NEW DATA STREAMS FOR SMARTER TOURISM

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90% of people have their phone within 1m reach 24 hours a day.
BBVA TOURISM
UNDERSTANDING CREDIT CARD TRANSACTION DATA
Tourists from Mexico
VISITOR SEGMENTATION

Which areas of the city have more visitors?
Where do the visitors to the city come from?
What are the socio-demographic attributes of those visiting the city?
Which are the areas of the city with more local or foreign visitors? And youngsters?
When does our city receive more visitors of a specific profile?
Location data allows cities and governments to answer a range of operation-critical questions:

**SMART CITIES & IOT**
How should we optimize our waste disposal operation considering visitor affluency?

**CITIZEN SERVICES**
How should I plan transport routes considering commuters?

**PUBLIC SAFETY**
Where should we locate stations and how should we target policing across the city?

**MOBILITY PLANNING**
How many people were affected by the L train closure?

THANK YOU!!

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VF ANALYTICS BRINGS ANSWERS TO TOURISM

Citizens expect to see innovation from governments in the same way they do from other digital services (e.g. parking apps, healthcare reservation). They need intuitive UX and keep citizens happy.

How do tourist move around the city? When do they come? Which bus stops make sense considering commuters mobility?

Who is attending the event and when? From where in the city have they commuted to the venue? Which socio-demographic profile do they have?
Baseline model
R-squared: 0.38
With Mastercard MRLI
R-squared: 0.45
With Mastercard MRLI and Foot traffic
R-squared: 0.63
MAKE BETTER INFRASTRUCTURE DECISIONS

SMARTER URBAN PLANNING
Drive future decisions around roads, bridges, pedestrianized areas and transport routes using new data sources.

ANALYZE HISTORICAL DATA
Look at traffic patterns during large city events and public holidays to compare year on year.

MINIMIZE CITY DISRUPTIONS
Use crowdsourced data from the past to reduce future disruptions to citizens in your city.
REDUCE TRAFFIC CONGESTION

GET INCIDENT INFORMATION FASTER
Gain insights from millions of Waze users reporting through the Waze app.

DIVERSIFY REPORTING METHODS
Use innovative mobile data streams, gaining new insights not provided by traditional reporting methods.

REAL-TIME TRAFFIC PULSE
Bring together multiple real-time data streams to measure the city's traffic pulse.
MULTI-BILLION DOLLAR INDUSTRIES ARE BEING BUILT ON LOCATION DATA

FROM SMART DEVICES TO IOT SENSORS, EVERY DAY MORE THAN TWO QUINTILLION BYTES OF LOCATION DATA POWER OUR PERSONAL LIVES AND BUSINESSES

80%
Of all data collected has a location element on it

10%
Is actually used to Power Business Decisions
LOCATION FIRST
COMPANIES ARE DOMINATING THE COMPETITIVE MARKET
THEY ARE DISRUPTING AND CHANGING THE WAY WE DO BUSINESS
DATA MONETIZATION AND LOCATION ARE NOT JUST FOR THE EARLIEST ADOPTERS

“Location is one of the most critical pieces for adding context to transactional, social, user and sensor data.”

GARTNER 2017
THE CARTO PLATFORM

POWER YOUR APPS WITH LOCATION INTELLIGENCE

The one-stop shop for developers to power location applications in their organization.

- Easy-to-use, open source APIs & SDKs
- Location Data Services
- Built for developers and designers
- Native and custom analysis libraries
The typical visitor profile for Vodafone 3726 is a 35 - 44 years old woman whereas for Vodafone 3714 is a 35 - 44 years old woman.

Visitors usually goes to Vodafone 3726 from their home on weekdays in the evening.

Visitors usually goes to Vodafone 3714 from their home on weekdays in the evening.
The typical visitor profile for Vodafone 3771 is a 35-44 years old woman whereas for Vodafone 3784 it is a 24 years old woman.

Visitors usually go to Vodafone 3771 from their workplace on weekdays in the evening.

Visitors usually go to Vodafone 3784 from their workplace on weekdays in the evening.

Distance between stores: 6.14 km

Gender distribution:
- Male: 525
- Female: 475

Filters:
- Place of origin
- Workplace
  - All hours
    - Morning, Midday, Afternoon, Evening
  - All days
    - Weekday, Weekend
HOW DOES TELCO DATA STACK UP AGAINST OTHER DATA SOURCES?

**TRANSACTION DATA**
- No insight on crowd movement
- Less demographic insight

**GPS**
- High granularity
- Limited sample size
- Good for mobility

**APPS / OTTs**
- Limited market share
- Depends on location services being turned on

**PANELS / SURVEY**
- Declared not observed behaviour
- Limited sample size
- Expensive
- Slow to gather data
 Traffico
Real mobility for cities

Usuario
Escriba su nombre de usuario

Contraseña
¿Lo olvidaste?
Escriba su nombre de contraseña

Login
Nivel de impacto en los distritos:
- Bajo
- Medio
- Alto

Atascos

Moncloa - Aravaca
- Atasco Nivel 3
- Atasco Nivel 4 o superior

Previsiones
- Avenida de Leganés, 2 (rotación cobra A2):
  Trabajos de reparación de calzada en la Avenida de Leganés
  Enero 12° 2018, 10:00 a
  Enero 14° 2018, 02:00
Traffic

Historic

7/10

Lost days in traffic

During the peak hour
95 hours per person

Worst day of the period

Only one day

Monday, January 5th

Average time of driving
56 min

Worst day of the week

Day

Friday afternoon

Street most saturated

Via

M-30
THANK YOU!

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