Smart Tourism Office
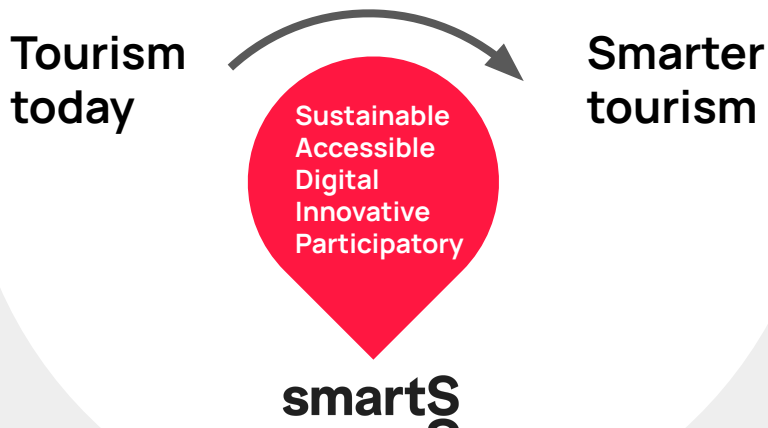
The Tool to Overcome Challenges

OD4GROWTH

Increase quality standards of public services with Open Data implementation

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Ayuntamiento de Sevilla

Interreg Europe

Co-funded by the European Union

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NO8DO Ayuntamiento de Sevilla

Tourism today → **Smarter tourism**

Sustainable
Accessible
Digital
Innovative
Participatory

smartS

OUR GOAL

Working on the impact of tourism through **enhancing the visitor experience**, **improving the quality of life of the resident** and the **competitiveness** of businesses.

OVERCOMING CHALLENGES
Tourism Flows. Construction of indicators. Tourist housing. Employment.

KNOWLEDGE
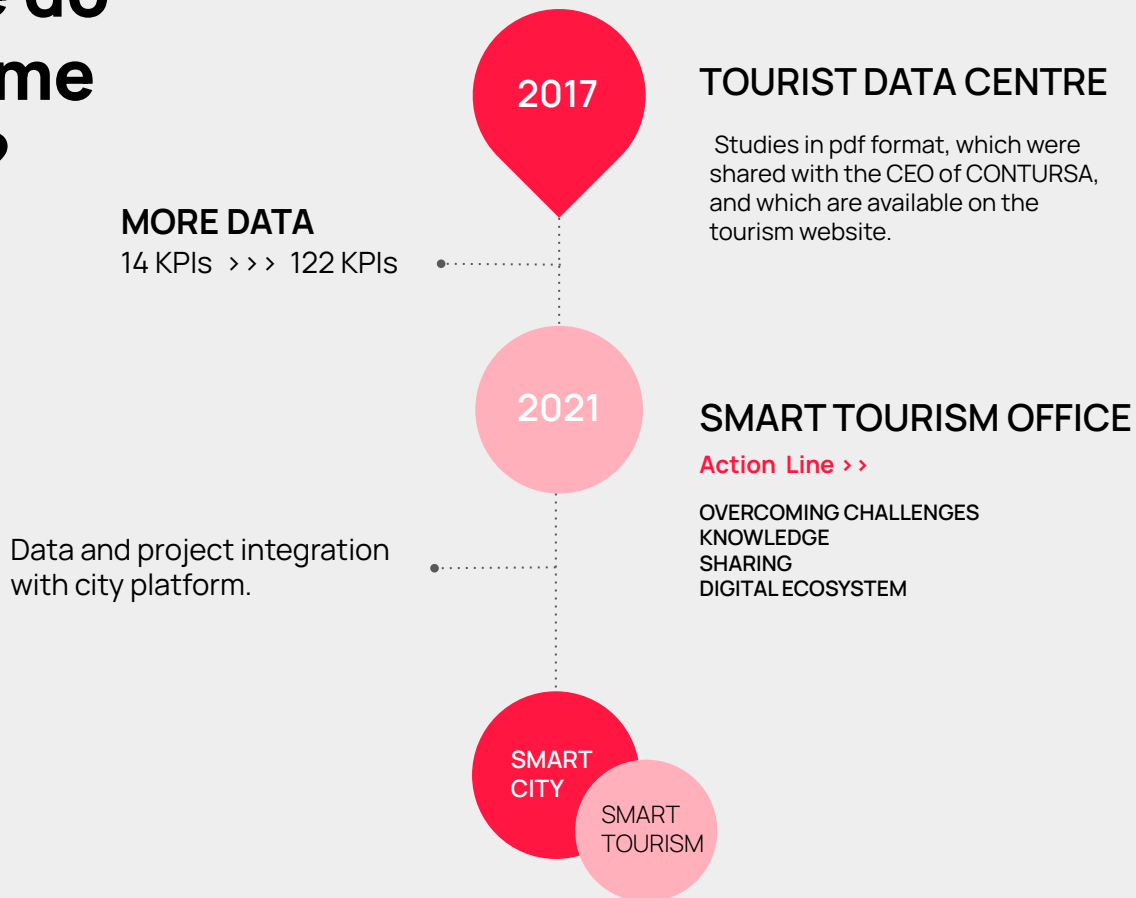Tourism Intelligence System. Studies with the University. Information.

SHARE
Training for the sector. Transfer events. Participation in projects with other organisations.

DIGITAL ECOSYSTEM
Design of the Digital Ecosystem. Emergence of new applied technologies. Internal processes.

Action Line >>

where do we come from ?

2017

TOURIST DATA CENTRE

Studies in pdf format, which were shared with the CEO of CONTURSA, and which are available on the tourism website.

MORE DATA

14 KPIs > > > 122 KPIs

2021

SMART TOURISM OFFICE

Action Line > >

OVERCOMING CHALLENGES
KNOWLEDGE
SHARING
DIGITAL ECOSYSTEM

Data and project integration with city platform.

SMART CITY

SMART TOURISM

where are we located?

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AYUNTAMIENTO DE SEVILLA

CITY COUNCIL

Area of Finance, Tourism, Citizen Participation & Digital Transformation

Tourism

Public Limited Company
We are governed by public procurement regulations.

CONTURSA

FIBES

Tourism Promotion and MICE

...

