

OTS
by OSTELEA

**ONLINE
TOURISM
SCHOOL**



Marco estratégico de la empresa y turismo de negocios.

Lección 3. Inteligencia turística.



INDICE Clase 2.

- El turismo de negocios cifras y tendencias.
- El impacto del COVID19 en el turismo de negocios.
- Inteligencia Turística.
- La importancia del conocimiento y la promoción turística.
- Estudio de caso ESPAÑA.



Las *industrias turísticas* (también conocidas como actividades turísticas) son aquellas que generan principalmente *productos característicos del turismo*.

(a) El gasto turístico en el producto debería representar una parte importante del gasto total turístico (condición de la proporción que corresponde al gasto/demanda).

(b) El gasto turístico en el producto deberían representar una parte importante de la oferta del producto en la economía (condición de la proporción que corresponde a la oferta). Este criterio supone que la oferta de un producto característico del turismo se reduciría considerablemente si no hubiera visitantes.





El turismo es la tercera mayor categoría de exportaciones del mundo, después de los productos químicos y los combustibles, y por delante de la automoción y de los productos agroalimentarios (2017)



Ingresos de exportación por categoría de productos (USD miles de millones)

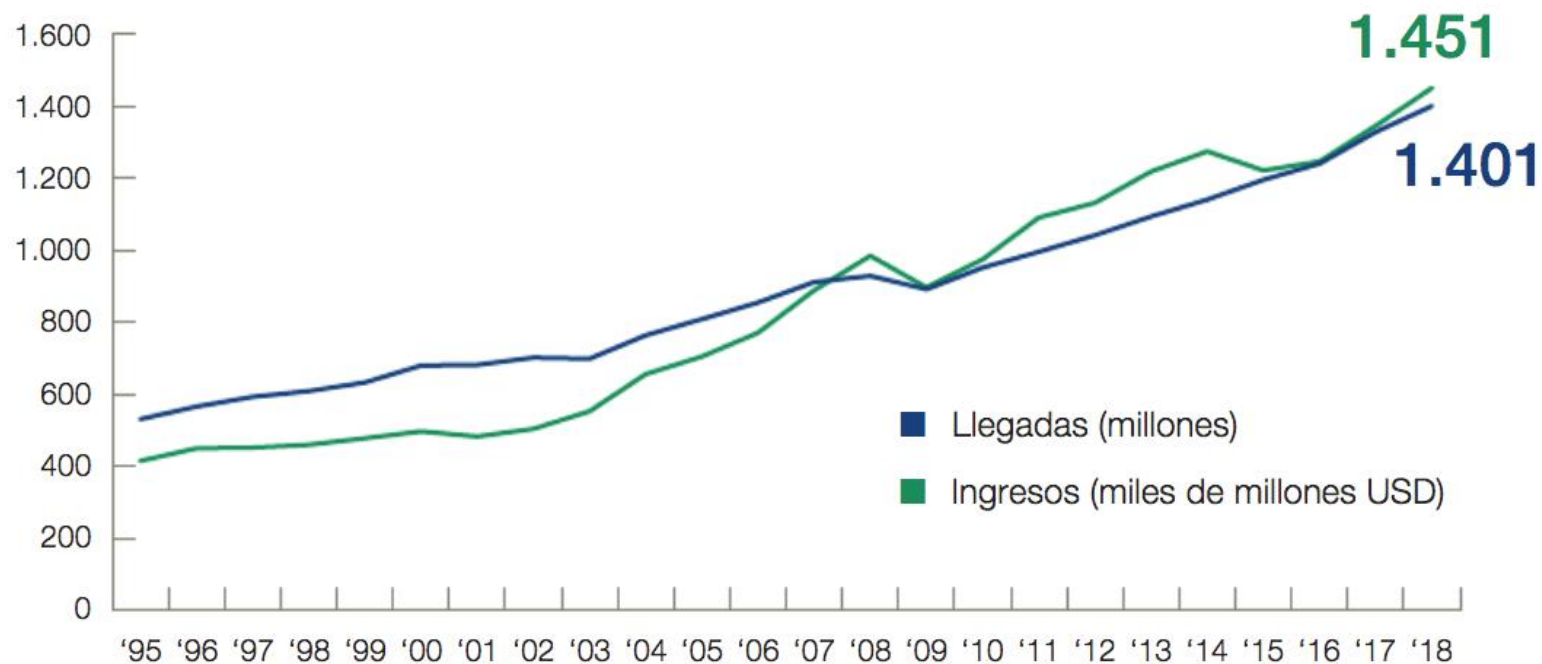
Fuente: Organización Mundial del Turismo (OMT-UNWTO) y Organización Mundial del Comercio (OMC).

Nota: El ranking de categorías de exportación para 2018 estará disponible a finales de 2019.



Llegadas de turistas internacionales e ingresos por turismo internacional (porcentaje de variación)

Fuente: Organización Mundial del Turismo (OMT-UNWTO), julio de 2019.

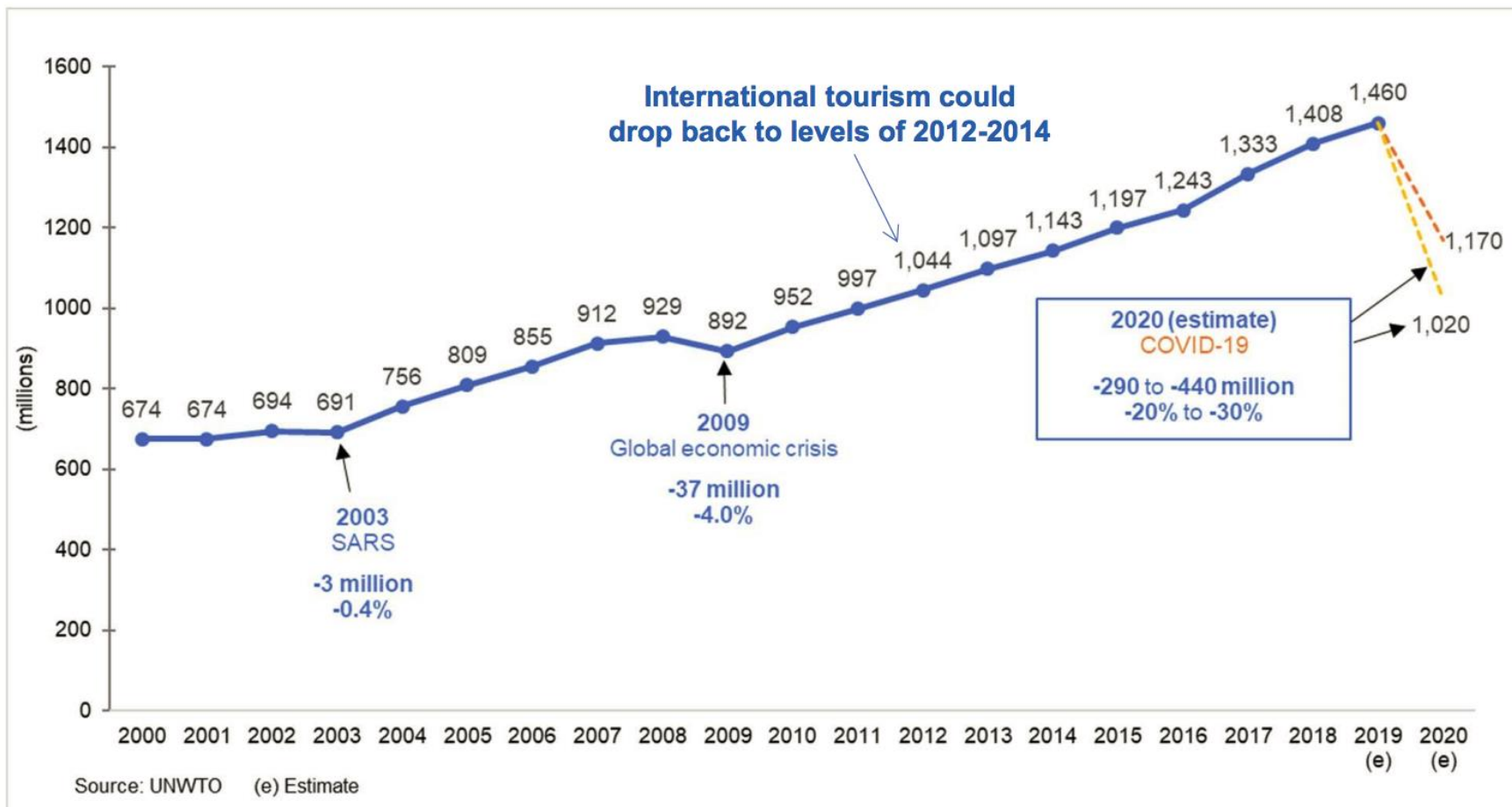


Llegadas de turistas internacionales (millones) e ingresos por turismo internacional (miles de millones de USD)

Fuente: Organización Mundial del Turismo (OMT-UNWTO), julio de 2019.



UNWTO 2020 forecast - international tourist arrivals, world (millions)

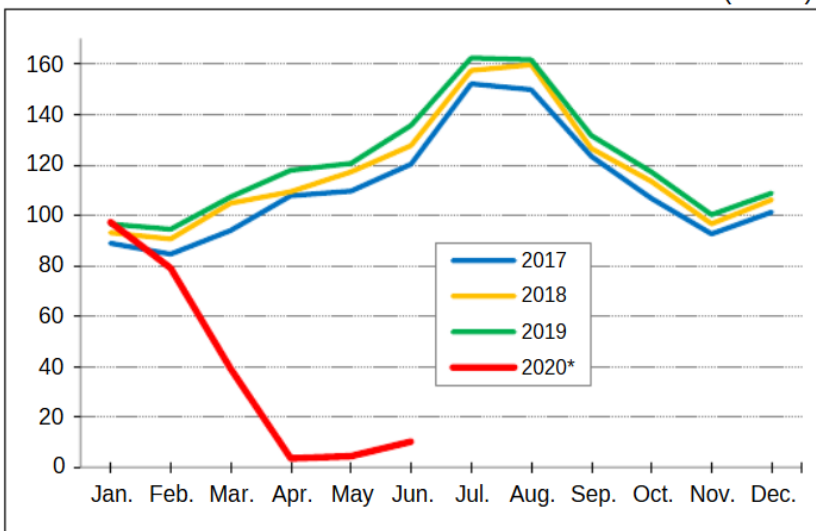




International Tourist Arrivals by month

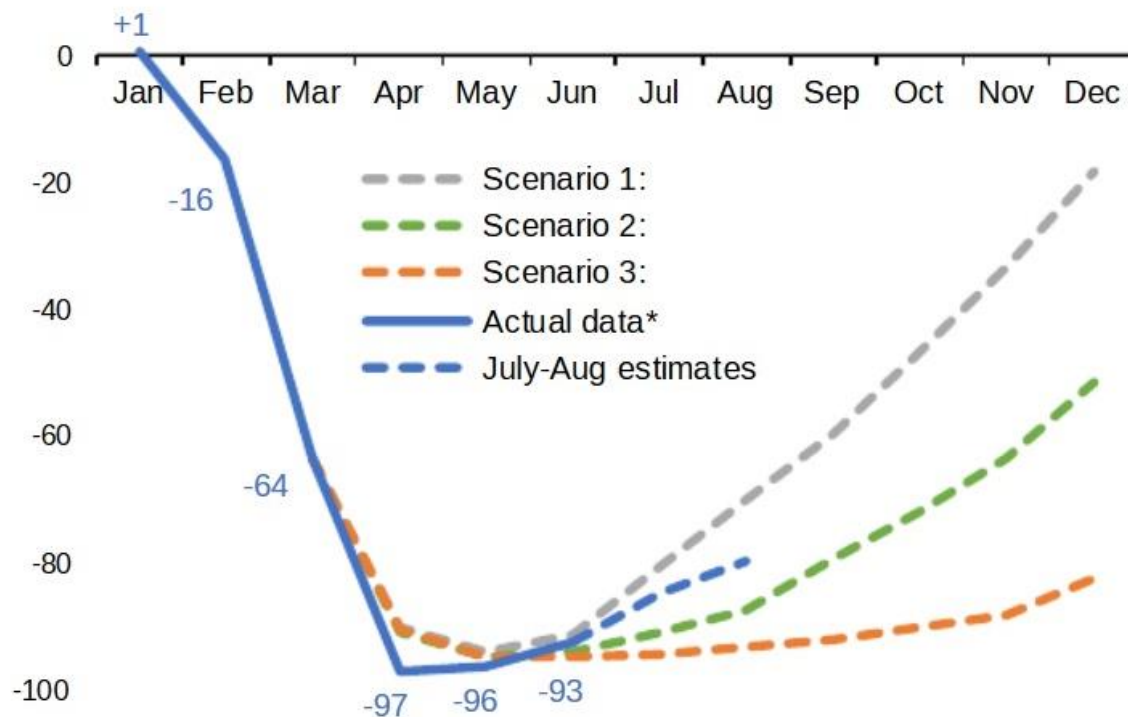
World

(million)



Source: World Tourism Organization (UNWTO) ©

International tourist arrivals in 2020: YTD results and scenarios (y-o-y monthly change, %)



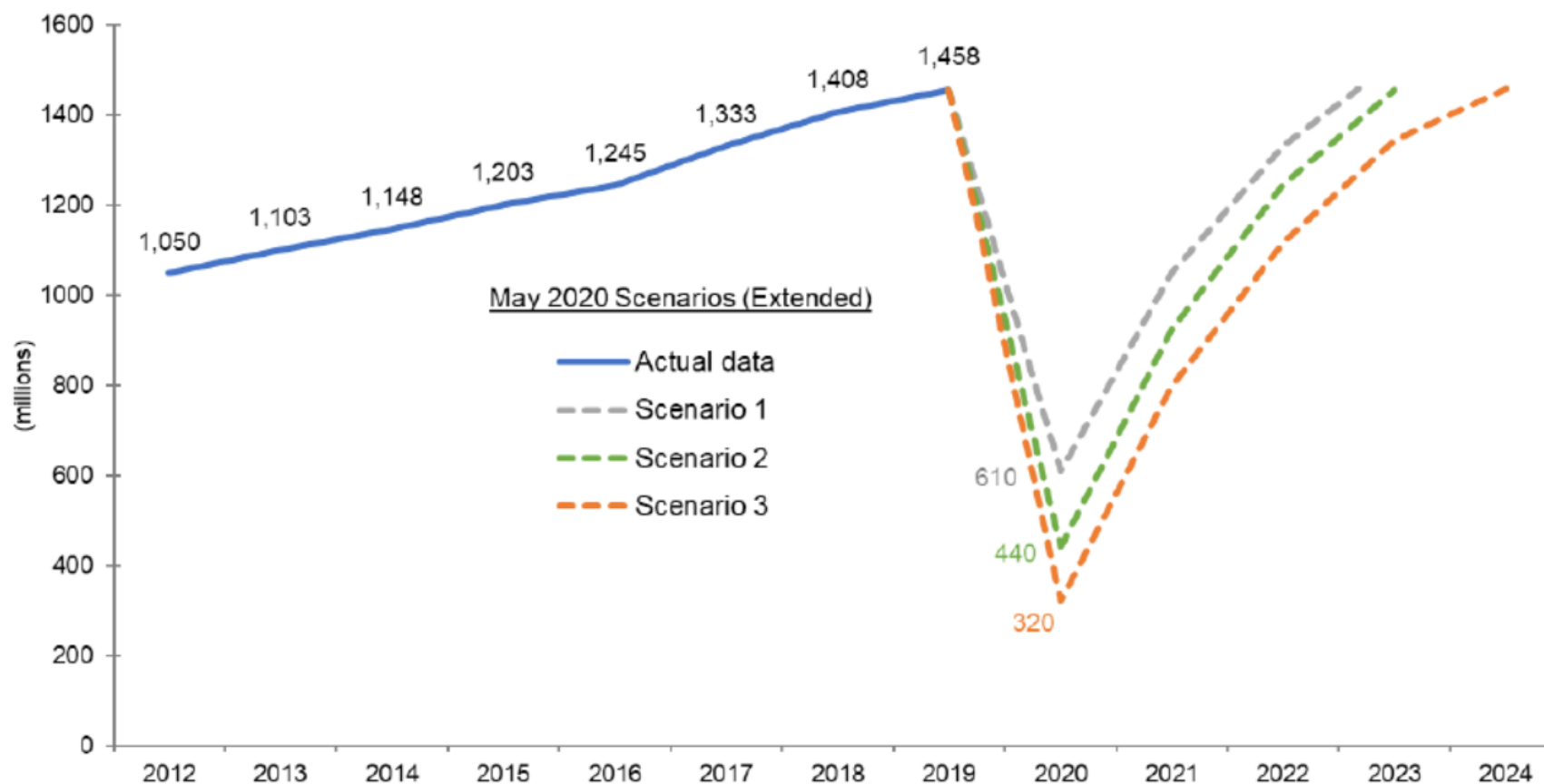
Source: UNWTO

*Actual data includes estimates for countries which have not yet reported results. Dotted blue line corresponds to UNWTO estimates for July and August 2020.

