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.

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."

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.
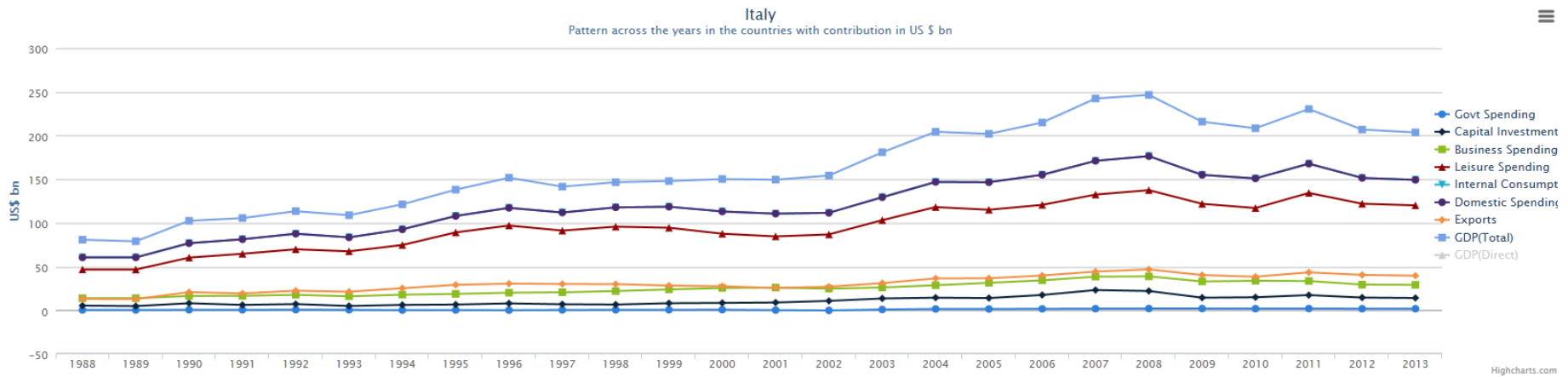
Competitor Analysis

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 SAP HANA, HIGHCHARTS Development Information
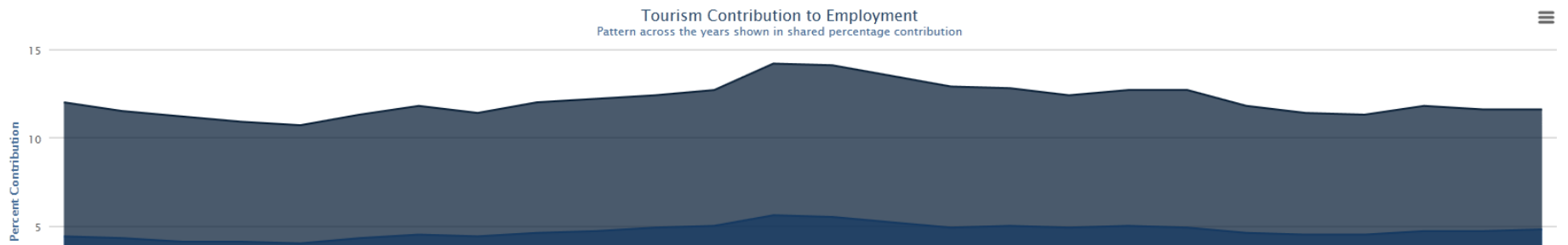
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Individual Analysis

Categorial Analysis for Italy

Italy
Pattern across the years in the countries with contribution in US $ bn

Legend: Govt Spending, Capital Investment, Business Spending, Leisure Spending, Internal Consumpt, Domestic Spending, Exports, GDP(Total), GDP(Direct)

Employment Impact Analysis for Italy

Tourism Contribution to Employment
Pattern across the years shown in shared percentage contribution

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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

