



TOURIST ACCOMMODATION

DATA ANALYTICS TEAM

IT ACADEMY | SPRINT 4 | APRIL 2025

DEMAND VS OFFER

OBJECTIVE

- Adjust offers to the traveler's profile and the demand for overnight stays in the cities where we are present

DATA SOURCE

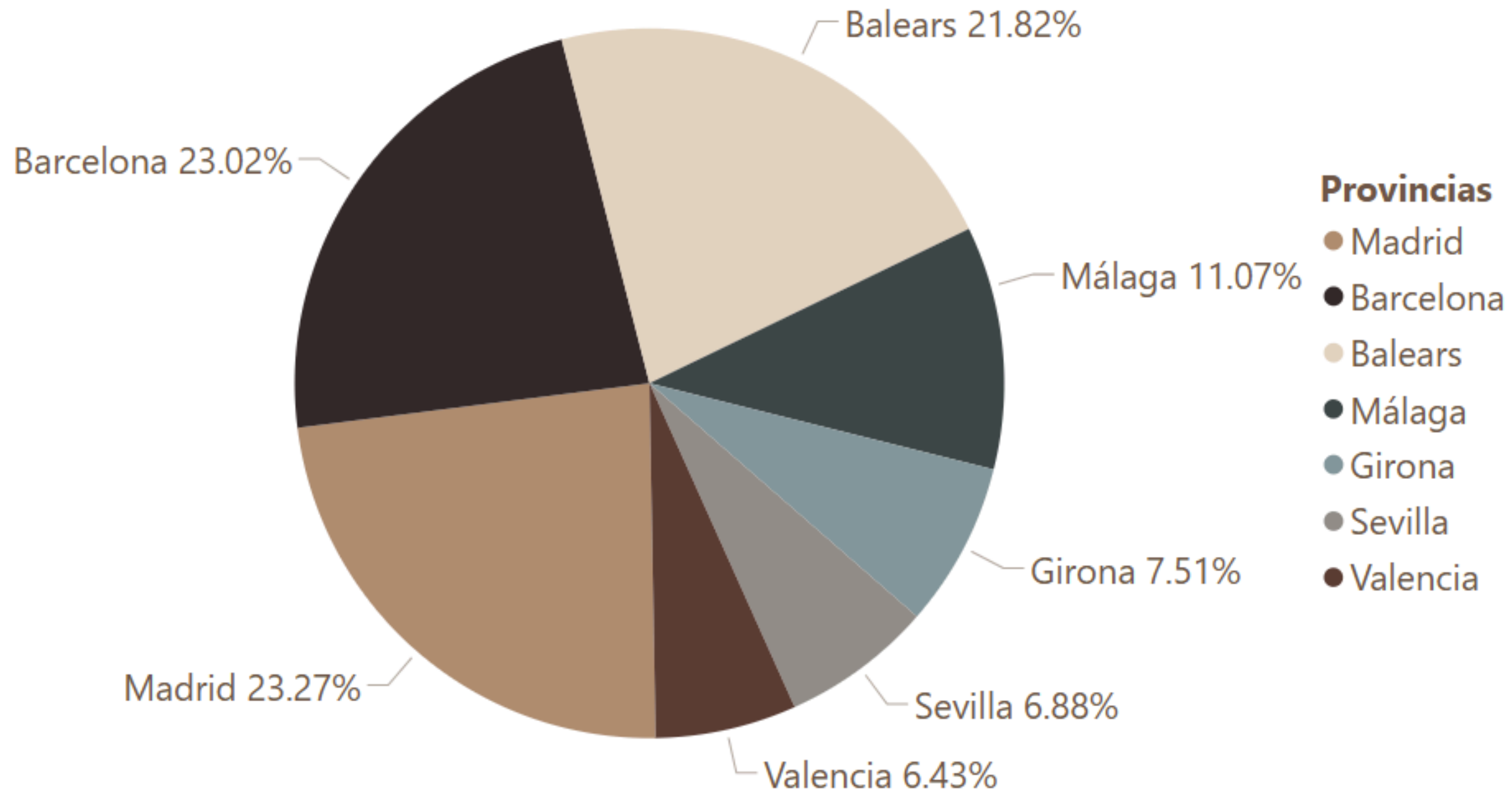