INTERNATIONAL TOURIST NUMBERS DOWN 65% IN FIRST HALF OF 2020, UNWTO REPORTS



International tourist arrivals: Future scenarios (millions)





+5%

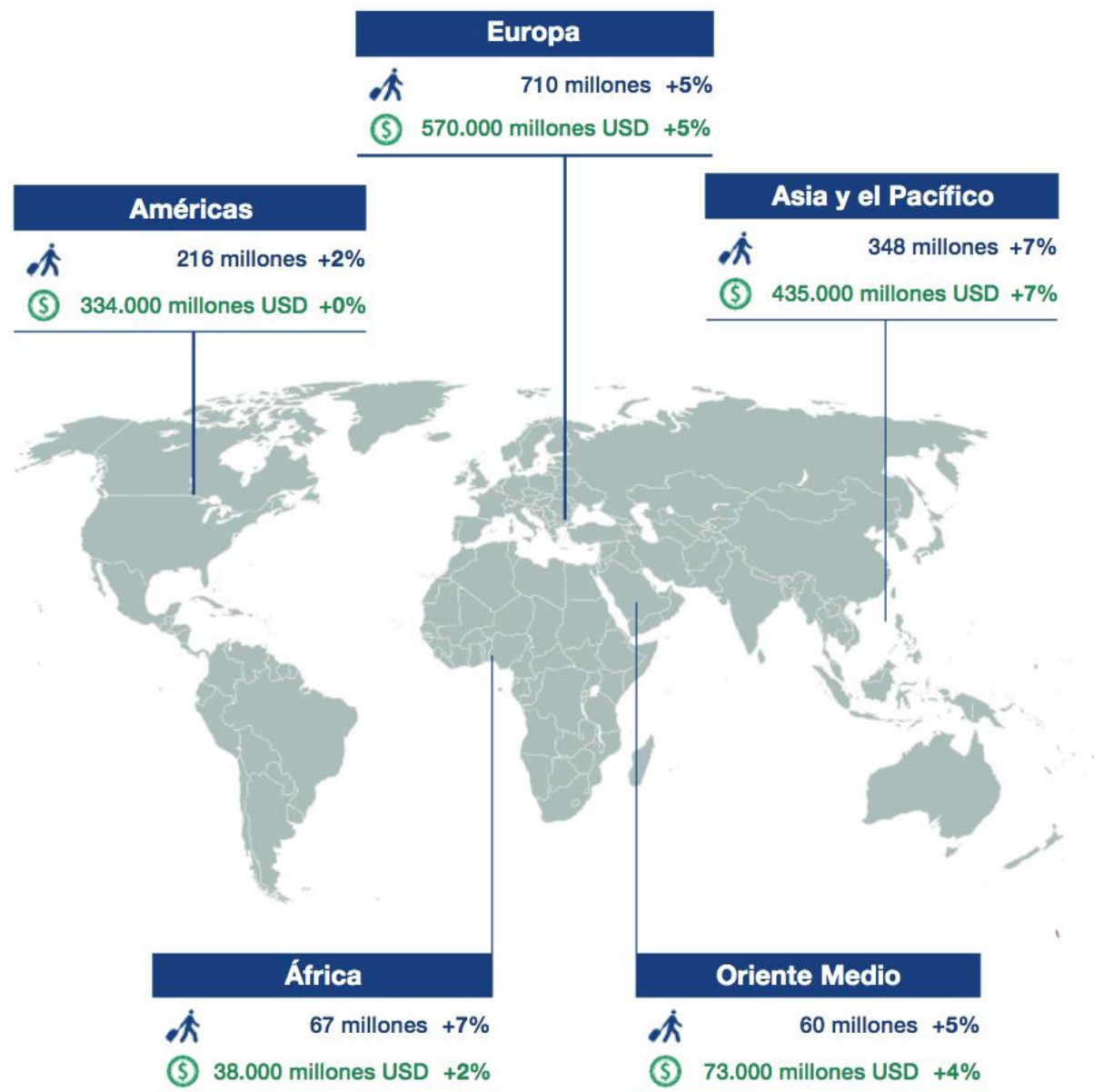
1.400 millones

Total de llegadas de turistas internacionales

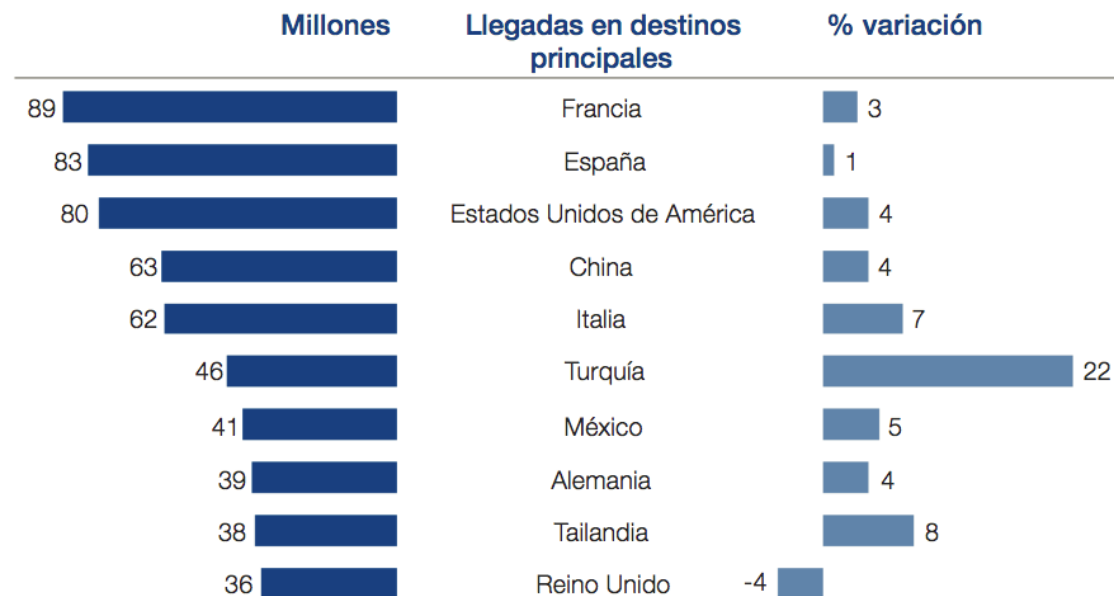
+4%

1,7 billones USD

Total de las exportaciones del turismo internacional
(Ingresos por turismo internacional + transporte de pasajeros)



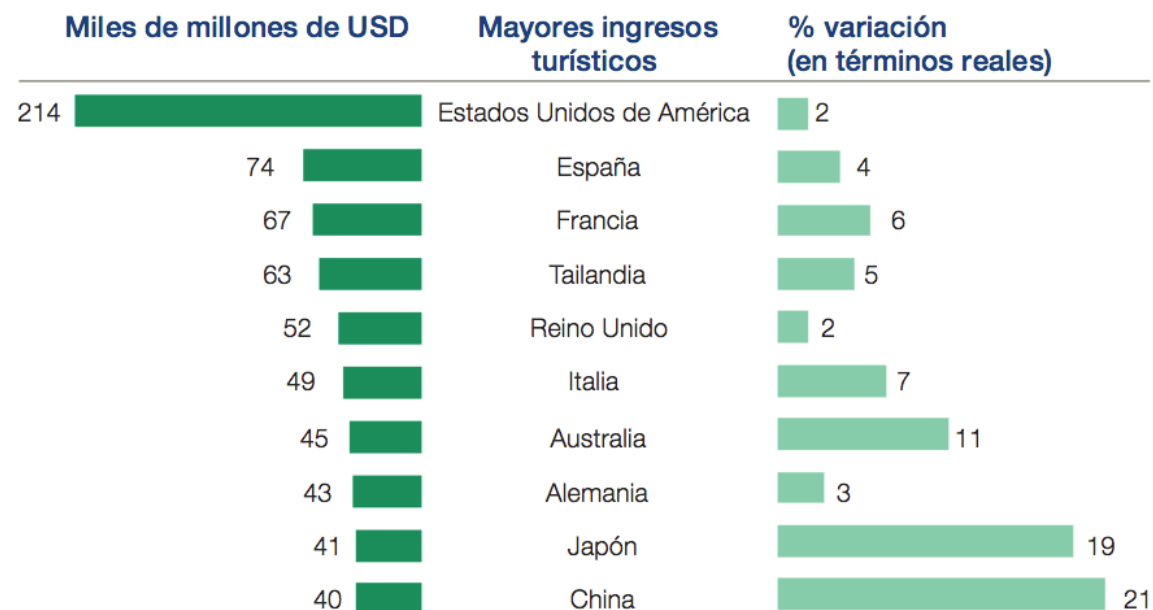
Los 10 principales destinos reciben el **40% de las llegadas mundiales**



Diez destinos principales por llegadas de turistas internacionales, 2018

Fuente: Organización Mundial del Turismo (OMT-UNWTO).

Los 10 destinos que más ingresos obtienen del turismo representan casi el **50% del total de los ingresos turísticos**



Diez destinos principales por ingresos por turismo internacional, 2018

Fuente: Organización Mundial del Turismo (OMT-UNWTO).

Los 10 principales destinos reciben el **40% de las llegadas mundiales**

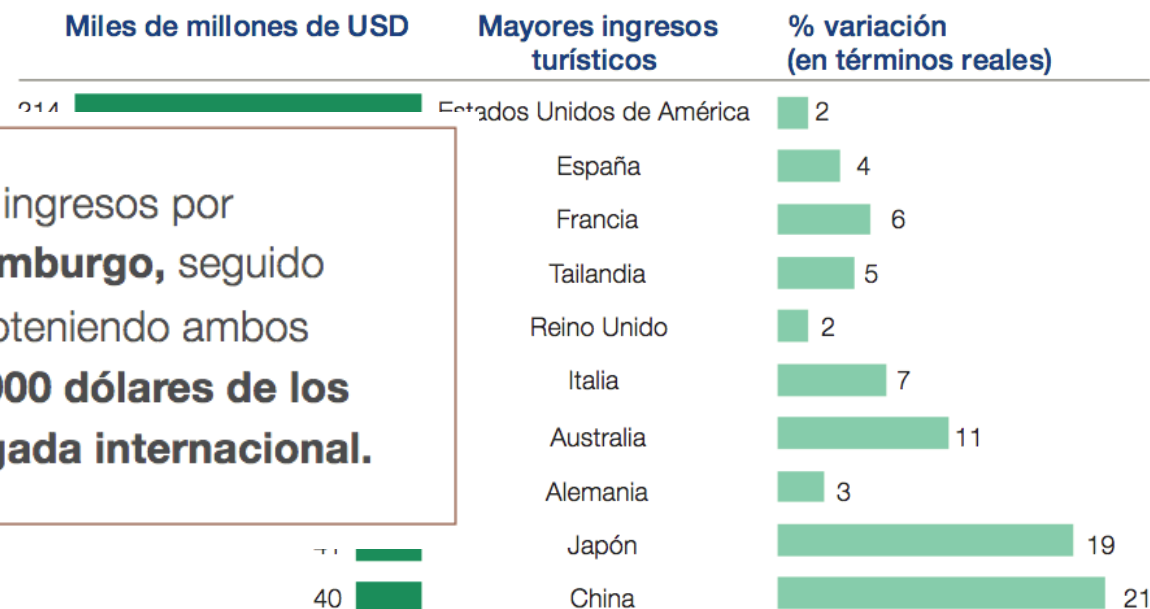


¿SABÍA
QUE...



El país con más ingresos por llegada es **Luxemburgo**, seguido de **Australia**, obteniendo ambos alrededor de **4.900 dólares de los EE.UU. por llegada internacional.**

Los 10 destinos que más ingresos obtienen del turismo representan casi el **50% del total de los ingresos turísticos**



Diez destinos principales por llegadas de turistas internacionales, 2018

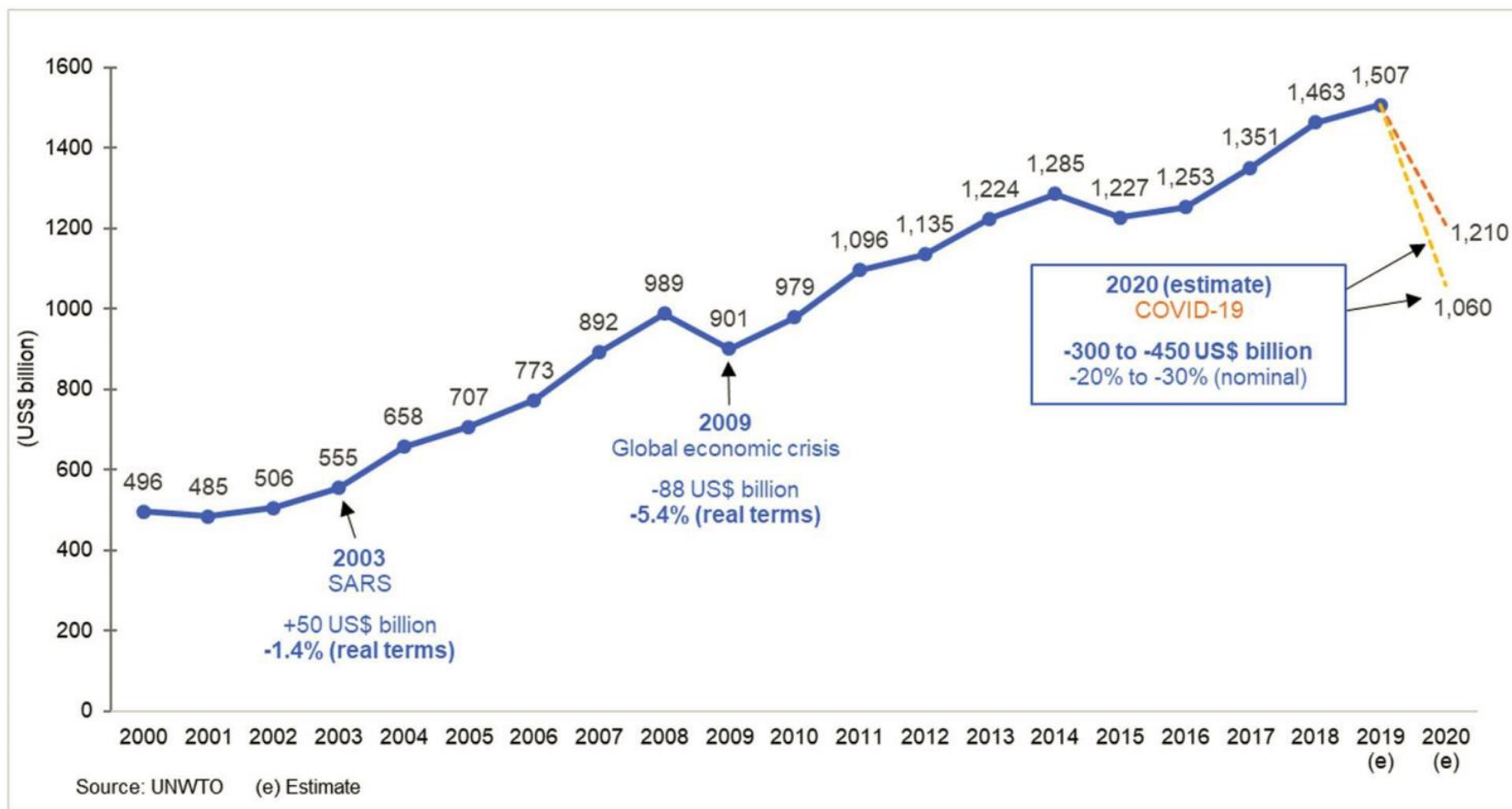
Fuente: Organización Mundial del Turismo (OMT-UNWTO).

Diez destinos principales por ingresos por turismo internacional, 2018

Fuente: Organización Mundial del Turismo (OMT-UNWTO).



UNWTO 2020 forecast - international tourism receipts, world (US\$ billion)



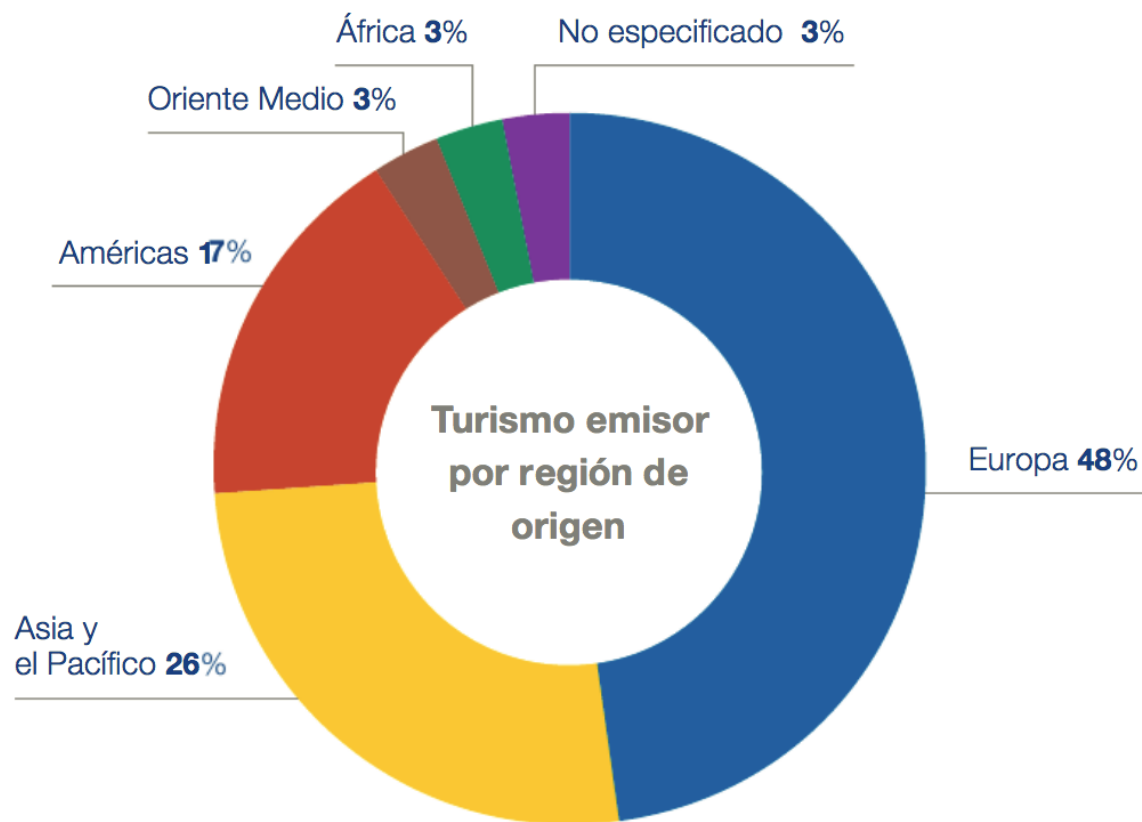


International Tourism Receipts (EUR billion)

