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#EBDVF23

EUROPEAN
**BIGDATA
VALUE** FORUM
25-27 OCTOBER | VALENCIA - SPAIN

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ORGANISED
BY



IN COLLABORATION
WITH



INCLIVA | VLC
Biomedical Research Institute



UNDER THE AUSPICES OF



PAST & PRESENT:

1950



2023



WHY?

DATA



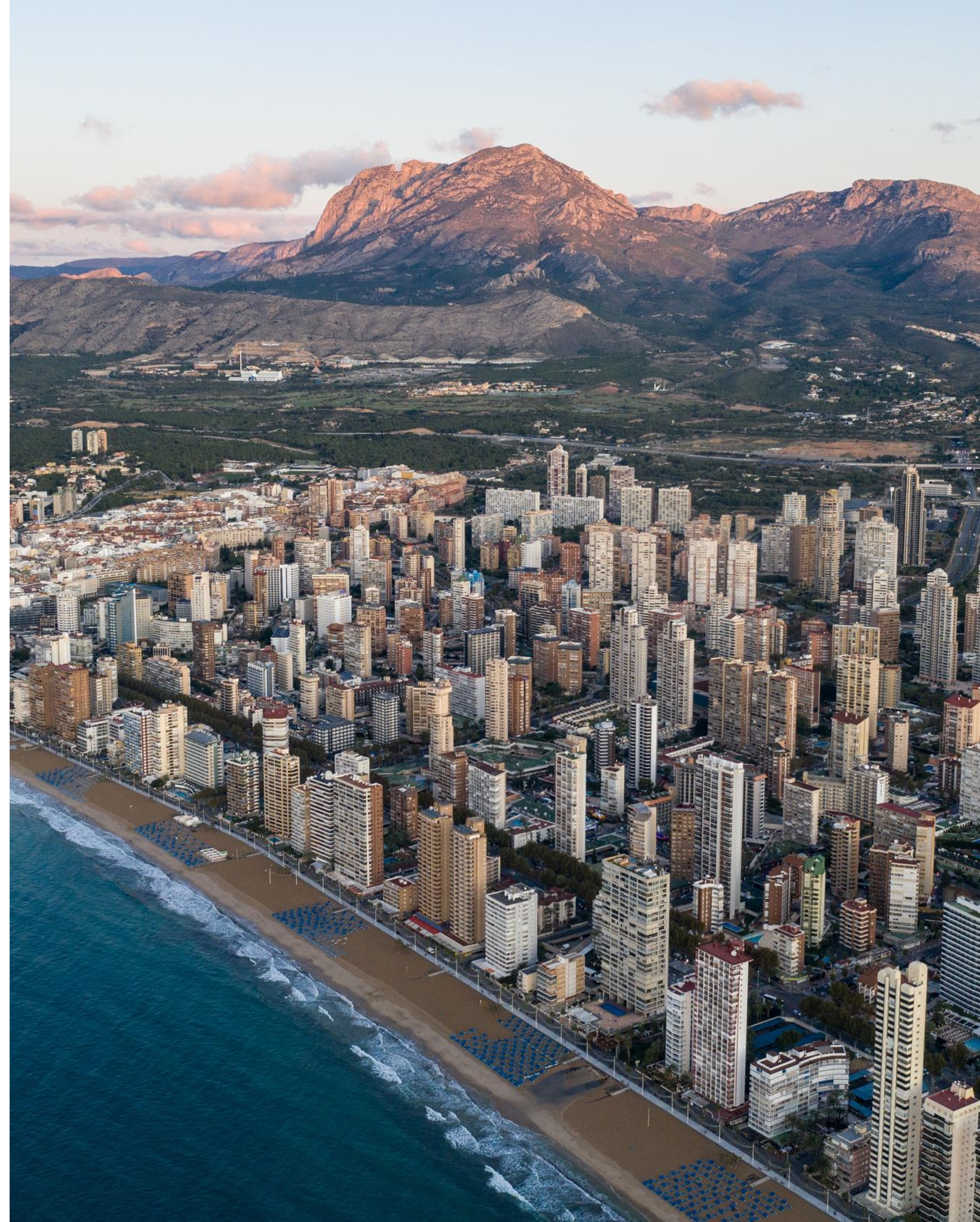


KPI'S

- Population: **69.738** Floating population: **150.000-400.000**
- Tourism Business Sector Mainly local
- Tourism sector **employment: 60,000**
- Reduction in **water consumption: -18%** in the last 25 years.
population growth (+40%) and overnight stays (+26%).
- Hotel **Overnight Stays** 2022: **3rd** Iberian Peninsula Destination
- **Beds** + 93,000
- Overnight stays **2019: 16,259,600** in hotels, apts and campsites
- Water efficiency integral water cycle **96%**.

VERTICAL MODEL

- Sustainable density
- Pioneering **vertical urban model**
- Accommodating a large number of tourists in the smallest possible space
- 38Km2 of municipality surface area, **61% protected**.
- **Mobility 70% on foot.**
9,5 pedestrian km and 134 km of cycle routes.
- In 4 hours all the waste in the city is collected

