

COLLABORATION IN DANUBE

(Tourism Insight @ SAP HANA)

DRIVING THE DIGITAL FUTURE

Strategies to Grow Stronger Communities & Businesses

Trieste, Italy 29.10.2013



Agenda

- 1. Introduction**
- 2. Objective**
- 3. Prototype Demo**
- 4. Municipality Business Case - Pilot Project Proposal**

Introduction

- Tourism lacks the depth of insight.
- Tourists create numbers of data.
- There is a need for optimized tourist pricing and offerings.

The Travel & Tourism Competitiveness Report 2013

Reducing Barriers to Economic Growth and Job Creation

Jennifer Blanke and Thea Chiesa, editors



Objective

“With the understanding of the nature of experience and the role of design, tracking the flow of economic wealth through the economy of interest by analyzing the data from different sources.”



CREATING WEALTH

Prototype Demo

Powered by  HANA
Innovative Solution



SAPTIDEMOPS.zip



SAP Tourism Insight

*All data are subjected to change in real time application

Individual Analysis

Croatia

Austria

Hungary

Italy

Slovenia

Competitor Analysis

Direct Contribution (GDP)

Total Contribution (GDP)

Direct Contribution (EMPLOYMENT)

Total Contribution (EMPLOYMENT)

Visitor Exports

Domestic Spending

Government Spending

Internal Consumption

Leisure Spending


Business Travel

Individual Analysis

Individual Country Analysis for the GDP, Employment contribution of Tourism and Travel. Spending based on domestic and government funding with classification in terms of Internal consumption and Business travels.

Competitor Analysis

All the five country analysis for the GDP, Employment contribution of Tourism and Travel. Spending based on domestic and government funding with classification in terms of Internal consumption and Business travels.

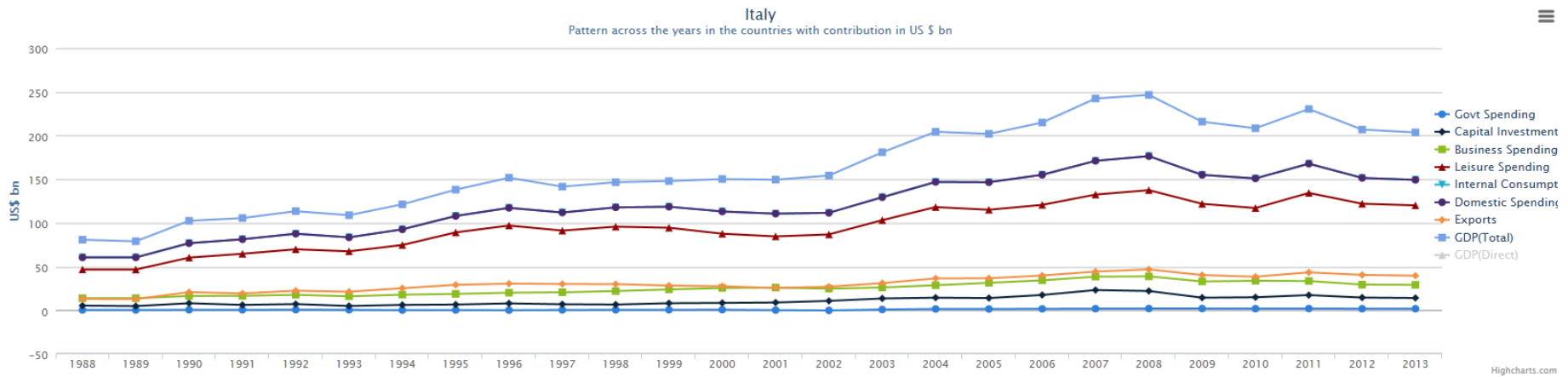
Powered by  HANA, HIGHCHARTS [Development Information](#)

SAP Tourism Insight

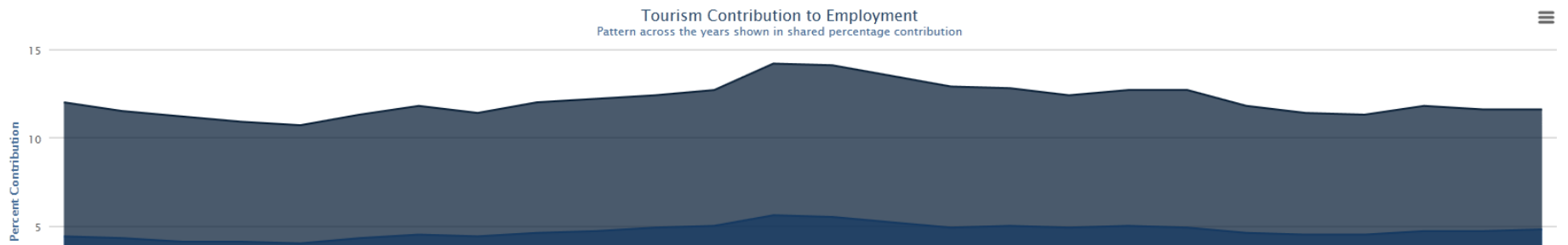
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Individual Analysis

