



Portuguese tourism (pre vs post pandemic)

Group 29

Matej (m20210118), Johar(m20210753), Ghaffar (m20190690)

What's ahead of us today...

- Introduction to the task (brief)
- Selection criteria (data + countries to do analyses together with)
- Main findings with recommendations
- **Conclusion & Debate**



The Task & Our understanding

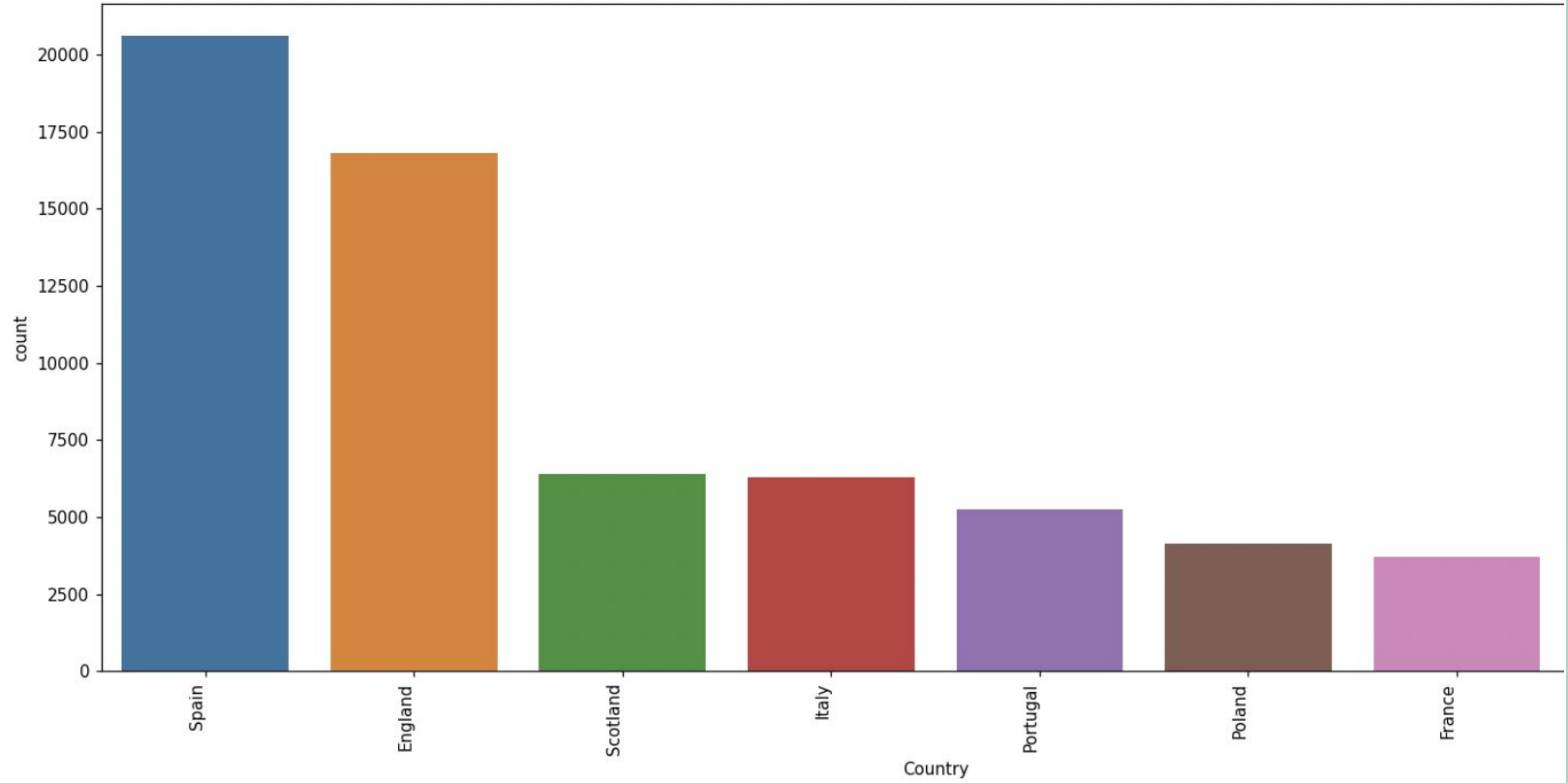
- Descriptive analysis of visitors of Portuguese attractions
 - Compare it to the main competitors
 - Find insightful patterns of visitors
 - Focus pre & post Covid pandemics
- Marketing recommendations based on findings



