



PAGE NAVIGATOR

INTRODUCTION

ASIAN

WESTERN

WORLD

INSIGHTS

THANK YOU



WORLD TOURISM ANALYSIS

World Tourism Analysis focuses on analyzing world tourism sales and profit data, with a detailed breakdown of performance in the Asian and Western regions. It includes detailed metrics such as tourist arrivals, sales revenue, profit, operating costs, and the number of hotels, alongside classifications of tourism types like adventure, cultural, and leisure tourism. By covering data from 2020 to 2023, the project aims to identify trends, regional differences, and factors influencing profitability.



ASIAN TOURISM ANALYSIS

Country

All

Type of Tourism

All

Region

All

Total Profit

379,522,417

Total Sales

764,393,698

Top Tourism's Profit

Cultural

Top Country's Sales

Vietnam

Average Rating

5.58

No. of Hotels

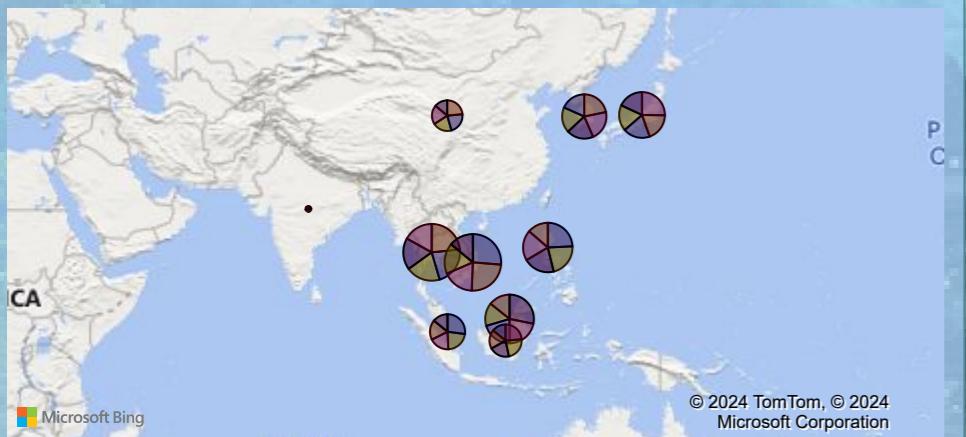
3743K

Yearly Spent for Marketing

100%

Top 10 Tourist Arrival Countries

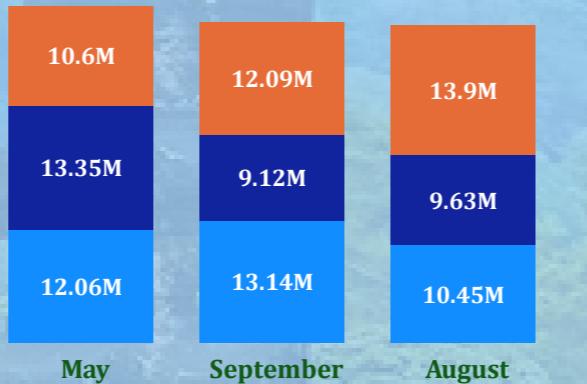
- Adventure
- Cultural
- Eco-tourism
- Leisure
- Medical