EXTERNAL DATA

- Hotel occupancy survey from the National Institute of Statistics
- 2022 - 2025

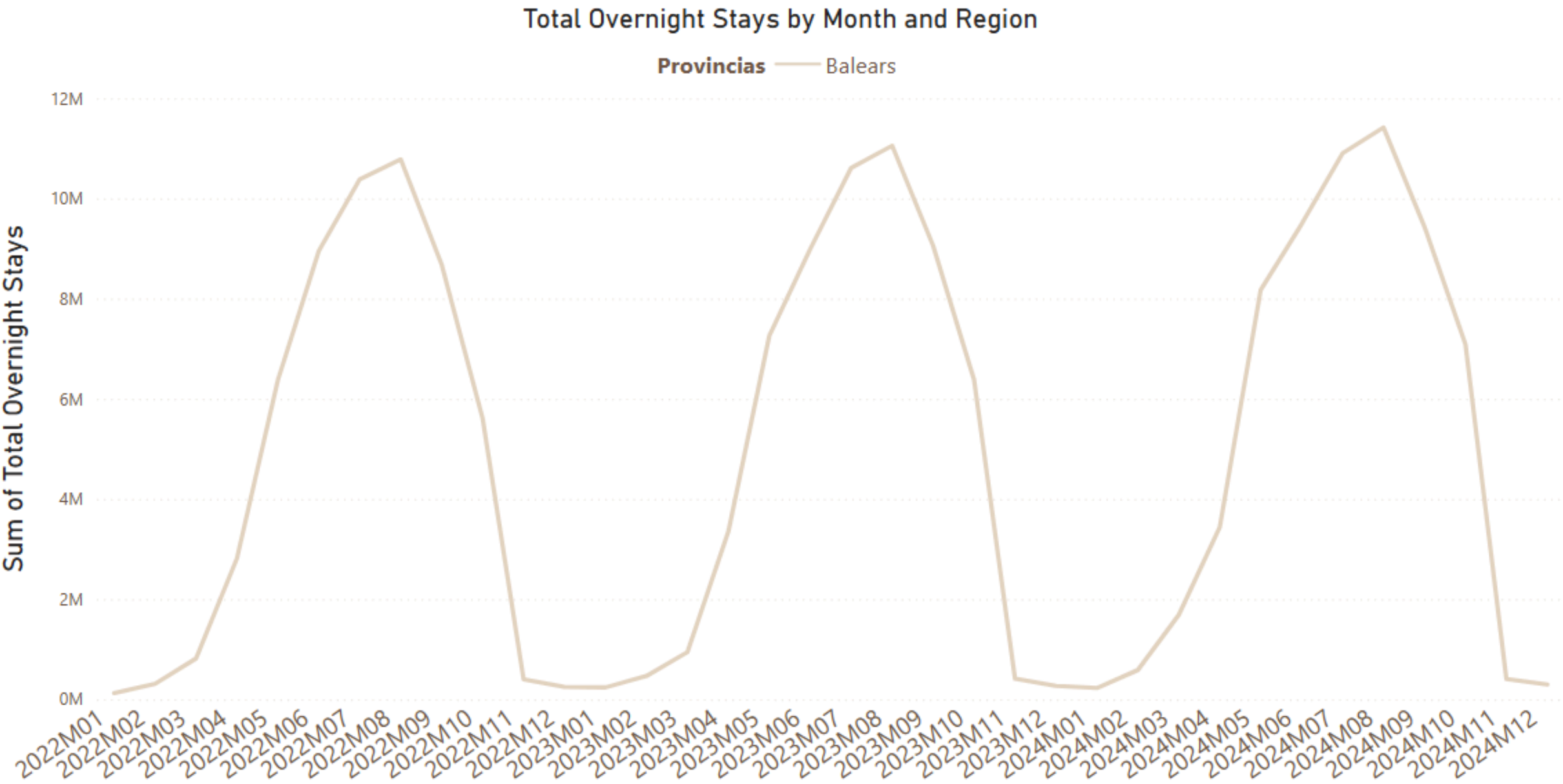


PROVINCES

Total Travelers by Province 2024



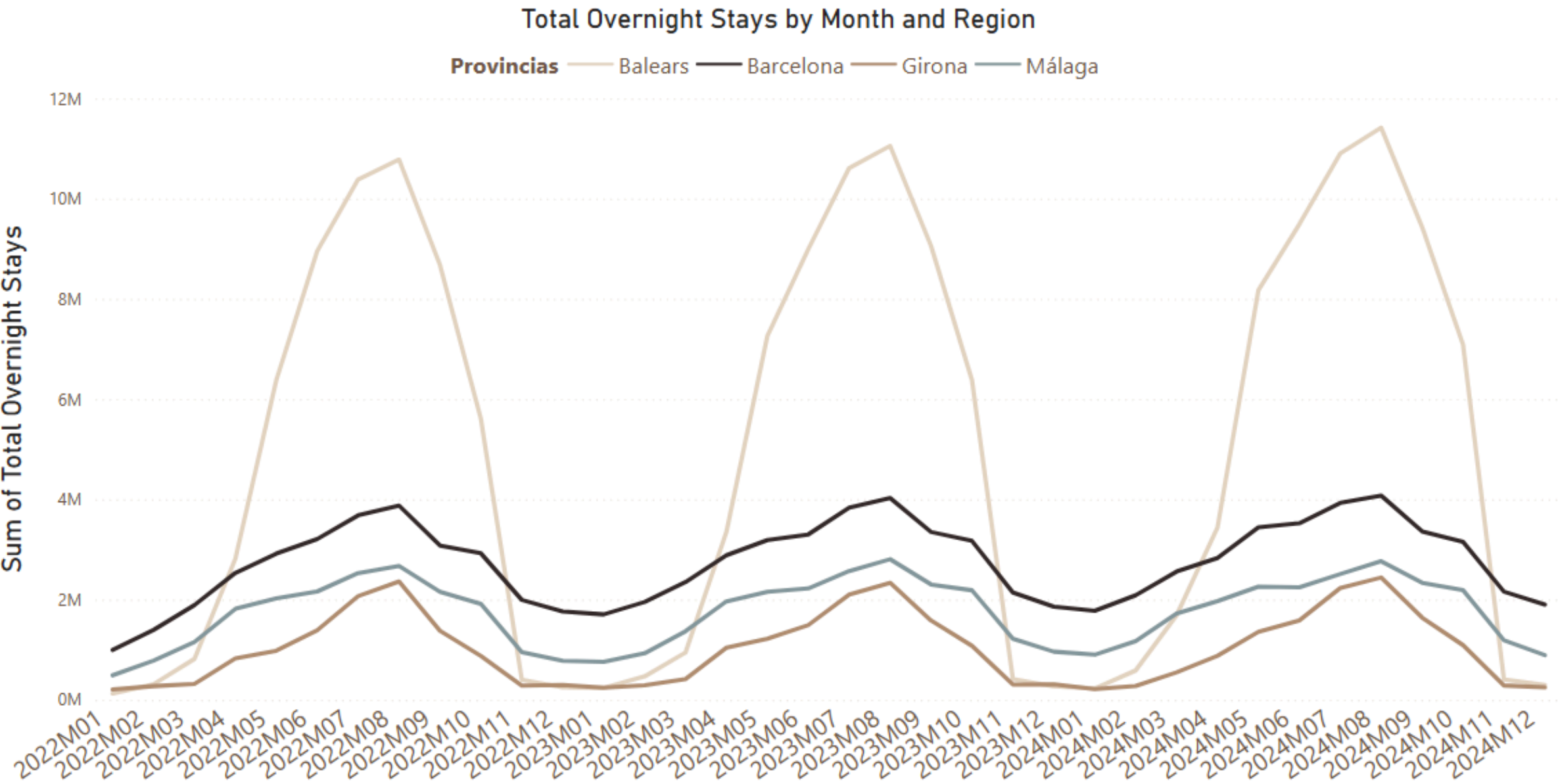
SEASONALITY



HIGH SEASONALITY (SUMMER PEAK)

