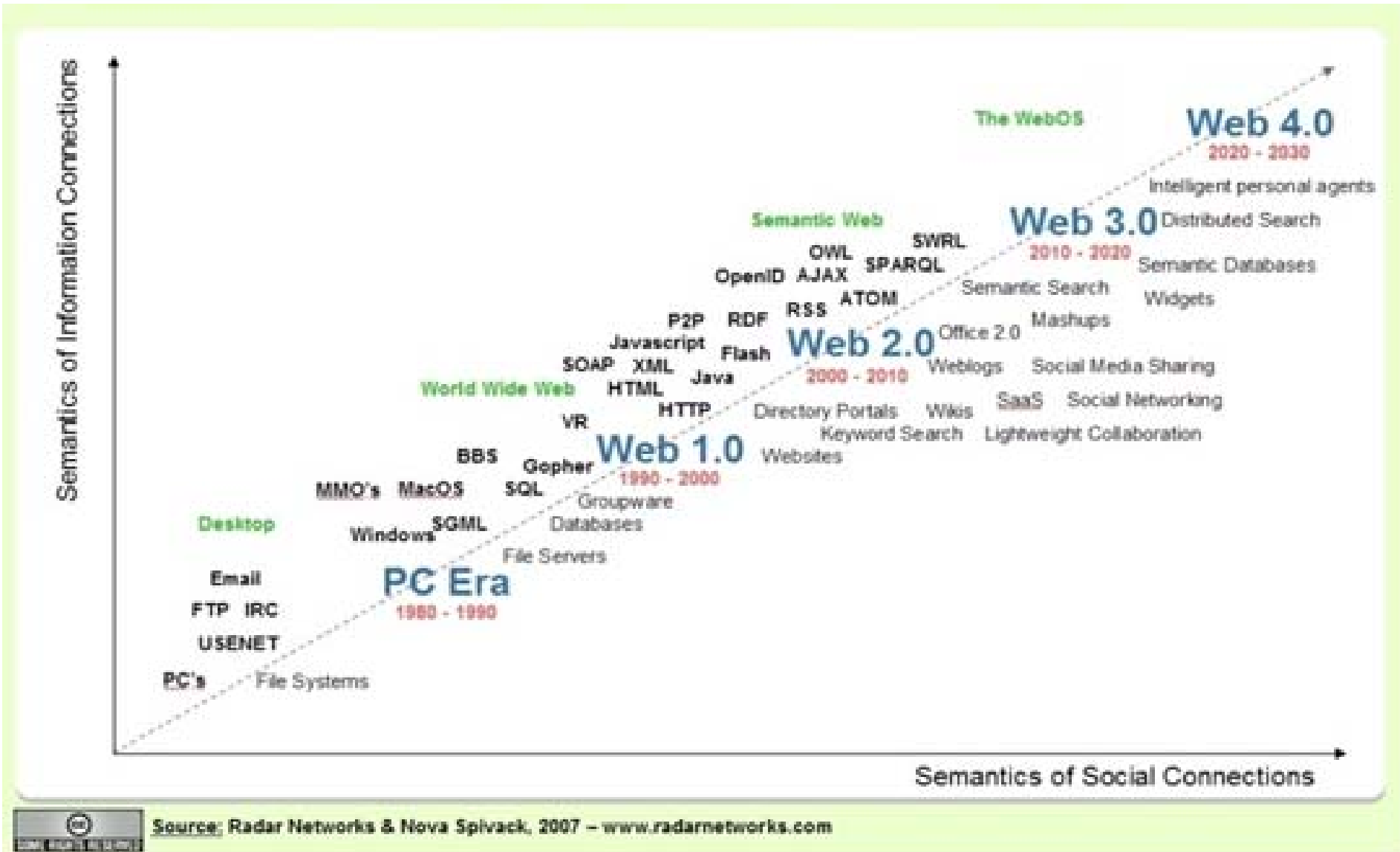




“The impact of the Digital Economy on Travel Intermediation and Tourist Promotion”



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Source: Radar Networks & Nova Spivack, 2007 – www.radarnetworks.com

9 Elements of Digital Citizenship

<p>Digital Access</p>  <p>full electronic participation in society</p>	<p>Digital Commerce</p>  <p>electronic buying and selling of goods</p>	<p>Digital Communication</p>  <p>electronic exchange of information</p>	<p>Digital Literacy</p>  <p>teaching and learning about technology and its use</p>	<p>Digital Etiquette</p>  <p>electronic standards of conduct or procedure</p>
<p>Digital Law</p>  <p>electronic responsibility for actions and deeds</p>	<p>Digital Rights & Responsibilities</p>  <p>those freedoms extended to everyone in a digital world</p>	<p>Digital Health & Wellness</p>  <p>physical & psychological well-being in a digital world</p>	<p>Digital Security</p>  <p>electronic precautions to guarantee safety</p>	 <p>#bitesizePD</p>



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Digital Traveller

- Hyper Connected, well informed, multichanel and very demanding.
- Before, during and after
- Go mobile! Smartphones offer a better experience (mobility, information, inspiration, book, buy)





Customization Authenticity Conectivity

The Internet in Real-Time

How Quickly Data is Generated

Me gusta 72.037 Compartir 72.037 Tweet 32.8K G+ 10k Share 7K Share 44.9K

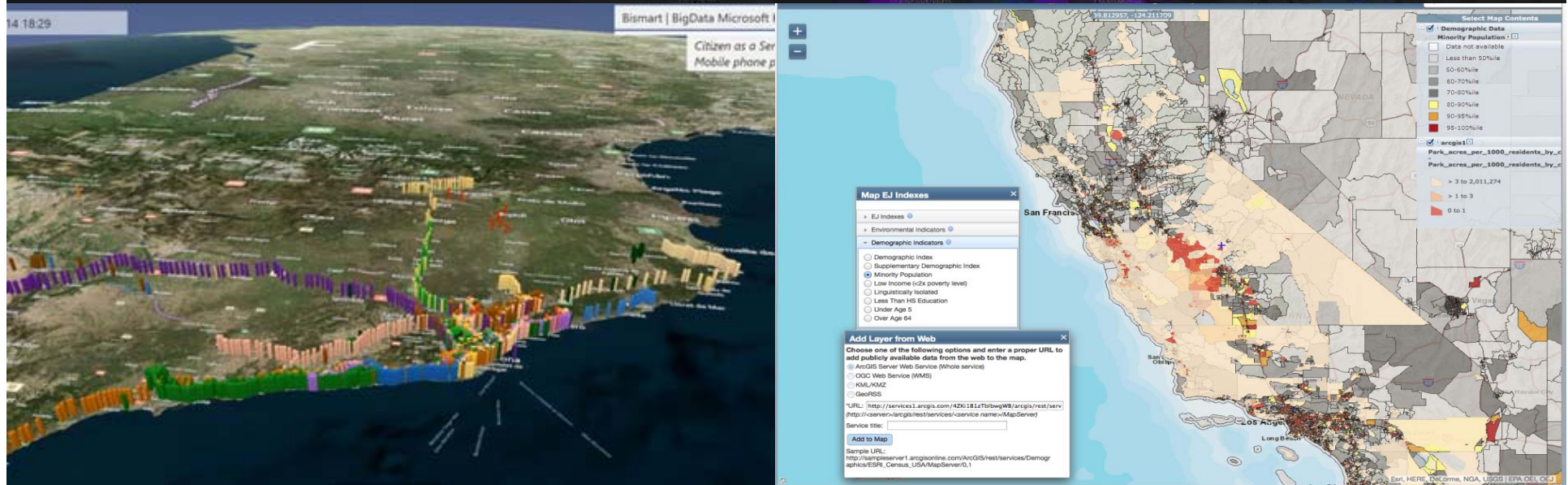
[Click here to watch as these internet giants accumulate wealth in real-time.](#)