SMART TOURISM

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Aligned with public policy

Turismo
2023 - 2027

Proyecto Sevilla

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Governance and Tourism Planning

Competitiveness

Marketing and Tourist Products

Tourist Coexistence

Connectivity and Sustainable Mobility

Tourism Intelligence

Reinforcement and consolidation of the **Smart Tourism Office**, from the different areas of knowledge and specialization for its public service and the actors of the tourism ecosystem, generating proactive and competitive interaction of the destination. In this way, **new market and product reports**, **trends**, and **forecasts** will be generated, the transfer and **dissemination of knowledge** will be enhanced, **data accessibility** will be improved, as well as **public-private collaboration** and with institutions specialized in the field of **data culture and tourism intelligence**. This will allow the introduction of **new indicators** and records and the **understanding of the tourist activity** of the entire city of Seville. Similarly, actions will be implemented for the sustainable management of capacities and tourist flows in the central area of Seville that contribute to the coexistence of tourists and residents.

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What will we talk about?

01
Data for decision making

02
Explaining reality

03
City Challenges

01 Data for decision making

Data for decision making

Lessons learned

Data for decision making

Its mission is to improve strategic planning processes with predictive and diagnostic analytics.

Hotel Establishments and Tourist Apartments
Tourist Housing
Air Connectivity
Air Passenger Arrivals
Air Reservations
International Tourism Expenditure
Tourism Sustainability
Visitor Perception and Behavior
Booking Activities at Tourist Attractions (GetYourGuide)
Recovery of Accommodation Demand
Visits to Museums and Monuments

Sistema de Inteligencia Turística de Sevilla

El SIT recopila, transforma, analiza y visualiza enormes cantidades de datos poniéndolos a disposición del sector turístico local.

Apoyados en un modelo de BI (Business Intelligence), los datos recogidos por el SIT mejoran los procesos de planificación estratégica con análisis predictivos y de diagnóstico. Ponemos la inteligencia al servicio de una mejor ciudad.

Establecimientos hoteleros y apartamentos turísticos

Vivienda turística

Conectividad Aérea

Llegadas de pasajeros aéreos

Reservas aéreas

Gasto Turismo Internacional

Sostenibilidad turística

Percepción y comportamiento del visitante

Recuperación de la demanda de alojamiento

Reserva de actividades en atractivos turísticos (GetYourGuide)
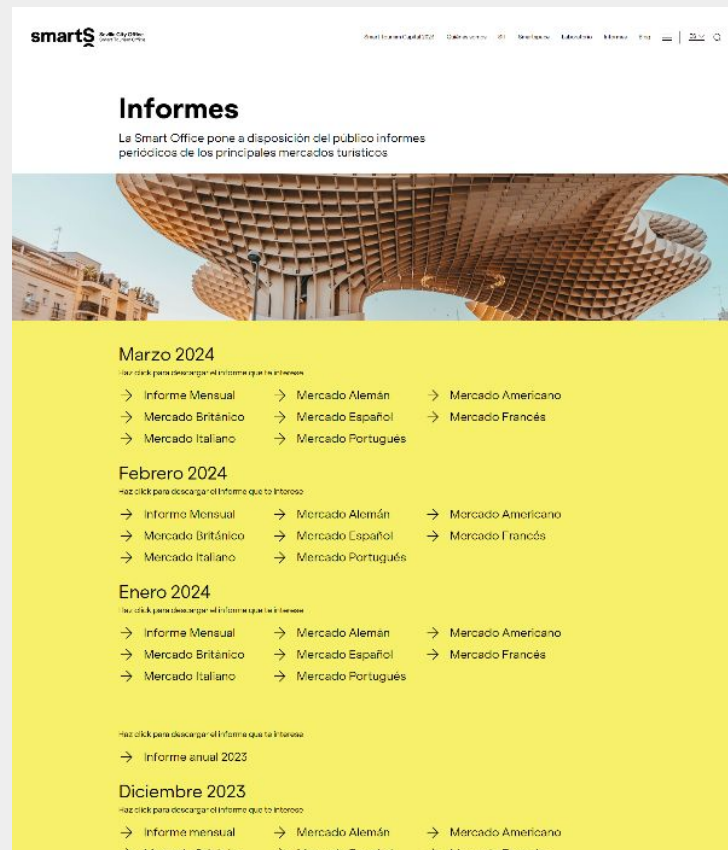
Visitas a Museos y Monumentos

All dashboards are published and available for free on our website.

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SCAN ME

Data for decision making

Monthly reports on the markets and on the current situation as a whole are published.

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Sevilla City Office

Año y mes seleccionado:	Año a comparar:	Destino turístico:			
mar-24	2023	Sevilla (ciudad)	Hoteles	Apartamentos	Total

- General
- Demanda
- Ocupación
- Oferta
- € ADR y RevPar

Filtrar

Año
2024

Mes
marzo

Año a comparar
2023

Destino turístico
Sevilla (ciudad)

Categoría
N/A

ⓘ Información

COYUNTURA TURÍSTICA HOTELERA Y ENCUESTA DE OCUPACIÓN EN APARTAMENTOS TURÍSTICOS.

VIAJEROS
310.798
Mes anterior **12,96 %**
Año a comparar **5,40 %**
2020 2021 2022 2023 2024

PERNOCTACIONES
722.088
Mes anterior **16,93 %**
Año a comparar **11,59 %**
2020 2021 2022 2023 2024

ESTANCIA MEDIA
2,32
Mes anterior **3,52 %**
Año a comparar **5,88 %**
2020 2021 2022 2023 2024

% OCUPACIÓN
80,03
Mes anterior **7,49 %**
Año a comparar **3,51 %**
2020 2021 2022 2023 2024

PLAZAS
33.104
Mes anterior **-0,33 %**
Año a comparar **2,83 %**
2020 2021 2022 2023 2024

APARTAMENTOS/HABITACIONES
14.990
Mes anterior **-0,56 %**
Año a comparar **3,82 %**
2020 2021 2022 2023 2024

ESTABLECIMIENTOS ABIERTOS
520
Mes anterior **-2,99 %**
Año a comparar **10,17 %**
2020 2021 2022 2023 2024

PERSONAL EMPLEADO
4.684
Mes anterior **1,21 %**
Año a comparar **7,70 %**
2020 2021 2022 2023 2024

