15th Global Forum on Tourism Statistics

Buenos Aires Tourism Observatory

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Cusco, 28-30 November 2018
Big Data for travel and tourism

- Processing and Analysis
  - Methodology is key
  - Accessible data
  - Easy to understand
  - Reports

- Decision making
  - Orientate policies
  - Identify opportunities
  - Anticipate problems
  - Development of new demand
  - Evaluation of actions/results

- Re-utilization
  - Private sector associations
  - Entrepreneurs/professionals
  - Suppliers and value chain
  - Press and academic sector

- Obtaining data
  - Digital platforms
  - Social networks
  - Administrative and/or electronic records

- Big Data for travel and tourism
Air Connectivity
We estimate the flight occupancy rate to evaluate the performance of international and domestic routes.

**Occupation rate according to country of origin of flights. January - May 2017 and 2018.**

<table>
<thead>
<tr>
<th>Country</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>91.9</td>
<td>88.4</td>
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<tr>
<td>Mexico</td>
<td>85.4</td>
<td>85.4</td>
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<tr>
<td>Canada</td>
<td>76.5</td>
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<tr>
<td>France</td>
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<td>Germany</td>
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<td>94.9</td>
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<tr>
<td>United Kingdom</td>
<td>95.2</td>
<td>94.5</td>
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<tr>
<td>Spain</td>
<td>95.5</td>
<td>93.9</td>
</tr>
<tr>
<td>Italy</td>
<td>92.4</td>
<td>86.8</td>
</tr>
<tr>
<td>Netherlands</td>
<td>95.2</td>
<td>92.4</td>
</tr>
<tr>
<td>Turkey</td>
<td>78.2</td>
<td>74.2</td>
</tr>
<tr>
<td>New Zealand</td>
<td>81.0</td>
<td>80.3</td>
</tr>
<tr>
<td>Netherlands</td>
<td>62.1</td>
<td>67.0</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>72.7</td>
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<tr>
<td>Spain</td>
<td>78.2</td>
<td>72.7</td>
</tr>
<tr>
<td>Italy</td>
<td>86.2</td>
<td>86.2</td>
</tr>
<tr>
<td>Netherlands</td>
<td>62.1</td>
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<tr>
<td>New Zealand</td>
<td>81.0</td>
<td>80.3</td>
</tr>
<tr>
<td>Rest of the world</td>
<td>68.1</td>
<td>41.5</td>
</tr>
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</table>

Source: Buenos Aires Tourism Board in cooperation with National Secretariat of Tourism
During the last 2 months the volume of reservations from the main cities of the world to Buenos Aires grew 15%, showing an acceleration in the last 8 weeks.

**ANNUAL VARIATION OF SEAT RESERVATIONS TO BUENOS AIRES FROM THE MAIN CITIES OF THE WORLD, BY DATE OF BOOKING.**

Source: Buenos Aires Tourism Board based on data from Amadeus
Tourism prospects: new connection to Los Angeles

Air ticket reservations to Buenos Aires from Los Angeles increased 58% in December, month in which a new non-stop connection between the cities starts operating, and 100% in January.

**EVOLUTION OF RESERVATIONS FROM LOS ANGELES TO BUENOS AIRES, BY MONTH OF TRAVEL.**

Thousands of reservations

- **Previous period**
- **Current period**

Start of American Airlines flights (LAX-BUE)

+58%

+100%

Source: Buenos Aires Tourism Board based on Amadeus
Hospitality: Competitiveness, rates and tourist´s opinions
Buenos Aires, Santiago de Chile and Lima hotel rates

Price per night of double room per hotel and average price per city and category. Jan 22 - Feb 4 2018

Source: Buenos Aires Tourism Board based on hotel online platforms
Tourist's evaluation of hotel services

AVERAGE RATING OF TOURISTS IN HOTELS, BY CITY. FEBRUARY 2016 - JANUARY 2018

4 STARS

Value for money
Facilities
Cleanliness
Breakfast
Free Wi-Fi

5 STARS

Value for money
Facilities
Cleanliness
Breakfast
Free Wi-Fi

Buenos Aires (general 8.2)
Lima (general 8.5)
Santiago (general 8.5)