- Flexible Pricing
- Scale Operations
- Peak-Time Marketing

SEASONALITY



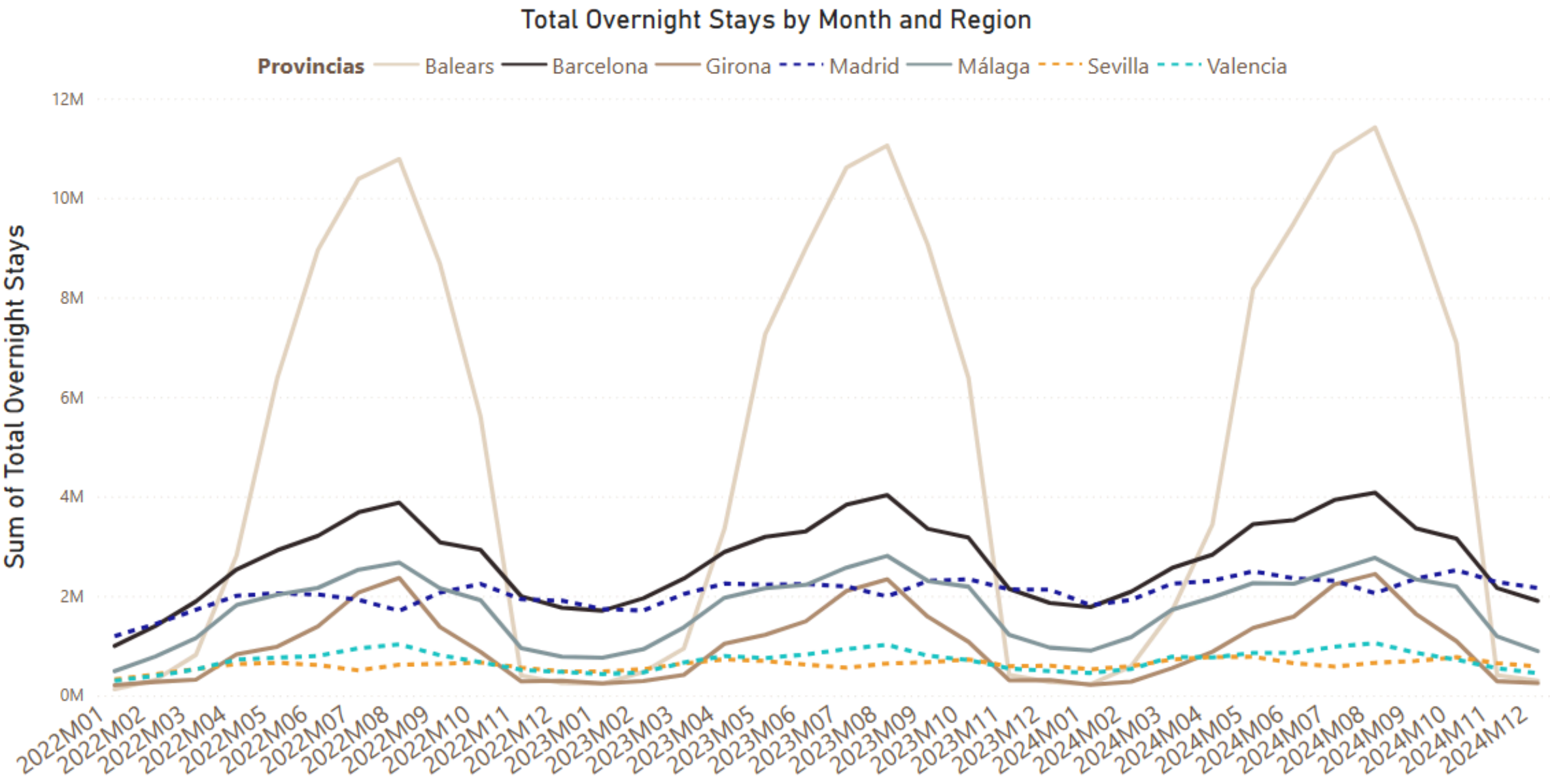
HIGH SEASONALITY (SUMMER PEAK)

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MODERATE SEASONALITY

- Seasonal Offers
- Attract Visitors Year-Round

SEASONALITY



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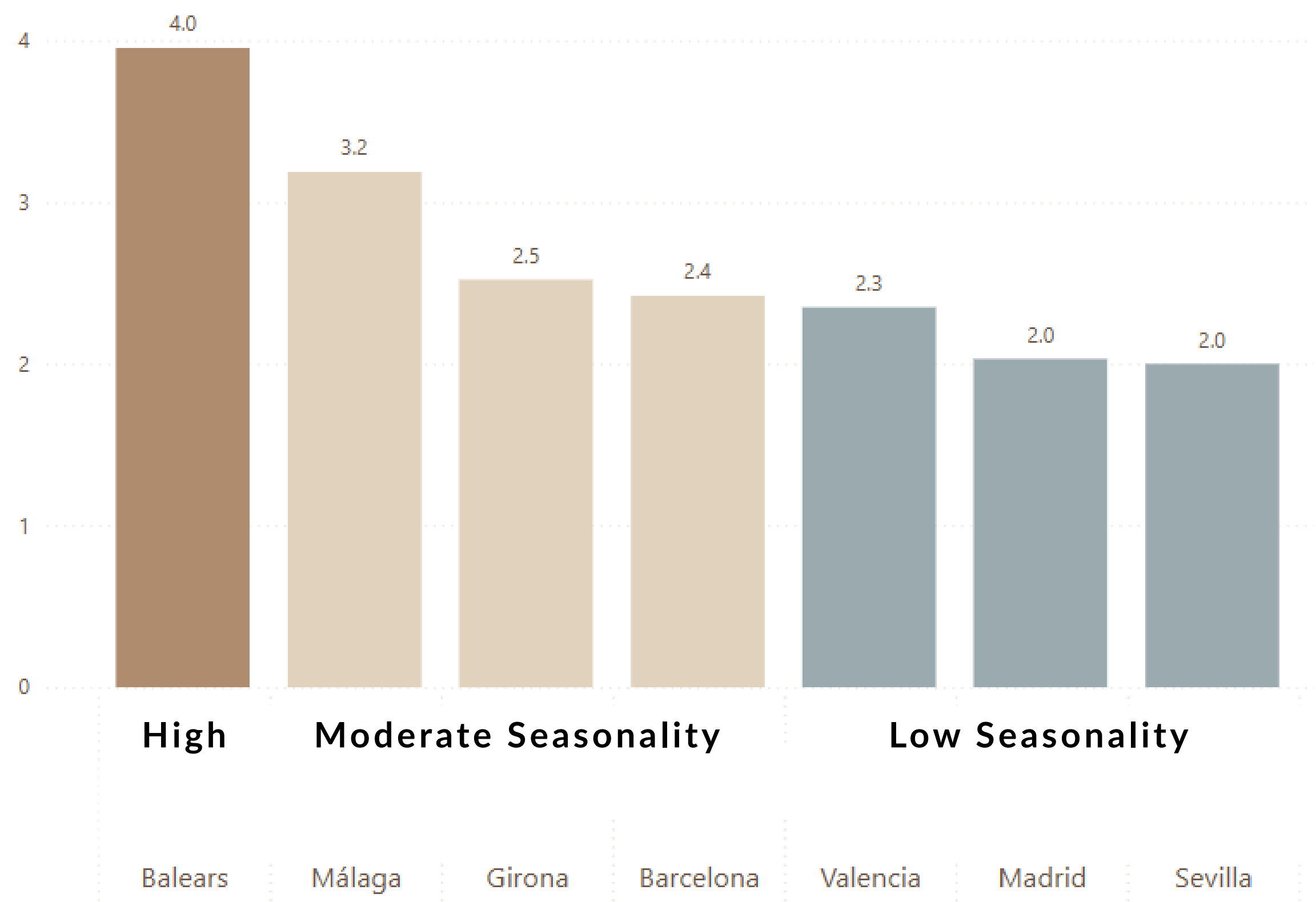
MODERATE SEASONALITY