Top 3 Regional Profit

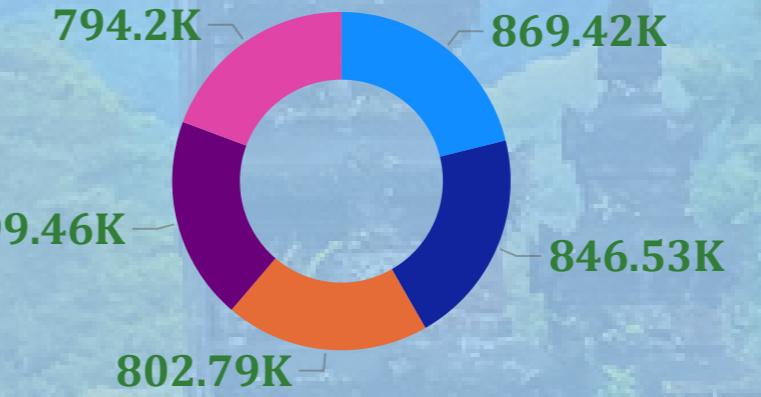
Regions

- East Asia
- South Asia
- Southeast Asia



Tourist Arrivals by Tourism type

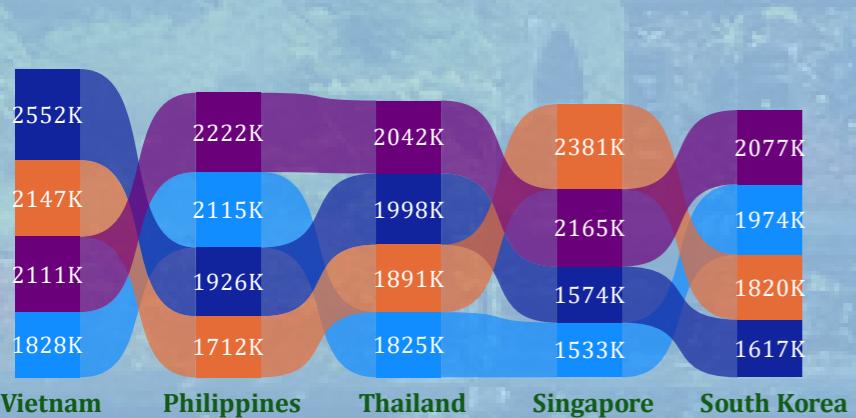
- Cultural
- Eco-tourism
- Medical
- Adventure
- Leisure