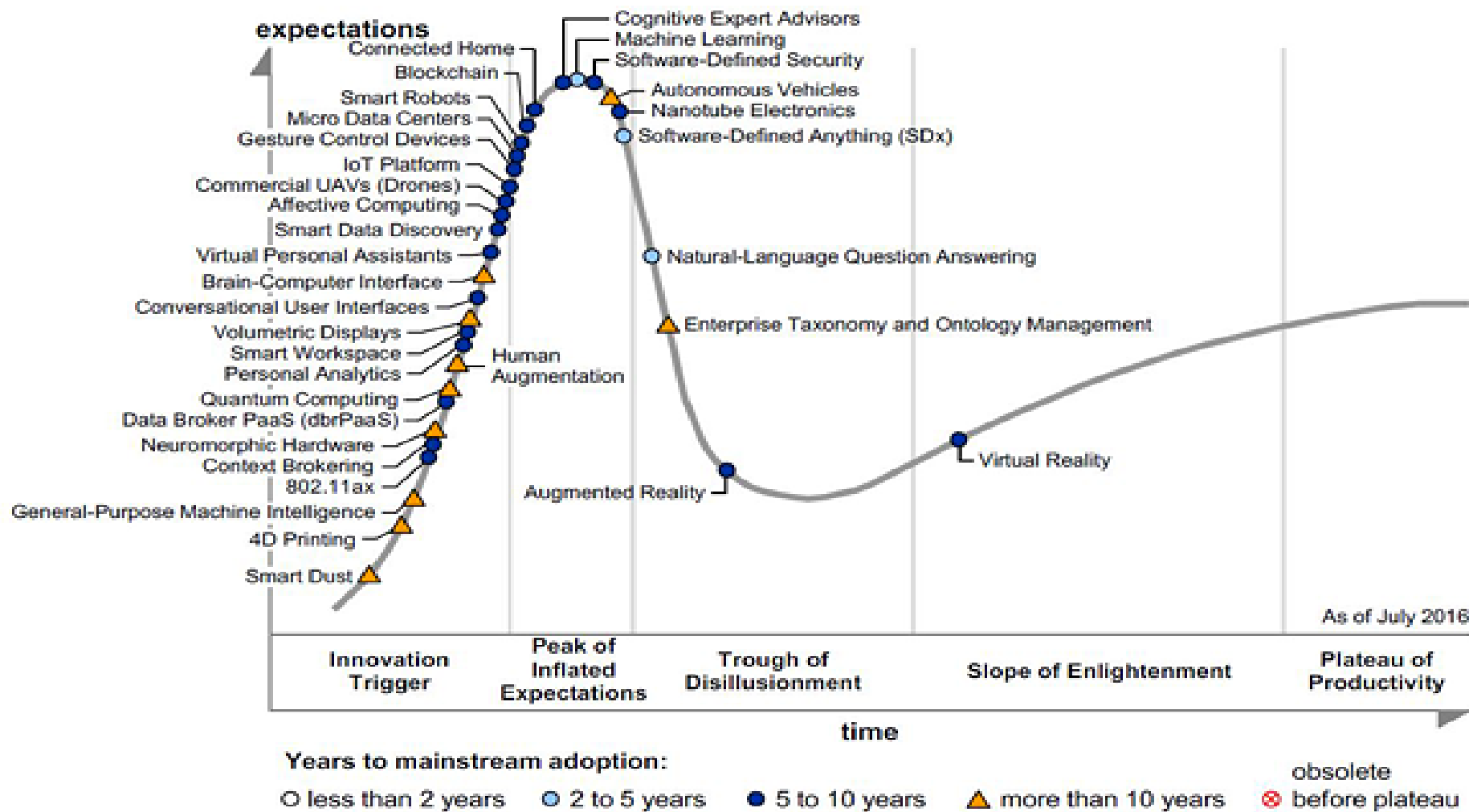
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MAPPING TOURISM

A visualization of the spatial distribution of tourism in Hamburg showing all hotels, hostels & airbnb-apartments and the most 'touristy' areas.



Knowledge



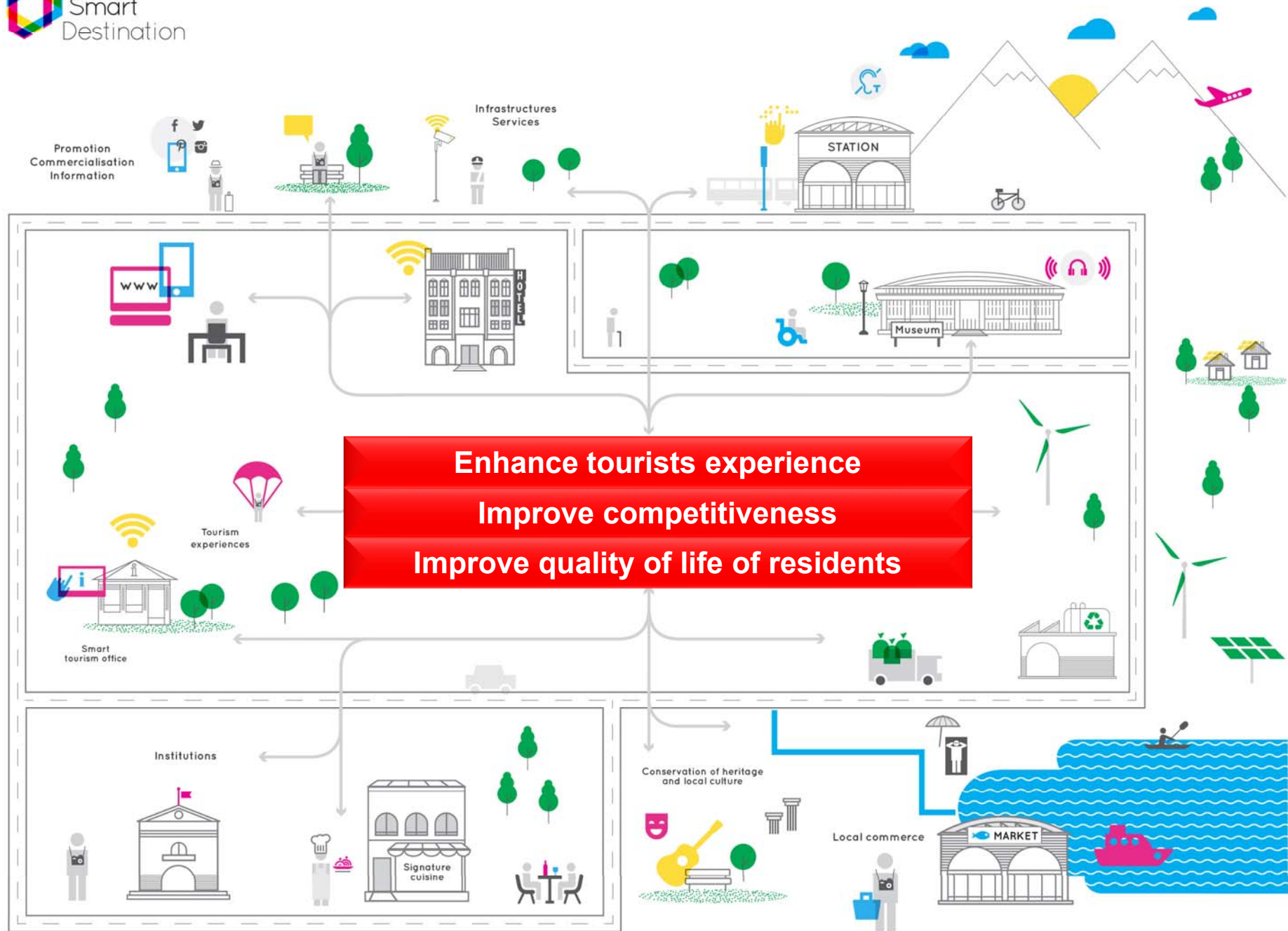
Source: Gartner (July 2016)