- Seasonal Offers
- Attract Visitors Year-Round

LOW SEASONALITY (ALL-YEAR TOURISM)

- Stable Experience
- Loyalty Programs

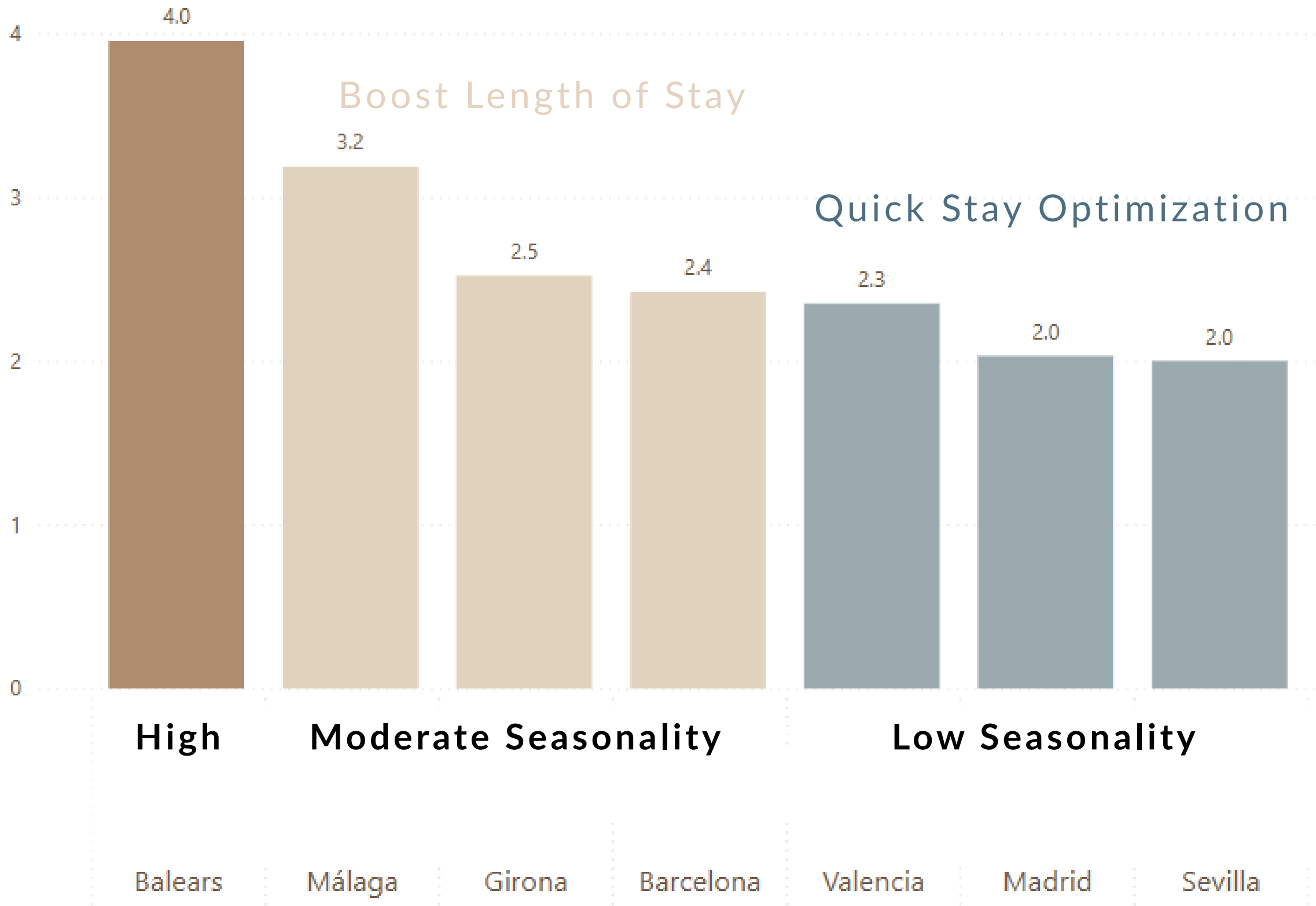
AVERAGE STAY DURATION



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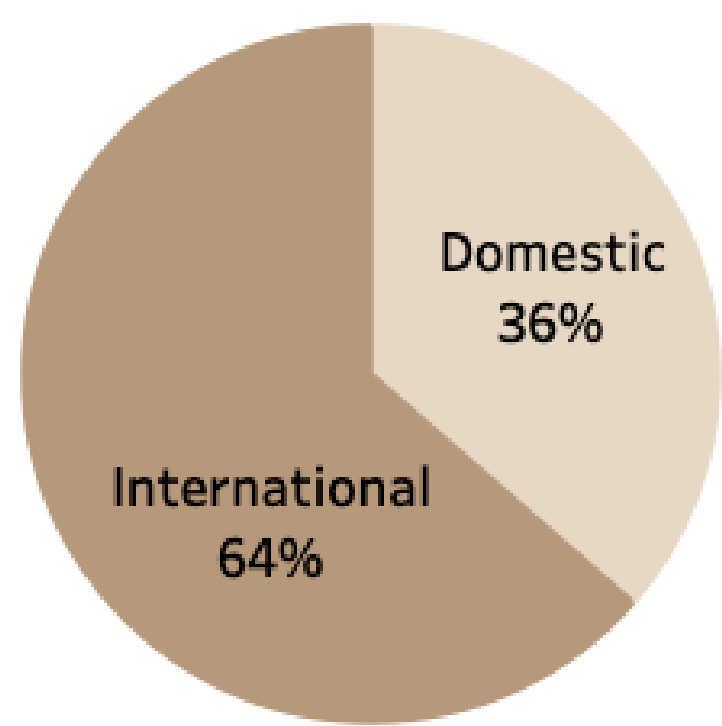