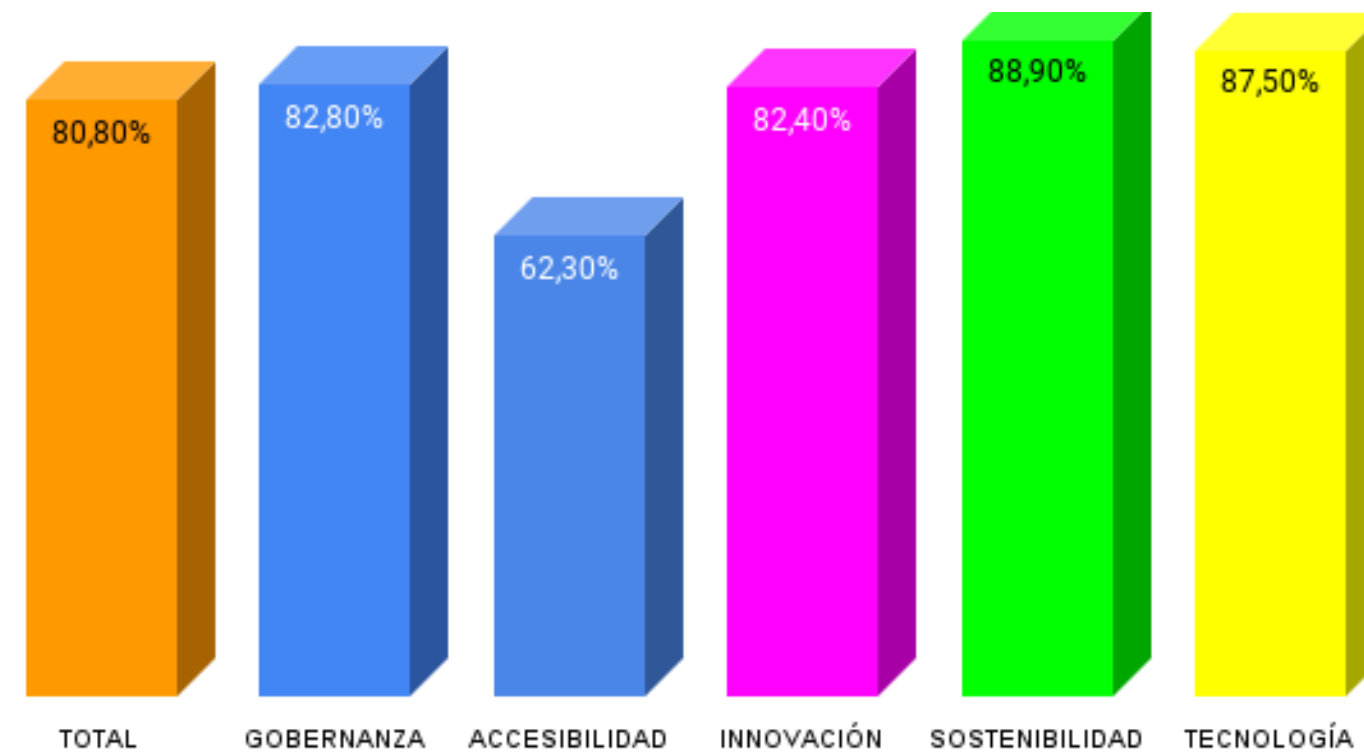




1st CERTIFIED SMART DESTINATION UNE 178501



1st SMART DESTINATION TO EXCEED 80% OF THE SEGITTUR METHODOLOGY



 Benidorm
Destino Inteligente
2018

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INNOVATION

The SMART OFFICE DTI is the Technical Office of Innovation and Intelligence, created as a strategy of the DTI Master Plan for the municipality of Benidorm.

Management of innovation and intelligence in order to increase the creation of new knowledge, generation of technical ideas, obtaining new funds and new innovation tools such as innovative public procurement, use of surveillance and intelligence that allows:

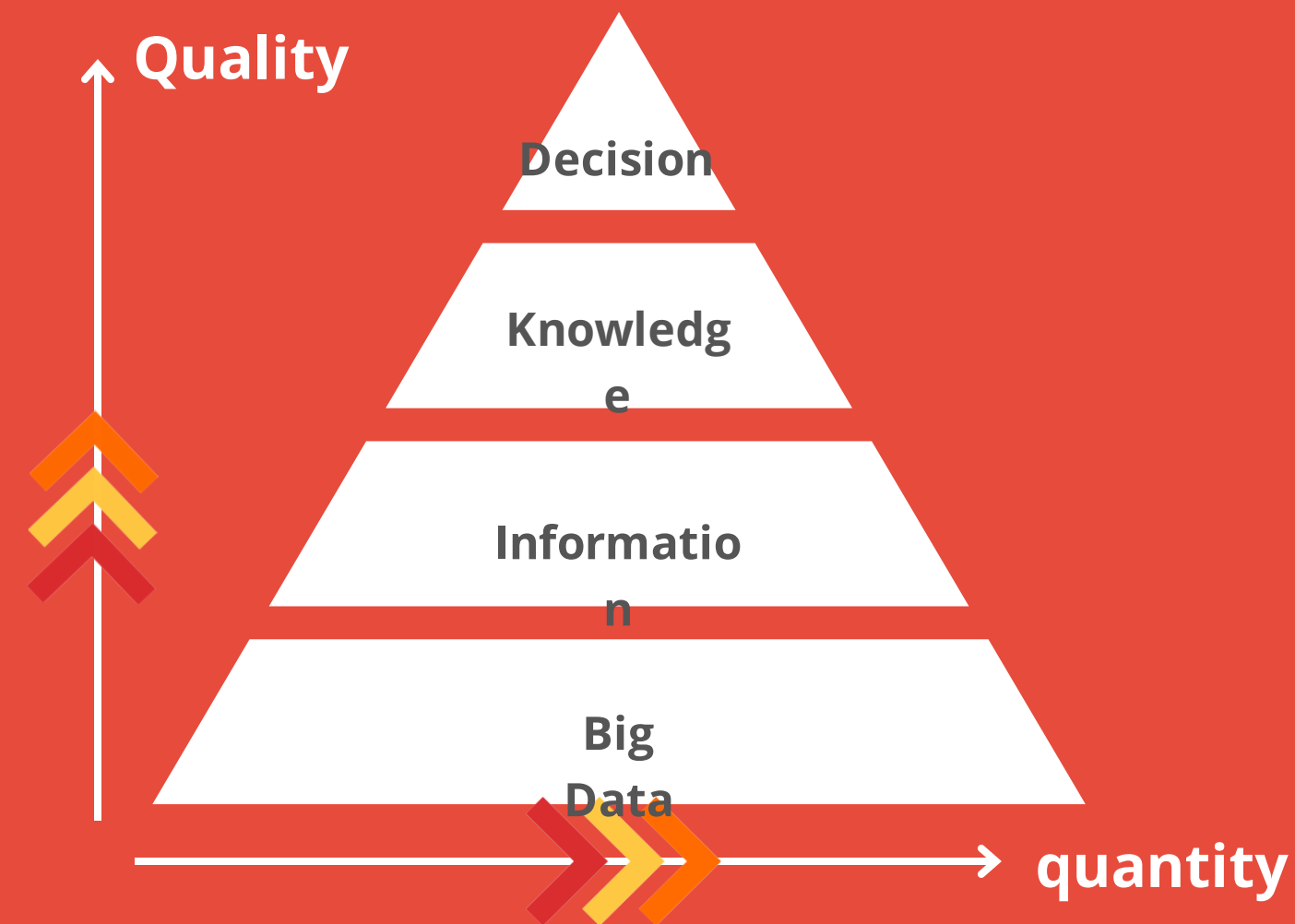
- **Data strategy: tourism intelligence (UNE 166 006), indicator dashboard, transparency and open data**
- **Analysis of data**
- **Quality**
- **Fundraising and management, innovative public procurement area**
- **Search and start-up of pilots, innovation and technology lab.**
- **Ciclops, comprehensive DTI management system monitoring (UNE 178 501)**