				Local currencies, current prices (% change over same period of previous year)													
Rank		(EUR billion)			Change (%)			2020*									
'19	'18	2017	2018	2019*		18/17	19*/18	YTD	Q1	Q2	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.
World		1,192	1,234	1,320													
1	1 United States	186.5	181.8	191.3	sa	1.9	-0.3	-50.5	-19.7	-72.9	-3.4	-3.3	-51.9	-71.6	-72.9	-74.3	-76.0
2	2 Spain	66.7	69.0	71.2		3.5	3.2	-70.6	-23.6	-99.2	2.0	1.9	-63.3	-100.0	-100.0	-98.0	
3	3 France	52.1	55.9	57.0		7.3	1.9	-49.4	-18.0	-72.5	-3.6	3.0	-48.7	-83.5	-75.2	-61.0	-40.9
4	4 Thailand	46.4	47.7	54.1		2.5	3.2	-42.9	-42.9								
5	6 United Kingdom	42.1	41.2	45.1		-1.4	8.5	-30.2	-30.2								
6	5 Italy	39.2	41.7	44.3		6.5	6.2	-67.7	-34.8	-86.0	3.8	-13.2	-83.4	-90.6	-87.9	-81.1	
7	9 Japan	30.1	35.6	41.1		21.7	8.0	-69.6	-38.2	-90.3	16.8	-47.2	-82.5	-90.6	-90.1	-90.2	-90.3
8	7 Australia	36.9	38.1	40.8		10.7	9.1	-27.3	-13.2	-37.4	1.0	-13.3	-25.9	-39.3	-38.0	-34.7	-47.5
9	8 Germany	35.3	36.4	37.2		3.1	2.2	-43.6	-10.4	-70.7	0.3	2.1	-31.9	-73.8	-73.4	-65.1	
10	10 Macao (China)	31.8	34.5	35.3		14.0	-2.9	-78.3	-61.3	-96.4							
11	11 China	34.1	34.2	32.0		2.5	-7.3	-40.9	-40.9								
12	13 India	24.2	24.2	26.8		9.1	8.3	-15.0	-15.0		12.2	2.1	-64.0				
13	15 Turkey	19.9	21.4	26.6	\$	12.2	18.3	-67.6	-11.3	-98.7	16.2	9.1	-53.3	-100.0	-100.0	-96.9	
14	12 Hong Kong (China)	29.5	31.2	25.9		11.2	-21.2	-88.5	-81.1	-97.0							
15	14 Canada	22.1	22.3	24.1		5.3	4.7	-41.4	-5.7	-71.0							
16	17 Mexico	18.9	19.1	22.0	\$	5.6	9.1	-50.0	-14.6	-91.4	-0.3	5.6	-45.6	-93.7	-92.0	-88.3	
17	16 Austria	18.1	19.6	20.5		8.0	4.8	-9.7	-9.7								



Europa genera 1 de cada 2 viajes que se realizan en el mundo



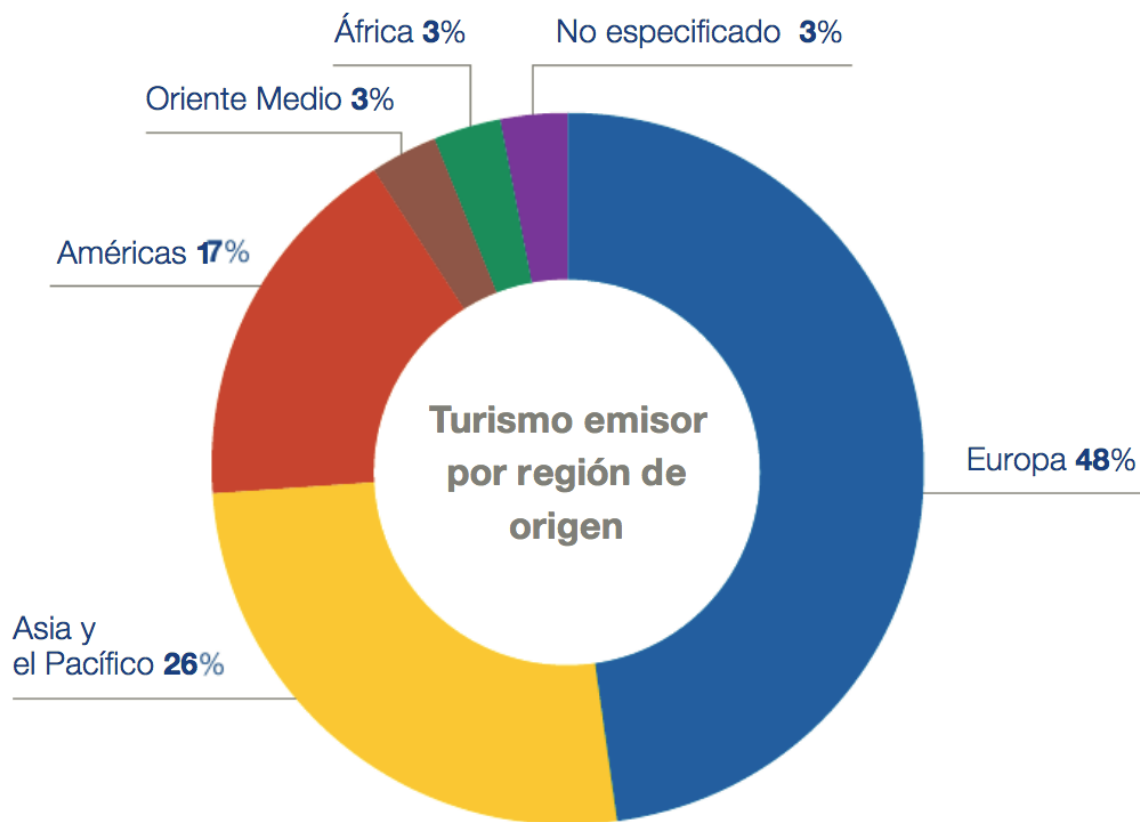
Turismo emisor por región de origen, 2018 (porcentaje de variación)

Fuente: Organización Mundial del Turismo (OMT-UNWTO).

Nota: Calculado sobre la base de las llegadas internacionales generadas.



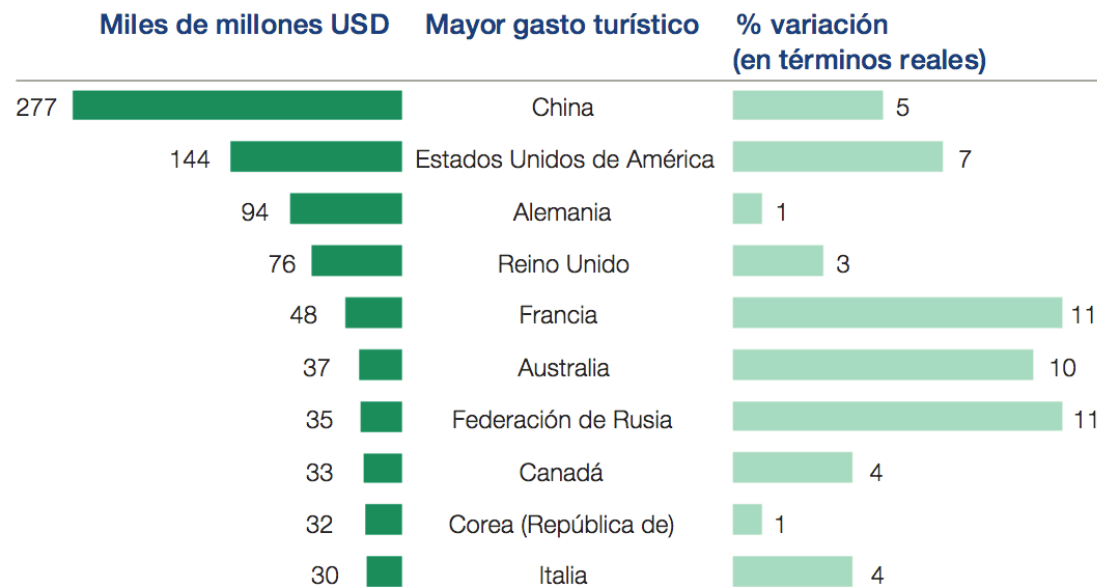
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Turismo emisor por región de origen, 2018 (porcentaje de variación)

Fuente: Organización Mundial del Turismo (OMT-UNWTO).

Nota: Calculado sobre la base de las llegadas internacionales generadas.



Los 10 primeros países por gasto en turismo internacional, 2018

Fuente: Organización Mundial del Turismo (OMT-UNWTO).



August/September 2020 – Statistical Annex

International Tourism Expenditure (USD billion)

Rank		Local currencies, current prices (% change over same period of previous year)															
		(USD billion)			Change (%)		2020*										
							YTD	Q1	Q2	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	
'19	'18	2017	2018	2019*		18/17	19*/18										
World		1,347	1,457	1,478													
1	1 China	257.9	277.3	254.6	sa	5.1	-4.2	-27.3	-27.3								
2	2 United States	134.9	144.5	152.3		7.1	5.4	-63.9	-24.8	-92.6	-0.5	-7.2	-66.1	-91.8	-92.7	-93.3	-90.4
3	3 Germany	89.1	95.6	93.2		2.7	2.9	-51.6	-14.6	-78.5	0.0	0.1	-37.2	-81.0	-84.2	-72.9	
4	4 United Kingdom	65.0	69.0	71.0		2.5	7.5	-16.9	-16.9								
5	5 France	44.0	48.9	51.7		6.3	11.5	-44.7	-13.7	-69.2	-8.6	-3.3	-27.0	-79.4	-73.4	-53.7	-43.7
6	9 Russian Federation	31.1	34.3	36.2	\$	10.3	5.5	-15.4	-15.4								
7	6 Australia	34.4	37.0	36.1		10.3	4.8	-66.3	-19.5	-99.0	-1.3	-7.9	-52.8	-99.1	-99.0	-98.9	-98.8
8	8 Canada	34.7	34.4	35.3		-1.0	5.1	-50.9	-12.1	-93.0							
9	7 Korea (ROK)	31.7	35.1	32.3	\$	10.9	-8.1	-53.6	-28.4	-73.0	-5.7	-32.3	-53.8	-72.2	-78.1	-68.5	-69.7
10	10 Italy	27.7	30.1	30.3		3.8	6.3	-56.0	-28.8	-79.2	1.1	-11.3	-73.1	-84.1	-79.4	-74.9	
11	11 Spain	22.2	26.8	28.3		15.7	11.5	-55.9	-8.9	-97.5	8.3	12.0	-44.6	-100.0	-100.0	-94.1	
12	12 Hong Kong (China)	25.4	26.4	26.9		4.7	1.6	-72.3	-49.0	-93.2							
13	13 Singapore	25.1	26.2	26.6		2.1	2.5	-60.0	-23.8	-93.9							



Motivo (principal) de un viaje turístico

El *motivo principal* de un *viaje turístico* se define como el motivo sin el cual el *viaje* no habría tenido lugar. La clasificación de los *viajes turísticos* con arreglo al *motivo principal* hace referencia a nueve categorías; esta tipología permite identificar diferentes subconjuntos de *visitantes* (visitantes de negocios, visitantes en tránsito, etc.) Ver también *destino principal de un viaje*.





Motivo (principal) de un viaje turístico

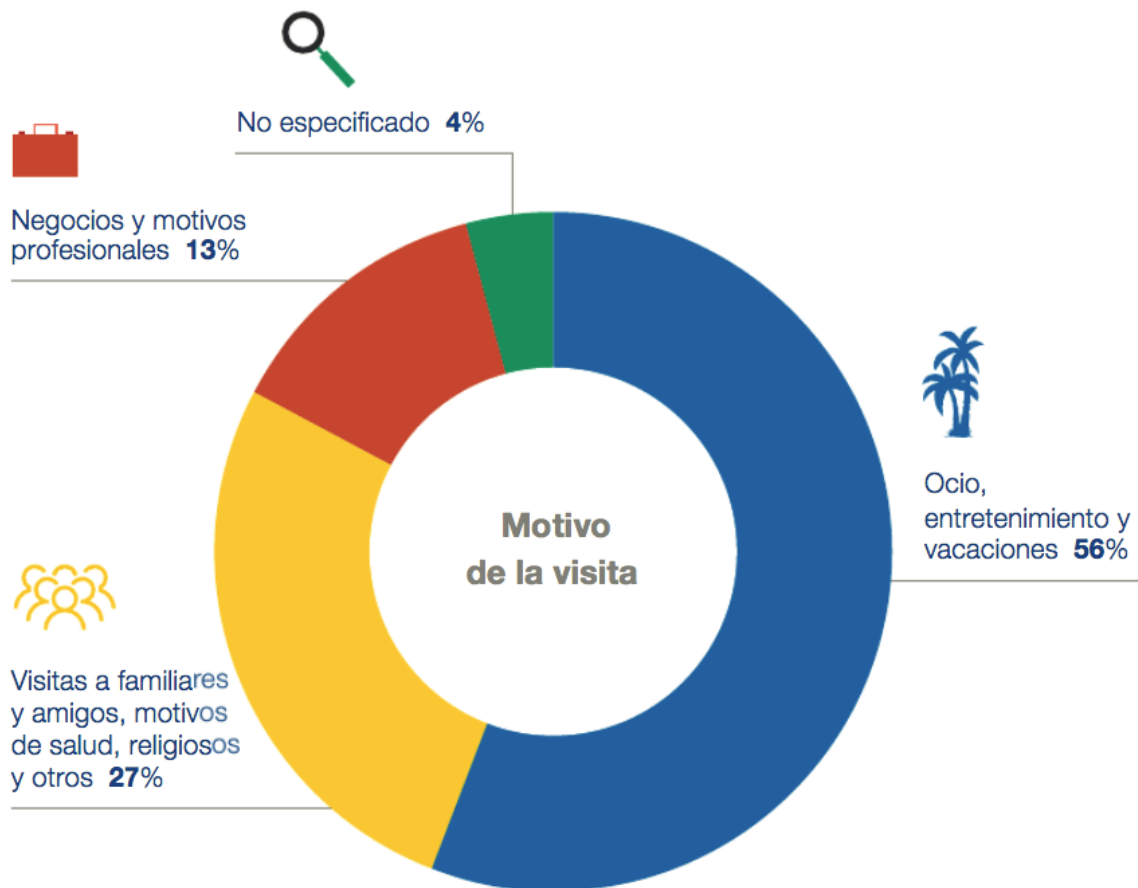
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Clasificación de los viajes turísticos por el motivo principal del viaje

1. Motivos personales
1.1. Vacaciones, recreo y ocio
1.2. Visitas a familiares y amigos
1.3. Educación y formación
1.4. Salud y atención médica
1.5. Religión/peregrinaciones
1.6. Compras
1.7. Tránsito
1.8. Otros motivos
2. Negocios y motivos profesionales



- **El ocio es el motivo principal de la visita en todas las regiones del mundo excepto en Oriente Medio**, donde predominan los viajes para visitar a familiares y amigos o por motivos de salud o religiosos.
- **La cuota de los viajes de ocio ha crecido del 50% en 2000 al 56% en 2018.**



Motivo de la visita, 2018 (cuota)

Fuente: Organización Mundial del Turismo (OMT-UNWTO).



2. *Negocios y motivos profesionales.* Esta categoría incluye las actividades realizadas por los trabajadores independientes y los trabajadores asalariados, siempre y cuando no correspondan a una relación explícita o implícita empleador-trabajador con un productor residente en el país o lugar visitados; las actividades realizadas por inversores, empresarios, etcétera. También incluye, por ejemplo, asistir a reuniones, conferencias o congresos, ferias comerciales y exposiciones; dar conferencias o conciertos, o participar en espectáculos y obras de teatro; promover, comprar o vender bienes o servicios en nombre de productores no residentes (en el país o lugar visitados); participar en misiones de gobiernos extranjeros en calidad de personal diplomático, militar o de organizaciones internacionales, salvo cuando la estancia en el lugar visitado sea para el desempeño de sus funciones; participar en investigaciones académicas o científicas; programar viajes turísticos, contratar servicios de alojamiento y transporte, trabajar como guías u otras profesiones del turismo para agencias no residentes (en el país o lugar visitados); participar en actividades deportivas profesionales; asistir a cursos de formación en el trabajo formales o informales; formar parte de la tripulación en medios de transporte privados (avión corporativo, yate, ...), etcétera.

Industria de reuniones

A fin de subrayar los motivos pertinentes a la industria de las reuniones, la categoría de negocios y motivos profesionales podría dividirse en “asistencia a reuniones, conferencias o congresos, ferias comerciales y exposiciones” y en “otros negocios y motivos profesionales”.

La *industria de reuniones* es el término preferido por la Asociación Internacional de Congresos y Convenciones (ICCA), por Meeting Professional International (MPI) y por Reed Travel en lugar del acrónimo *MICE* (Meetings, Incentives, Conferences and Exhibitions) que no reconoce el carácter industrial de las mismas.



Scope of this report

The most respected global comparison of destination performance in attracting international meetings, ICCA's annual country and city rankings are highly anticipated by the meetings industry. However, ICCA continuously seeks to emphasise that this annual report is a snapshot of just one segment of the meetings industry, focused on charting the growth of international association meetings. Only those meetings that meet ICCA's stringent assessment criteria - rotating between at least three countries, have a proven attendance of at least 50 participants, and are held on a regular basis - are recorded within the global association's annual statistics.