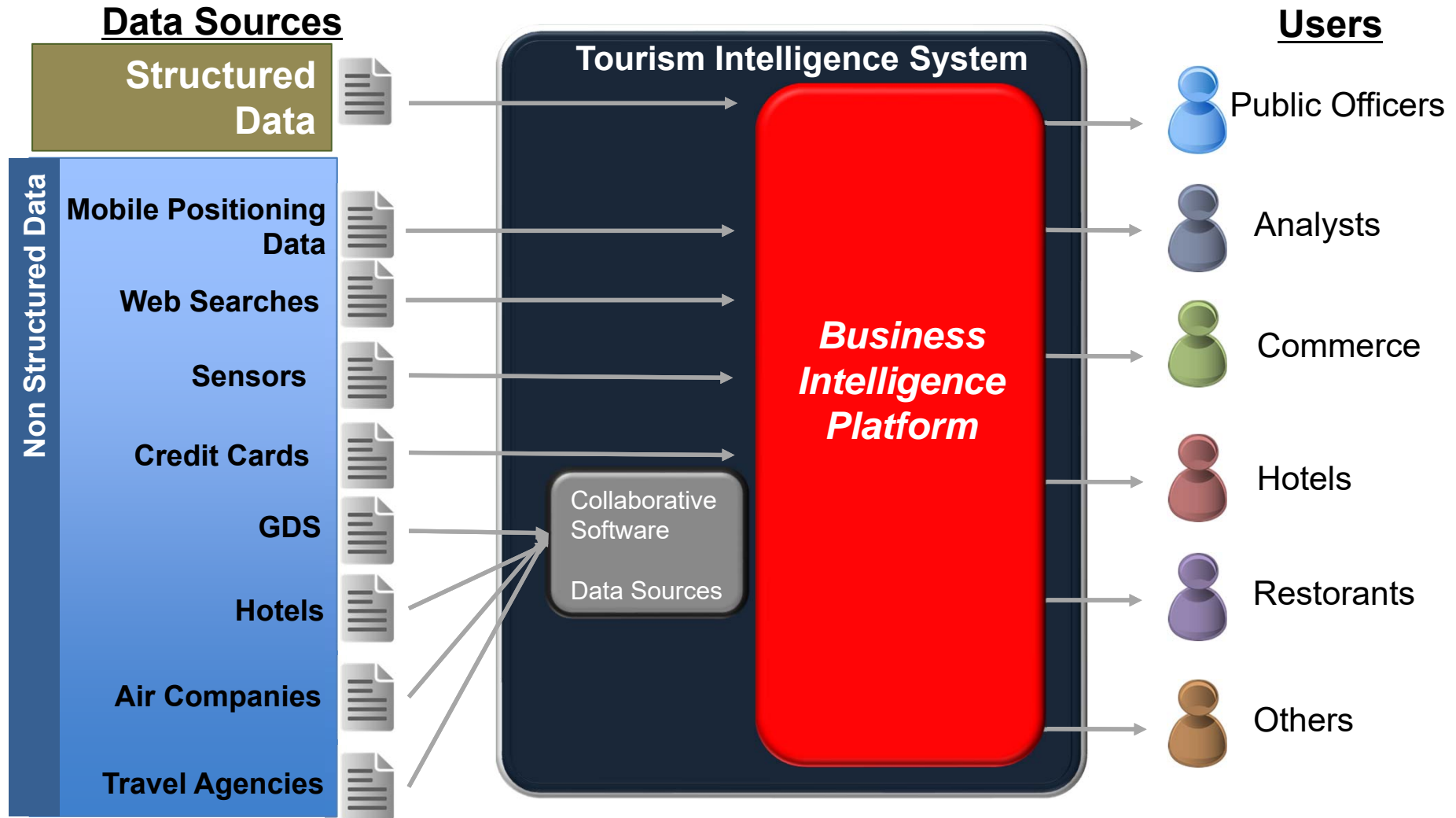


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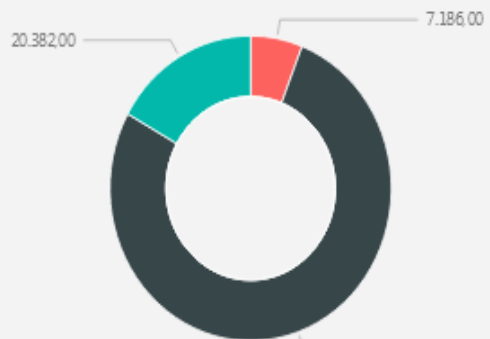


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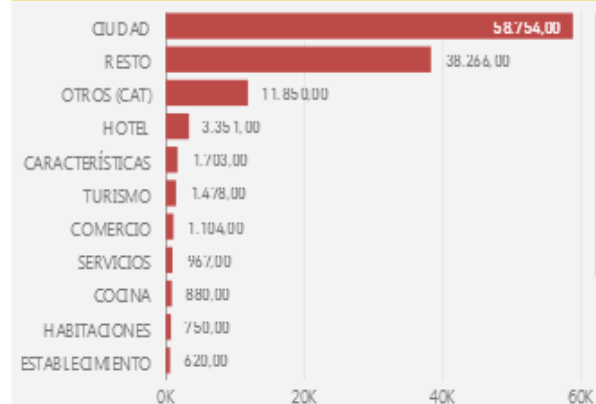
Online Reputation – Destination & Categories

Fuente

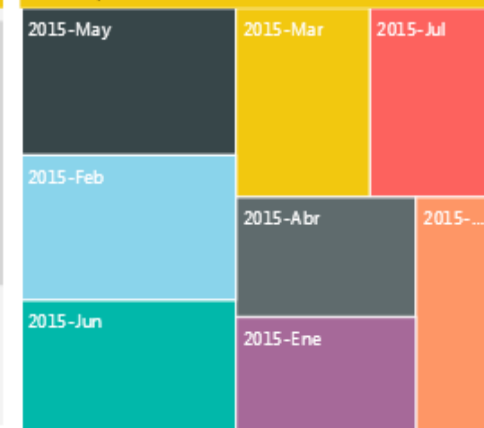
Distribución del Sentimiento del Destino