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TOURIST INTELLIGENCE

Incorporation of global and updated data analysis into the decision-making process in the tourism sector



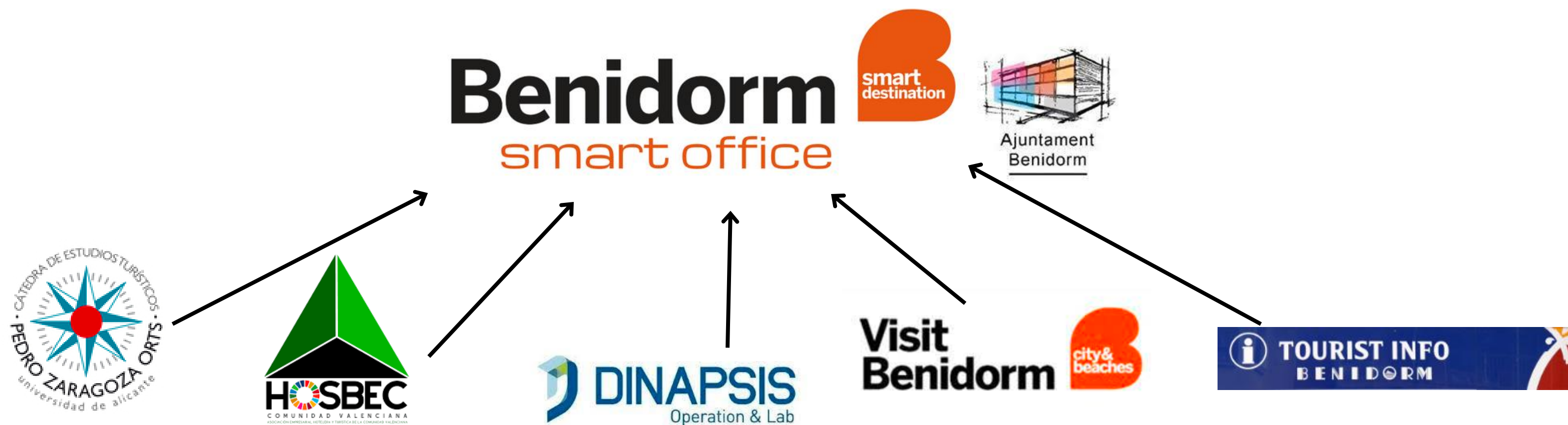
GOVERNANCE - DATA SHARING SPACE

THE DATA SPACES DETECT BUSINESS OPPORTUNITIES LINKED TO DTI CHALLENGES BASED ON TOURISM INTELLIGENCE.

THE DESIGN OF USE CASES MUST BE SCALABLE

DATA SHARING GENERATES VALUE BEYOND THE SUM OF EACH PART INDIVIDUALLY

PUBLIC-PRIVATE COLLABORATION, DRIVEN BY THE ADMINISTRATION



TOOLS AND SOURCES

Incorporation of comprehensive and up-to-date data analysis into the decision-making process in the tourism sector.