Figure 1: Segmentation of the international meetings market

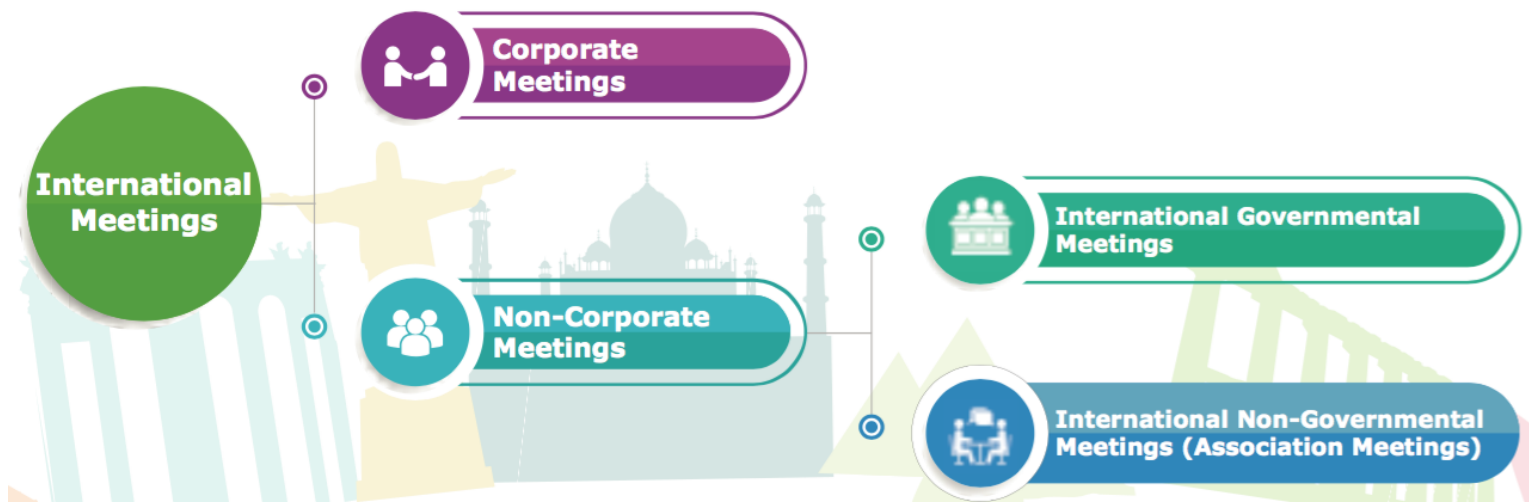
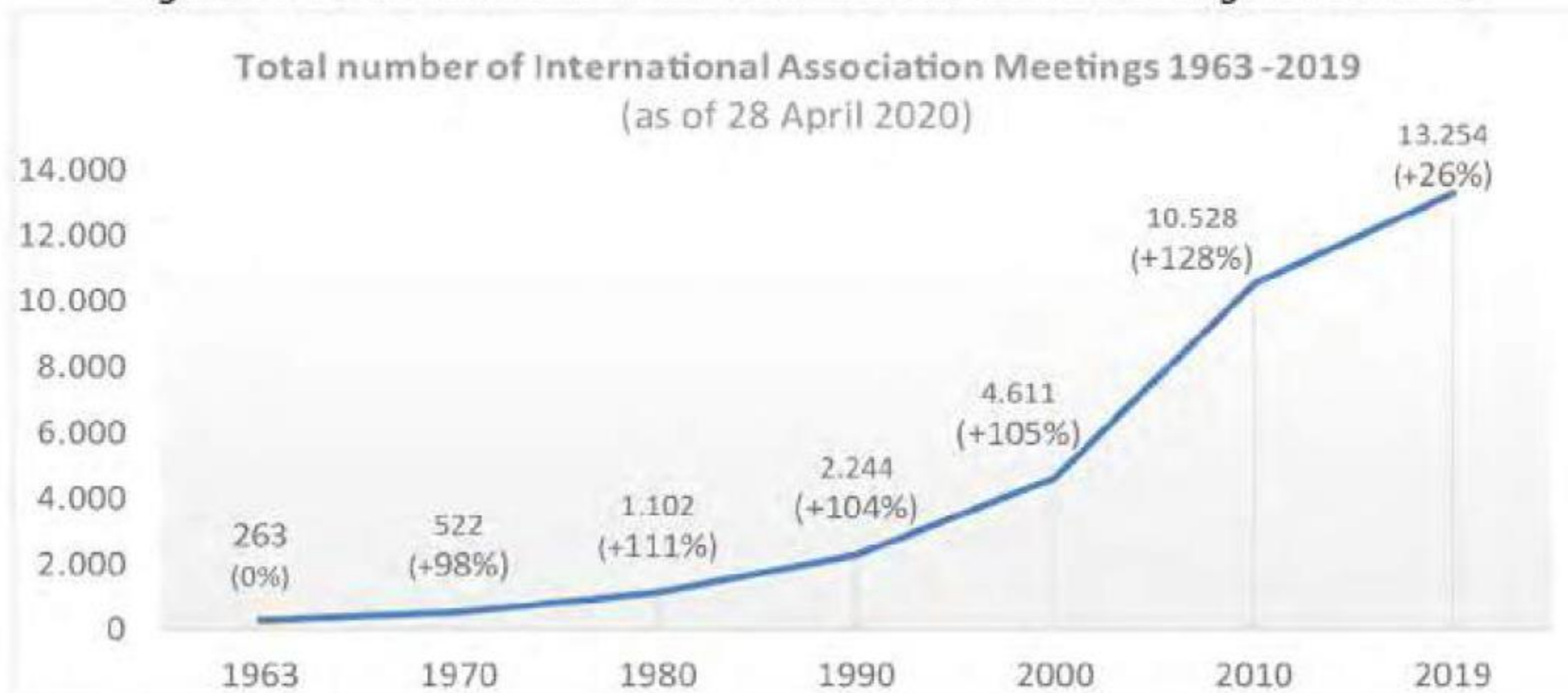




Figure 2: Total number of international association meetings 1963-2019



Worldwide ranking: number of meetings per country

Rank	Country	#Meetings in 2019
1	U.S.A.	934
2	Germany	714
3	France	595
4	Spain	578
5	United Kingdom	567
6	Italy	550
7	China-P.R.	539
8	Japan	527
9	Netherlands	356
10	Portugal	342

Estimated total number of participants per country/territory

Rank	Country/Territory	2019
1	U.S.A.	357.137
2	Spain	348.728
3	Germany	252.688
4	France	251.097
5	Italy	217.638
6	United Kingdom	215.929
7	Japan	175.955
8	China-P.R.	170.066
9	Canada	168.102
10	Netherlands	152.010



Worldwide ranking: number of meetings per city

Rank	City	#Meetings in 2019
1	Paris	237
	Paris Convention and Visitors Bureau	http://en.convention.parisinfo.com
2	Lisbon	190
	Lisbon Congress Centre	www.lisbonvenues.pt
	Turismo de Lisboa Visitors & Convention Bureau	www.visitlisboa.com
3	Berlin	176
	visitBerlin Berlin Convention Office	https://convention.visitberlin.de/en
4	Barcelona	156
5	Madrid	154
	IFEMA Madrid Exhibition and Congress Ctr	www.ifema.es/en/space-rental
6	Vienna	149
	Austria Center Vienna	www.acv.at/en
	HOFBURG Vienna Congress and Event	www.hofburg.com/
7	Singapore	148
	Singapore Exhibition & Convention Bureau	www.visitsingapore.com/mice
	My advertorial Appendix on Page 66	Appendix on Page 66
8	London	143
9	Prague	138
	Prague Congress Centre	www.praguecc.com
10	Tokyo	131

Estimated total number of participants per city

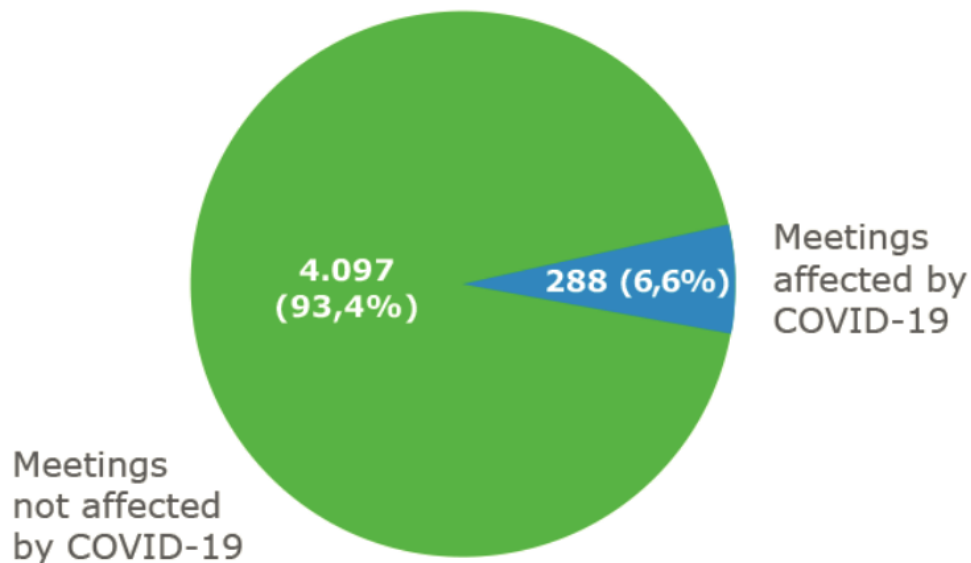
Rank	City	2019
1	Barcelona	156.754
2	Paris	124.063
3	Madrid	91.900
4	Lisbon	91.406
5	Vienna	89.009
6	Berlin	85.089
7	London	76.114
8	Milan	71.554
9	Copenhagen	69.110
10	Amsterdam	67.962



ICCA Data: Meetings affected by COVID-19

ICCA's Research Division are monitoring the status of all meetings in the ICCA Association Database.

International association meetings worldwide in 2020*



* This data includes all confirmed meetings worldwide scheduled in 2020 as recorded in the ICCA Association Database on 12 March 2020

Of the 4,385 association meetings currently planned for 2020 (as recorded in the ICCA Association Database on 12 March 2020), 93.4% are going ahead as scheduled. Of all meetings scheduled 6.6% are affected by COVID-19. Of these affected meetings, over two thirds are either postponed or relocated. A third of the affected meetings (2.1% of all meetings scheduled for 2020) are cancelled.

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MWVC 2020

Barcelona

February 2020



MWC 2020 ›

Los organizadores cancelan el Mobile World Congress de Barcelona por la crisis del coronavirus

La GSMA adopta esta drástica decisión tras la oleada de bajas y pese a que las autoridades insisten en que no hay ningún riesgo sanitario



February 2020

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TOKYO 2020



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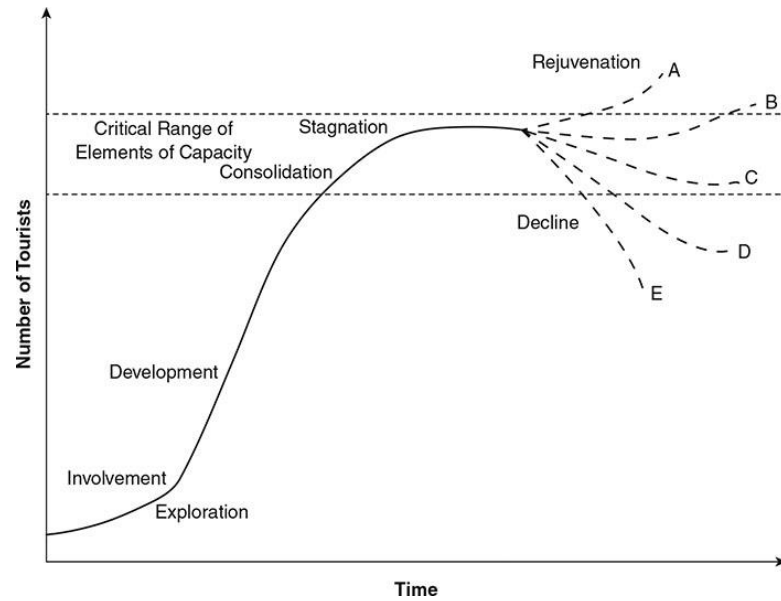
Inteligencia Turística Pública: Caso España

HOW TO ATTRACT TOURISTS

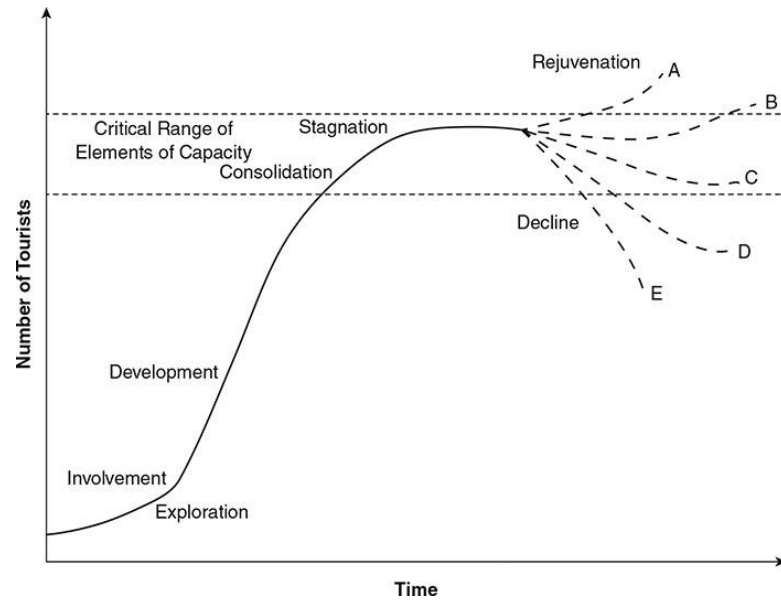


TO YOUR COMMUNITY

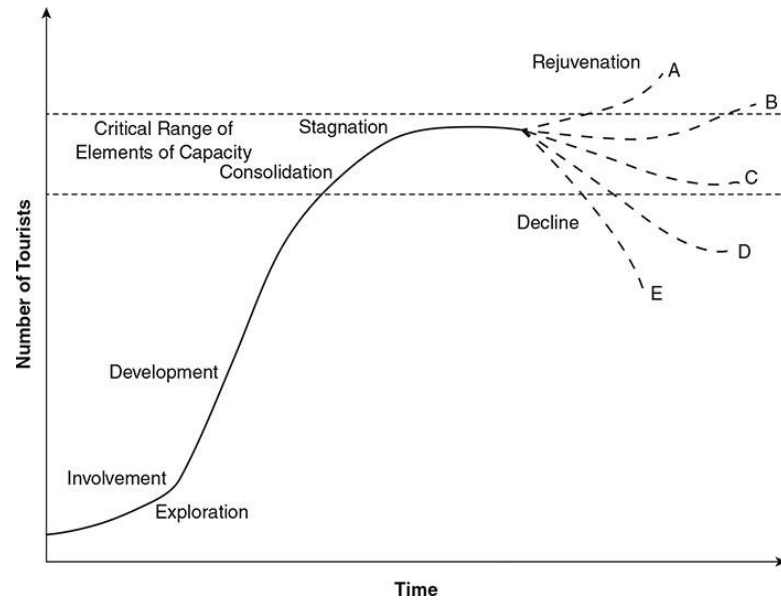
Ciclo de vida de un destino turístico



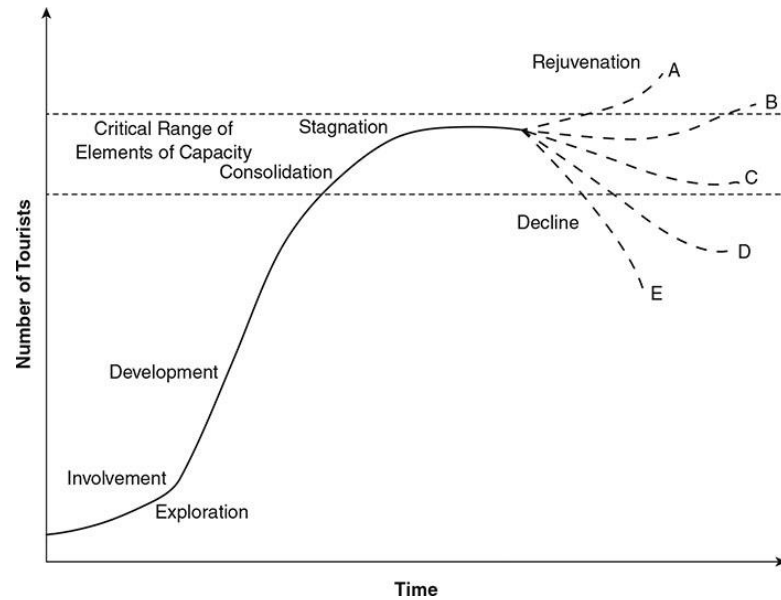
Ciclo de vida de un destino turístico



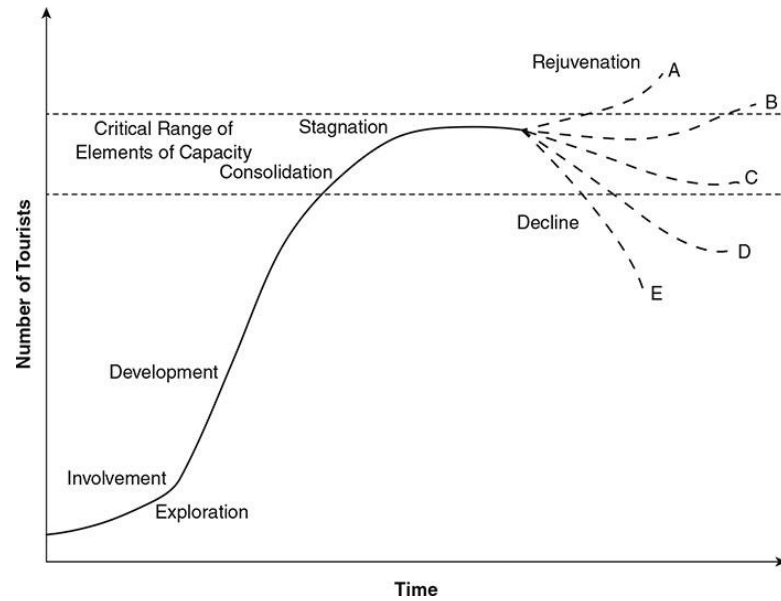
Ciclo de vida de un destino turístico



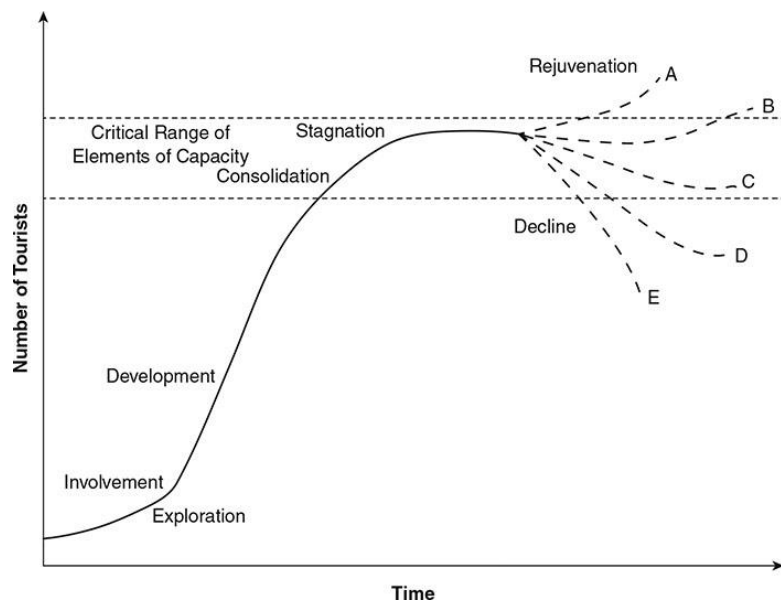
Ciclo de vida de un destino turístico



Ciclo de vida de un destino turístico



Ciclo de vida de un destino turístico






2º Taller

“Fotografía de cielos estrellados y paisajes nocturnos”

Con el astrofotógrafo Oscar Blanco

13, 14 y 15 de abril

A Veiga

Más información en:
Oficina de Turismo de A Veiga
988 35 01 30 / turismo.aveiga@gmail.com

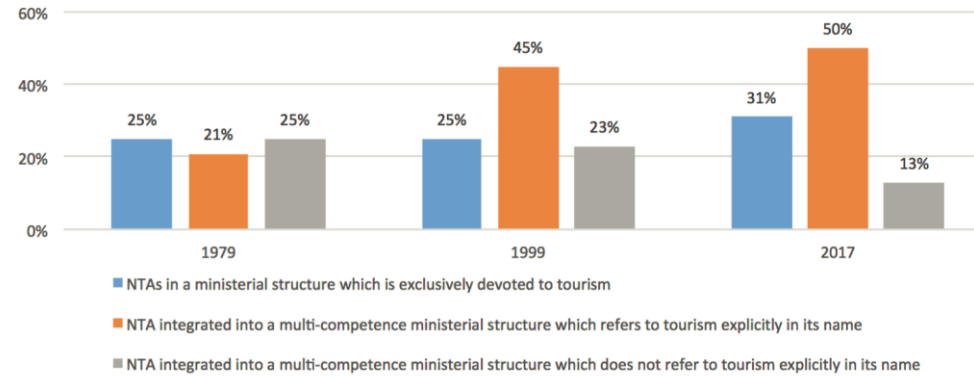
 Concello de A Veiga

En tu opinión, ¿qué se necesita para que un país pueda tener una estrategia de desarrollo turístico?