Fuente de datos: INE	Último dato disponible:	marzo de 2024

Each dashboard is accompanied by information on its interpretation and indicates:
Data source
Data provider
Data periodicity
Update frequency.
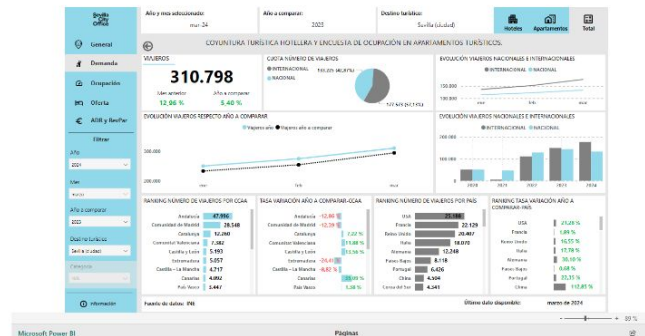
En este informe se presentan los resultados difundidos por el Instituto Nacional de Estadística correspondientes a las Encuestas de Ocupación Hotelera, Índices de precios hoteleros y los indicadores de rentabilidad del sector hotelero. Incluye también información sobre la oferta y la demanda de los apartamentos turísticos.

Los datos correspondientes al segundo trimestre de 2020 no están disponibles debido a que no se ha alcanzado el respaldo muestral necesario como consecuencia de las restricciones impuestas por el estado de alarma a causa de la COVID-19. La fecha de publicación aproximada de la Encuesta de Ocupación Hotelera, Índice de precios e indicadores de rentabilidad del sector hotelero es la tercera semana de cada mes.

La fecha de publicación de los datos relativos a Apartamentos Turísticos es aproximadamente una semana después. Durante el periodo comprendido entre la publicación de los datos de Establecimientos Hoteleros y la publicación de los datos de Apartamentos Turísticos, para consultar las visualizaciones relativas a ese mes, solo estarán disponibles los datos de Establecimientos Hoteleros.

Fuente: Instituto Nacional de Estadística
Fuente oficial: Sí
Periodicidad: Mensual
Frecuencia de actualización: Mensual
Nivel de desagregación: Municipal (punto turístico)

¿Alguna consulta?

Si quieres consultarnos algo, por favor, contacta con nosotros a través del siguiente formulario.

Nombre

Mail

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Sevilla City Office

ⓘ Información

GET YOUR GUIDE

Filtrar

Año

2023 ⌄

Consultar informe

Mensual

Año 2023

Gasto medio por viajero

27,80

T.V. Interanual: **-3,28 %**

Días antelación reserva	%
0 días antes	17,80 %
1 día antes	22,12 %
2 a 3 días	14,73 %
4 a 7 días	11,55 %
8 a 15 días	11,89 %
16 a 31 días	11,37 %
32 o más	10,54 %

Top 10 de % reservas por recurso turístico y gasto medio €

Recursos: Catedral y Giralda, Alcázar, Flamenco, Río Guadalqui..., Casa de Pilatos, Triana, Palacio de las Dueñas, Acuario de Sevilla, Isla Mágica, Plaza de Toros de la Maestranza

● % Reservas ● Gasto medio

Reservas por país de origen

AMÉRICA DEL NORTE
EUROPA
Océano Atlántico

Microsoft Bing
© 2023 TomTom, © 2024 Microsoft Corporation © OpenStreetMap Terms

Reservas por actividades

Actividad	%
Entradas para atracciones	48,64 %
Tours guiados en atracciones	15,23 %
Paseos en barco	12,44 %
Otros	11,38 %
Excursiones de un día	4,63 %
Tours en bus en la ciudad	2,47 %
Tours de aventuras	2,22 %
Tours guiados a pie	1,77 %
Talleres o clases	0,96 %
Transfers	0,23 %

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Mapa de rutas

País seleccionado	Aeropuerto seleccionado	Aerolínea seleccionada
-	-	-

Sevilla City Office

ⓘ **Información (*)**

Temporada

Verano 2024

País

- ☑ Seleccionar todo
- ☑ Alemania
- ☑ Austria
- ☑ Bélgica
- ☑ Dinamarca
- ☑ España
- ☑ Francia

(*) Para selección múltiple de filtros, mantén pulsado CONTROL mientras haces 'click' sobre los gráficos.

Temporada
Verano 2024 (Abril 2024 - Octubre 2024)

🪑 6.209.736 Asientos	**21** Mercados	**82** Aeropuertos	**23** Aerolíneas
✈ 34.990 Vuelos			

Detalle por aeropuerto

Aeropuerto	Ciudad	Asientos	T.V. (%)
BCN	BARCELONA	734.642	16,5 %
PMI	PALMA MALLORCA	378.452	11,1 %
LGW	LONDON	271.652	5,9 %
MAD	MADRID	266.736	-4,4 %
BIO	BILBAO	238.056	-16,4 %
VLC	VALENCIA	234.008	20,9 %
TFN	TENERIFE	232.624	7,1 %
ORY	PARIS	209.646	23,6 %
SCQ	SANTIAGO DE COMPOSTELA	199.484	16,9 %
CDG	PARIS	181.780	46,6 %
LPA	LAS PALMAS	180.054	-1,8 %
LIS	LISBON	172.350	10,1 %
AMS	AMSTERDAM	117.996	13,9 %
Total		**6.209.736**	**12,8 %**

Evolución capacidad

● Asientos ─●─ T.V. (%)

Aerolíneas

● Doméstico ● Internacional

Ryanair	0,92 mill.	1,59 mill.
Vueling	1,59 mill.	...
Transavia	0,46 mill.	
Iberia Express	...	
easyJet	...	
Volotea	...	
Wizz Air		

0 mill.   2 mill.
Asientos

Operativa semanal por ruta

Ruta	Aerolínea	Oper. semanal
SEVILLA (SVQ) - ALICANTE (ALC)	Ryanair	------D
SEVILLA (SVQ) - ALICANTE (ALC)	Ryanair	---J---
SEVILLA (SVQ) - ALICANTE (ALC)	Ryanair	L------
SEVILLA (SVQ) - ALICANTE (ALC)	Ryanair	-M-----
SEVILLA (SVQ) - ALICANTE (ALC)	Ryanair	-----S-
SEVILLA (SVQ) - ALICANTE (ALC)	Ryanair	----V--
SEVILLA (SVQ) - ALMERIA (LEI)	Iberia	LM-JV--
SEVILLA (SVQ) - ALMERIA (LEI)	Iberia	LMXJ---
SEVILLA (SVQ) - ALMERIA (LEI)	Iberia	LMXJ--D
SEVILLA (SVQ) - ALMERIA (LEI)	Iberia	LMXJV--
SEVILLA (SVQ) - ALMERIA (LEI)	Iberia	LMXJV-D
SEVILLA (SVQ) - AMSTERDAM (AMS)	Transavia	