Legend: Croatia, Austria, Hungary, Italy, Slovenia
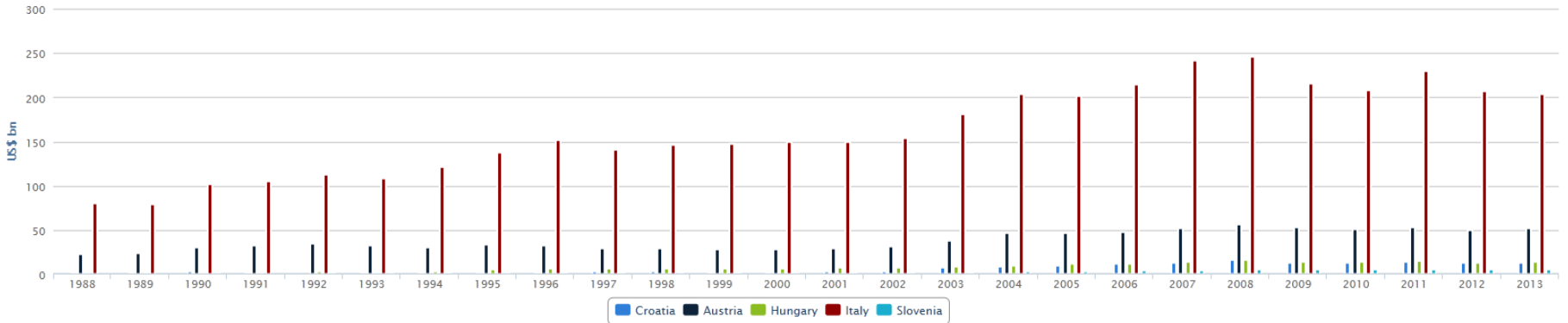
Highcharts.com

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

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Competition Analysis

Tourism Direct Contribution to Employment : Present and Future

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Tourism Direct Contribution to Employment
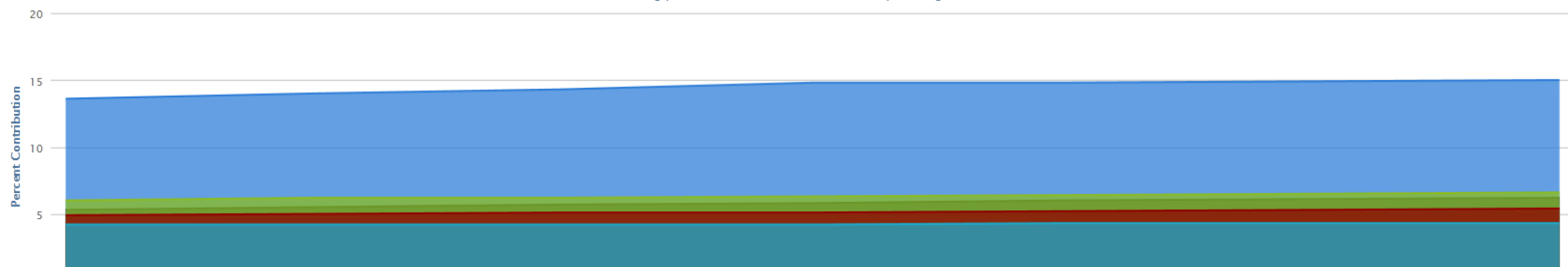Pattern across the years in the countries shown in shared percentage contribution

Legend: Croatia, Austria, Hungary, Italy, Slovenia
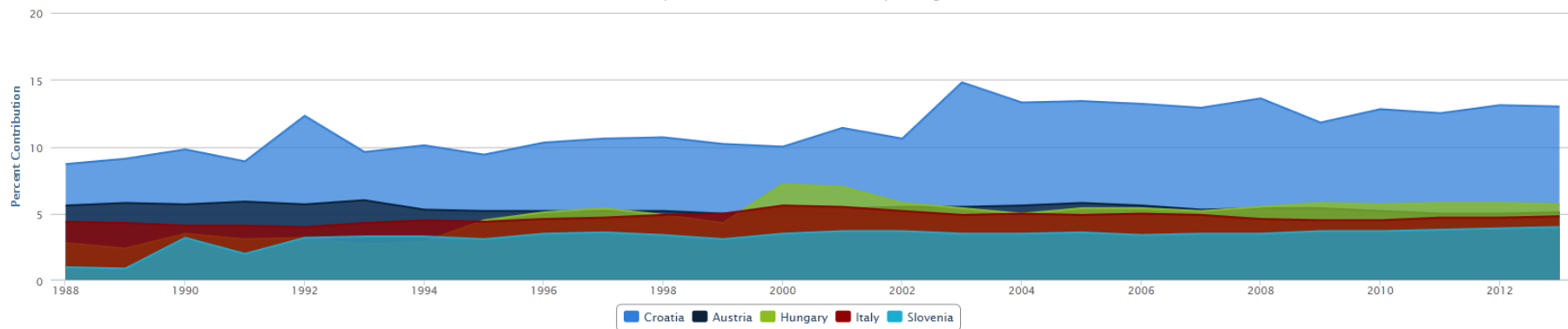
Highcharts.com

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. ...

