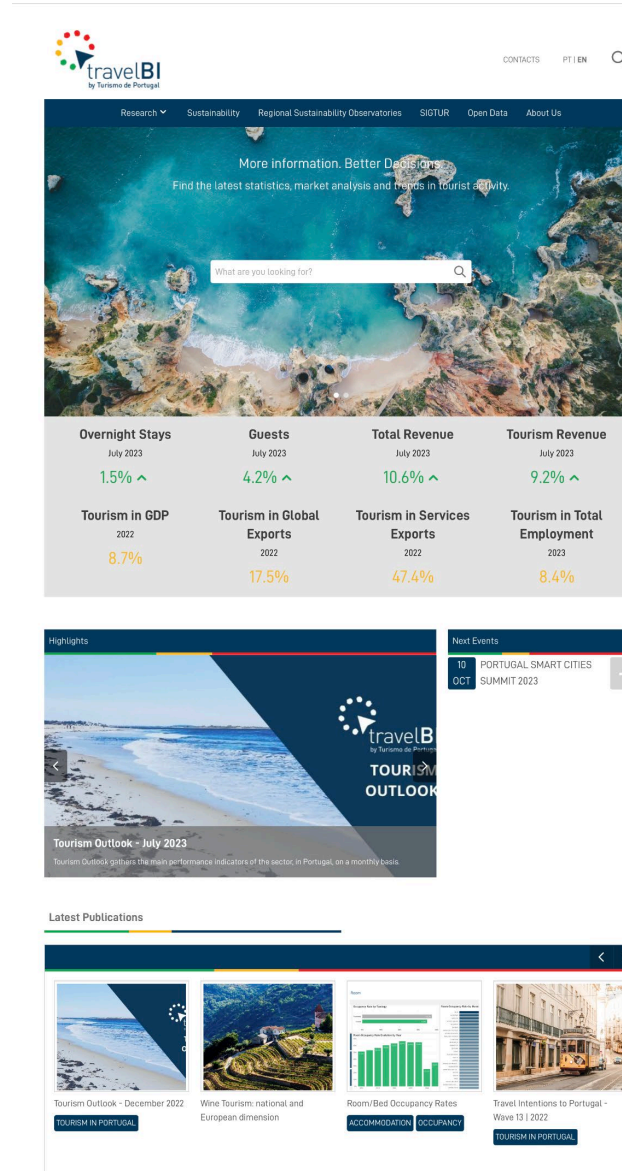


ROADMAP TO DELIVER



WE ARE WE NOW?

+170 Dashboards available	+336K Year PageViews
+25 Dashboards to corporate management	+57K Users last year
+30 Data Sources	+20 Themes
25 International Markets	OpenData Markets covered



The screenshot shows the travelBI website dashboard. At the top, there is a navigation bar with the logo and menu items: Research, Sustainability, Regional Sustainability Observatories, SIGTUR, Open Data, and About Us. Below the navigation bar is a search bar and a main content area with a large image of a coastline. The main content area features a table of key performance indicators (KPIs) for July 2023 and 2022. Below the KPIs, there are sections for Highlights, Next Events, and Latest Publications.

Overnight Stays	Guests	Total Revenue	Tourism Revenue
July 2023	July 2023	July 2023	July 2023
1.5% ^	4.2% ^	10.6% ^	9.2% ^

Tourism in GDP	Tourism in Global Exports	Tourism in Services Exports	Tourism in Total Employment
2022	2022	2022	2023
8.7%	17.5%	47.4%	8.4%

Next Events

10 OCT	PORTUGAL SMART CITIES SUMMIT 2023	+
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Latest Publications

Tourism Outlook - December 2022	Wine Tourism: national and European dimension	Room/Bed Occupancy Rates	Travel Intentions to Portugal - Wave 13 2022
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#Lessons?



PEOPLE!

TEAM

INVOLMENT
SKILLS DEVELOPMENT
SUPPORT
INSPIRATION

USERS

LISTEN
LISTEN AGAIN!
COMMUNICATION
ENGAGEMENT



Thank You!

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