Maximize Revenue Per Stay



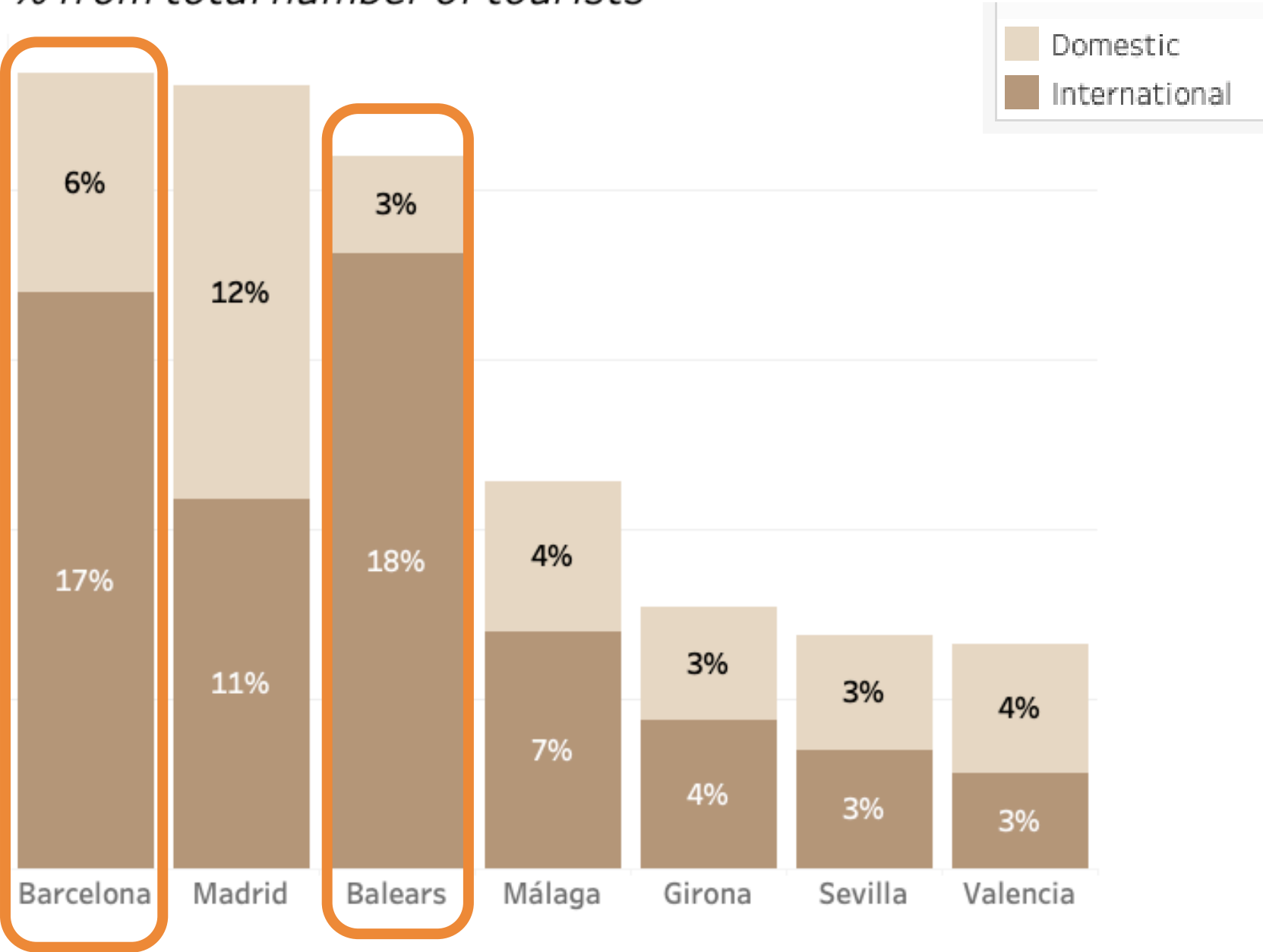
TRAVELER'S PROFILE

Where Do Tourists Come From?



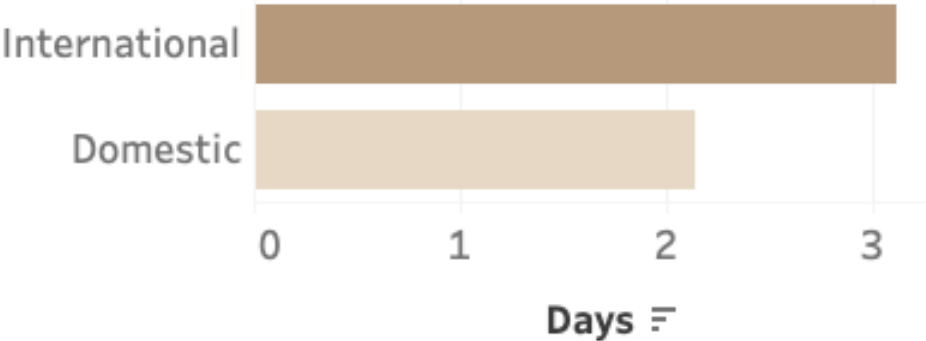
International Tourists Prefer Barcelona and the Balearics