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Next Steps

Work on obtaining the city's data within the city, and not purchasing it from external companies

Cohesion

**Digitalization**

Training

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UNE 178104:2017 Comprehensive systems for a smart city management. Requirements of interoperability for a Smart City Platform
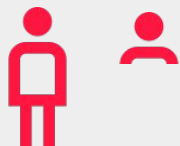
It has intelligence about the business and breaks down the information much more.

It only needs data to manage the city.

Smart Tourism

Security

Smart City

Parks and Gardens

City Cleaning
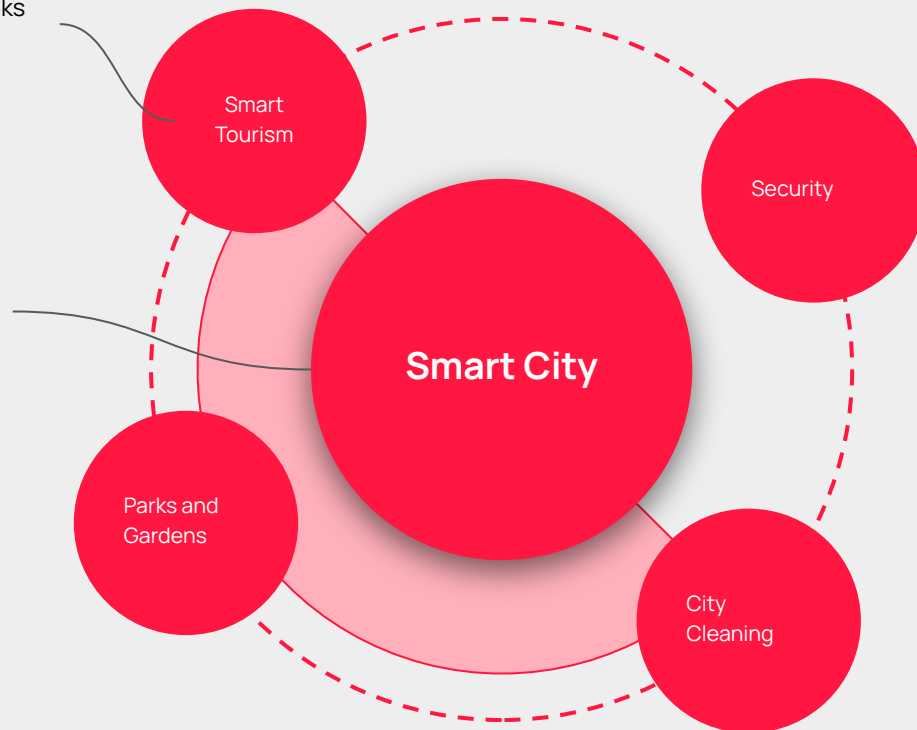
Replicability

Budget for the Tourism Intelligence System

100.000€ - 170.000€

50% Data Source

50% Technical Consultancy

Power BI

Azure

DATA

lessons learned

1/4

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SUSTAINABILITY INVESTMENT

Try to purchase databases that are sustainable over time.

EVERYONE WANTS DATA BUT NO ONE WANTS TO SPEND TIME SHARING IT

Confidentiality of information and the time taken to provide structured data are the main issues

FAST CONSUMPTION OF INFORMATION

We spend little time understanding and managing the tool, yet they want information for quick consumption.

lessons learned

2/4

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OPACITY OF THE DATA PROVIDER IN METHODOLOGY

Everything is artificial intelligence or data anonymization, but they do not explain their process.

WE NEED EXTERNAL SERVICES

We do not program in Python, but we know what we want.

DATA REPRESENTATIVENESS

It is difficult to find sources with complete information or that provide representativeness.

lessons learned

3/4

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WHAT IS NOT COMMUNICATED DOES NOT EXIST

It is very important to communicate the data to the stakeholders

FOCUS ON CHALLENGES AND USE CASES

It must be a useful tool for solving needs.

DATA FOR ALL

There is data for press releases, data to solve challenges and data for the sector.

lessons learned

4/4

The team is the most important...

A well-trained, concerned, and multidisciplinary team is essential for a Smart Office.

... Secondly,

Sector cohesion is also vital for success.

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02 Explaining reality

Tourism Sustainability Index

Tourism activity index

Economic impact index

Explaining reality

Build indicators of tourist activity to understand behavior.

Tourism Sustainability Index

Tourism activity index

Economic impact index

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Tourism Sustainabilit y Index

The composition and weighting of these KPIs follows the generic criteria set by the SDGs and the European System of Tourism Indicators.

62,93

Global Index of Sustainable Tourism (GIST)

Distribution of Tourist Income
Concentration of Tourism Supply
Carbon Footprint
Perception of Tourism Sustainability
Motivational Diversification
Dependence on Origins
Seasonality

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Tourism Income Distribution Index

54,46

- 2,75% (2022)

It is obtained through the cross analysis of the expenditure per visitor and its distribution by different categories of establishments (restaurants, accommodation, supermarkets, etc.).

100 // Indicates a destination with high per visitor spending and a fully diversified distribution of tourism revenues, positively impacting local businesses and economies.