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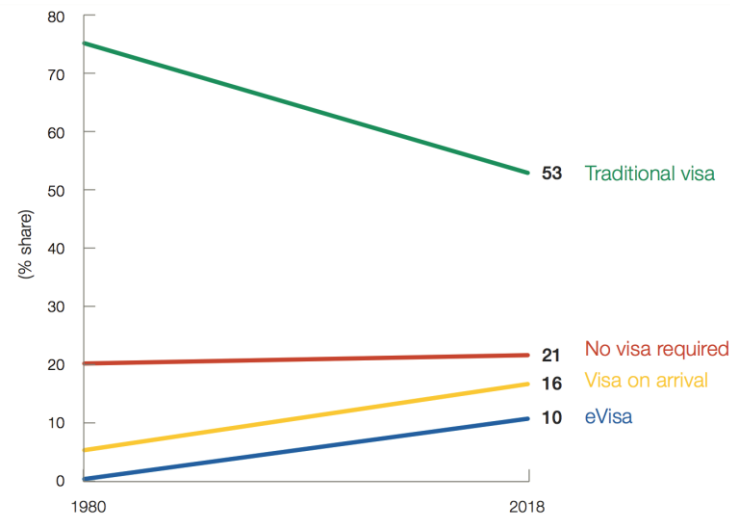
COMPROMISO POLÍTICO

Figure 3.1. Evolution of national tourism administrations in governmental structures



Enhanced visa facilitation

- eVisas and visas on arrival on the rise while traditional visas are decreasing.
- The share of world population requiring a traditional visa declined from 75% in 1980 to 53% in 2018.
- However, half of the world population still needed a traditional visa in 2018.

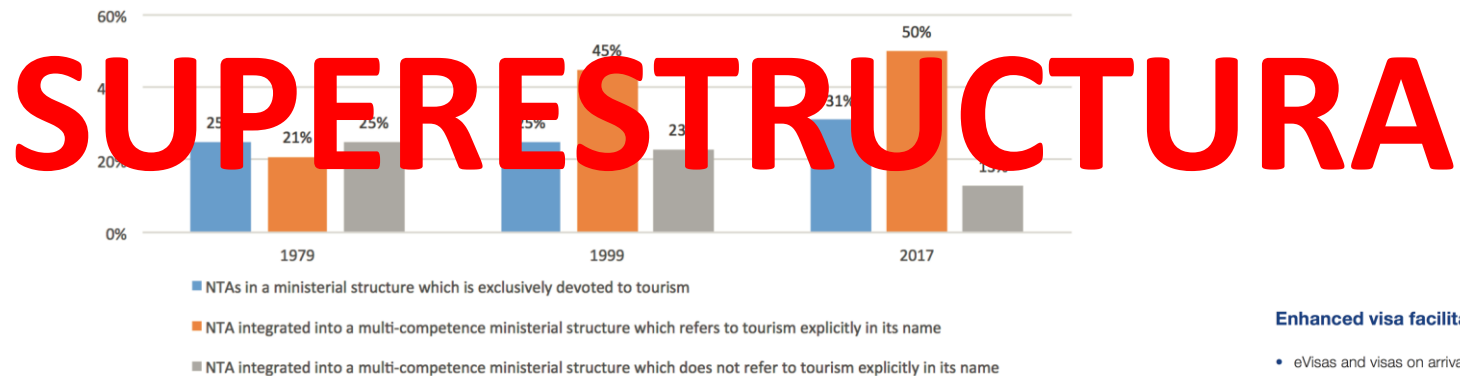


World population affected by visas, 1980 versus 2018 (% share)

Source: UNWTO Visa Facilitation Report, 2018.

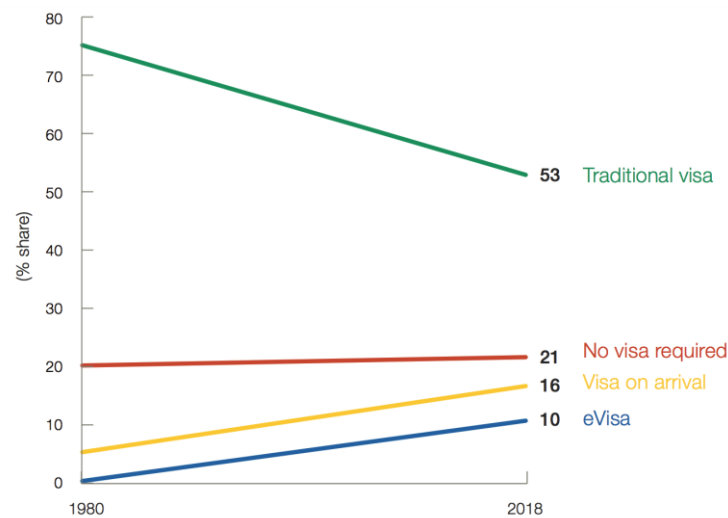


Figure 3.1. Evolution of national tourism administrations in governmental structures



Enhanced visa facilitation

- eVisas and visas on arrival on the rise while traditional visas are decreasing.
- The share of world population requiring a traditional visa declined from 75% in 1980 to 53% in 2018.
- However, half of the world population still needed a traditional visa in 2018.



World population affected by visas, 1980 versus 2018 (% share)

Source: UNWTO Visa Facilitation Report, 2018.

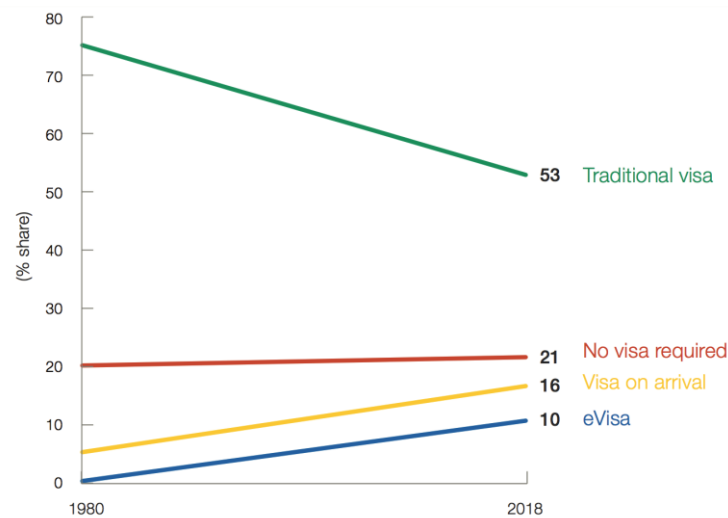


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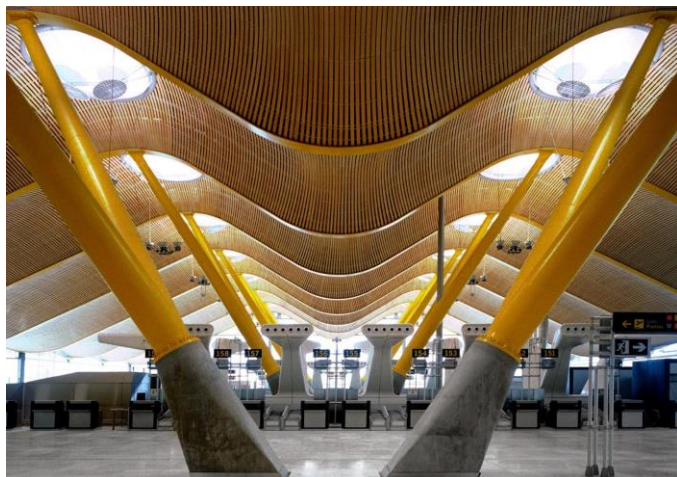


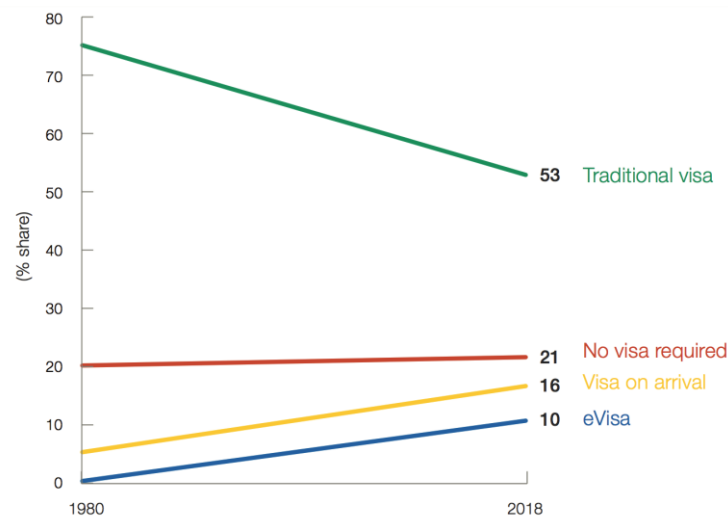


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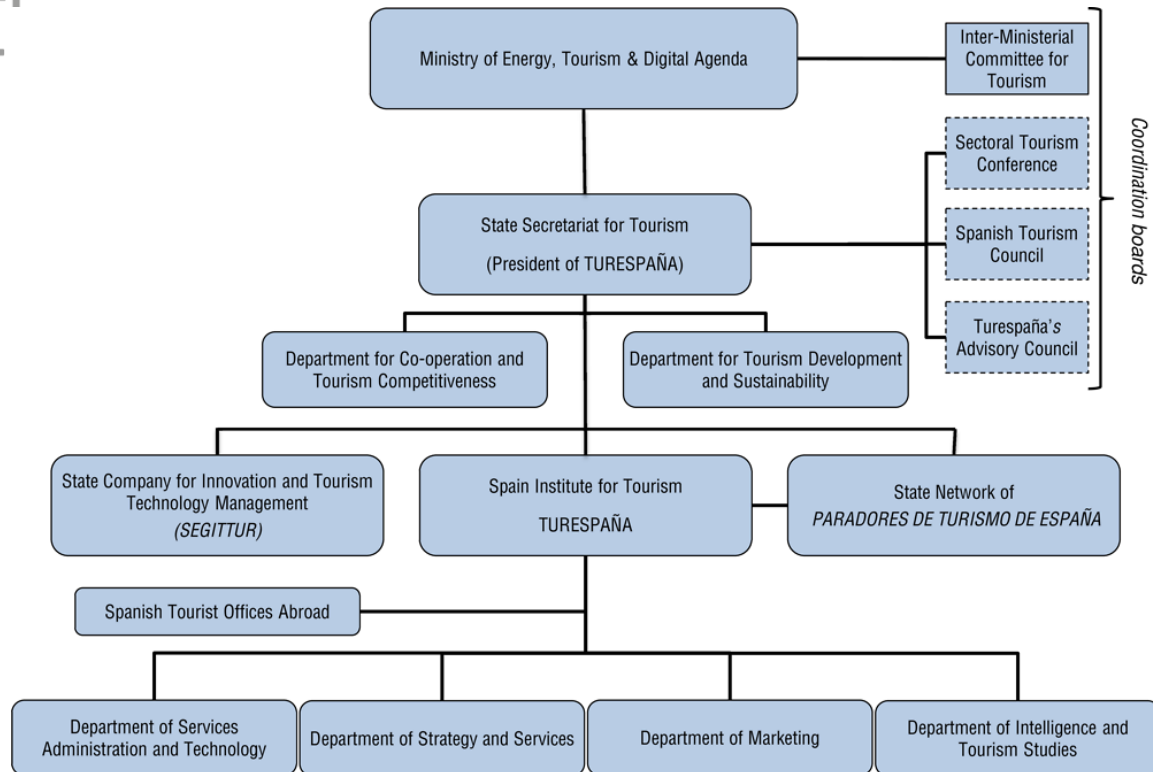
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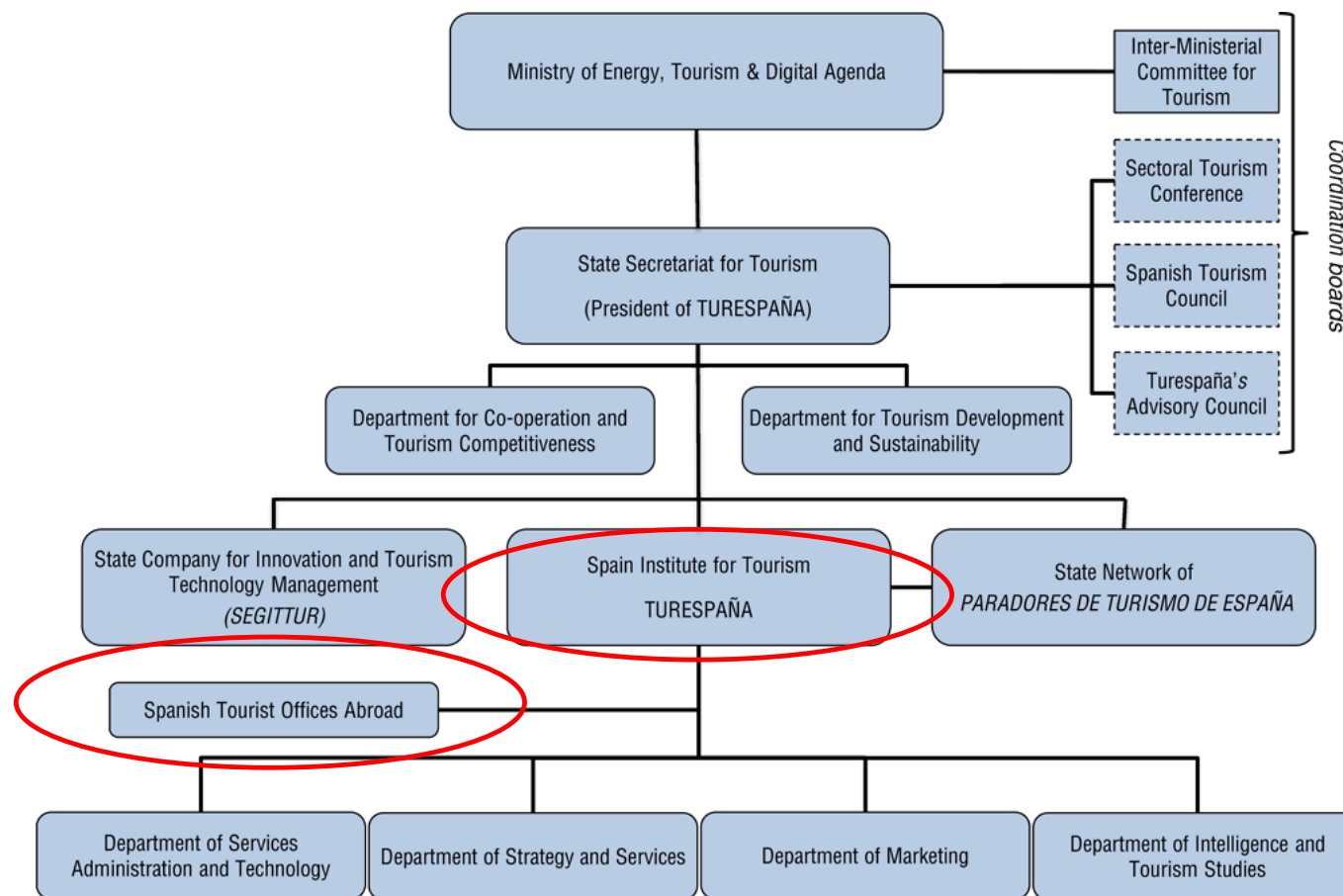