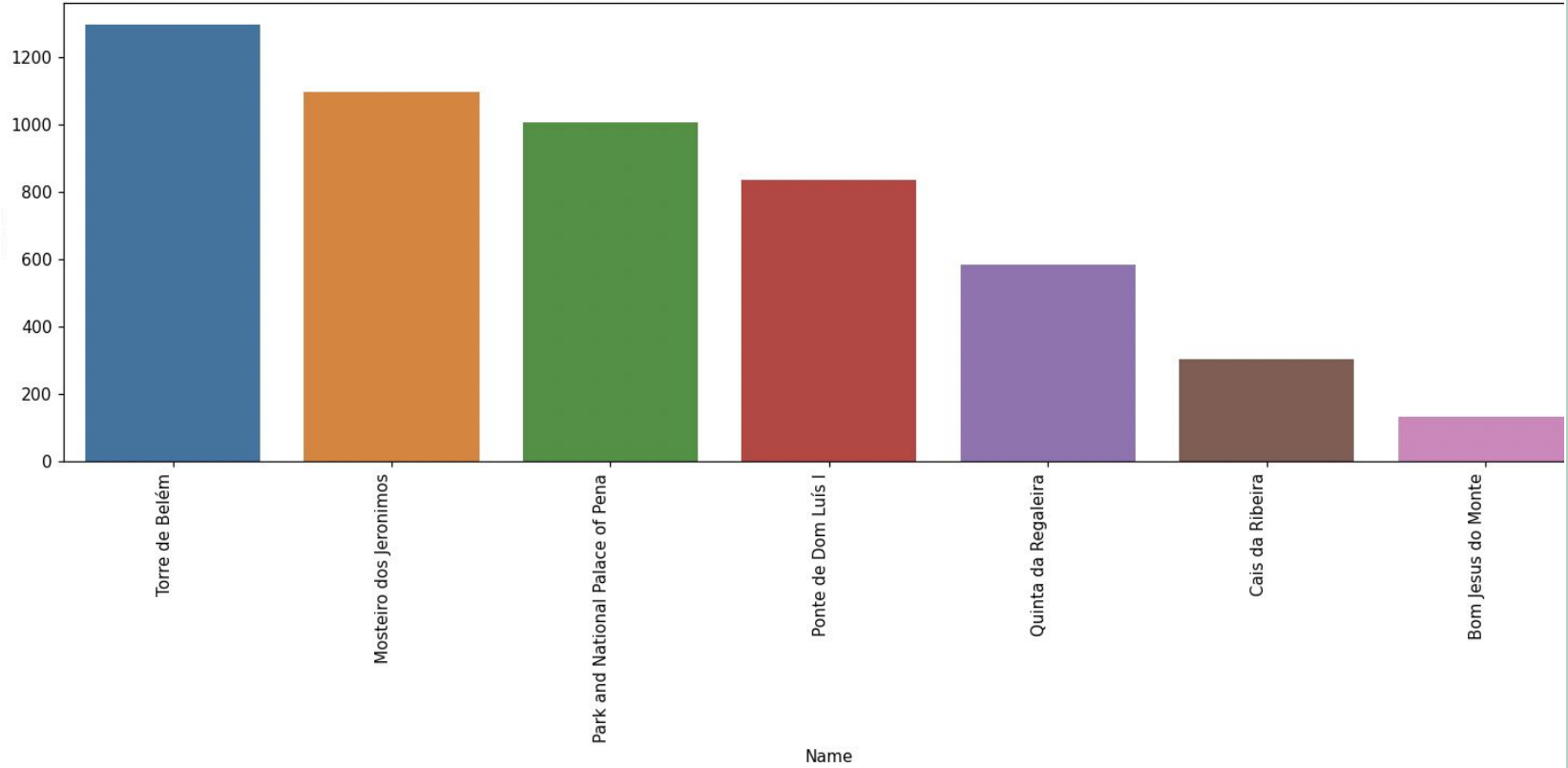
The data

- Original data narrowed into
 - Main dataset of Portugal + France, Italy and Spain
- Variables analyzed
 - Trip types
 - Reviews visited / Reviews written
 - Visitors' location (origin)
 - Number of visits when in country