Gasto medio por visitante y estancia

182,08 $

Índice de gasto
● Actual ● Anterior ● Media
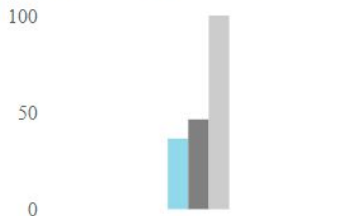
Distribución de gasto por categoría
● Actual (%) ● Anterior (%)

mastercard

MABRIAN

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AYUNTAMIENTO DE SEVILLA
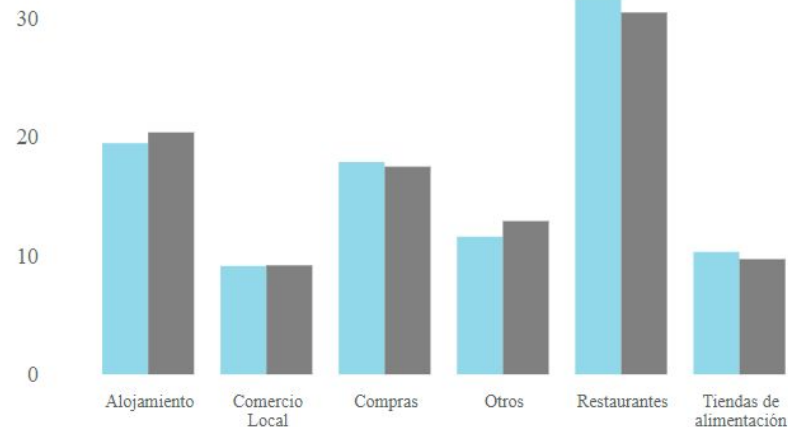
Carbon Footprint

74,21

+0,65% (2022)

The analysis of CO2 emissions to the atmosphere in relation to the total world air capacity, in addition to the cross analysis of these variables with the expenditure per person at the destination, allows us to evaluate the destination in terms of the level of pollution emitted and compensated.

100 // Reduced CO2 volume as well as a high level of economic compensation.

mastercard

MABRIAN

Evolución del volumen del CO2 emitido
- Actual (toneladas) ● Anterior (toneladas)

Evolución de la emisión de CO2 por pasajero
- Actual (Kg) ● Anterior (Kg)
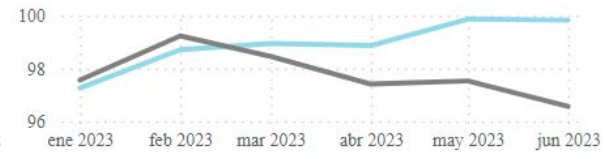
Gasto personal por KG de CO2

1,44 $/kg -7,10 %
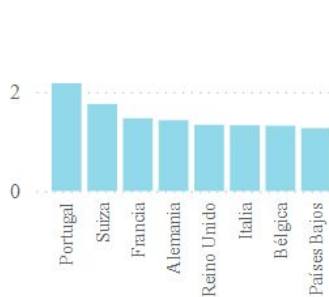
Volumen CO2 emitido

183.211 toneladas 13,47 %

- Actual (toneladas) ● Anterior (toneladas)
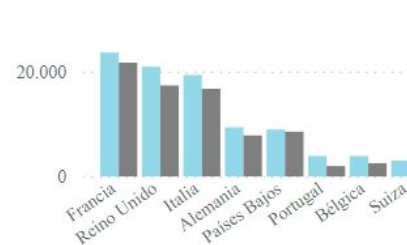
Emisión CO2 por pasajero

98,98 kg 1,31 %

- Actual (Kg) ● Anterior (Kg)

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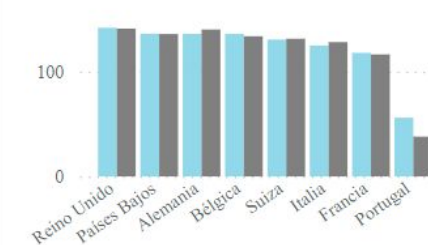
Tourism activity index

The proposal introduces a comprehensive synthetic indicator for Seville's tourism sector, utilizing a scientifically valid system of indicators to broaden data collection beyond traditional focus areas like hotel establishments. The methodology for aggregating information is designed to be simple and user-friendly, facilitating its application in sector decision-making. This approach aims to improve the monitoring and assessment of tourism activity, supporting sustainable development in the city.

Explained Reality

Hotel Establishments
Air Connectivity
Visits to Museums and Monuments

Unexplained Reality

Tourism and Leisure Experience Companies

Impact Control for Sustainable Development

ASET
turismosvq.com

UNIVERSIDAD
PABLO DE OLAVIDE
SEVILLA

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Local Economic Impact Measurement of Tourism

UNIVERSIDAD DE SEVILLA

Seville, in collaboration with the University of Seville, has been working since 2022 on an advanced methodological proposal to analyze the economic impact of tourism in smart tourist destinations. This methodology focuses on fundamental economic indicators, such as Gross Domestic Product (GDP) and job creation, and incorporates data analysis from both official statistics and field research. The goal is to quantify tourism's contribution to the local economy, assessing the direct, indirect, and induced effects of tourism using techniques like the adaptation of the Input-Output Table and studying the interdependencies between tourism and other economic sectors.

03 City Challenges

Density and Tourist Flows

Housing listed on portals

We are not the smartest, but we surround ourselves with those who know best.

MABRIAN
FULLCYCLE TRAVEL ANALYTICS

turbosuite®

Cámara
Sevilla

BOSCH

esri
THE SCIENCE OF WHERE™

gálgus

UNIVERSIDAD
PABLO DE
OLAVIDE
SEVILLA

Andalucía

UNIVERSIDAD DE SEVILLA

ASET
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OUR GOAL

Relieve congestion in the Santa Cruz neighborhood and redirect flows to other areas of the city.

Boosting other tourist hubs in the city (northern area, Nervión, Triana, Macarena, etc.).

Improvement of the quality of the visit experience and the quality of life for residents.

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Analyze the impact:
Analyze the impact of measures through the indicator system

3º Step

Prototype solutions:
Prototype solutions with companies, the university, and the city council's interdepartmental commission.

2º Step

3 Steps

Analyze the reality:
How many tourists go? How long do they stay? Where do they move? What is their experience?