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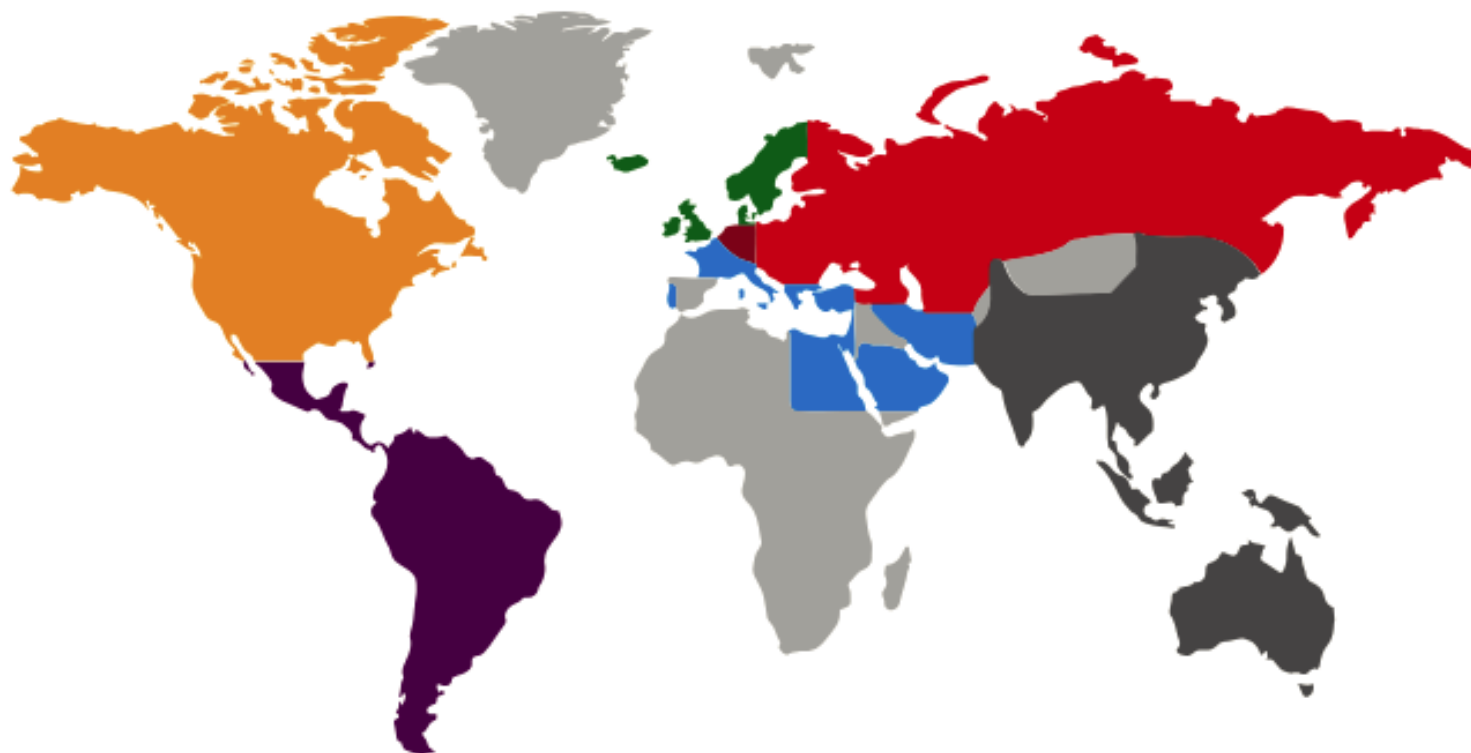
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DE TURISMO

TURESPAÑA



CONÓZCANOS ▾

RED DE TURISMO EN EL EXTERIOR

ESTADÍSTICAS Y CONOCIMIENTO TURISTICO

FERIAS Y JORNADAS ▾

ACCESO SUSCRIPTORES







Promoción y conocimiento turístico









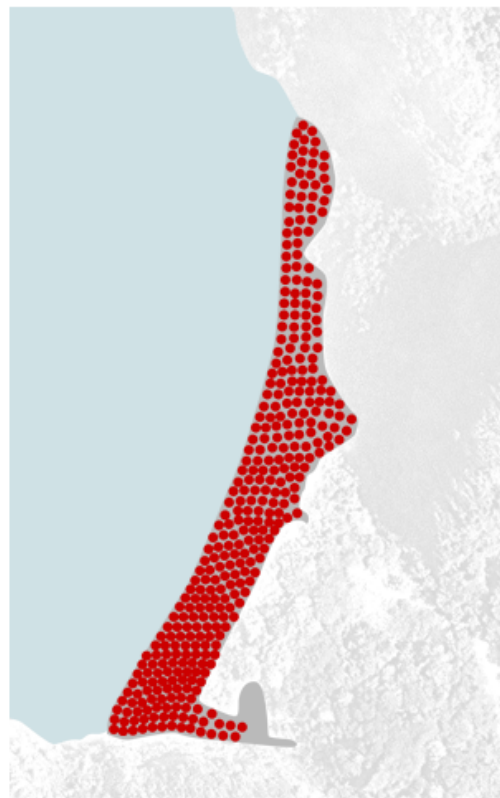
How popularity of Maya Bay has boomed

● = 10 people

In **2008**, there were about 170 people visiting daily.



By **2017**, that number had jumped to 3,500.



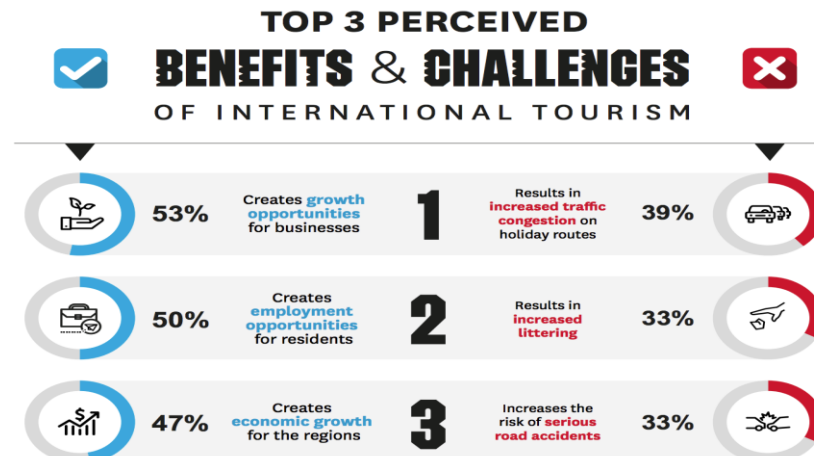
Source: Thailand Tourism Association. Satellite image: DigitalGlobe



ISLAS PHI PHI /

La famosa playa de Tailandia Maya Bay seguirá cerrada hasta 2021 para asegurar su conservación

Los biólogos estudian **el aforo que puede entrar en la cinematográfica playa de Tailandia** para asegurar su conservación.

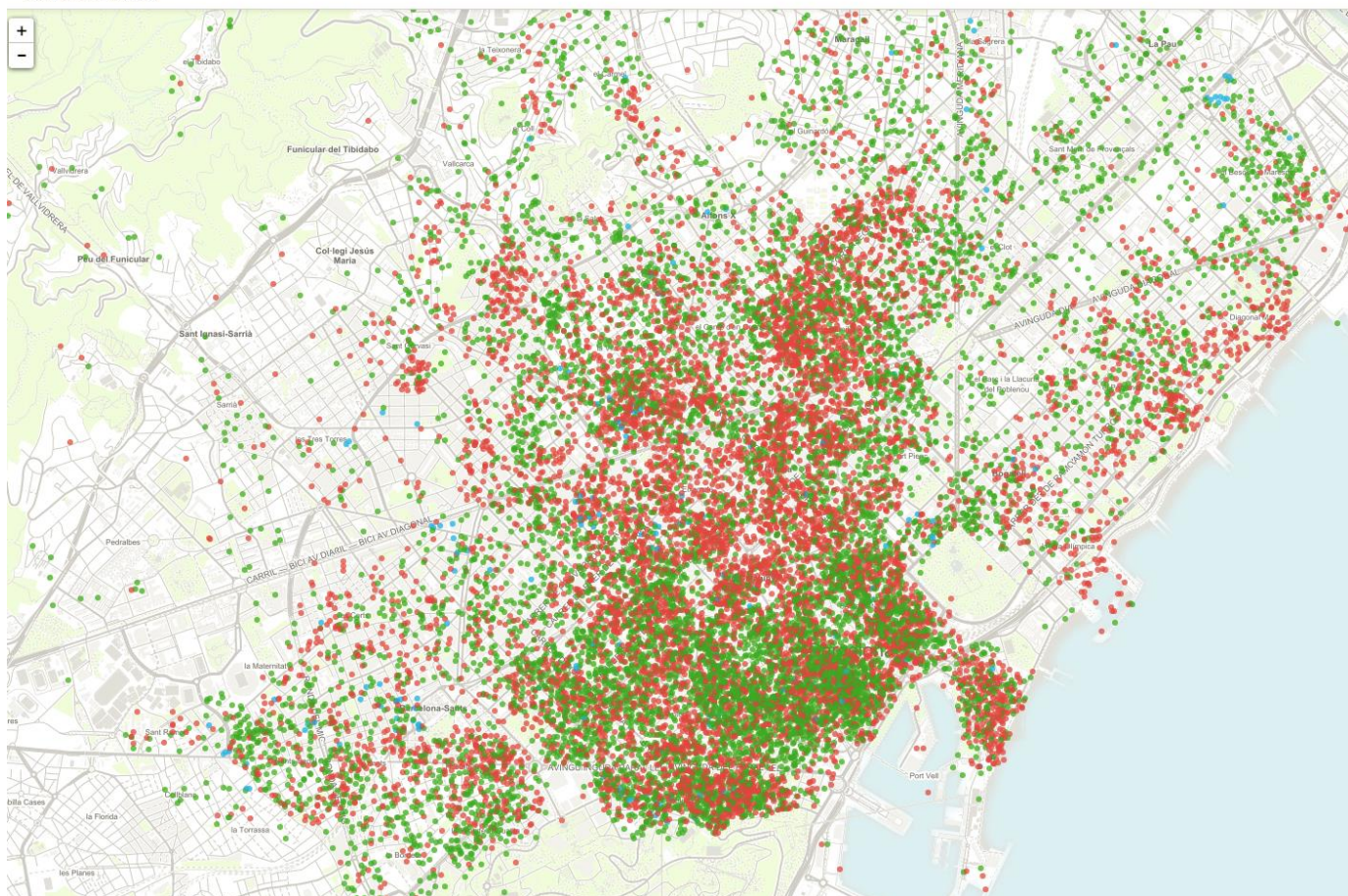




Inside Airbnb

Adding data to the debate

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Barcelona

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18,302
out of 18,302 listings (100%)

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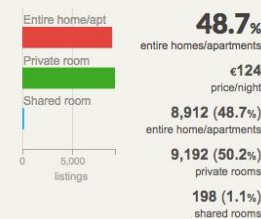
How is Airbnb really being used in and affecting your neighbourhoods?

Room Type

☐ Only entire homes/apartments

Airbnb hosts can list entire homes/apartments, private or shared rooms.

Depending on the room type, [availability](#), and [activity](#), an Airbnb listing could be more like a hotel, disruptive for neighbours, taking away housing, and [illegal](#).



Activity

☐ Only [recent](#) and [frequently](#) booked

Airbnb guests may leave a review after their stay, and these can be used as an indicator of Airbnb activity.

The minimum stay, price and number of reviews have been used to estimate the [occupancy rate](#), the number of [nights per year](#) and the [income per month](#) for each listing.

How does the income from Airbnb compare to a long-term lease?

Do the number of nights booked per year make it impossible for a listing to be used for residential housing?

And what is renting to a tourist full-time rather than a resident doing to our neighbourhoods and cities?