Nr of ratings per country



Most rated Portuguese attractions

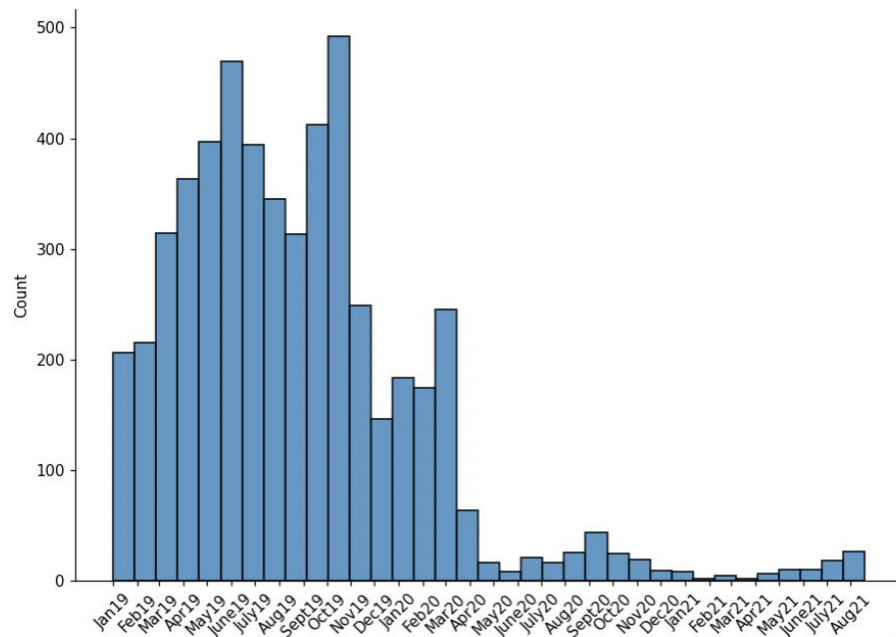


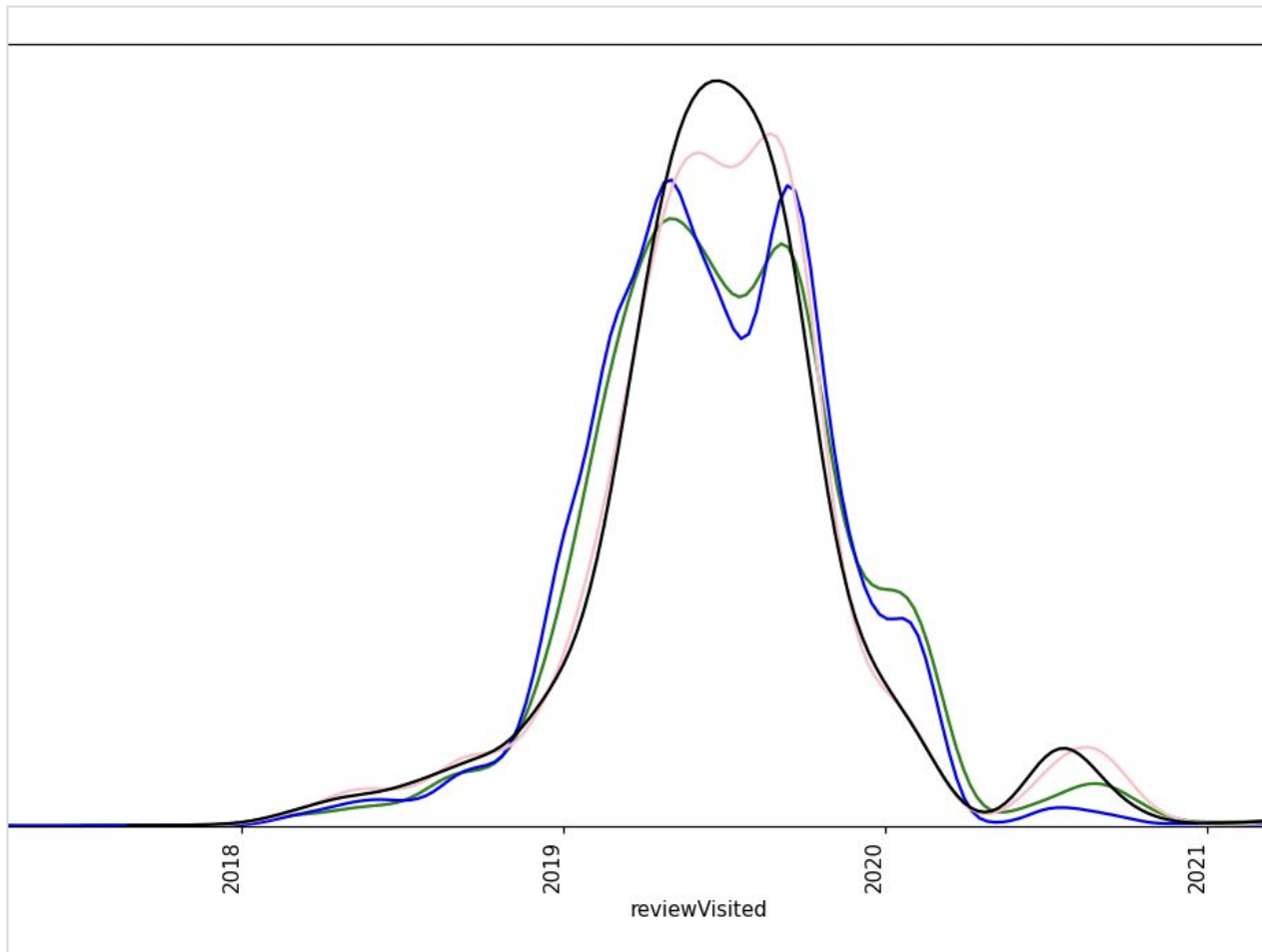


COVID-19 impact on visitance

Portugal got hit
hard by