THE BIG PICTURE
REGIONALLY FOCUSED. GLOBALLY COMPETITIVE.

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

SAP UI5 Application

DATA SOURCES

Data Services

SAP in-memory computing

SAP HANA

Replication(DS)
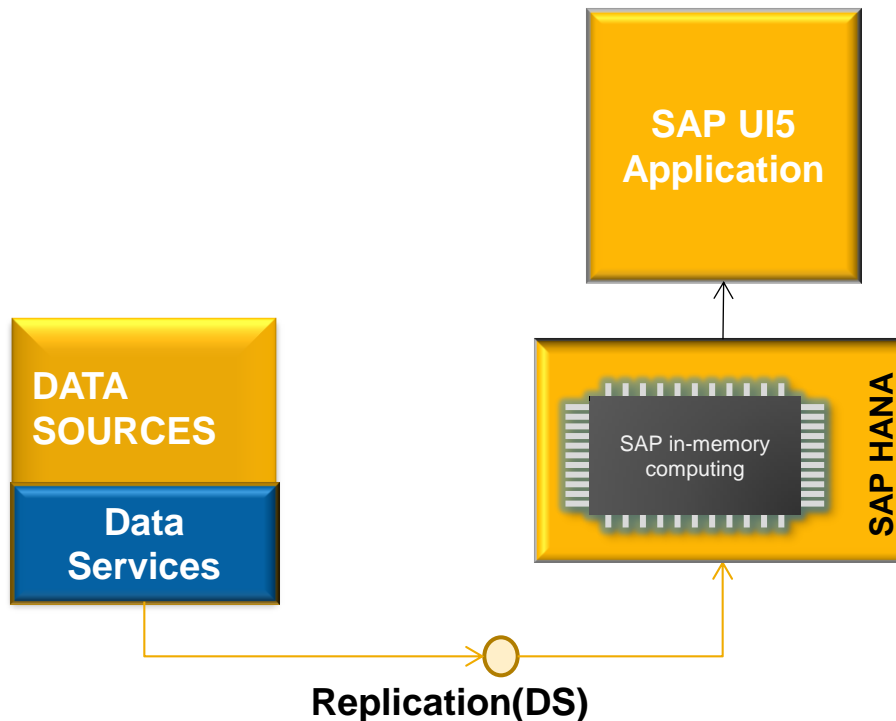
Pilot Project Proposal - Rules of Engagement

1. <u>What we would need from Municipalities?</u>

• Input which Analysis Point of Interest shall be part of Scope

• Correlated Data provided in standard format (ex. csv., xml. file)

2. <u>Technical SW/HW infrastructure prerequisite?</u>

• 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

Labs Canada:
HC ~ 1600
Main loc. Vancouver & Montreal

Labs Ireland
HC ~ 1000
Main loc. Dublin

Labs Germany
HC ~ 7400
Main loc. Walldorf/Rot

Labs Germa. „Markdorf"
HC ~ 230
Loc. Markdorf

Labs CIS
HC ~ 75
Loc. Moscow

Labs US:
HC ~ 2200 / > ~ 3500 (*)
Main loc. „Silicon Valley"

Labs China
HC ~ 1900
Main loc.: Shanghai

(*) If we consider the whole „Silicon Valley loc." = Palo Alto / Dublin / South San Francisco and Sunnyvale, HC is above ~ 3500

Labs India
HC ~ 4600
Main loc. Bangalore

Labs Brazil
HC ~ 440
Loc. S. Leopoldo

Labs France Paris
HC ~ 480
Loc. Paris

Labs France SAS
HC ~ 350
Main loc. Sophia-Antipolis

Labs Hungary
HC ~ 200
Loc. Budapest

Labs Bulgaria
HC ~ 470
Loc. Sofia

Labs Israel
HC ~ 580
Main loc. Ra'anana

Thank You!

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