Resumen

Resumen general de todos los canales

21 Mar 23 > 19 Abr 23

19 Feb 23 > 19 Mar 23

5:00



1.219 (+0,7%)
Nuevos seguidores



620.686 (-61,1%)
Alcance



1.297.115 (-44,6%)
Impresiones



36.963 (-6,7%)
Me gusta



2.027 (+10,2%)
Compartidos



3.455 (-31,2%)
Comentarios



80.942
Seguidores actuales

-59,8%



52.329
Seguidores actuales

+16,0%



13.587
Seguidores actuales

+1,1%



2.230
Suscriptores actuales

-0,4%



34.200
Suscriptores actuales

0,0%



1.839
Seguidores

0,0%



54.334
Usuarios

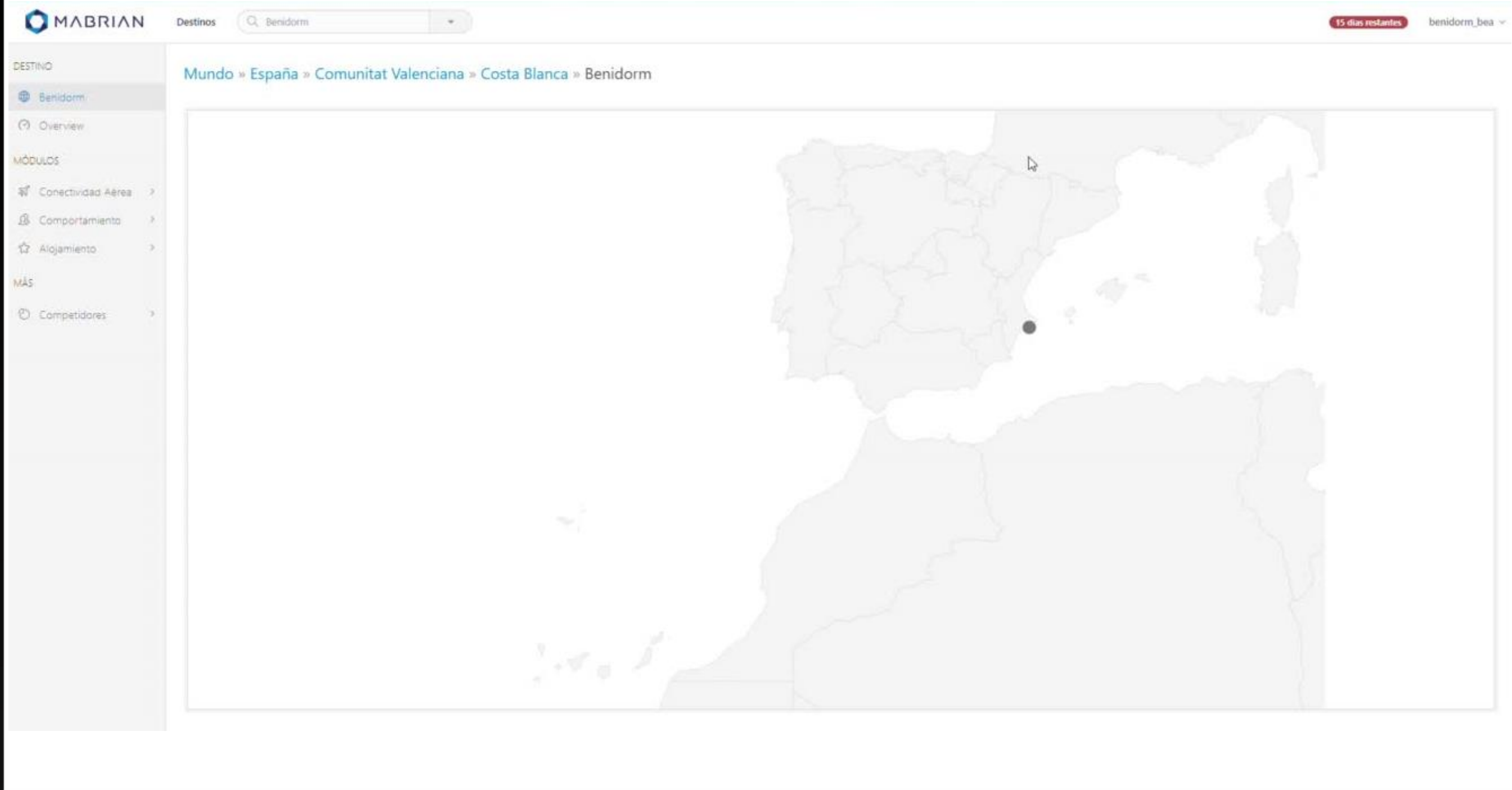
-7,0%

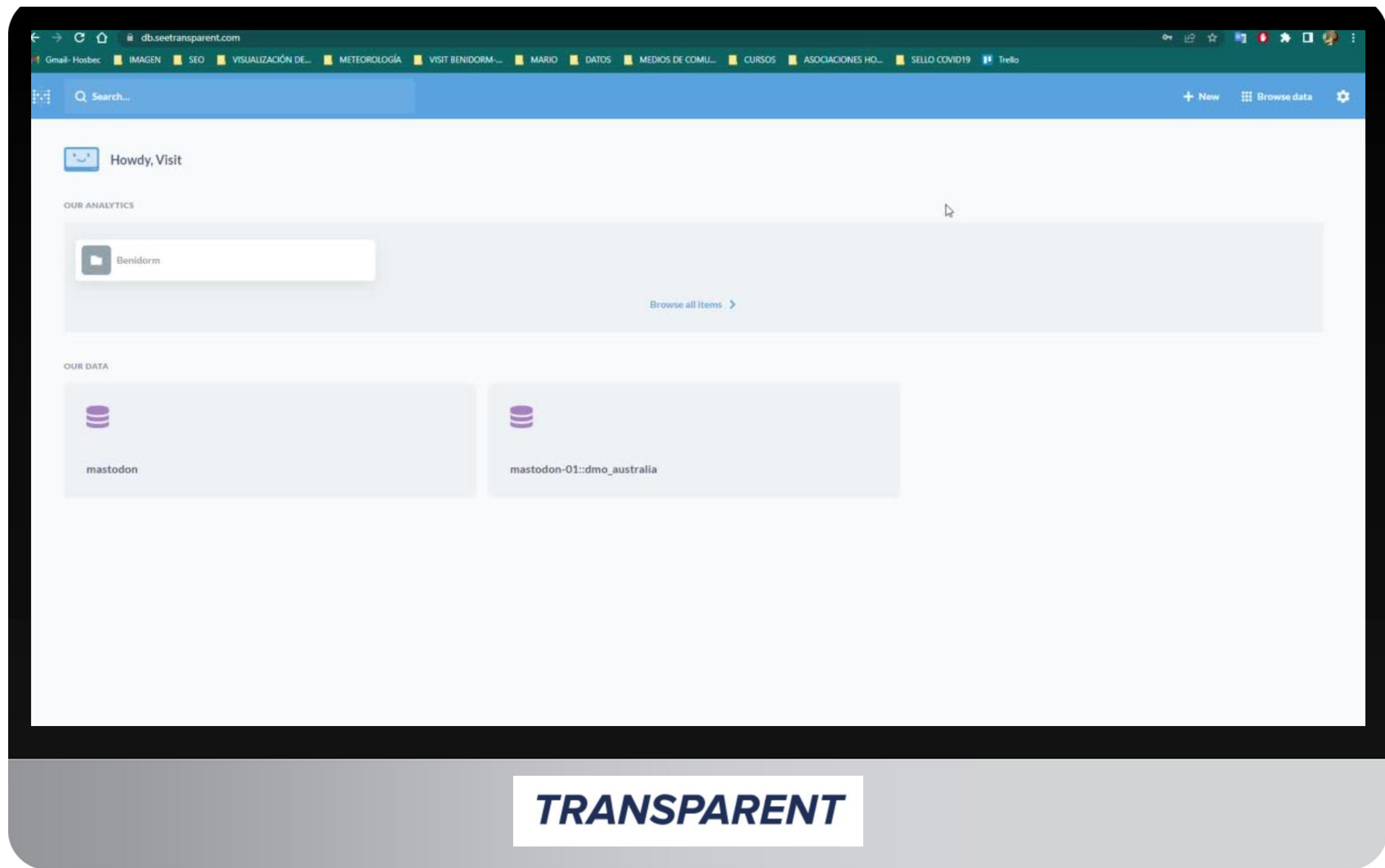


Comparativa de periodos

Crecimiento del periodo 21 Mar 23 a 19 Abr 23 respecto al periodo 19 Feb 23 a 19 Mar 23

📊 📈 📉 📊 📈 📉 📊 📈 📉









HOSBEC - BIONTREND

Collaborative data analytics tool in the hotel sector

BIONTREND is a dashboard that provides the hotel entrepreneur with quality information directly and updated practically in real time thanks to the connectivity of the tool with its hotel management system (PMS).

This business intelligence tool allows connected hotels to track the current, future and past situation of tourism activity. Its objective is to carry out predictive analysis that facilitates business decision-making.

View management has been coordinated with 12 different PMS to successfully carry out hotel connectivity. (Hestia, ICG, SIHOT, Masteryield, Prestige, Opera, Timón, Quonext, Suite, Ulyses, Tesipro and 4GESG).