Covid-19.

Too few
reviews
(records) written
after March
2020

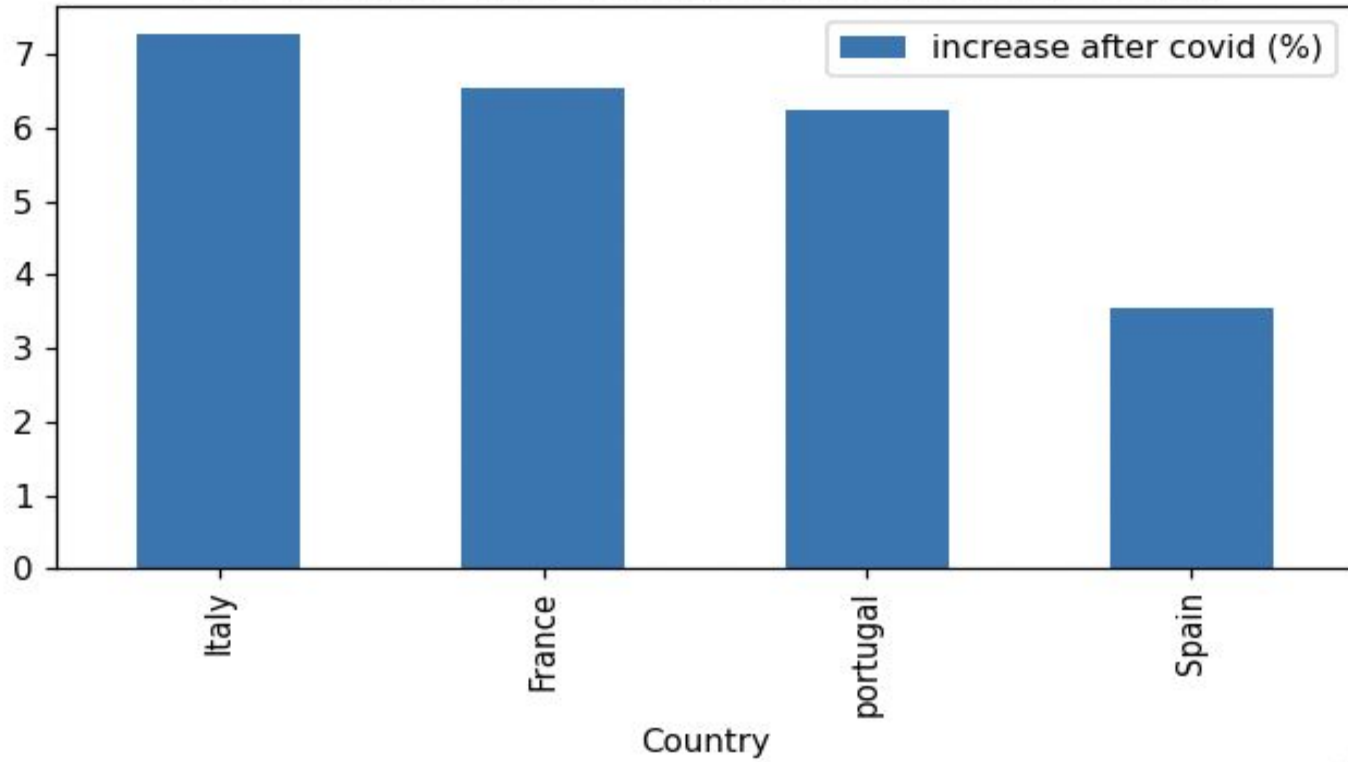




France (black),
Italy (pink),
Spain (blue),
Portugal (green)
got hit by
pandemics at the
same time.