Notoriedad de las Categorías



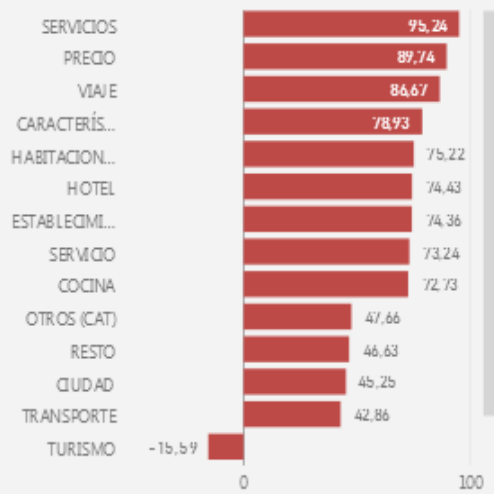
Actividad por Meses



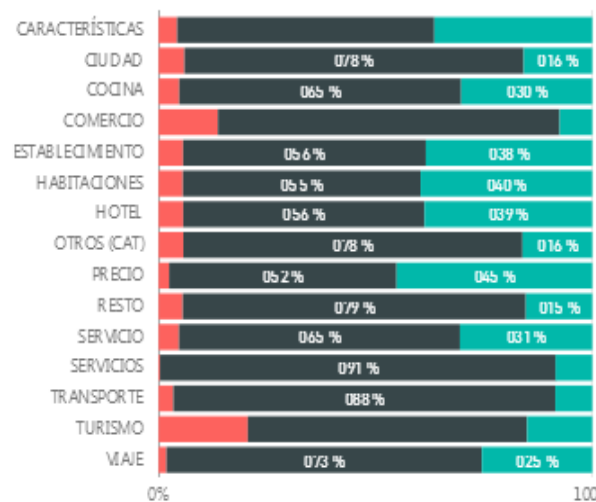
Sentimiento

47,87%

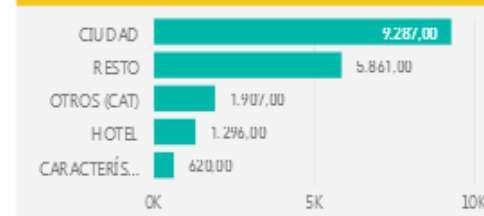
Sentimiento de las Categorías



Distribución de Sentimiento de las Categorías



Ranking Menciones Positivas



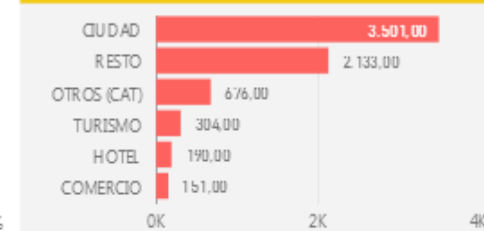
Evolución del Sentimiento



Menciones

121K

Ranking Menciones Negativas



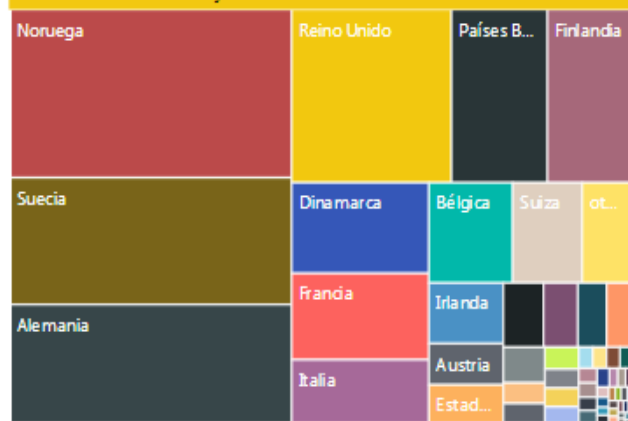


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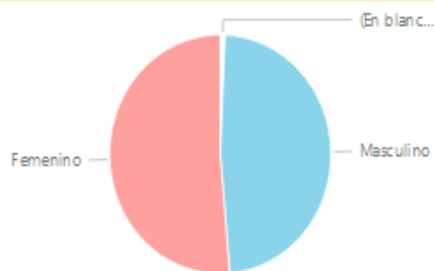
Economic Impact – General Scenario

Gasto Realizado (€)	Número de Personas	Número de Transacciones	Gasto Medio por Persona (€)	Importe Medio por Transacción (€)
527M	5M	12M	103,00	44,00

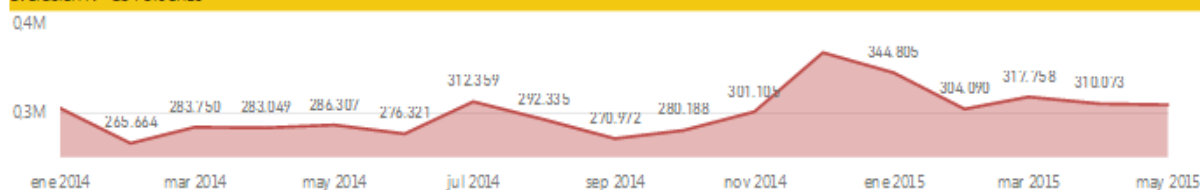
Distribución Turismo Extranjero



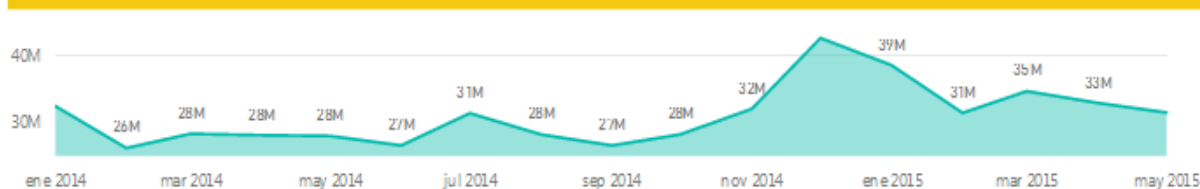
Nº Personas Nacionales por Género



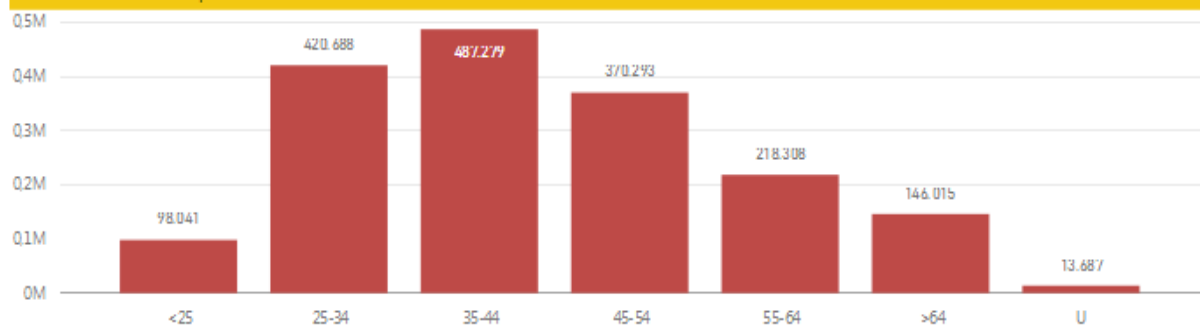
Evolución Nº de Personas



Evolución Gasto



Nº Personas Nacionales por Tramo de Edad





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Economic Impact – Domestic Tourism

Indicadores Básicos

20742	3.174.759,04	59,26	153,06	53571
Nº Personas Nacionales	Gasto Realizado Turistas Nacionales	Gasto Medio por Transacción (Nacional)	Gasto Medio por Persona (Nacional)	Nº Transacciones Realizadas Turistas Nacion...