INTELLIGENCE REPORTS

Incorporation of comprehensive and up-to-date data analysis into the decision-making process in the tourism sector. decision-making process in the tourism sector

Capacidad aérea

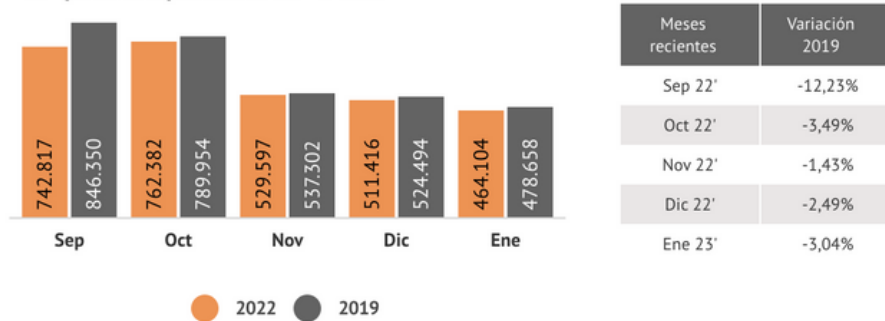
Periodo septiembre 22' - Enero 23'

Capacidad aérea total
3,01M -5%

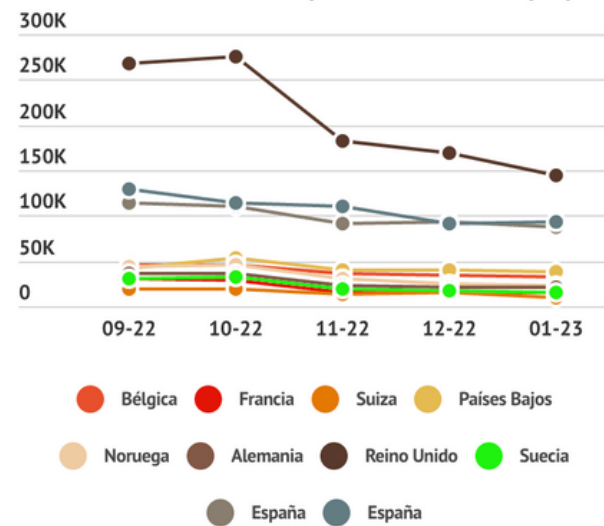


Vuelos totales
17K -8,5%

Comparativa capacidad aérea mensual



Capacidad aérea mensual por país



*Comparativas con 2019

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Capacidad aérea

Periodo diciembre

Top 3.
Orígenes
por capacidad



Capacidad
Total Aérea
168,4K
-10,7%



Capacidad
Total Aérea
92,3K
+13,8%



Capacidad
Total Aérea
39K
+18,6%

*Comparativa con diciembre de 2019

Top aeropuertos de salida



Comparativa capacidad por aerolíneas

	Reino Unido	España	Países Bajos		
	Aerolínea	Dic 22'	Dic 19'	Tendencia	
	 RYANAIR	FR - Ryanair *	76.846	76.167	0,9%
	 easyJet	U2 - easyJet *	46.814	55.448	-15,6%
	 Jet2holidays	LS - Jet2 *	30.633	36.326	-15,7%
	 TUI	TOM - TUI Airways	6.365	9.067	-29,8%
	 BRITISH AIRWAYS	BA - British Airways	4.579	2.634	73,8%
	 RYANAIR	RK - Ryanair UK	1.701	0	100%

*Comparativas con 2019

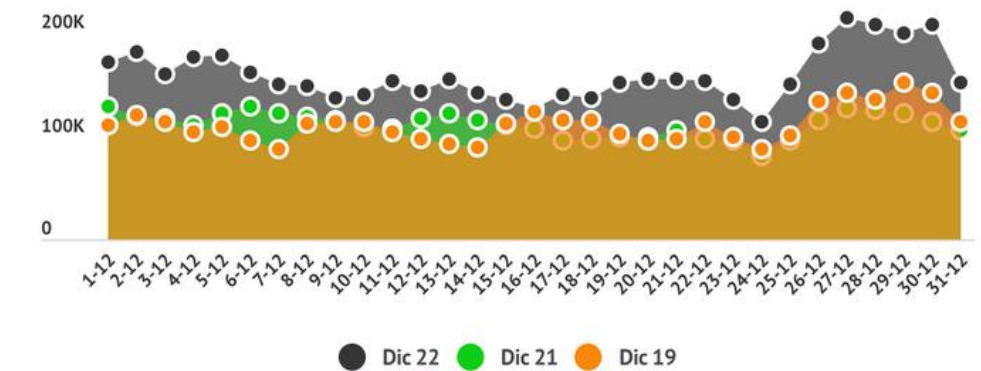
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Búsquedas de vuelos

Periodo diciembre

·Búsquedas de vuelos en diciembre para fechas de viaje a 11 meses vista
(Aeropuerto Alicante-Elche)



Búsquedas totales
diciembre 22' 4.941.605

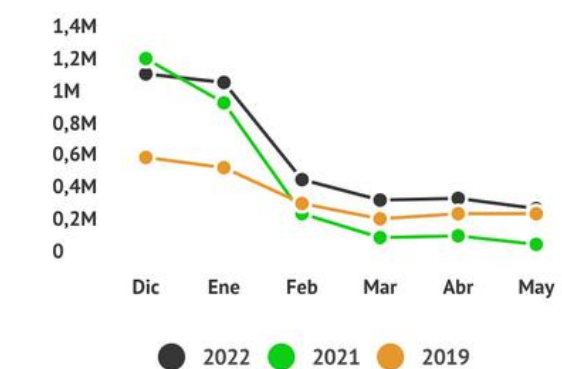
Búsquedas totales
diciembre 21' 3.458.222

Búsquedas totales
diciembre 19' 3.454.688

+42,9%

+43%

·Búsquedas de vuelos en diciembre para viajar en los
siguientes meses de 2022/2021/2019



El total de búsquedas
corresponde a los
mercados de:

- Alemania
- Bélgica
- China
- España
- Estados Unidos
- Federación de Rusia
- Finlandia
- Francia
- Irlanda
- Italia
- Noruega
- Países Bajos
- Portugal
- Reino Unido
- Suecia