Buenos Aires (general 8.6)
Lima (general 8.7)
Santiago (general 8.7)

Source: Buenos Aires Tourism Board based on hotel online platforms
### Hotel prices on specific periods of high demand

**PRICES (US $) 7 DAYS IN ADVANCE FOR STANDARD DOUBLE ROOMS IN 4 AND 5 STAR HOTELS.**

#### 4 STARS

**MARCH 2018**

<table>
<thead>
<tr>
<th></th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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<tr>
<td>4th</td>
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<td>112.02</td>
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<td>113.49</td>
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<td>112.41</td>
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<td>114.79</td>
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<td>6th</td>
<td>112.10</td>
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<td>114.11</td>
<td>114.49</td>
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<td>7th</td>
<td>107.33</td>
<td>109.11</td>
<td>108.69</td>
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<td>137.33</td>
<td>148.28</td>
<td>140.06</td>
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#### 5 STARS

**MARCH 2018**

<table>
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<th>Monday</th>
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<th>Wednesday</th>
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<th>Saturday</th>
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<td>4th</td>
<td>241.59</td>
<td>247.58</td>
<td>251.99</td>
<td>219.19</td>
<td>253.90</td>
<td>269.46</td>
<td>278.38</td>
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<tr>
<td>5th</td>
<td>267.96</td>
<td>296.08</td>
<td>301.04</td>
<td>302.25</td>
<td>300.42</td>
<td>272.57</td>
<td>266.66</td>
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<tr>
<td>6th</td>
<td>277.98</td>
<td>240.48</td>
<td>237.63</td>
<td>256.33</td>
<td>252.14</td>
<td>242.53</td>
<td>239.61</td>
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<td>7th</td>
<td>231.24</td>
<td>232.63</td>
<td>232.44</td>
<td>233.87</td>
<td>248.77</td>
<td>249.95</td>
<td>245.23</td>
</tr>
</tbody>
</table>

Source: Buenos Aires Tourism Board based on hotel online platforms

### MARCH 2018

#### Holidays

- **24th. National Day of Memory for Truth and Justice.**
- **29th y 30th.** Thursday and Holy Friday.

#### Events

- **16th to 18th.** Lollapalooza.
- **17th to 18th.** 2nd Meeting of deputies of Finance and Central Banks
- **19th to 20th.** 1st Meeting of Finance Ministers and Presidents of Central Banks
Rating and comments by neighborhood

Palermo is the most commented neighborhood (38% of total comments). The staff and the service are the most negative points. The couples (41%) commented the most and they did it about Argentine and healthy food in similar proportions.

Retiro is the best qualified neighborhood and is characterized by the comments of business travelers, who talk about food (healthy and Argentine) and location.

In Puerto Madero the comments are mostly from families and they talk about Argentine food and grill.

San Telmo is the 3rd neighborhood with the most comments. 33% were from travelers in a group of friends who rated European food in a high proportion.

Source: Buenos Aires Tourism Board based on gastronomy online platforms
Tourist mobility
How do travelers move around the different neighborhoods of the City?

**Busiest times for Brazilian tourists, according to tourist area. Second semester 2017.**

- **Plaza Serrano**
  - 20pm to 01am and Saturdays from 14pm to 17pm

- **Peatonal Florida/Colón**
  - 17pm to 21pm

- **Plaza de Mayo**
  - 11am to 14pm

- **Puerto Madero**
  - 13pm to 16pm and 20pm to 24pm

- **Caminito**
  - 11am to 14pm, with peak at 12am

Source: Buenos Aires Tourism Board based on Telefonica Argentina
Sundays are the busiest days for tourists in San Telmo, likely due to the San Telmo fair, the main attraction in the area.

Source: Buenos Aires Tourism Board based on Telefonica Argentina
Gay Pride in Buenos Aires 2017

At the event’s peak time (19 pm), we estimate that 25 thousand people participated in the parade (of a total of 103 thousand that were in the area). Of the people present in the area, 54% were residents of the City, 39% residents of Gran Buenos Aires and 7% tourists (national and international).

MAP OF THE AREA WHERE THE EVENT WAS CELEBRATED.


Source: Buenos Aires Tourism Board based on Telefonica Argentina
Thank you!

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