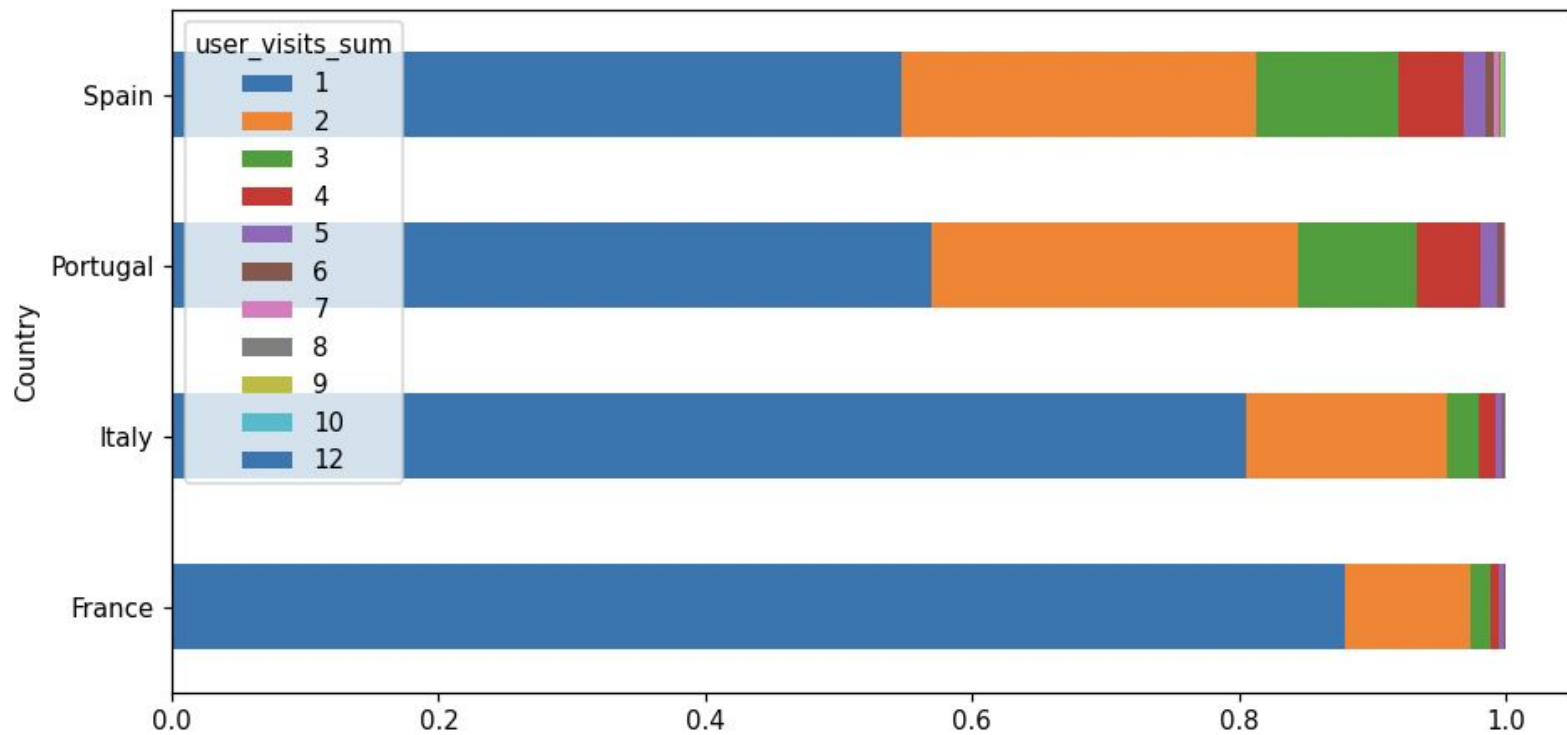
What about drops in
summer 2019 In
Spain and Portugal?

