

Evaluation of Peru as a destination using Twitter information



Objective & Methodology

Objective



To analyze the comments, reviews, and likes about the attractions commented on Twitter.

Technique



Text Mining, Social Media Analysis, Sentiment Analysis and Opinion Mining.

Universe



Tweets of Spanish-speaking people, about the different attractions in Peru, published between January and December 2016 on Twitter.

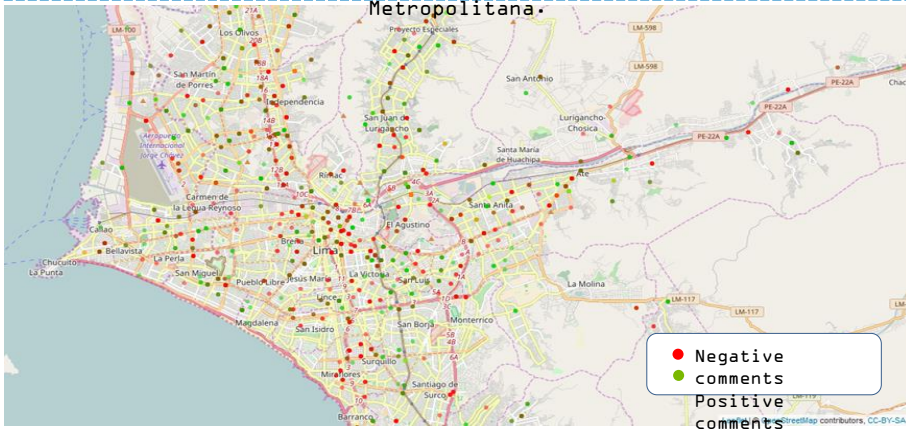
Data Collection



Between January and December 2016.

Tweets Georeferencing

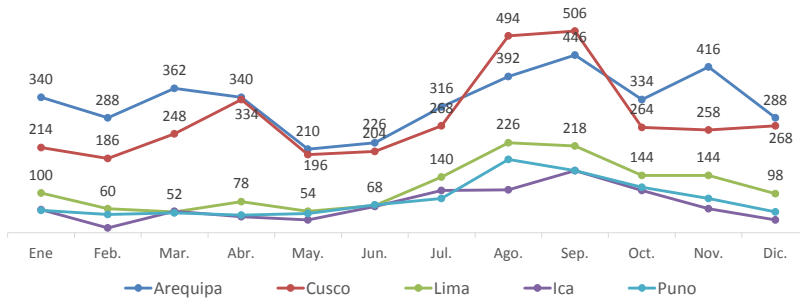
Of every 10 thousand tweets, 80 are geo-referenced.
The highest concentration of Peruvian tweets occur in Lima Metropolitana.



Source: PROMPERÚ
Elaboration: PROMPERÚ

Tweets about the attractions per month

Timeline -Tweets per Month



August and September are the months in which a greater number of tweets is registered.

Source: PROMPERÚ
Elaboration: PROMPERÚ

The "feeling" about Cusco attractions

Cusco evaluation

Negative:
7%

Cusco
Neutral:
3%

Positive:
90%



Source: PROMPERÚ
Elaboration: PROMPERÚ

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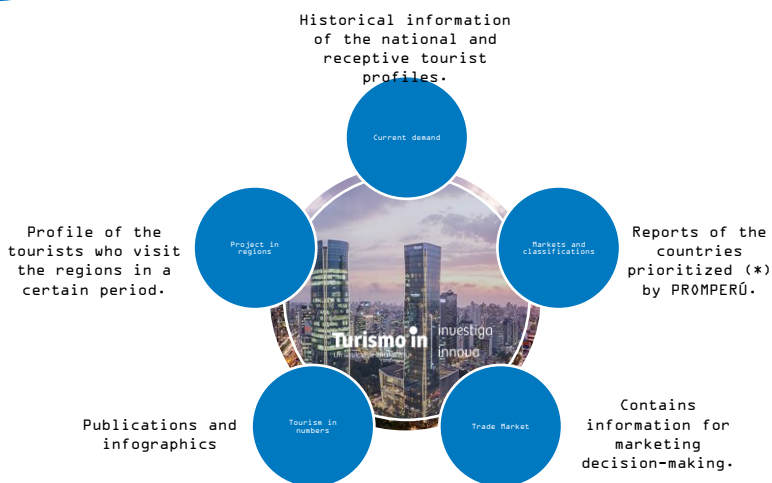
Perú

Seeks to train and provide **relevant and specialized information** about the **local and global tourism demand**.

It aims to strengthen the competitiveness of the tourism sector through a comprehensive system of **information tools for business**



Turismo In



(*) Due to the emission of tourists to our country.