Fuente: Mabrian
Datos: diciembre 2022/ 2021/2019

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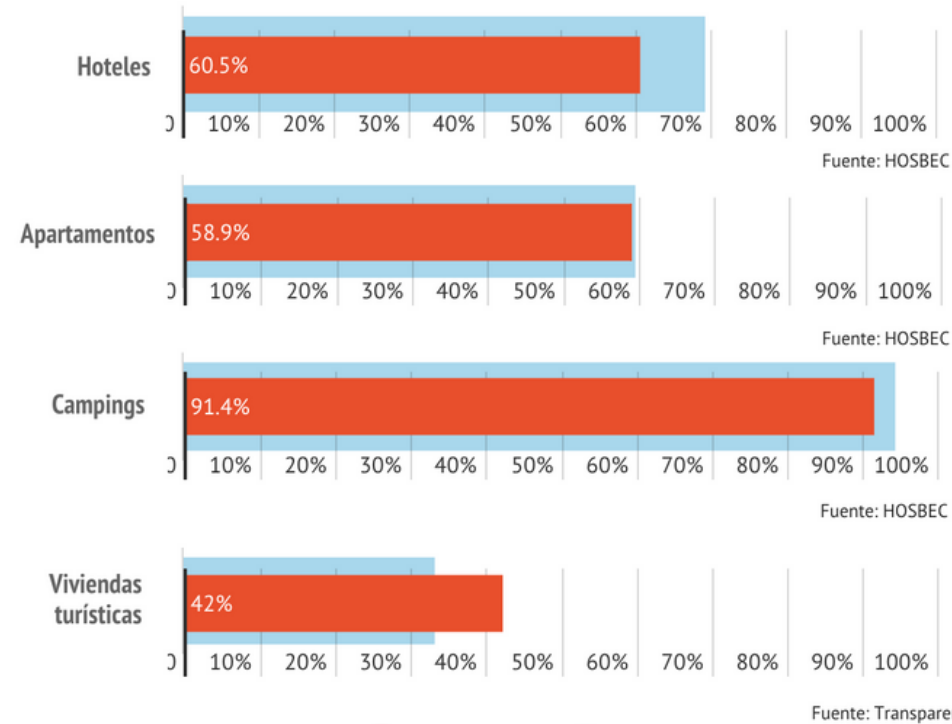
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Evolución ocupación

Periodo diciembre

Comparativa indicadores de ocupación por tipo de alojamientos turísticos



● 2022 ● 2019



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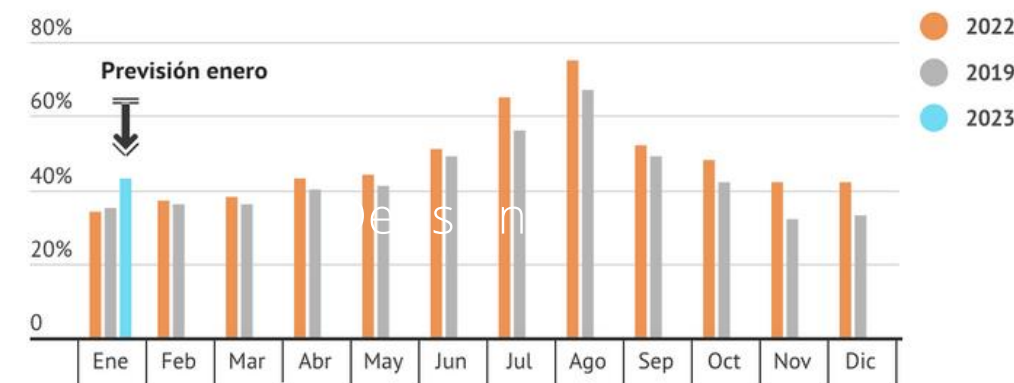
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Indicadores viviendas turísticas

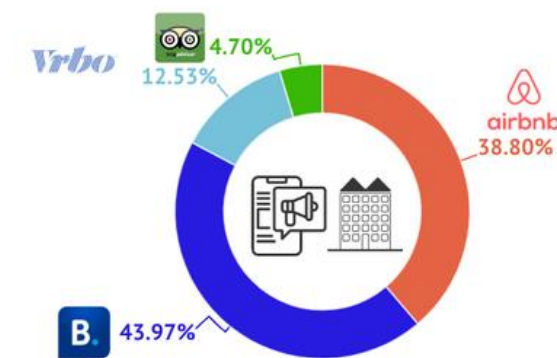
Periodo diciembre



Ocupación mensual viviendas turísticas



Distribución anuncios por plataformas de comercialización



Plataformas	Viviendas anunciadas en varias plataformas
Airbnb y Booking	510
Airbnb y Tripadvisor	47
Airbnb y Vrbo	178
Booking y Tripadvisor	17
Booking y Vrbo	109
Tripadvisor y Vrbo	15

Fuente: Transparent

Análisis Big Data en Destino- Diciembre 2022

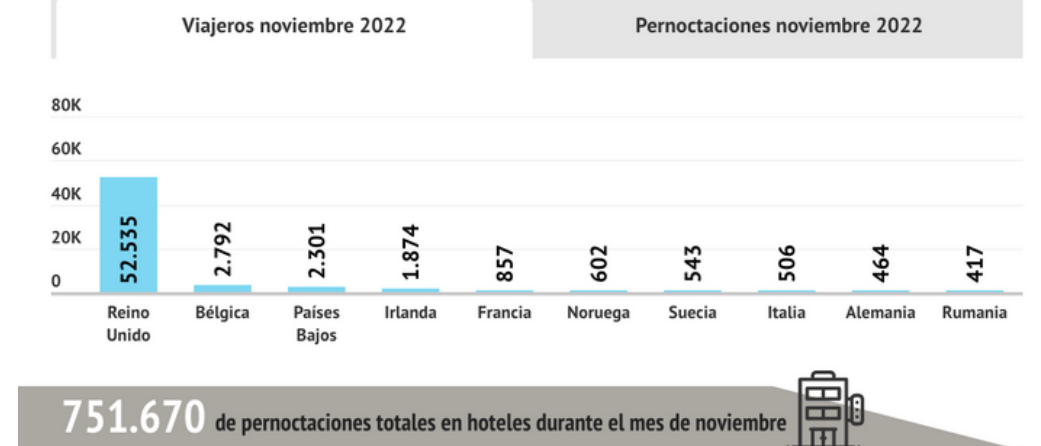
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Viajeros, pernoctaciones y estancia media

Periodo noviembre



Un total de 146.198 viajeros eligieron hospedarse en hoteles en noviembre de 2022



Top estancia media en hoteles por nacionalidad 2022



Mercado nacional 79.116 viajeros 354.603 pernoctaciones 4,5 días de estancia media