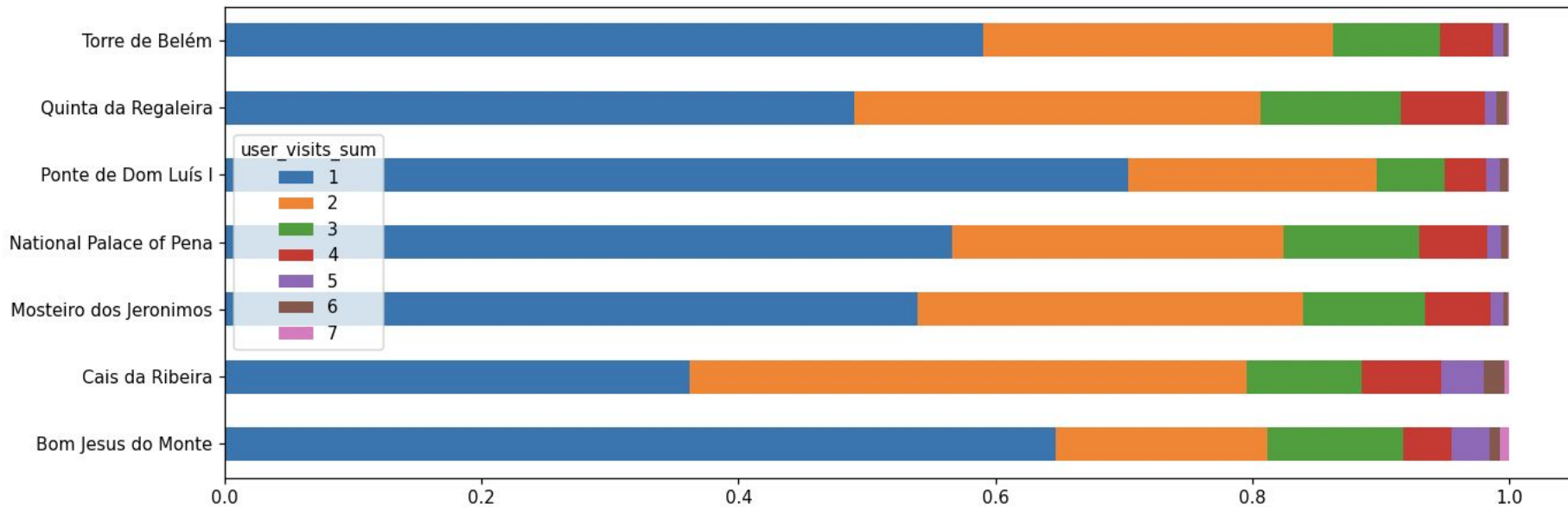
% of visitance after covid (compared to before covid)





**Do visitors differ (in each country
or attraction)?**





Insights & Recommendations

Insight

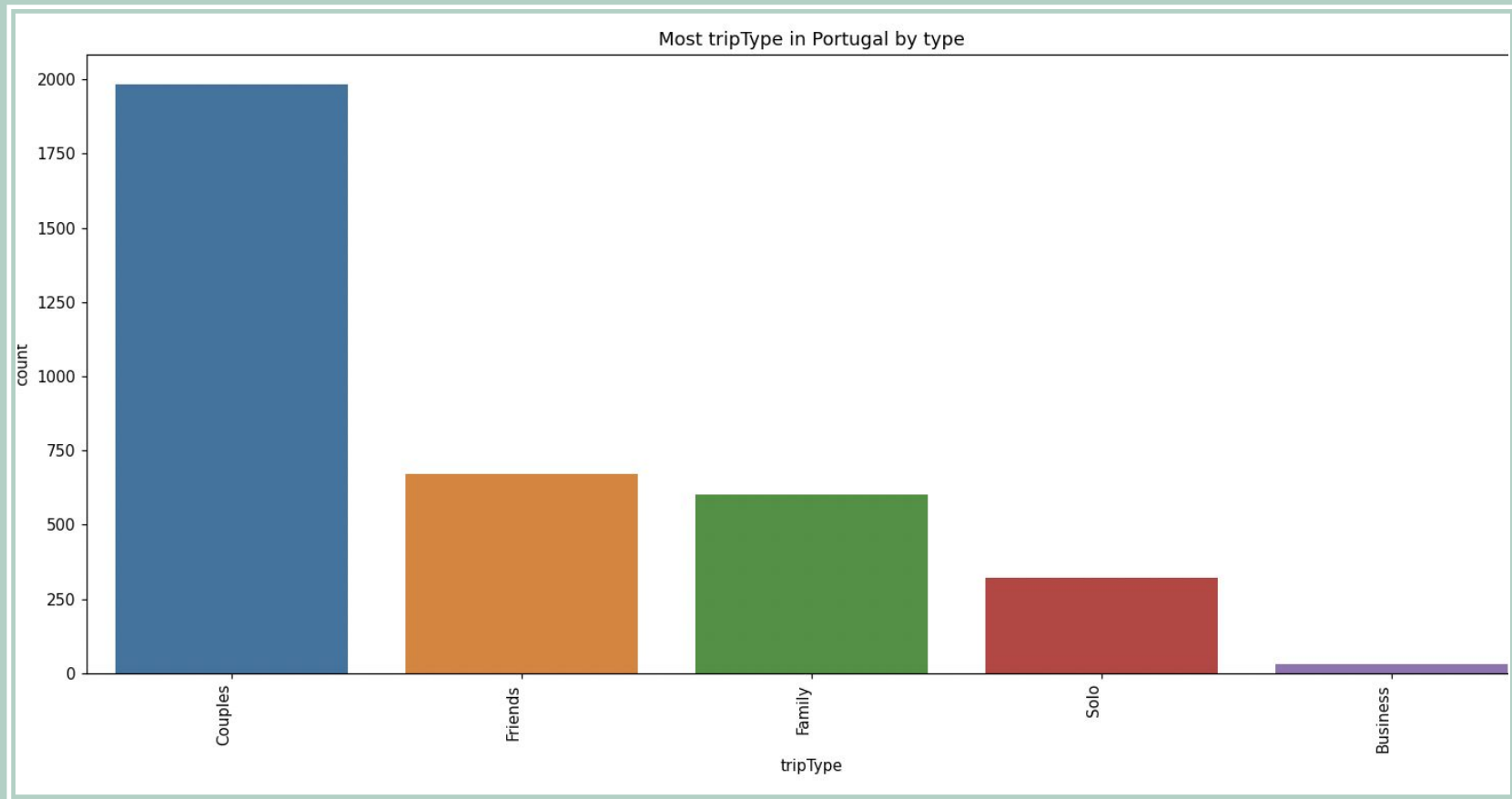
Portugal seem to have bigger proportion of visitors that visit more than one attraction in the given country.