Categorial Analysis for Italy



Employment Impact Analysis for Italy

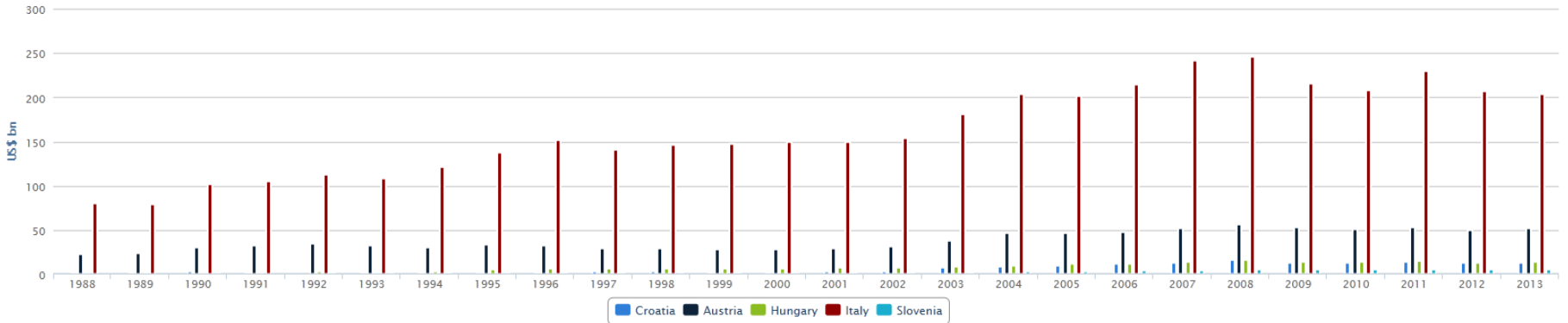


Competition Analysis

Tourism Total Contribution to GDP : Present and Future

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Tourism Total Contribution to GDP
Pattern across the years in the countries with contribution in US \$ bn



Highcharts.com

Tourism Total Contribution to GDP
Future Predicted Pattern across the years in the countries with contribution in US \$ bn