Top 5 Yearly Tourism Employment

Years

- 2020
- 2021
- 2022
- 2023



Top 5 Country's Profit & Sales

- Adventure
- Cultural
- Eco-tourism
- Leisure
- Medical



Least 5 Regions of Average Spend per Visitor

Regions

- East Asia
- South Asia
- Southeast Asia





WESTERN TOURISM ANALYSIS

Total Profit

386,290,672

Total Sales

765,653,622

Top Tourism's Profit

Adventure

Top Country's Sales

Italy

Average Rating

5.58

No. of Hotels

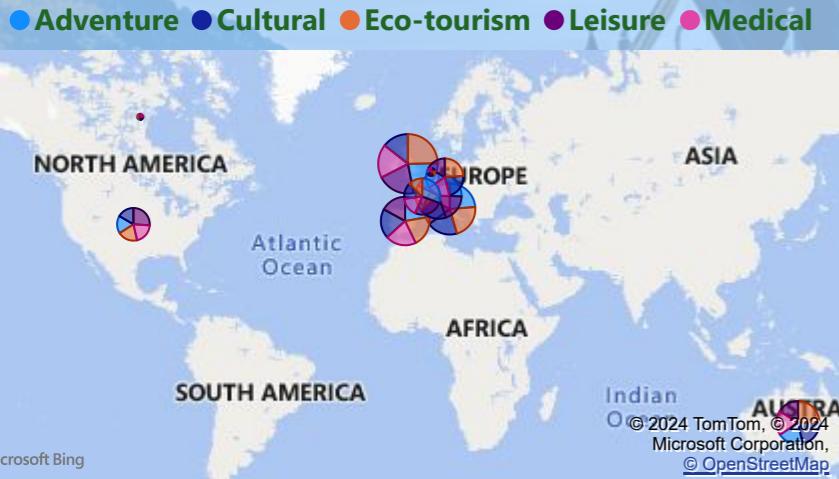
3770K

Region

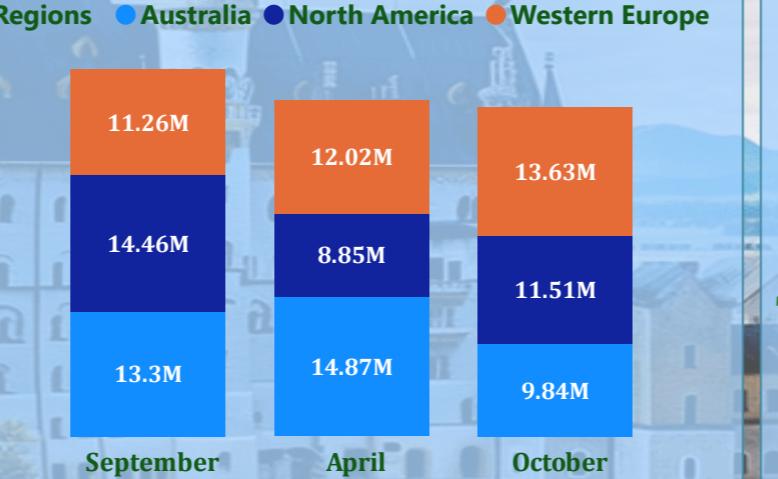
All



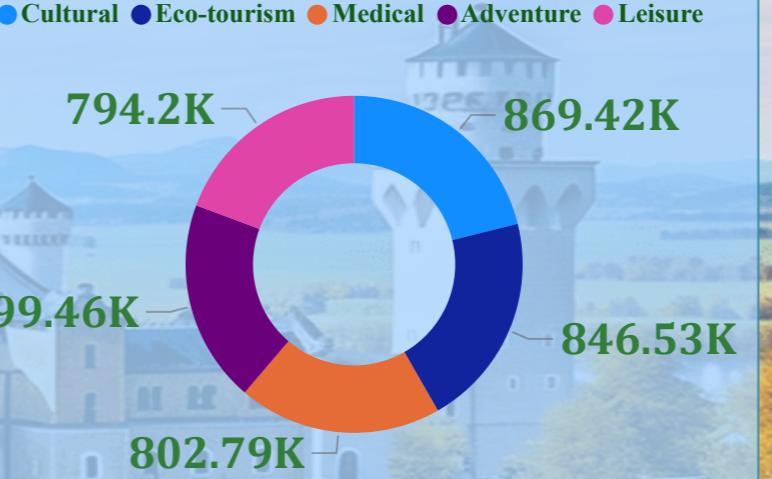
Top 10 Tourist Arrival Countries



Top 3 Regional Profit

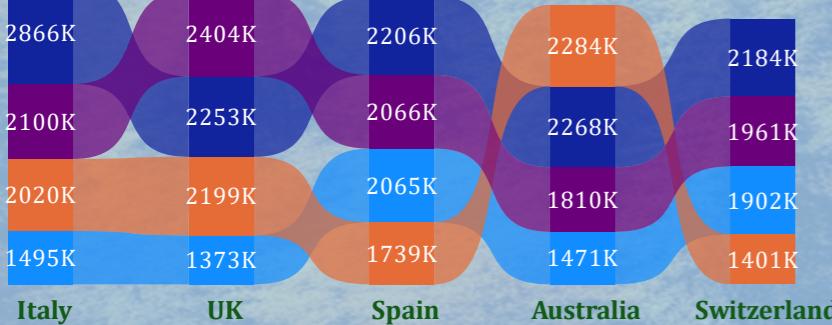


Tourist Arrivals by Tourism type



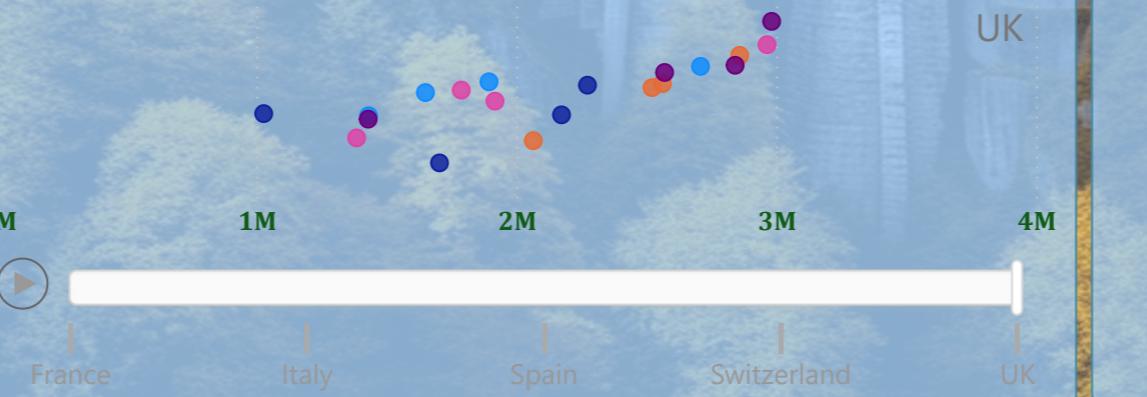
Top 5 Yearly Tourism Employment

Years ● 2020 ● 2021 ● 2022 ● 2023



Top 5 Country's Profit & Sales

● Adventure ● Cultural ● Eco-tourism ● Leisure ● Medical



Least 5 Regions of Average Spend per Visitor

Regions ● Australia ● North America ● Western Europe



WORLD TOURISM ANALYSIS



Total Profit

765,813,089

Total Sales

1,530,047,320

Top 7 Tourist Arrival Countries

● Adventure ● Cultural ● Eco-tourism ● Leisure ● Medical



Top Tourism's Profit

Cultural

Top Country's Sales

Italy

Average Rating

5.58

No. of Hotels

7513K

Region

All

All

All

Yearly Spent for Marketing

100%

19.95M

19.69M

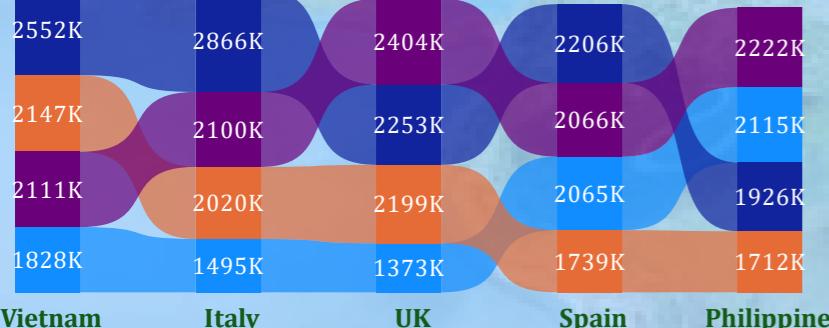
19.66M

17.51M

87.8%

Top 5 Yearly Tourism Employment

Years ● 2020 ● 2021 ● 2022 ● 2023