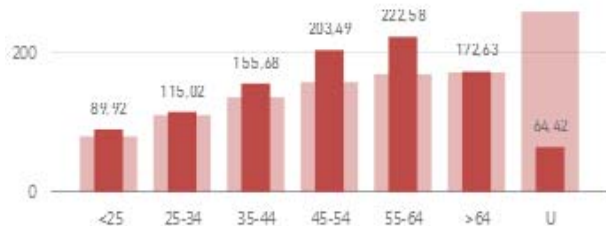
Gasto Medio por Género



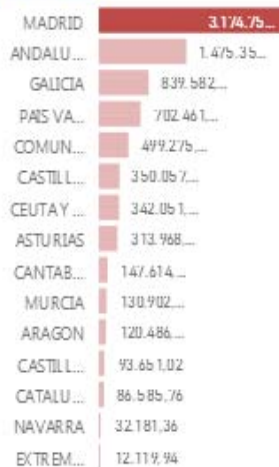
Gasto por Tramo de Edad



Gasto Medio por Tramo de Edad



Gasto por CCAA



Turistas por Provincia



Evolución Turistas y Gasto





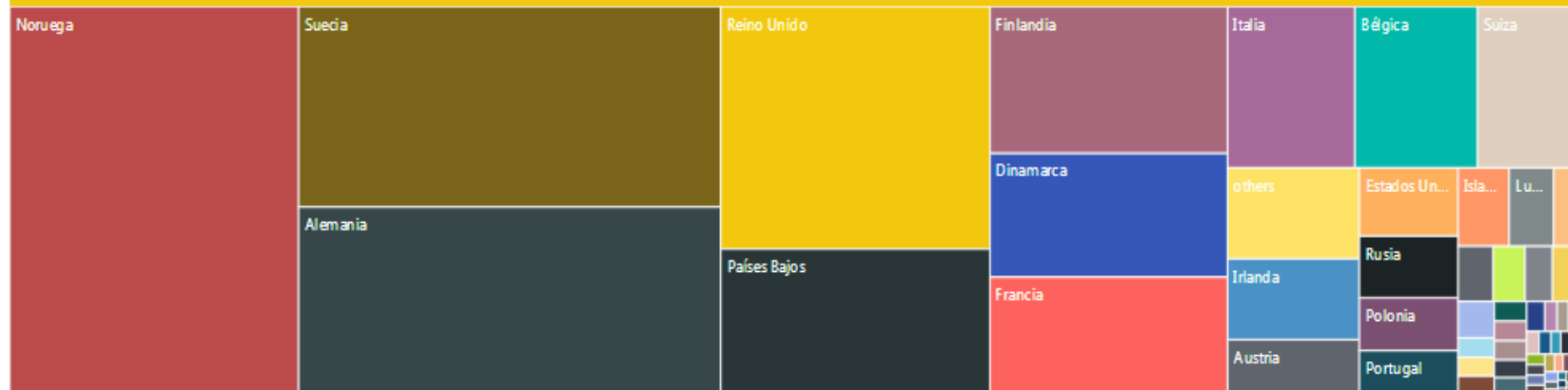
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Economic Impact – International Tourism

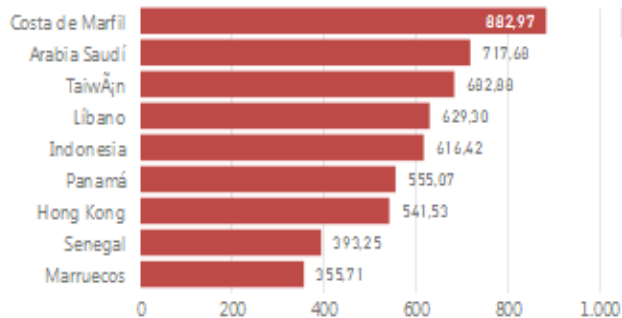
Indicadores Básicos

161,20	100,54	86.684.942,09	537733	86.2235
Gasto Medio por Persona (Extranjeros)	Gasto Medio por Transacción (Extranjeros)	Gasto Realizado (Extranjeros)	Nº Personas (Extranjeros)	Nº Transacciones Realizadas (Extranjeros)