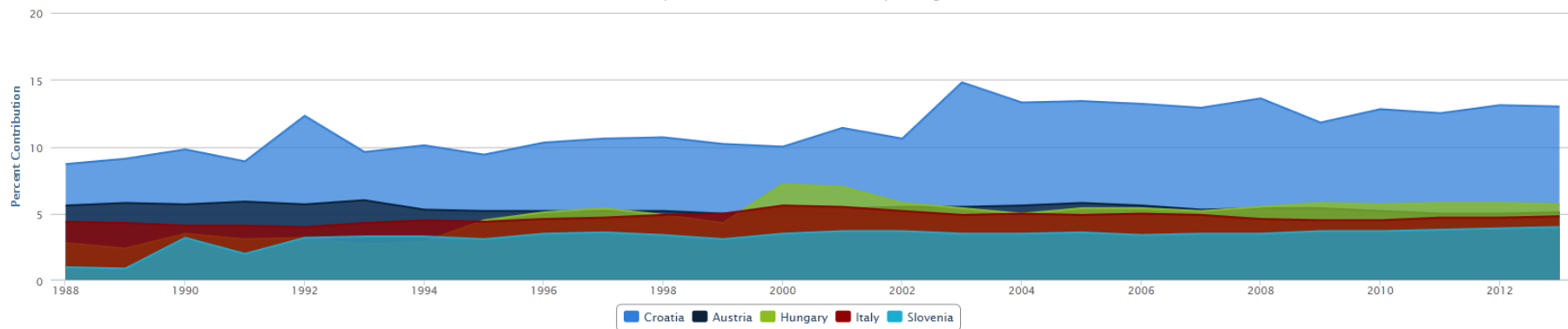
Competition Analysis

Tourism Direct Contribution to Employment : Present and Future

Back

Tourism Direct Contribution to Employment

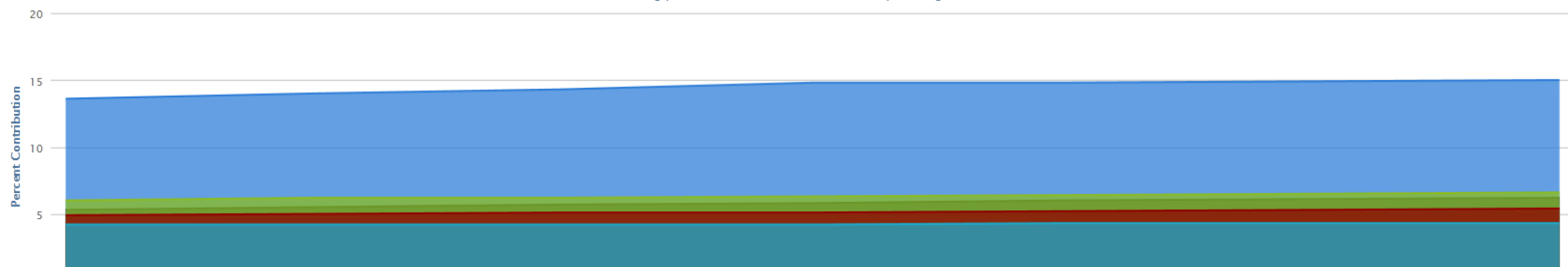
Pattern across the years in the countries shown in shared percentage contribution



Highcharts.com

Tourism Direct Contribution to Employment

Pattern for coming years in the countries shown in shared percentage contribution



Municipality Business Case - Analysis Point of Interest

Tourism in Municipalities will be mapped on:

- Economy
- Environment of Citizens and their nationality

Socio-demographic of Tourists:

- Sex
- Age
- Education
- Occupation
- Annual income

Tourists travel scope:

- Main purpose of visit
- Duration of visit
- Origin and Destination
- Modes of transport
- Types of accommodation

Tourists purpose classification:

- Personal
 - Holiday/leisure
 - Visiting trends
 - Education
 - Religion
 - Shopping
 - Transit
 - Diplomatic
 - Other
- Business or Professional
 - Military
 - Work

Municipality Business Case - Analysis Point of Interest

Transport Classification:

- Air
 - Scheduled Flight
 - Private jets
 - Other
- Water
 - Passenger line
 - Cruise ship
 - Yacht
- Land
 - Railway
 - Motor coach
 - Vehicle rentals

Tourism Mapping in Municipalities based on:

- Number of tourist attractions
- Seasonal trend of tourist flow
- Survey Information at places of interests

Administrative Impact:

- Defining administrative borders
- Defining Metropolitan and administrative borders
- Cross border workers trend to mark out cross border workers and tourists.
 - Seasonal worker and short-term worker trends

Municipality Business Case - Benefits

1. Deeper insight on tourism actual status.
2. Drill down analysis to understand tourism patterns.
3. Support in the process of taking tourism decisions.
4. ...

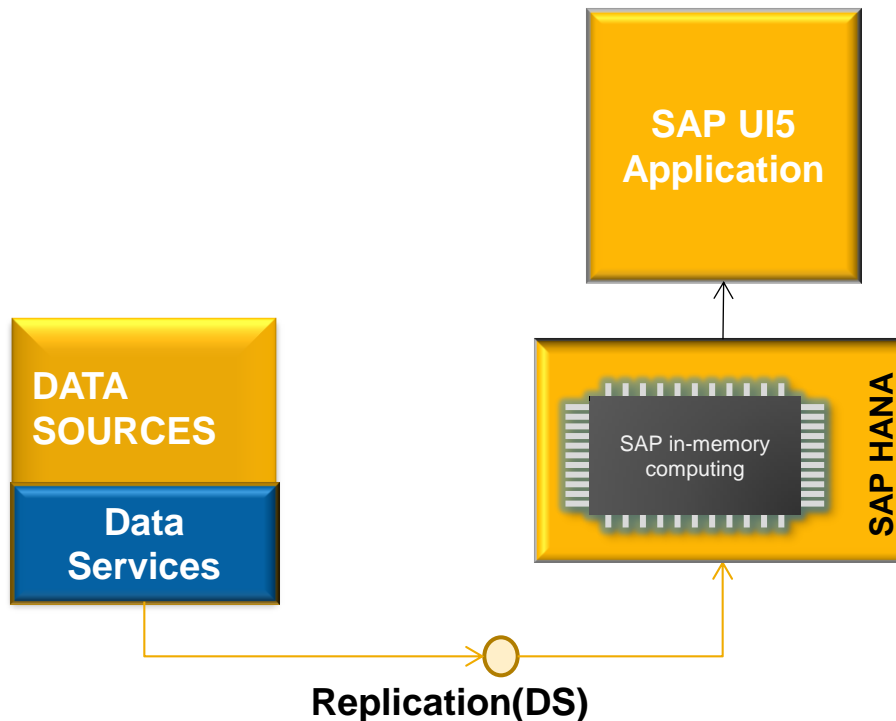


Municipality Business Case - Architecture Overview

- Data Sources can be multiple sources
- Replication of Data from data sources will be made via Data Services wherever possible.