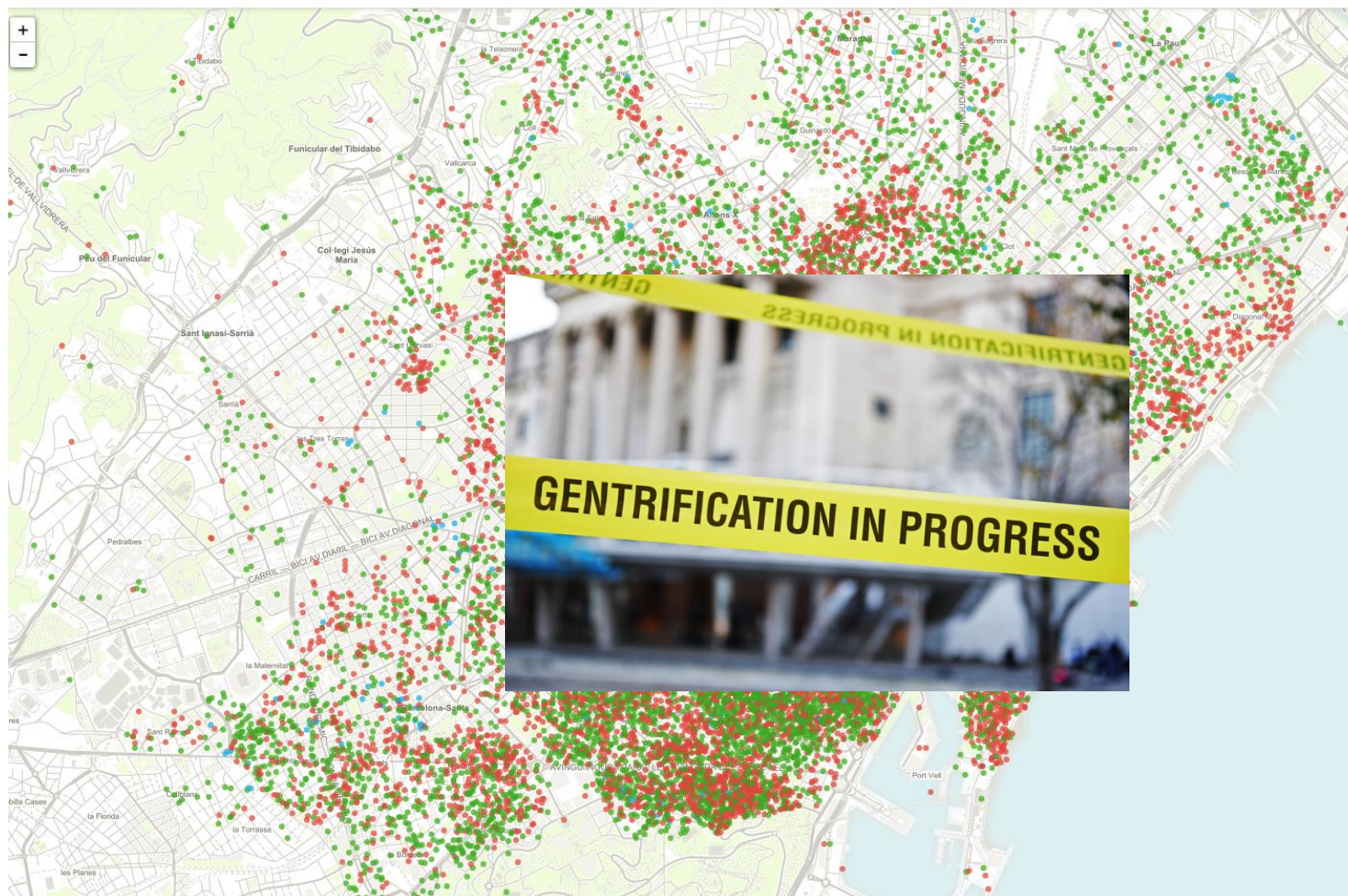
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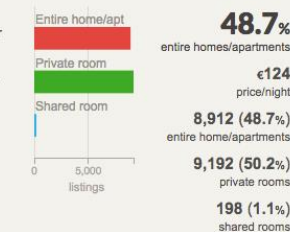
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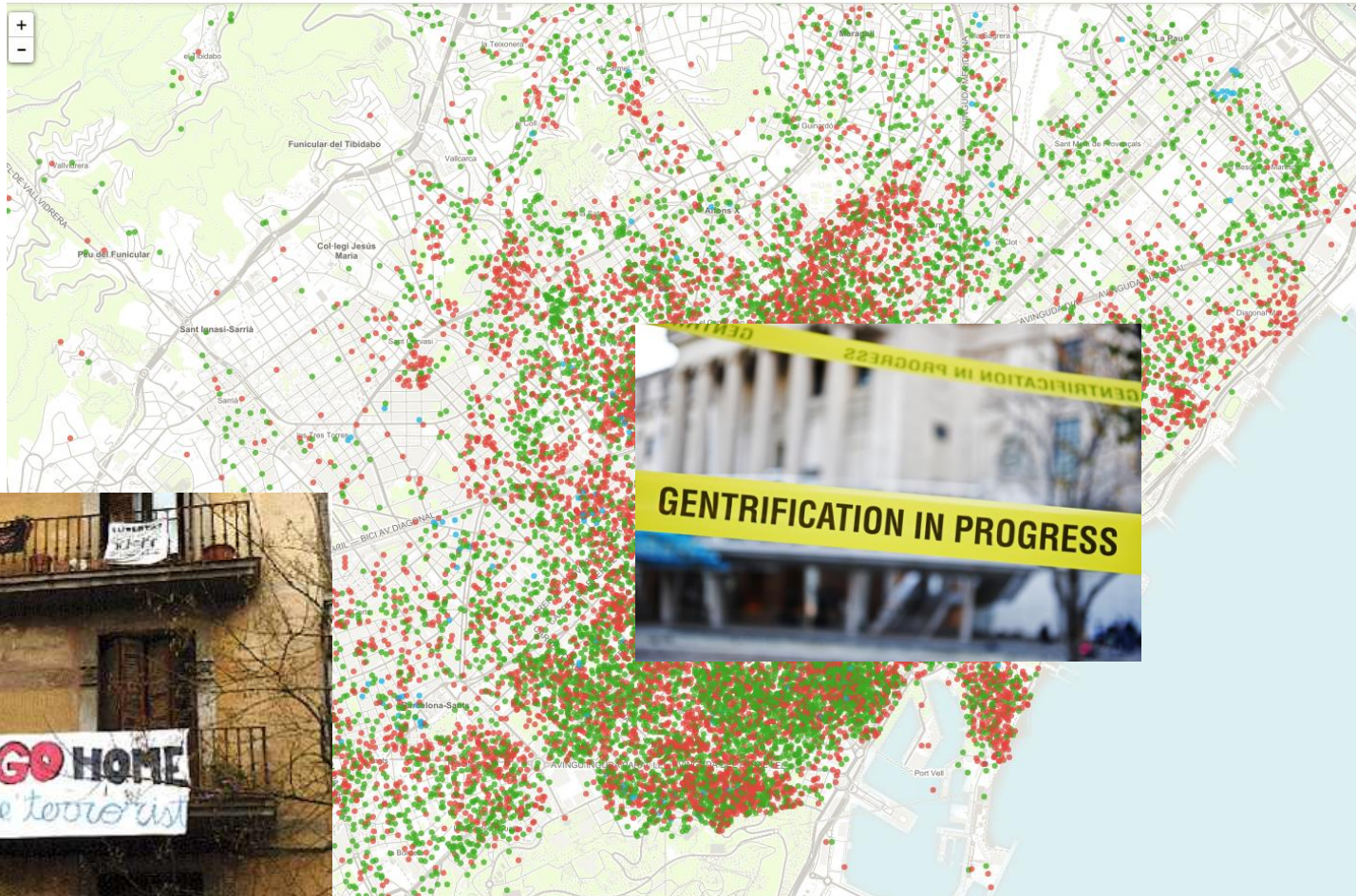
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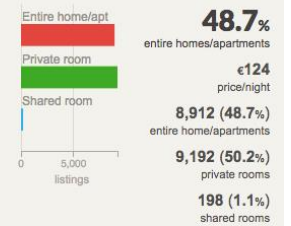
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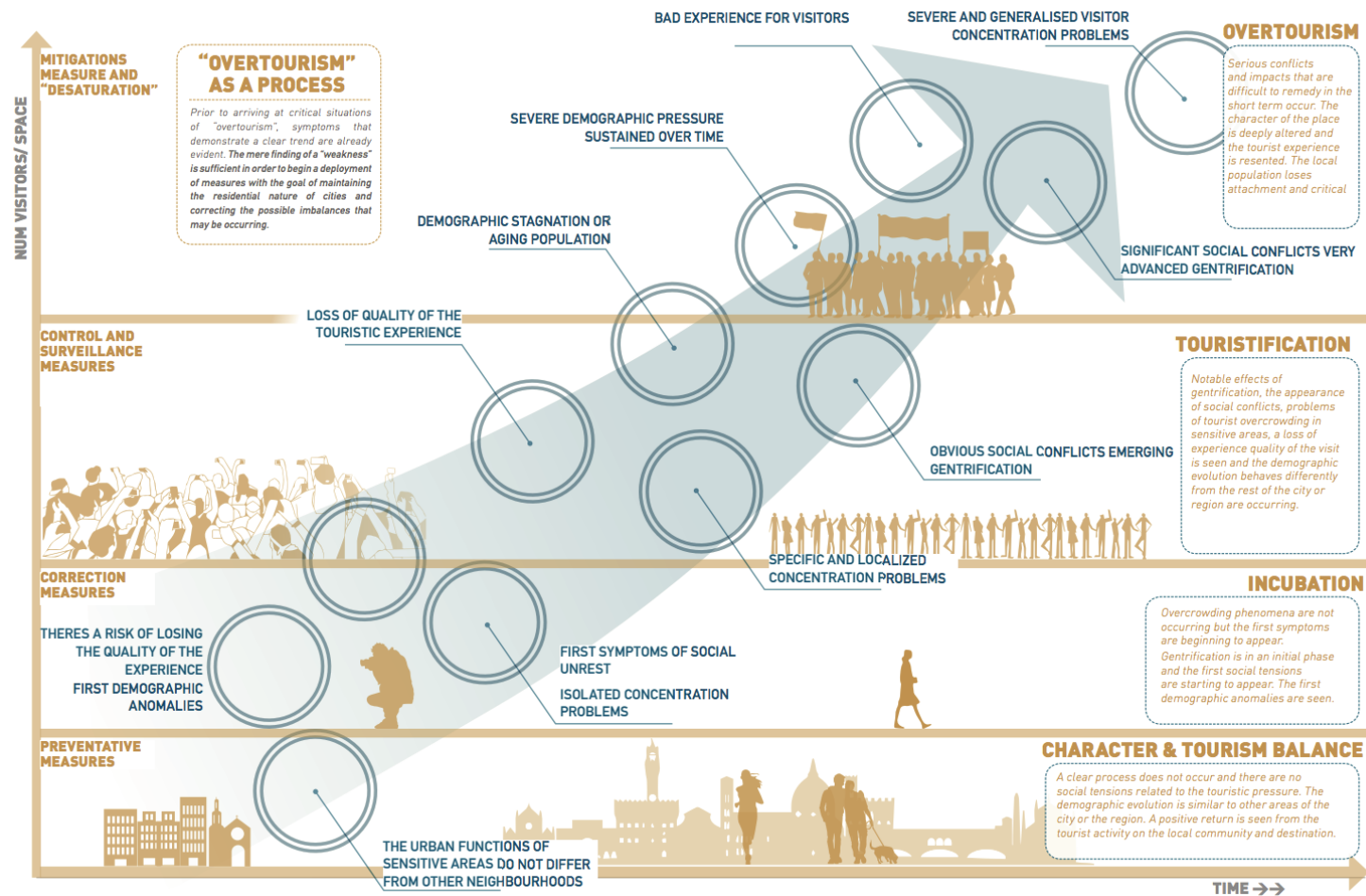
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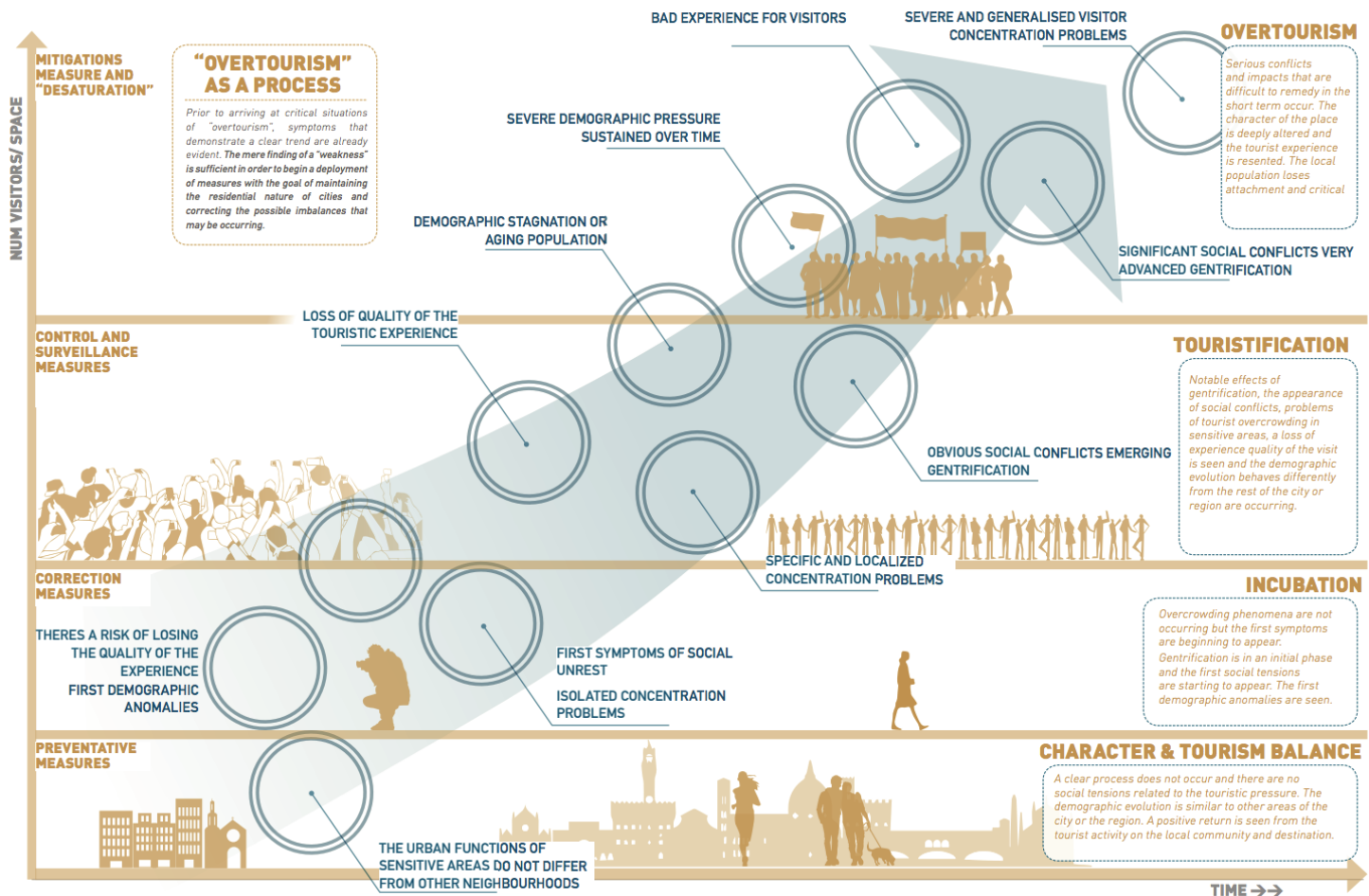
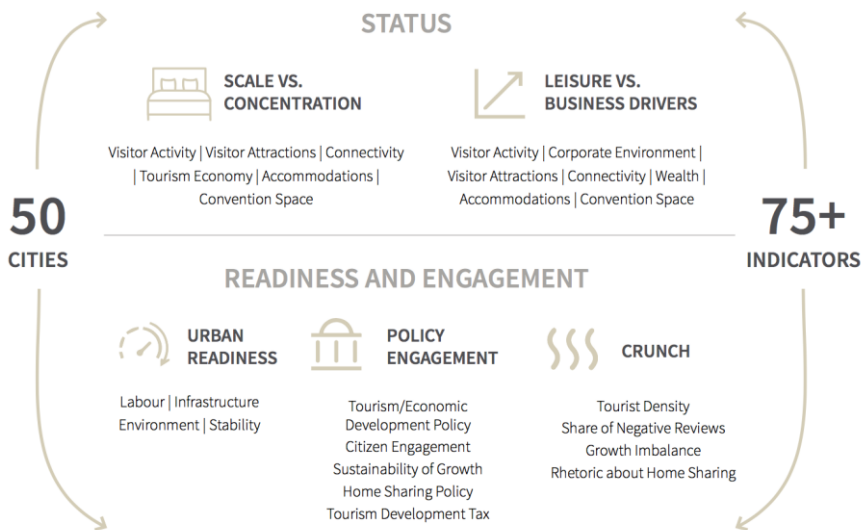
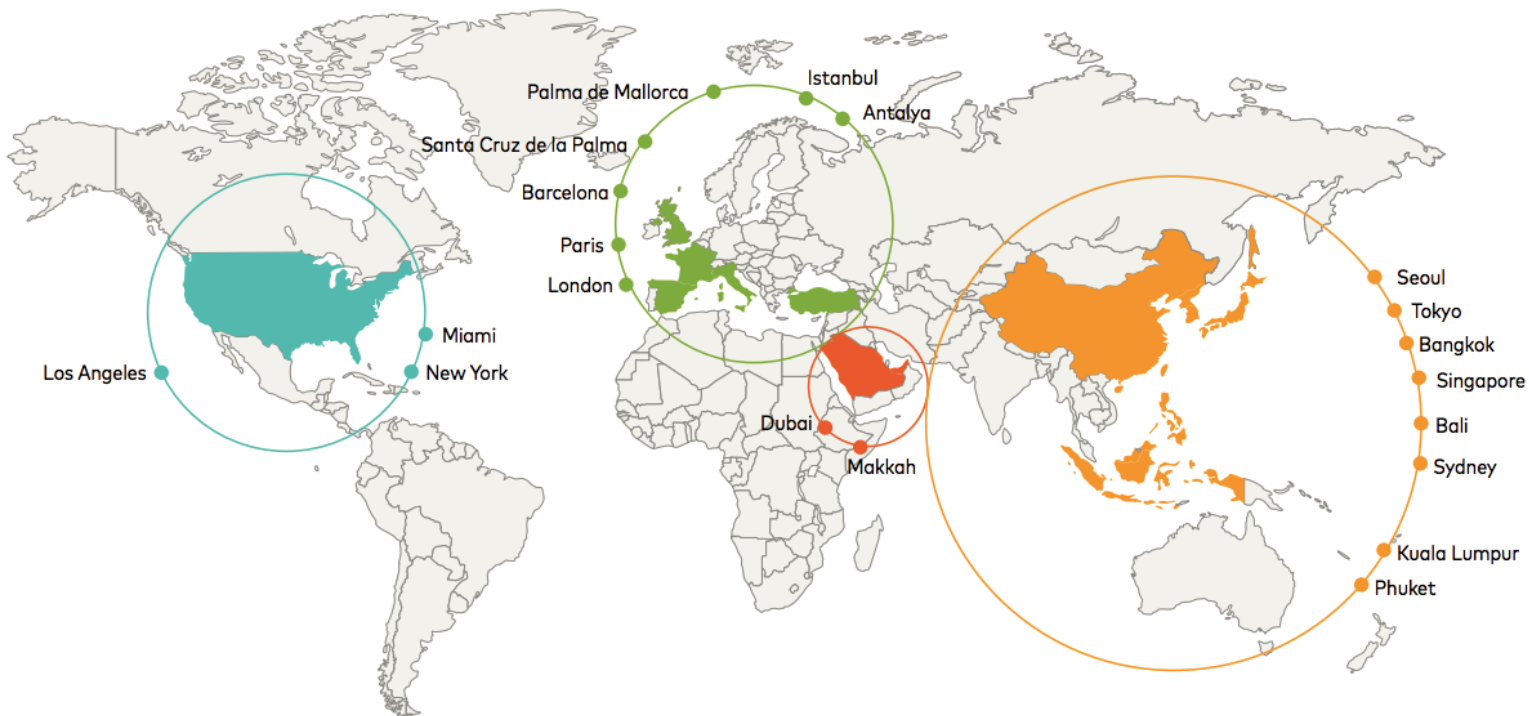




FIGURE 1: FRAMEWORK | CITY READINESS FOR TOURISM GROWTH



Source: JLL

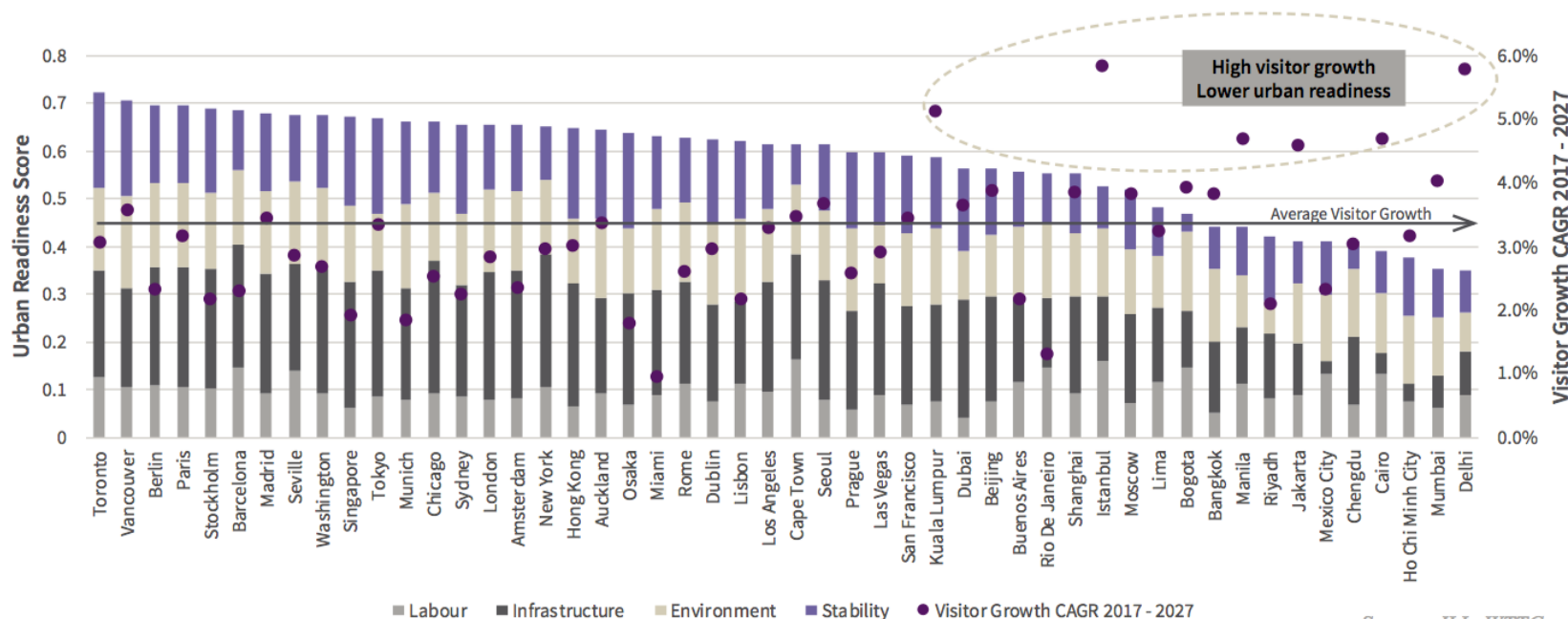


Rank	City	Total Spend (US\$)
01	Dubai	\$30.82B
02	Makkah	\$20.09B
03	Bangkok	\$20.03B
04	Singapore	\$16.56B
05	London	\$16.47B
06	New York	\$16.43B
07	Paris	\$14.06B
08	Tokyo	\$13.77B
09	Palma de Mallorca	\$12.69B
10	Phuket	\$12.01B