% from total number of tourists



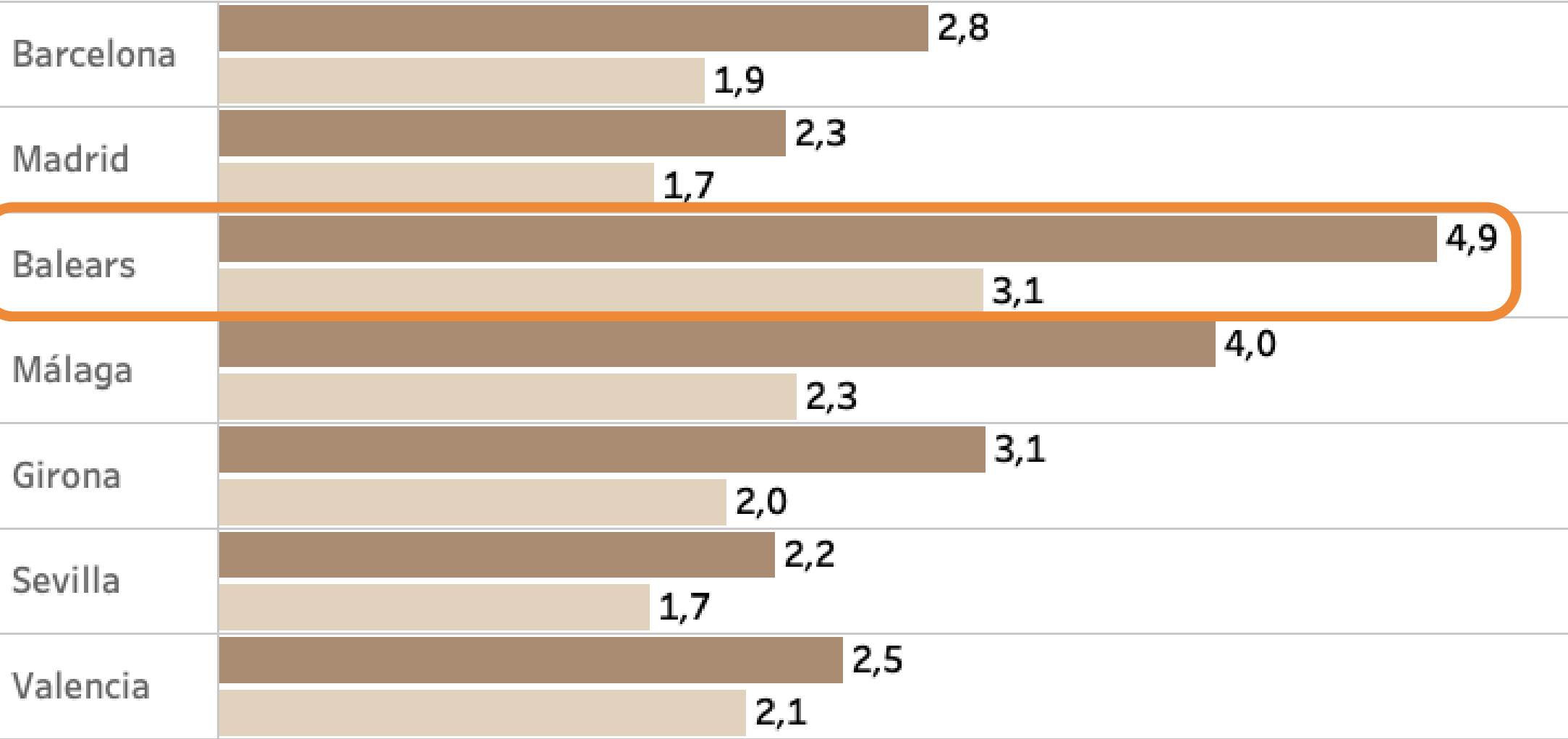
TRAVELER'S PROFILE

How Long Do Tourists Stay?



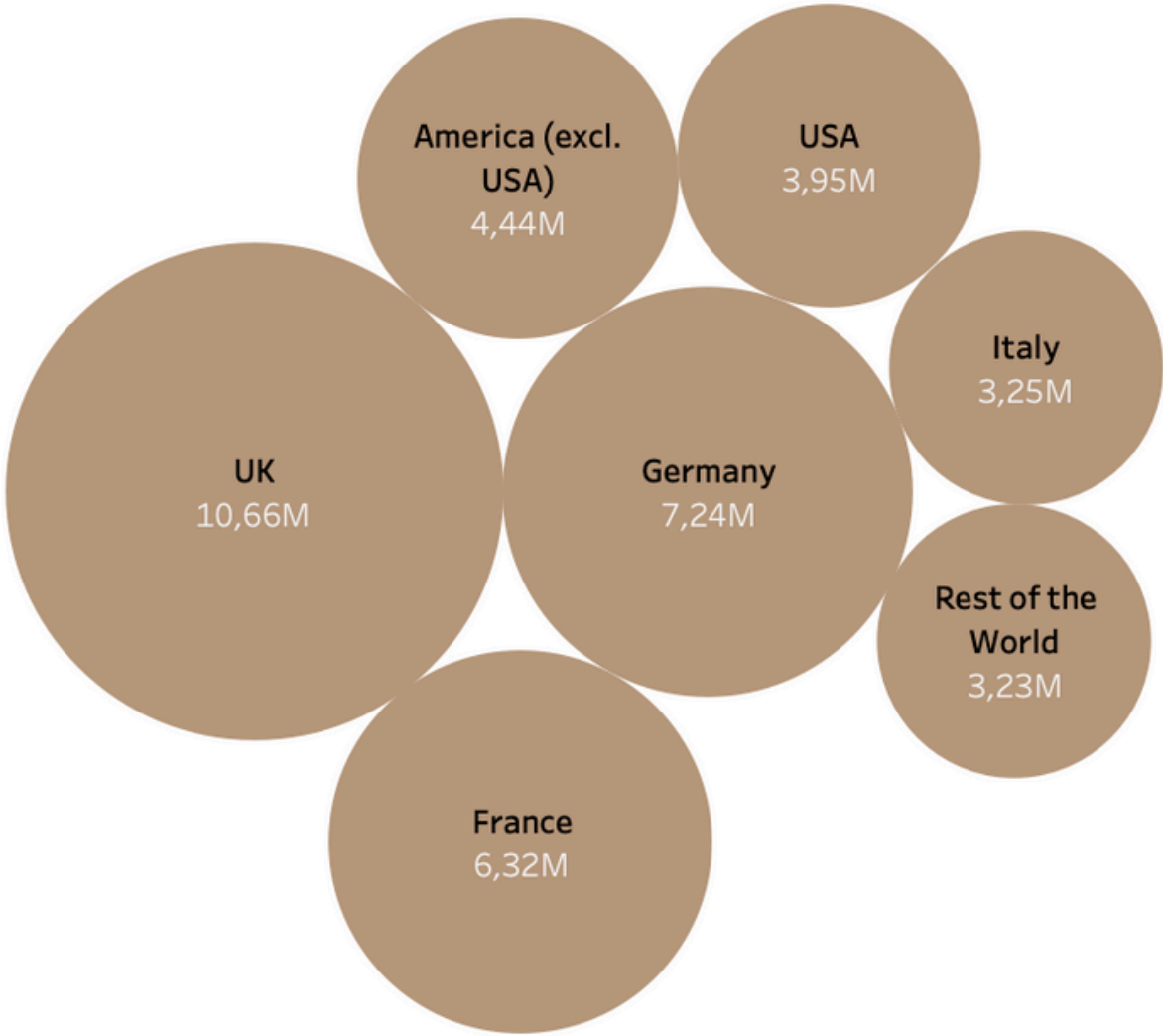
International Tourists Stay Longer — Especially in the Balearics