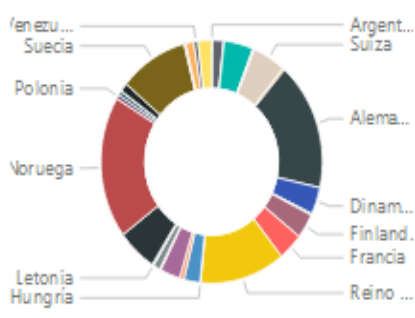
Turistas por País



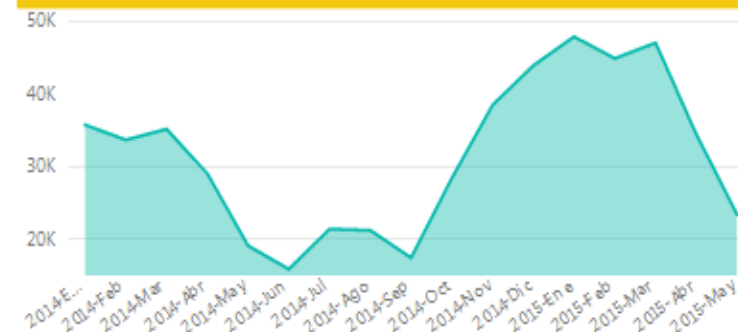
Gasto Medio por Persona y País



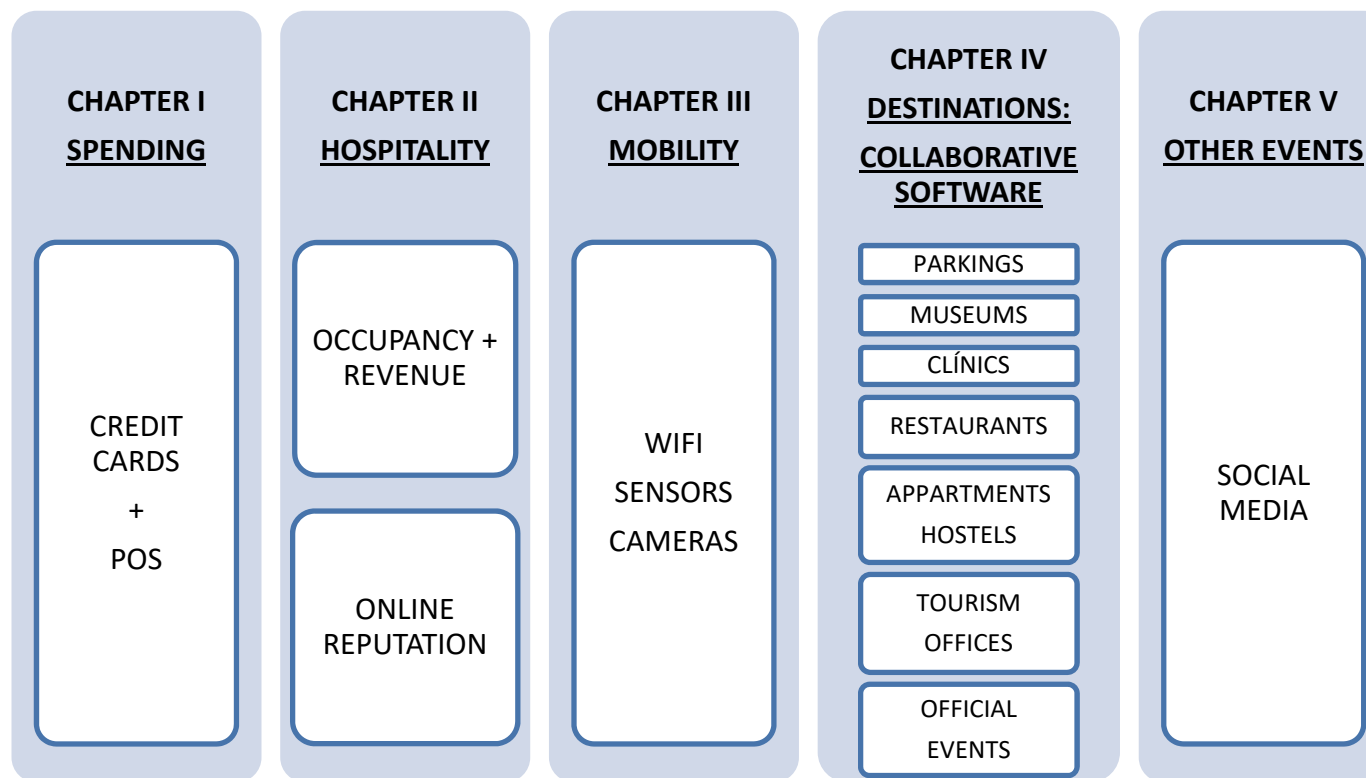
Gasto Realizado por País



Distribución Mensual del Nº de Turistas



1. DATA MODELS



2. REAL TIME DATA: Collaborative Software

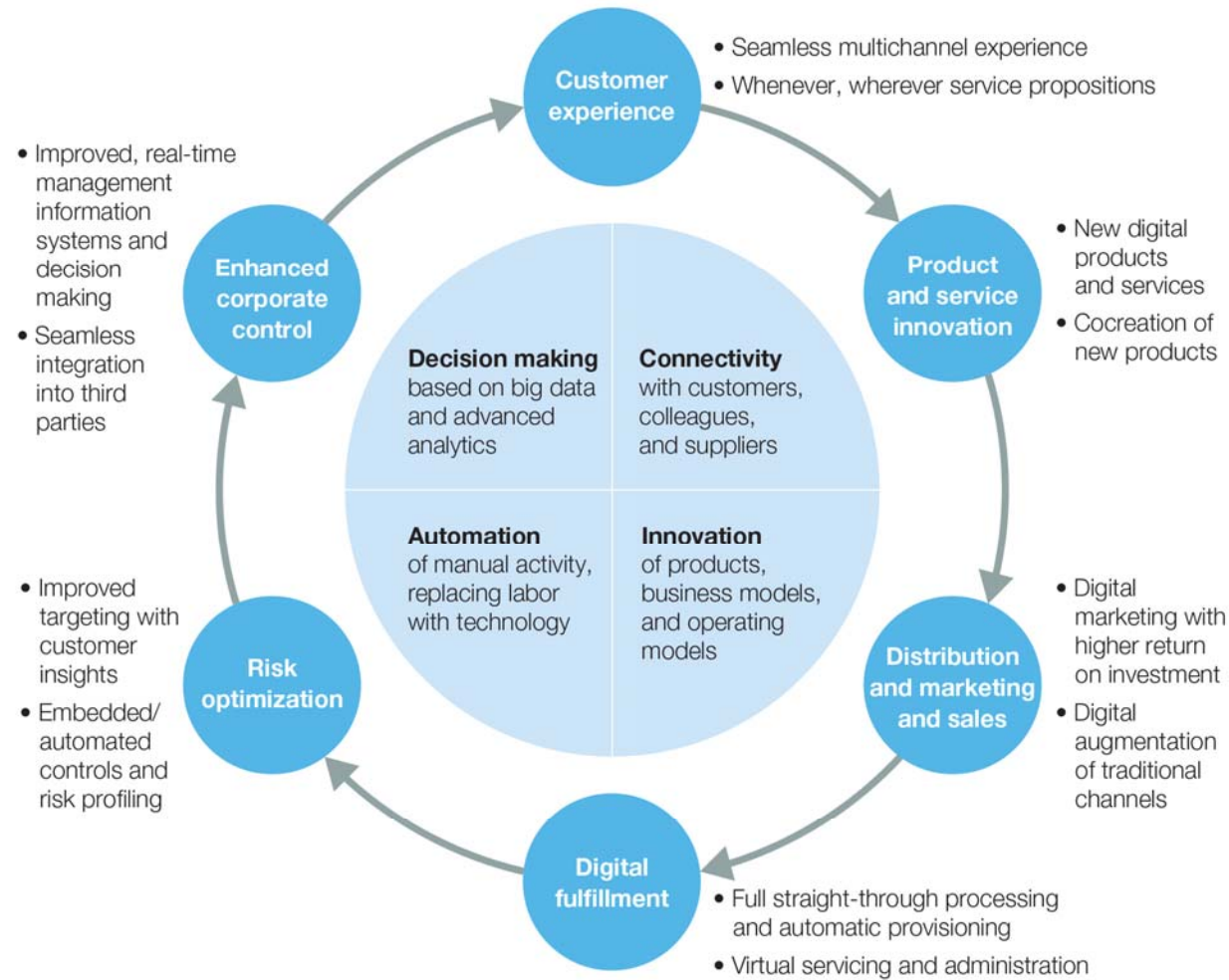


3. TRAINING PROGRAMS





1. Valid, reliable, representative and useful information (country, region, province or municipality).
2. Reasonable cost of implementation and maintenance
3. Solid base to take decisions to be more efficient and competitive (public and private sector)



Source: Expert interviews; McKinsey analysis



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The Digital Five Forces



1. Mobility
lets companies
know a lot
about their
customers in
real time



2. Big Data
helps make
sense of both
structured and
unstructured
streams of
information



3. Social Media
provides
insights into
individual
preferences
without the
observer effect



4. Cloud
puts formidable
computing
resources in the
hands of small
companies with
limited budget



**5. AI and
Robotics**
foster
automation
with deep
learning
systems



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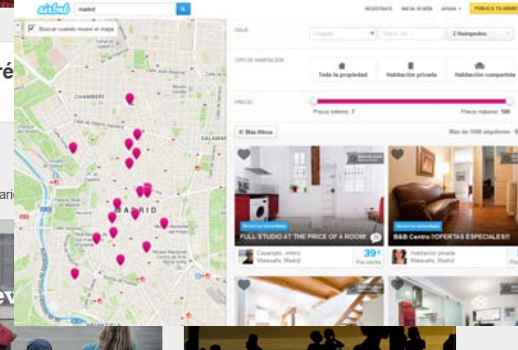
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Foto:

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Hoy - 09:00 Madrid → Sevilla 25 € por plaza 2 plazas disponibles Andrés S 25 años Avanzado 4,8/5 - 5 opiniones 395 amigos	Hoy - 09:00 Aranjuez → Madrid → Sevilla 25 € por plaza 3 plazas disponibles En Madrid, España: concreta el punto de salida con el conductor Sevilla, España Isabel A 25 años Avanzado 5/5 - 5 opiniones

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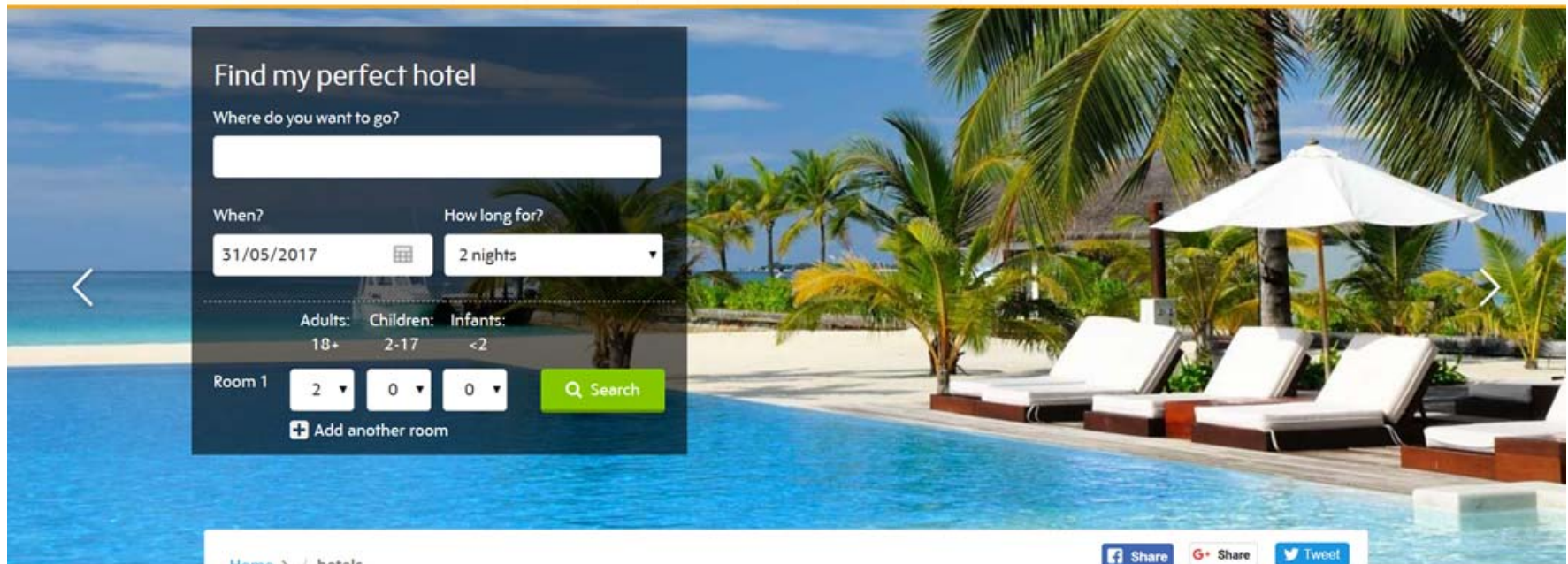
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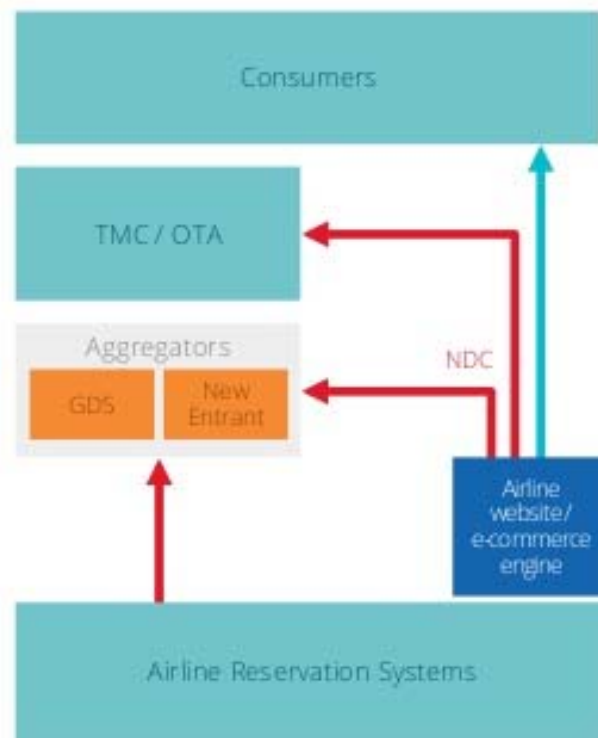


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Blockchain Use Cases: Comprehensive Analysis & Startups Involved