Top 5 Country's Profit & Sales

● Adventure ● Cultural ● Eco-tourism ● Leisure ● Medical



Least 5 Countries of Average Spend per Visitor

Indonesia

403.38K

China

389.27K

Netherlands

385.01K

South Korea

372.31K

Canada

359.36K



WORLD TOURISM ANALYSIS INSIGHTS



The following are the insights gained from this analysis :

Revenue and Profit Trends -

- **Western Regions:** Higher average sales per tourist due to premium services.
- **Asian Regions:** More tourist arrivals due to affordability and diverse attractions.

Tourism Types Impact -

- **Western Regions:** Adventure and cultural tourism are prominent.
- **Asian Regions:** Eco-tourism and leisure tourism are more common.

Hotel Infrastructure -

- **Asian Regions:** More hotels to accommodate mass tourism.
- **Western Regions:** Focus on luxury and niche markets.

Spending Patterns -

- **Western Regions:** Tourists spend more on average due to premium experiences.
- **Asian Regions:** Focus on cost-efficiency and volume-driven profits.

Employment and Satisfaction -

- Both regions show significant employment in tourism.
- Satisfaction scores help assess service quality and identify areas for improvement.

A composite image featuring Mount Fuji in the background, a foreground filled with falling cherry blossom petals, and a traditional Japanese temple (Heian Shrine) on the right. The temple has multiple red buildings with green roofs and a tall, white, multi-tiered pagoda-style stupa. The sky is blue with scattered white clouds.

THANK YOU