Average stay duration, days

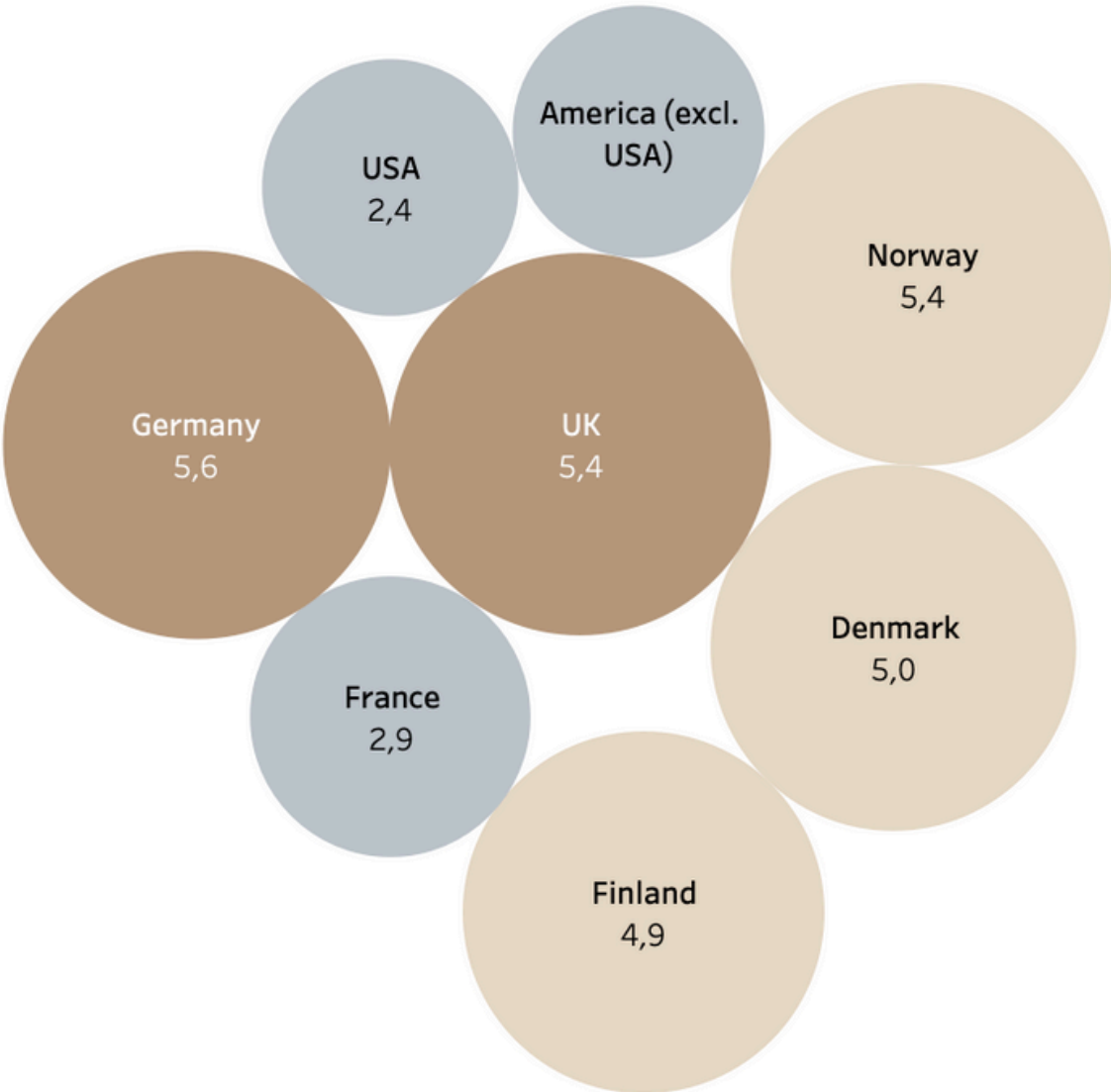


INTERNATIONAL TOURISTS

Where Do Tourists Come From?
Top 7 Countries by Number of Tourists in 2023



How Long Do Tourists Stay?
Average stay duration in 2023 (days)