1º Step

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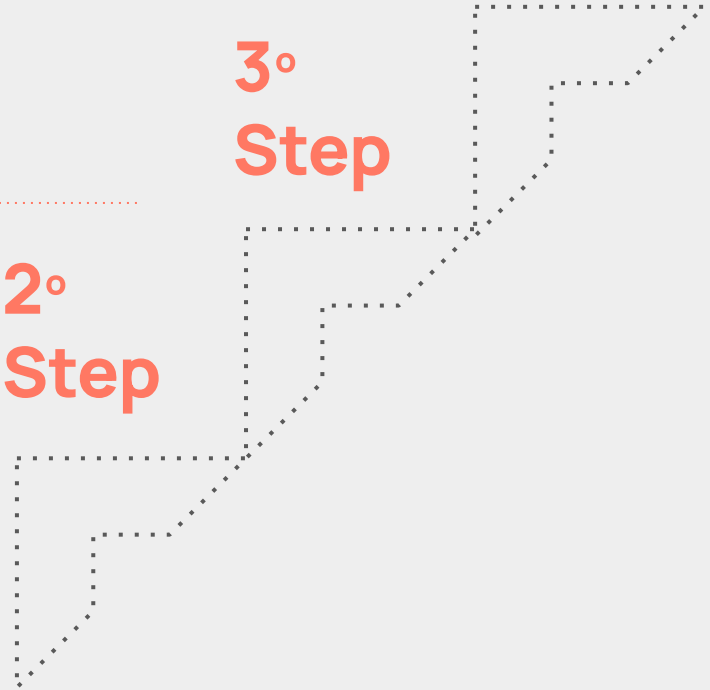
What's Happening?

Analyze the reality

We combine technologies to analyze how they can help us achieve our objectives (mobile network operators, Wi-Fi tracking, sensor cameras).Experimental project in which companies and universities collaborate.

Our objective is to manage the destination to improve the quality of life of residents and the user experience.
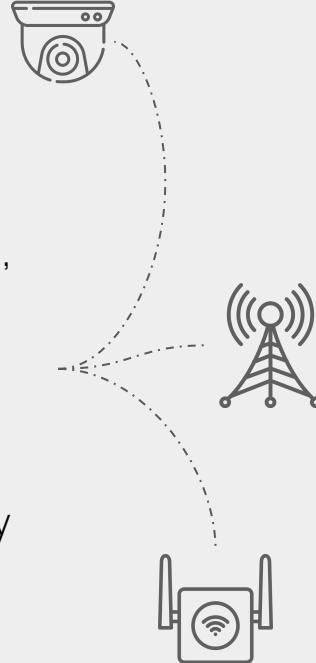
Which is the reality?

Why we use three technologies?

Optical Sensor
People Counter within its angle of Vision

Wifi Tracking
Count devices, not people.

Mobile Operator
The only entity capable of identifying whether individuals within view are residents or visitors.

Density and tourist flows

Wifi Tracking
hey can see whether or not someone passes through the various access points (APs).

Mobile Operator
The operator cannot track movement between streets; it analyzes large areas.

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Wifi Tracking Location and Presence Analytics

It takes advantage of the signals emitted by smartphones, tablets, and laptops when they are not connected to a network. These signals are called "Probe Requests," and devices emit them when searching for nearby networks.
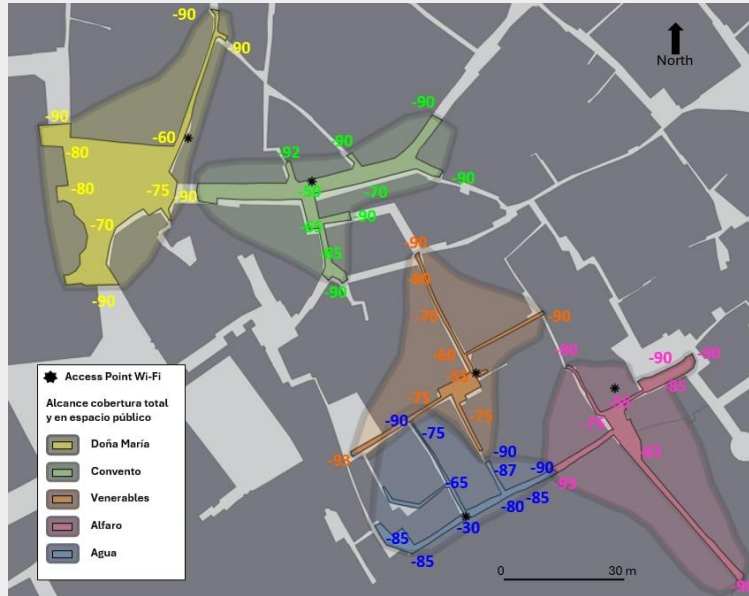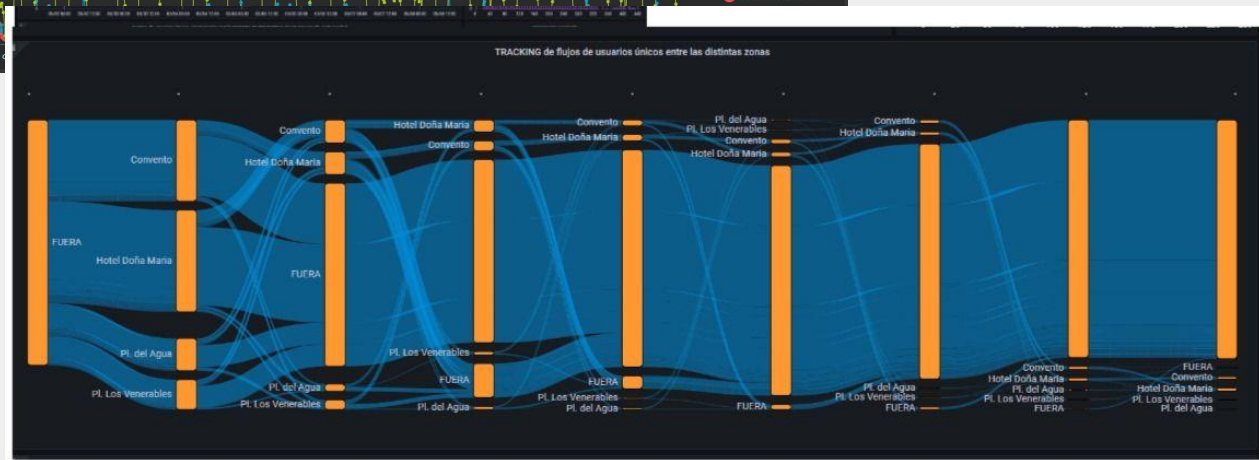
Wifi Tracking Location and Presence Analytics

This is a study on the signal strength of devices. The closer to the access point (AP), the stronger the signal. It is greatly influenced by the thick walls of old buildings.