*The architecture may change depending on the data sources and other parameters

*Application depends on the data provided



Pilot Project Proposal - Rules of Engagement

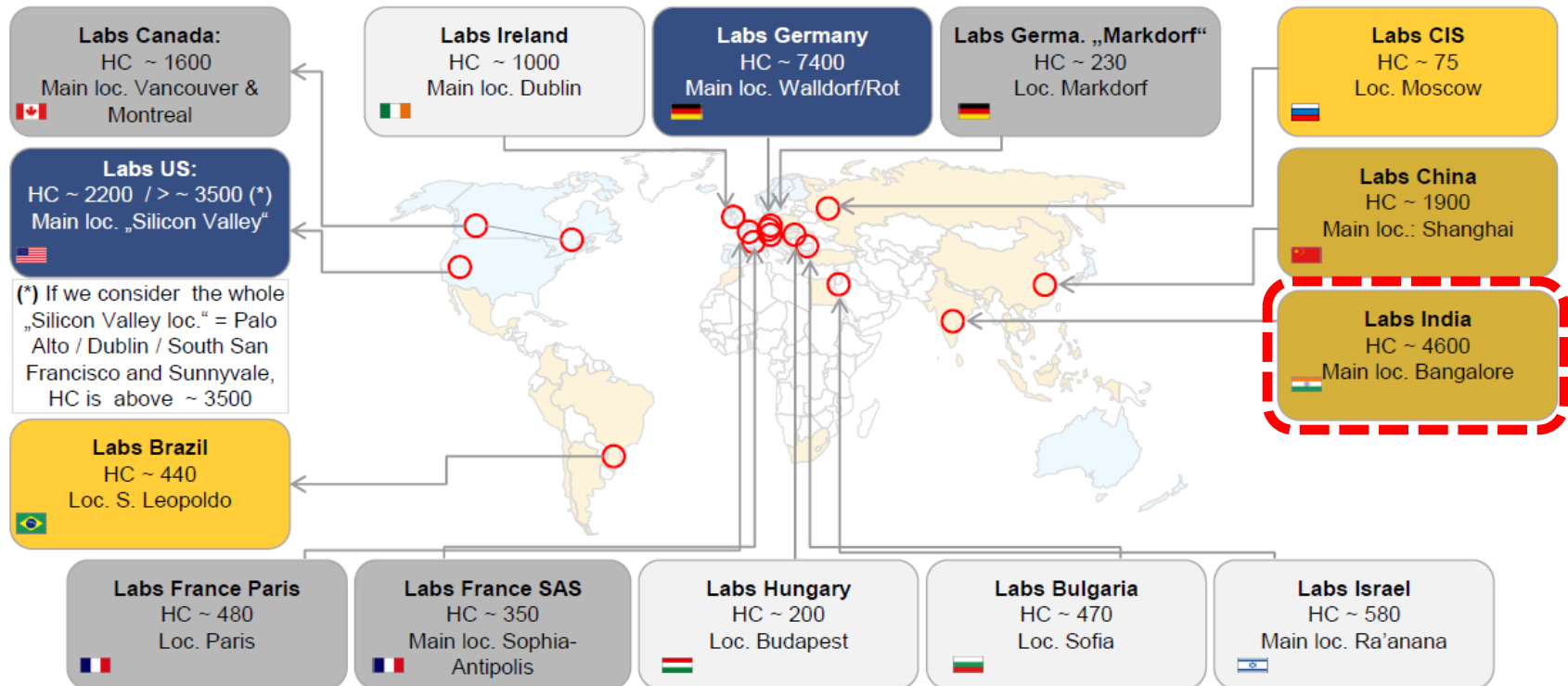
1. What we would need from Municipalities?

- Input which Analysis Point of Interest shall be part of Scope
- Correlated Data provided in standard format (ex. csv., xml. file)

2. Technical SW/HW infrastructure prerequisite?

- Provided by SAP (accessing will be possible only for SAP via corporate network). Recorded session on outcome-result can be distributed to Municipalities.

Pilot Project Proposal – Partnering with SAP LABS





Thank You!

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