Rank	City	Total Spend (US\$)
11	Kuala Lumpur	\$11.13B
12	Seoul	\$9.31B
13	Santa Cruz de la Palma	\$9.02B
14	Bali	\$8.86B
15	Istanbul	\$8.26B
16	Los Angeles	\$8.24B
17	Sydney	\$8.03B
18	Barcelona	\$7.86B
19	Miami	\$7.70B
20	Antalya	\$7.65B



FIGURE 4: OVERALL URBAN READINESS FOR TOURISM GROWTH

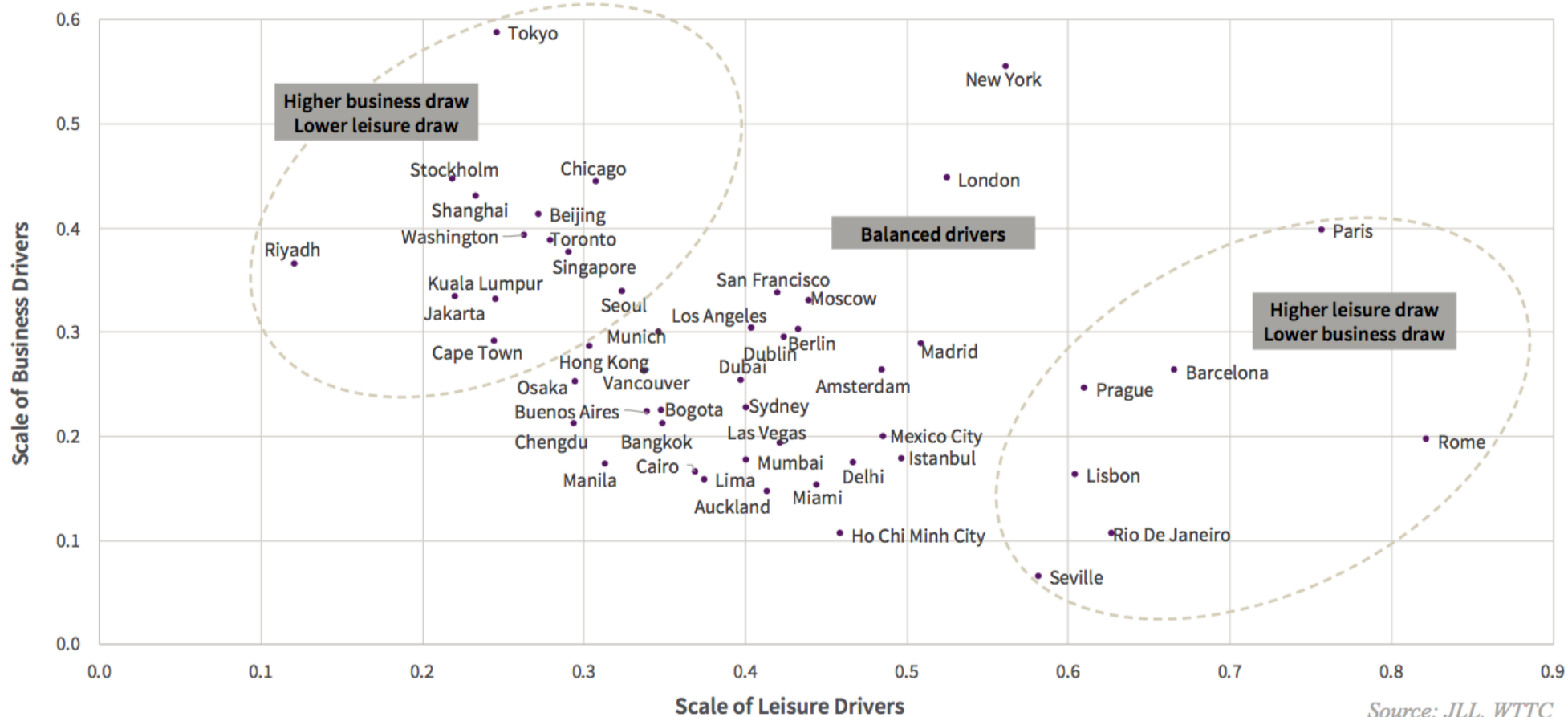


Source: JLL, WTTC

The urban readiness score measures how well cities are positioned to accommodate future tourism growth based on four key factors - Labour availability, urban infrastructure, environment and stability. The graph demonstrates the areas of the urban landscape where a city leads or lags, which can help the creation of a growth plan. Overall urban readiness for tourism growth is highest in developed economies, whereas emerging markets lag, especially outside of Asian gateway cities.



FIGURE 3: SCALE OF LEISURE VS. BUSINESS DRIVERS





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Boosts Attendance



Access to Thought Leaders at
Michigan State University

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DATOS GENERALES

España dispone de todo tipo de sedes singulares, dotando a cada evento y reunión de la experiencia diferente sin renunciar a la tradición.



INFRAESTRUCTURAS

Nuestros destinos ofrecen a los usuarios las mejores salas de reuniones que mejor se adapten a sus necesidades, capacidades y preferencias.



ESPAÑA LIDER EN TURISMO

La naturaleza en España nos ofrece paisajes impresionantes y distintos entre sí, que son una delicia para la vista de todos sus visitantes.



OFERTA MICE

La tecnología y la comodidad se mezclan para ofrecer servicios que solo pueden mejorar cualquier experiencia.



ARTE Y CULTURA

El arte y la cultura española tiene sus raíces en las influencias que los diferentes pueblos han dejado tras su paso por la península a lo largo de los siglos



GASTRONOMÍA

La gastronomía de España representa una gran diversidad de técnicas culinarias e ingredientes fruto de muchas culturas, así como de paisajes y climas.





DESTINATIONS



Worldwide ranking: number of meetings per city

Rank	CITY	# MEETINGS
1	Paris	212
	Paris Convention and Visitors Bureau	http://en.convention.parisinfo.com
2	Vienna	172
	Austria Center Vienna	www.acv.at/index.en.html
	HOFBURG Vienna Congress Center	www.hofburg.com/en
	Vienna Convention Bureau	www.vienna.convention.at
3	Madrid	165
	Madrid Exhibition and Congress Centre - IFEMA	www.ifema.es/convencionesycongresos_06
4	Barcelona	163
	Barcelona Convention Bureau	www.barcelonaconventionbureau.com
5	Berlin	162
6	Lisbon	152
7	London	150
8	Singapore	145
	Singapore Exhibition & Convention Bureau	www.visitsingapore.com/mice
	My advertorial	Appendix on Page 81
9	Prague	136
	Prague Congress Centre	www.praguecc.cz
10	Bangkok	135

Estimated total number of participants per city

Rank	CITY	# PARTICIPANTS
1	Barcelona	134.838
2	Paris	126.243
3	Vienna	104.775
4	Munich	93.443
5	Berlin	87.623
6	Amsterdam	85.549
7	Toronto, ON	84.600
8	Copenhagen	80.618
9	Madrid	71.885
10	Singapore	69.261



Imagen de un hombre con traje al teléfono en un aeropuerto / EUROPA PRESS

‘Bleisure’ o cómo sacarle partido a los viajes de negocios

"Business with leisure" o "negocio con ocio", así son los viajes laborales que se imponen, cuyo objetivo es compatibilizar trabajo y esparcimiento

The Digital Nomad Life: Combining Work and Travel



Find your place

[Nomad List](#) is a database of 1,207+ cities in the world analyzing 980,896+ data points every second to help you choose where to go next — and when you arrive, it connects you to 100,000+  nomads there.





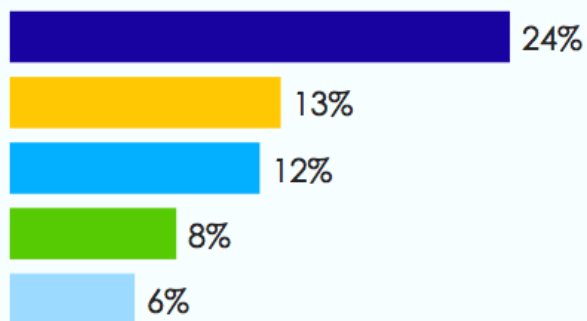
Sample Size

More than 2,500 bleisure travelers from China (511), Germany (515), India (510), the United Kingdom (511) and the United States (504)

BLEISURE TRAVELER PROFILE

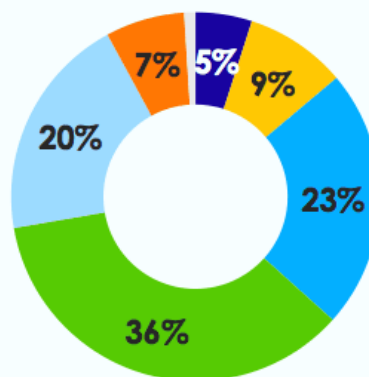
Most bleisure travelers take a business trip at least every 2-3 months, with those trips tending to last between 2-3 nights

Occupation



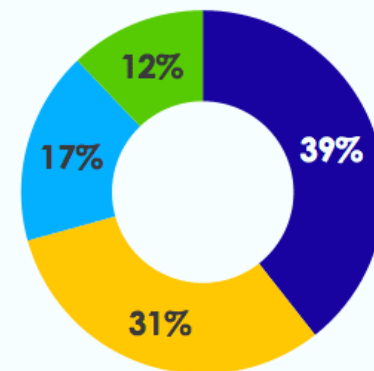
- Technology/IT/Software
- Manufacturing
- Finance
- Healthcare
- Education

Business Trip Frequency



- Once a week
- 3+ times a month
- Once or twice a month
- Once every 2-3 months
- Once every 4-6 months
- Once a year
- Less than once a year

Business Trip Length



- 2 Nights
- 3 Nights
- 4+ Nights
- 1 Night



BLEISURE IS BOOMING

Nearly 40% increase since 2016 study when 43% of US business trips were bleisure trips

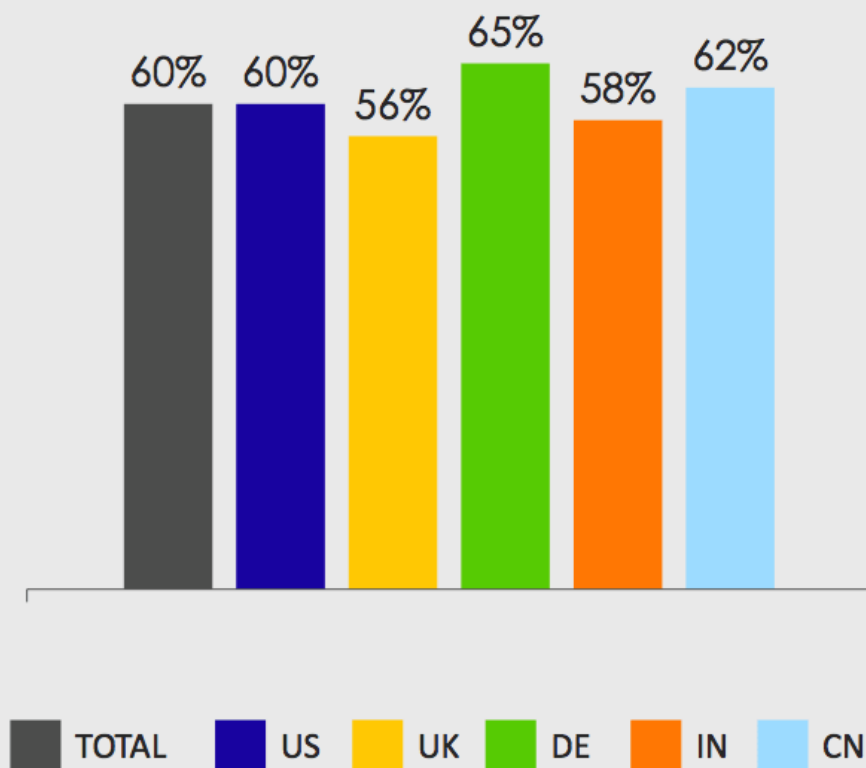


On average across the five countries over the last year

60%

of business trips turned into bleisure

expedia group™

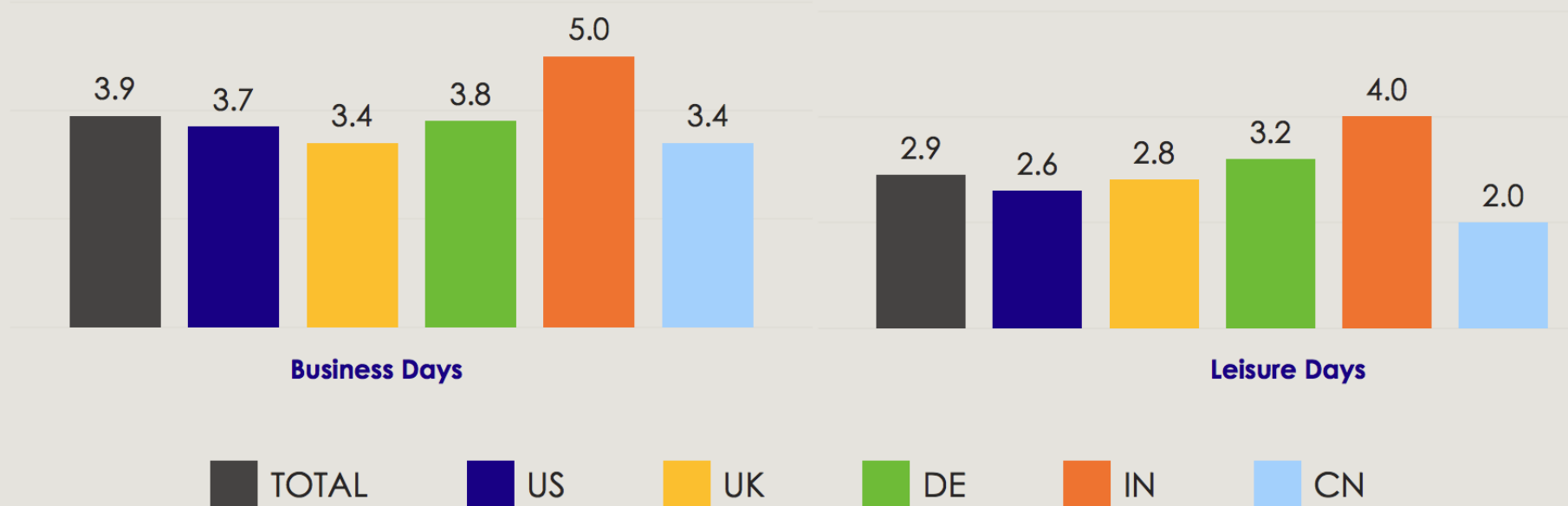




BLEISURE BREAKDOWN – BUSINESS VERSUS LEISURE

When leisure is added to business travel the length of trip can almost double

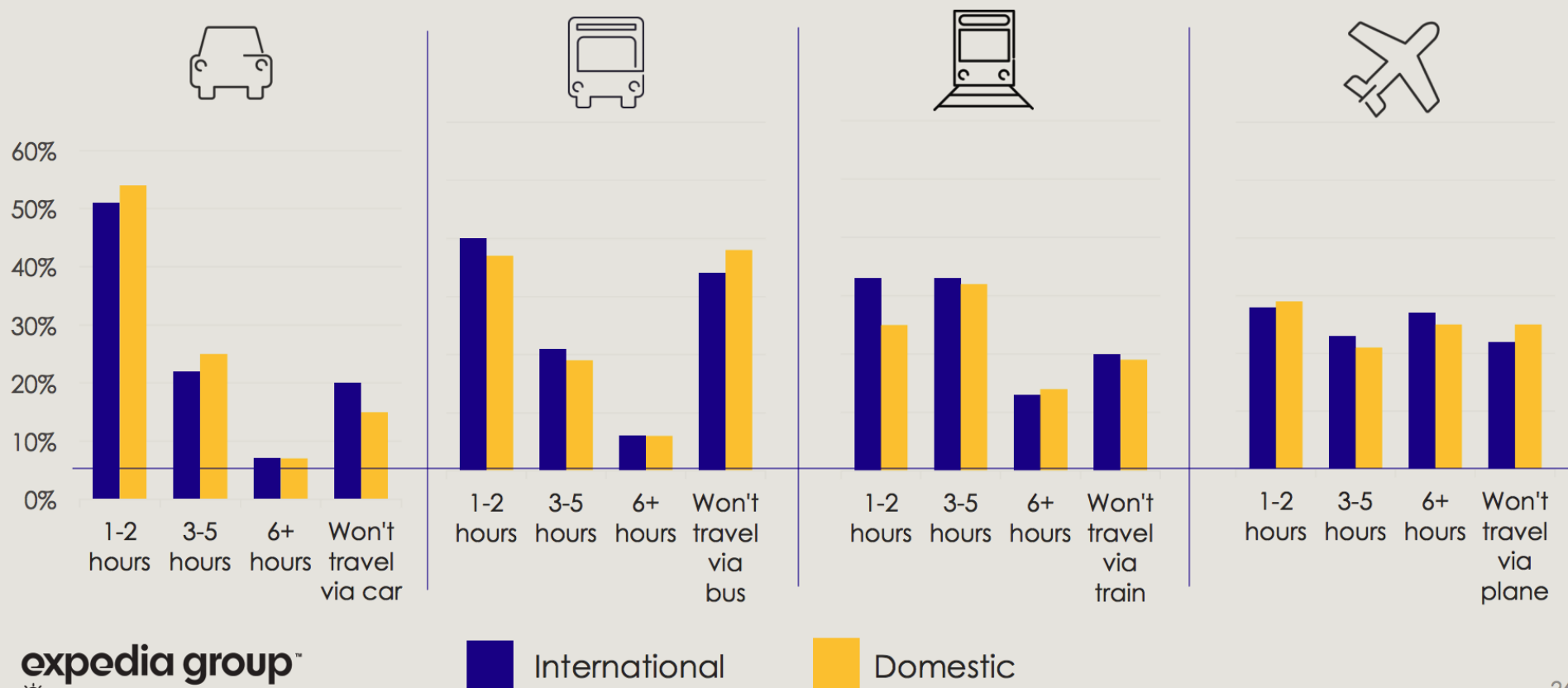
Average Length of Each Portion of
Most Recent Bleisure Trip





HOW FAR I'LL GO – INTERNATIONAL VS. DOMESTIC

How far travelers on average are willing to go for bleisure depends on the mode of transportation



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Gracias