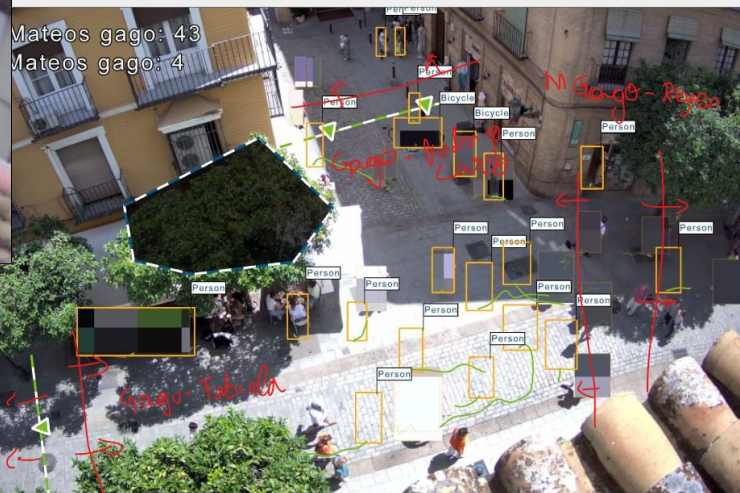We use unidirectional APs installed at heights over 5 meters.
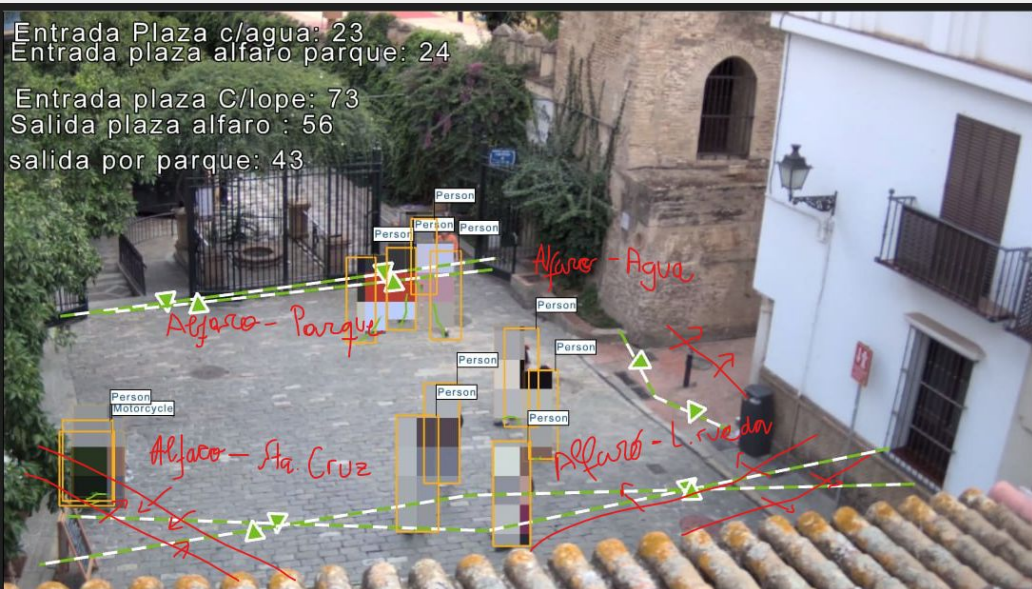
OPTICAL SENSOR

Data capture, no video is displayed. The camera identifies learned patterns. The development of sensor technology is constantly evolving to respond to future analysis.

What's Happening?

Relevant aspects to consider in terms of data protection

Prepare a thorough impact analysis before deployment.

Work with highly secure and trustworthy providers.

It is mandatory to set a start and end time for daily analysis.

Demonstrate legitimacy for the common good.

Mark the area with signs that communicate the project.

Digital Twin

We have created a digital twin of the Santa Cruz neighborhood so that everyone can work with the same data in a more visual way and potentially develop predictive models in the future.
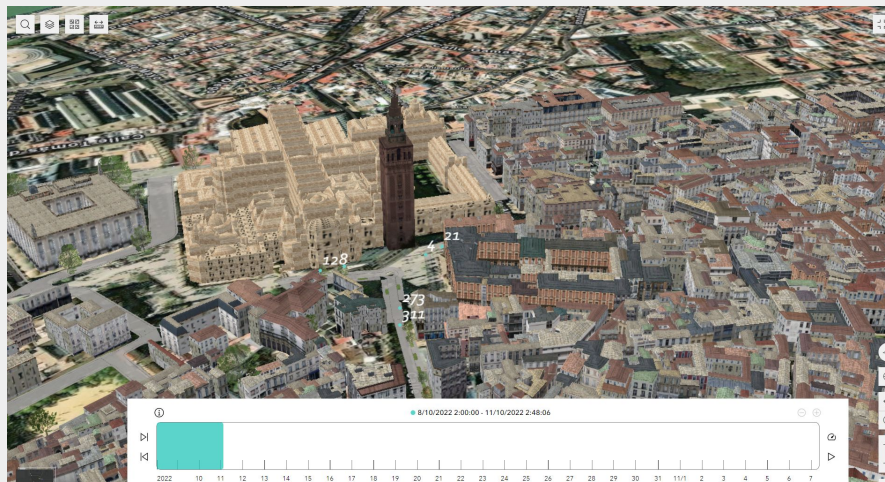
NEXT STEPS

Field work to identify device errors depending on installation height, lighting conditions, etc.
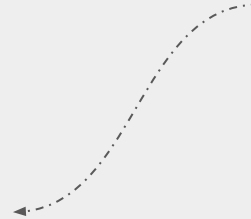
Identify the flow analysis performed on individuals.

Work on a formula that determines how many people are present when including these three data points.

Include all the data in a digital twin to work with it.

Gather the commission to discuss possible solutions.

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OUR GOAL

Analyze the situation of tourist housing in the city of Seville.

In Andalusia, there is a registry of tourist activity, and homes must obtain a license from the regional government to market them.

Housing published on portals

Registered and unregistered dwellings are listed,

Dwellings that are marketed and in activity.

Junta de Andalucía

Andalusian Tourism Register

They may be registered and are not using it for tourism purposes.

What is the reality?

We are cross-referencing the data of the dwellings published each month with those in the register.