COUNTRY-SPECIFIC ACTIONS

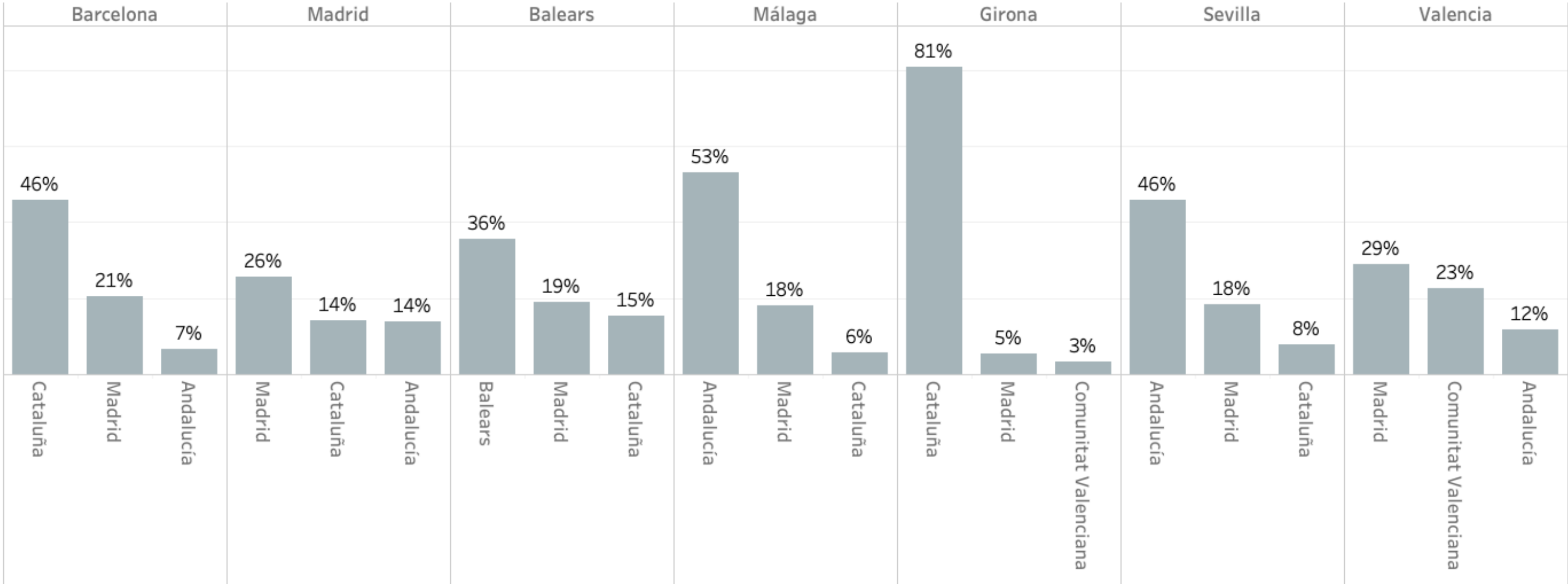
- Boost length of stay for tourists from USA and France
- Boost number of Scandinavian tourists

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DOMESTIC TOURISTS

Local Tourism Is Truly Local — Especially in Girona

Top-3 autonomous communities by % of domestic tourists



REGION-SPECIFIC ACTIONS

- Expand marketing to nearby provinces
- longer stay packages “holidays at home”



COMMERCIAL OPTIMIZATION STRATEGY

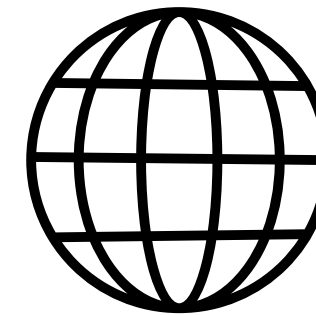
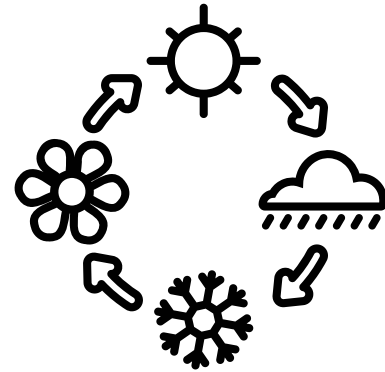
Aligning tourism supply with demand patterns for maximum profitability



DEMAND ANALYSIS INSIGHTS

High Seasonality

Summer months show strong concentration

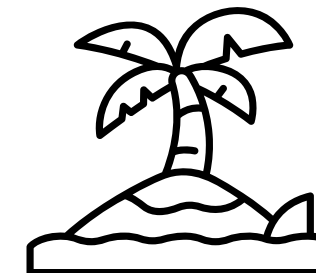
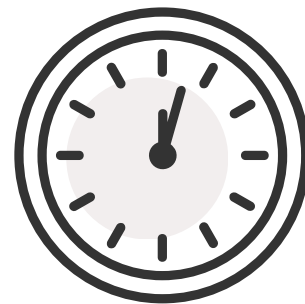


Key Markets

UK, Germany

Stay Duration

Longer stays in low-seasonality areas



Regional Differences

Balearics have unique patterns

INTEGRATED COMMERCIAL STRATEGY



Flexible Pricing

Implement dynamic models in high season



Longer Stays

Discounts in low-season areas



Targeted Campaigns

Focus on USA, France, Nordic countries

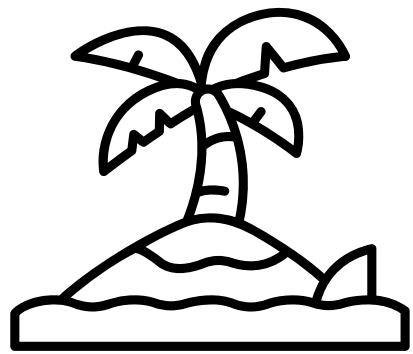


Low-Competition Areas

Attract visitors to undiscovered regions



REGIONAL ACTION PLANS



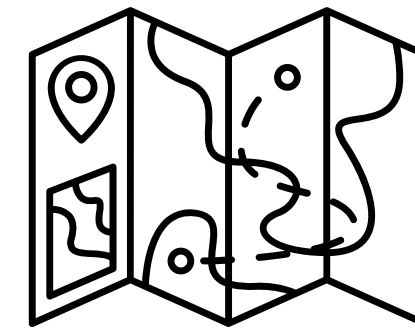
Málaga, Palma and Menorca

- Raise prices and minimum night limits in summer
- Teleworking promotions in winter
- Relax off-season policies



Madrid, Barcelona, Valencia

- Keep service quality all year round
- Focus on tourist's loyalty



Girona and Sevilla

- Local experiences to extend stays
- Boost cultural events and fairs
- Activate campaigns in spring/summer

EXPECTED RESULT



Bookings



Revenue



Loyalty



**Sustainable
Growth**



Tourist Accommodation

THANK YOU