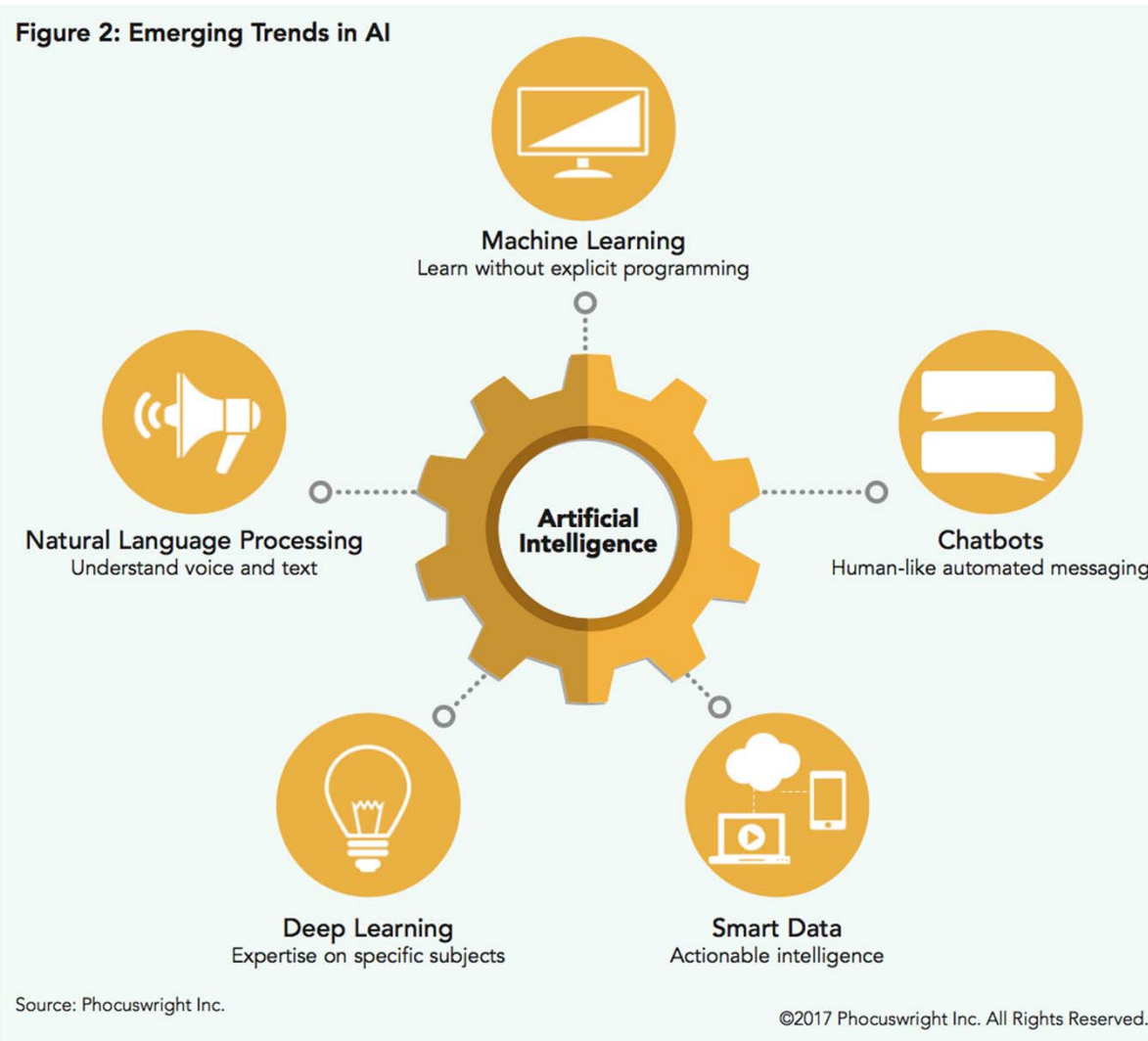
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Figure 2: Emerging Trends in AI





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Turismo Cognitivo

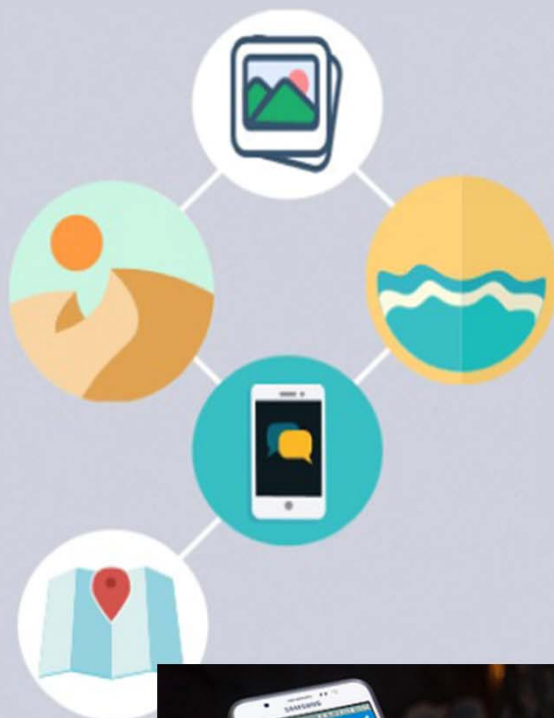
tecnología al servicio del turista

¿Qué ofrece al viajero?

- Vive una experiencia más sofisticada
- Tener un guía personal en su idioma o habla
- Adaptación a las guías y preferencias
- Y que aprende de la experiencia propia o la tecnología cognitiva
- Responde con precisión a las preguntas en lenguaje natural
- Localiza al cliente utilizando "beacons"
- Analiza las tasas y hace sugerencias personalizadas
- Disponible para cualquier entorno público o privado
- Cerebrillo en Buenos y Sabalá en Bel molón
- Que gestione patrimonio cultural y turístico

skios
La aplicación de ocio desarrollada por IBM

IBM

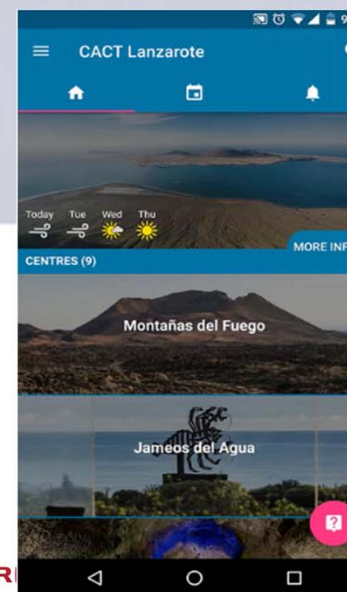
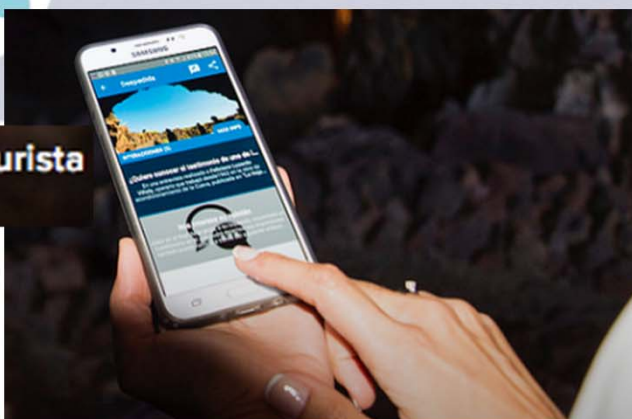


Los sistemas cognitivos enriquecen la interacción del turista con el destino. Son asesores con capacidad para dialogar y ayudarle a disfrutar del entorno en función de sus preferencias.



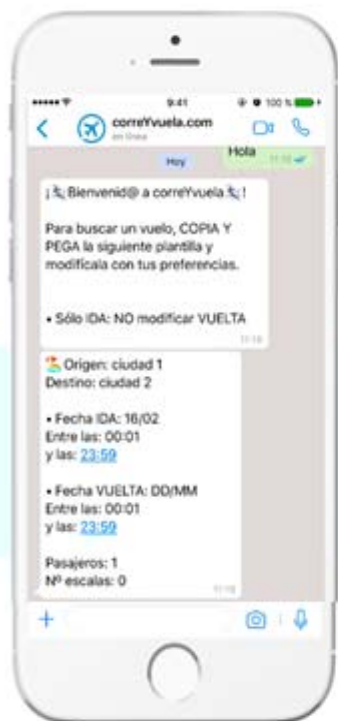
IBM Watson

Tecnología cognitiva al servicio del turista
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Do you think technology affects the way people travel and thus your business?



Do you think you are ready to cover the needs of the new Digital Tourist?



**Is your company considering adopting
an “hybrid” business model
or start cooperating with
new disruptive players?**



Do you think Virtual and Augmented Reality or the Artificial Intelligence will change your business in the near future?



**We are in an very innovative environment.
Is your company in contact with
entrepreneurs, Accelerator Hub or
Innovation Lab?**



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