Possible recommendation

1. Cais de Ribeira seems to be the place that gathers such people the most and therefore, looks to be the best promotion place for other Portuguese (Lisbon) attractions



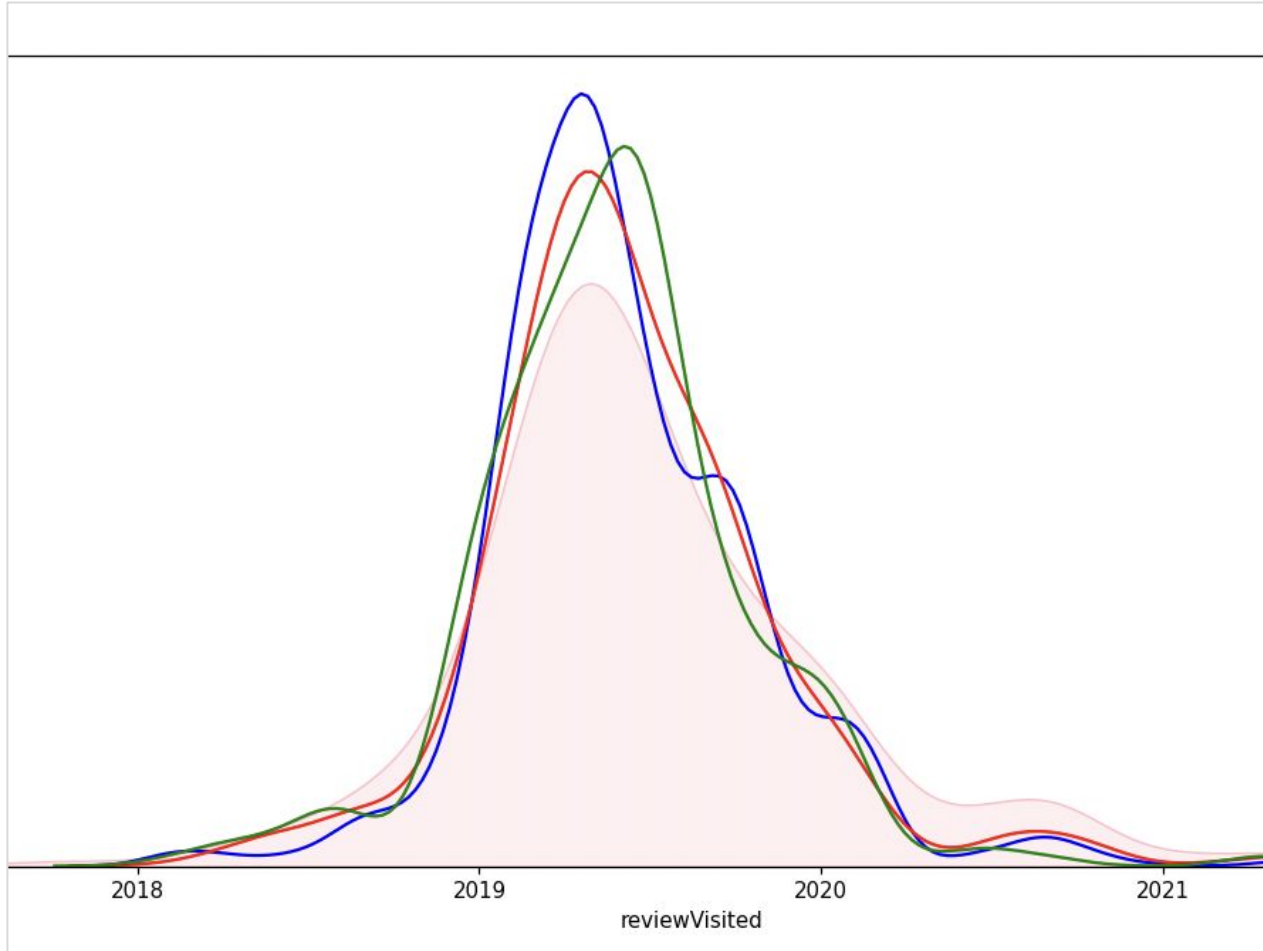
Types of visitors in Portugal



Insights & Recommendations

Recommendations

1. Target more “couples like” customers (via digital marketing tools)
2. Allocate more budget into targeting such types