Fuente: HOSBEC
Datos: INE

Tendencias mercados emisores- Diciembre 2022

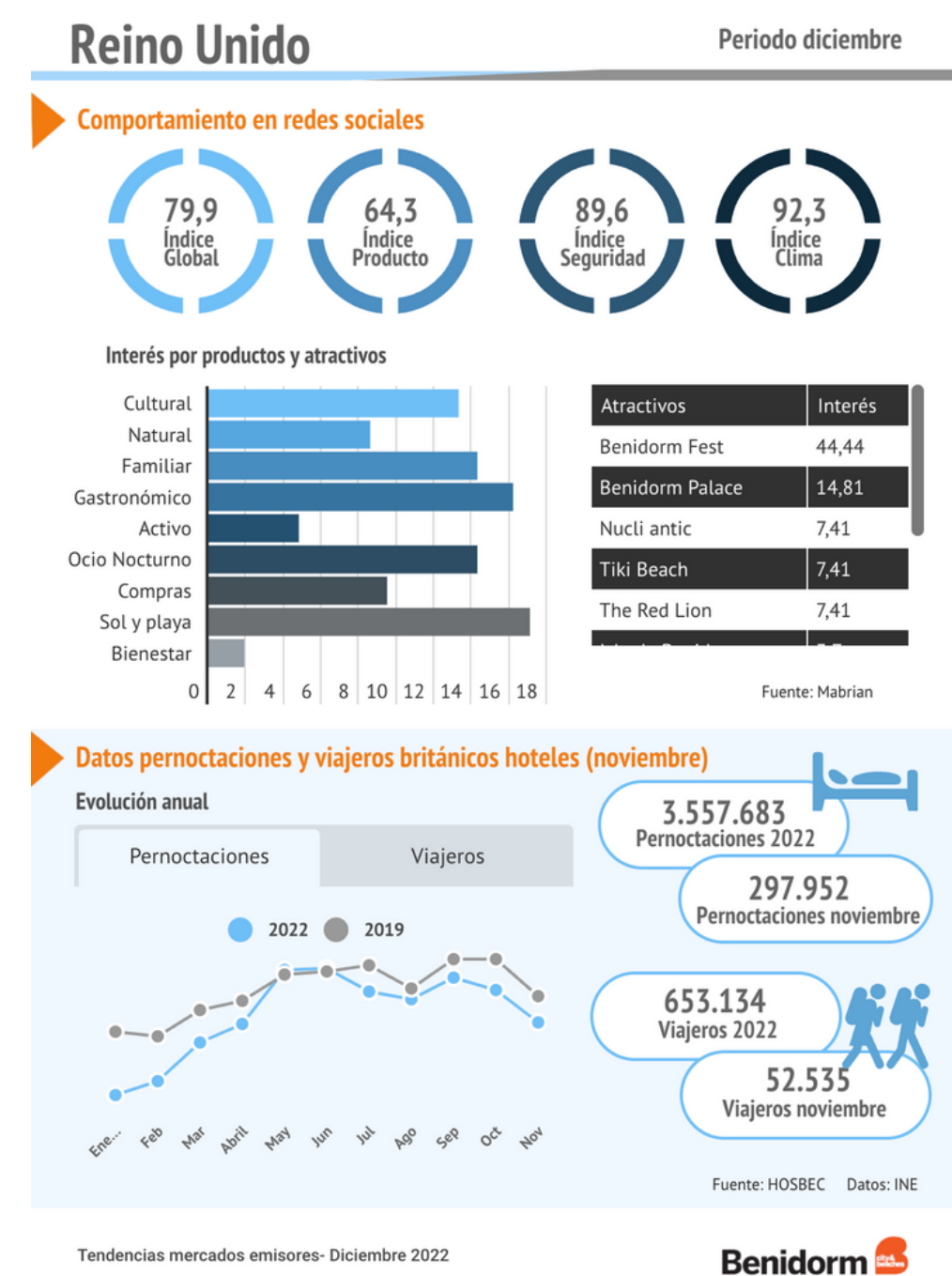
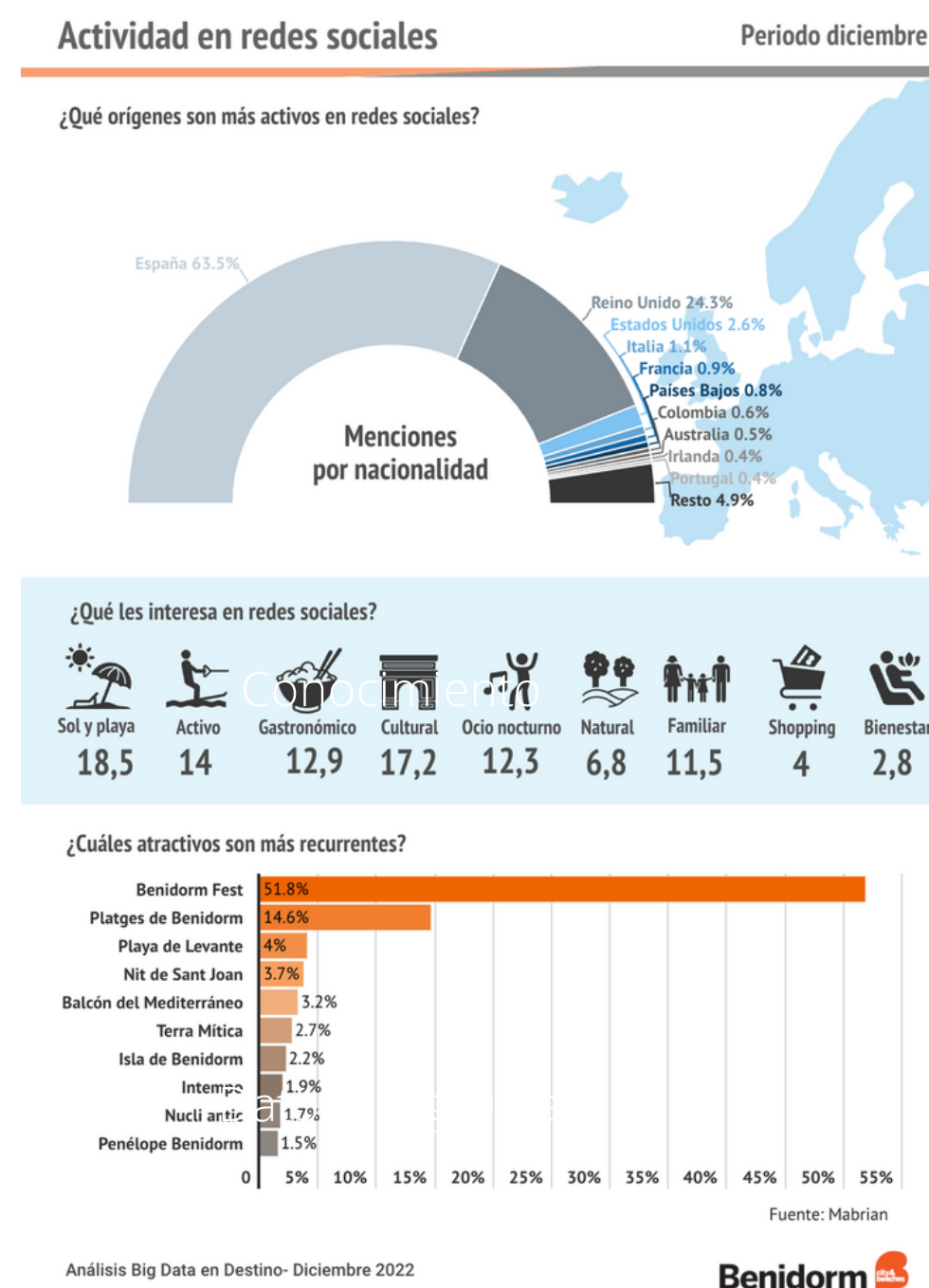
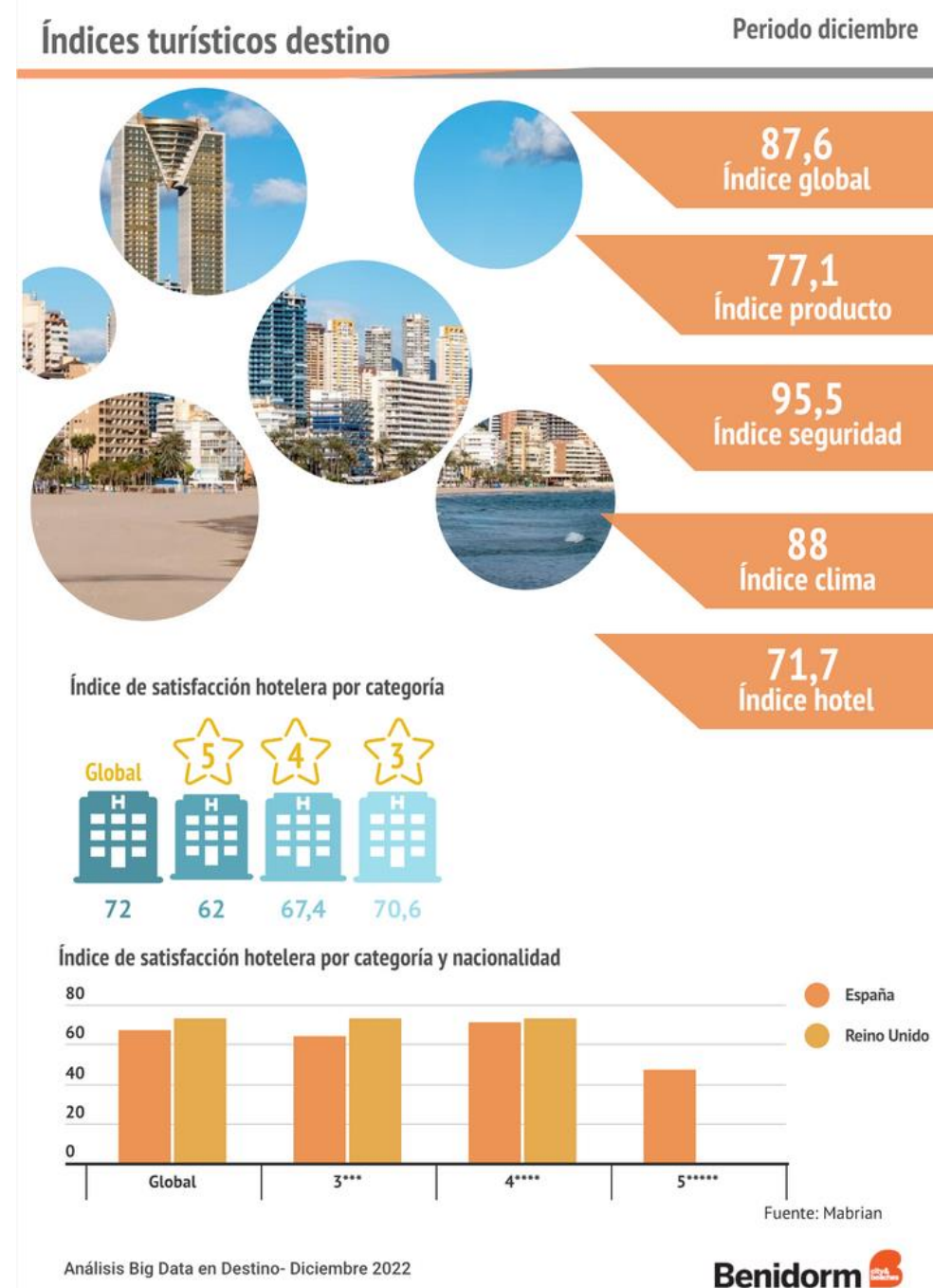
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LESSONS LEARNED AND REPLICABILITY

- The improvement and development of the **information sources collected is encouraged** in order to **adapt** them to the **needs demanded** by the sector.
- **Better informed decisions** in terms of tourism management and promotion, as users, public administrations and economic and social agents in the tourism sector now have a greater volume of easily accessible specific information at their disposal, which reduces search and processing costs.
- Improved **measurement and monitoring capabilities** of the tourism sector.
- Greater knowledge and analysis of the tourism sector beyond the figures. This system simplifies and unifies the way of collecting, organising and analysing tourism sector data, **facilitating the transformation of data into knowledge**.
- Availability of the necessary data and appropriate processing to **improve competitiveness** and facilitate the comparison and study of possible different situations.
- Contribution to the **reorientation of the tourism model towards sustainability** not only as an added value, but also as a requirement for tourism to continue **to be an engine of economic and social development for Benidorm**.
- **Development of new products/experiences** that contribute to diversifying the market or, where appropriate, to adapting and perfecting existing ones.



THE FUTURE?



THANKS!!

Antonio Sánchez

DIGITAL@VISITBENIDORM.ES



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