Published and regulated dwellings
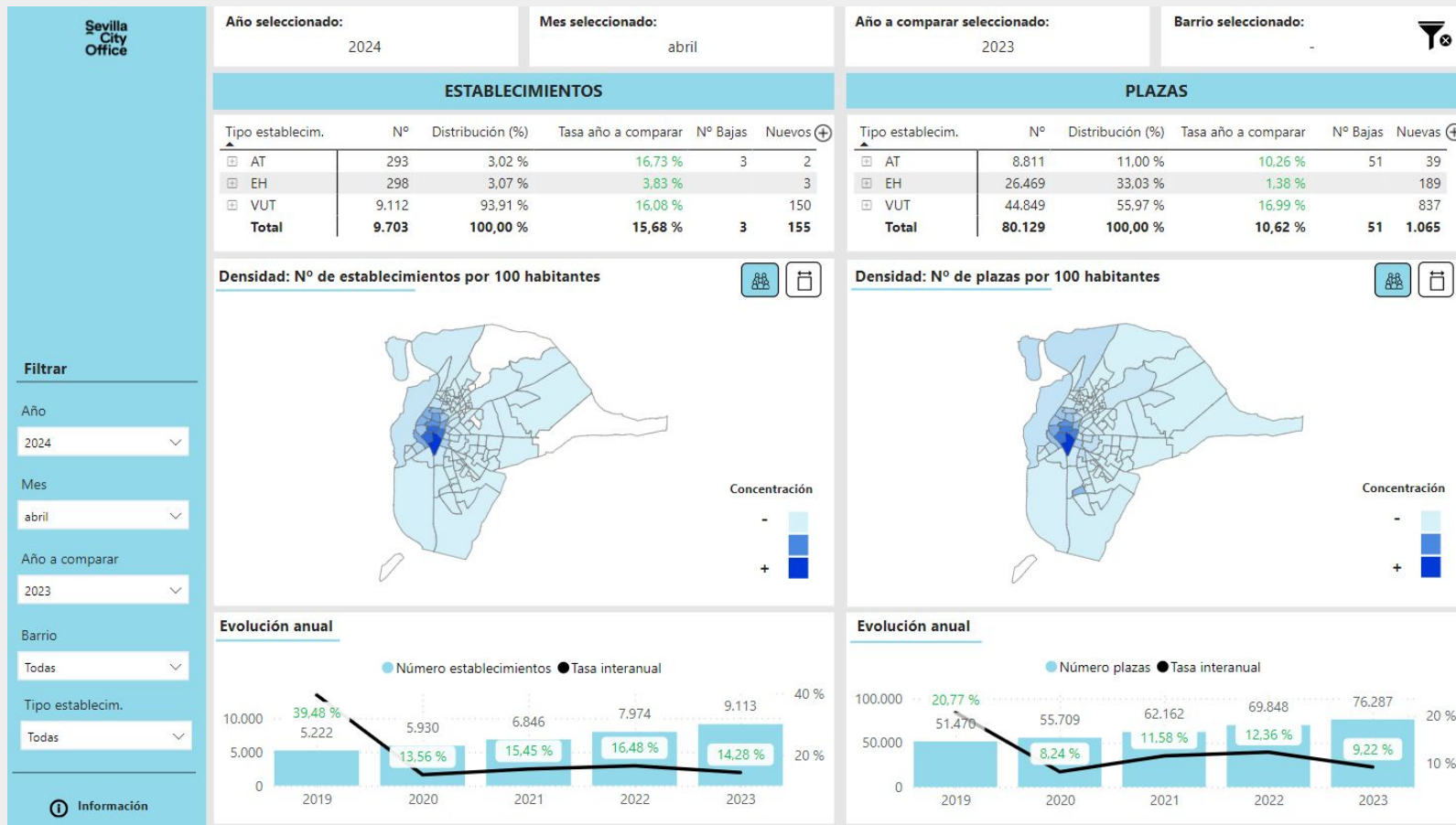
Published and unregulated dwellings

Unpublished and regulated dwellings

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And more...

Geographical location by postcode.
Type of property (flat, B&B, dormitory, house...)
Type of owner, one single property, two or more multi properties.
Average review score.
Percentage of properties by platform.
Average price.
Occupancy rate.
Length of stay.
Estimated revenue.
Average reservation windows.
Country of origin of travellers to analyse demand.
Average price of properties demanded by each nationality
Prospects for future bookings.
Analysis of up to 5 cities with the same KPi as Seville.

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Sevilla
City
Office

Año seleccionado:	Mes seleccionado:	Año a comparar seleccionado:	Barrio seleccionado:
2024	abril	2023	-

ESTABLECIMIENTOS

Tipo establecim.	Nº	Distribución (%)	Tasa año a comparar	Nº Bajas	Nuevos ⊕
⊞ AT	293	3,02 %	16,73 %	3	2
⊞ EH	298	3,07 %	3,83 %		3
⊞ VUT	9.112	93,91 %	16,08 %		150
Total	**9.703**	**100,00 %**	**15,68 %**	**3**	**155**

PLAZAS

Tipo establecim.	Nº	Distribución (%)	Tasa año a comparar	Nº Bajas	Nuevas ⊕
⊞ AT	8.811	11,00 %	10,26 %	51	39
⊞ EH	26.469	33,03 %	1,38 %		189
⊞ VUT	44.849	55,97 %	16,99 %		837
Total	**80.129**	**100,00 %**	**10,62 %**	**51**	**1.065**

Densidad: Nº de establecimientos por 100 habitantes

Concentración
-
+

Densidad: Nº de plazas por 100 habitantes

Concentración
-
+

Filtrar

Año
2024

Mes
abril

Año a comparar
2023

Barrio
Todas

Tipo establecim.
Todas

ⓘ Información

Evolución anual

● Número establecimientos ● Tasa interanual

	2019	2020	2021	2022	2023
	5.222	5.930	6.846	7.974	9.113
Tasa	39,48 %	13,56 %	15,45 %	16,48 %	14,28 %

10.000
5.000
0

40 %
20 %

Evolución anual

● Número plazas ● Tasa interanual

	2019	2020	2021	2022	2023
	51.470	55.709	62.162	69.848	76.287
Tasa	20.77 %	8,24 %	11,58 %	12,36 %	9,22 %

100.000
50.000

20 %
10 %