3. Offer special promotions and sales tickets to 2 people (get 1, get second one with 50%)
4. Promote Portugal as the perfect country (country branding) for couples and friends

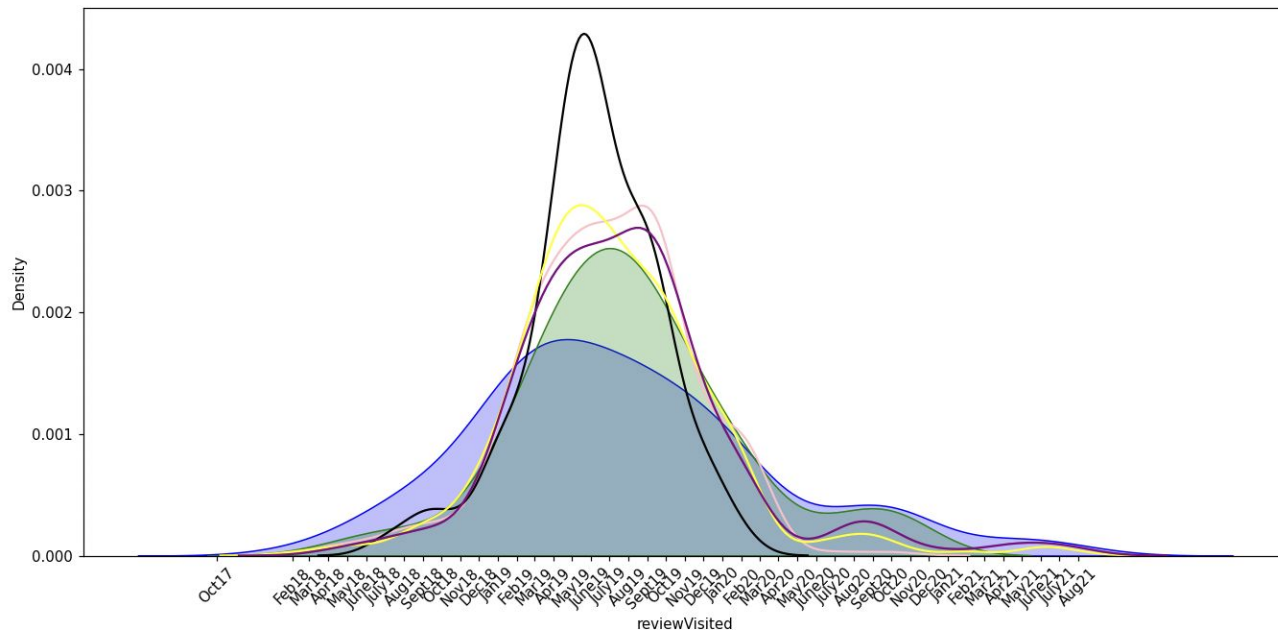


Solo trip type
(pink) has
dropped the least
in Portugal.

Recommendation
is to advertise and
focus on this
segment more,
especially during
covid times.



Origin of visitors in Portugal



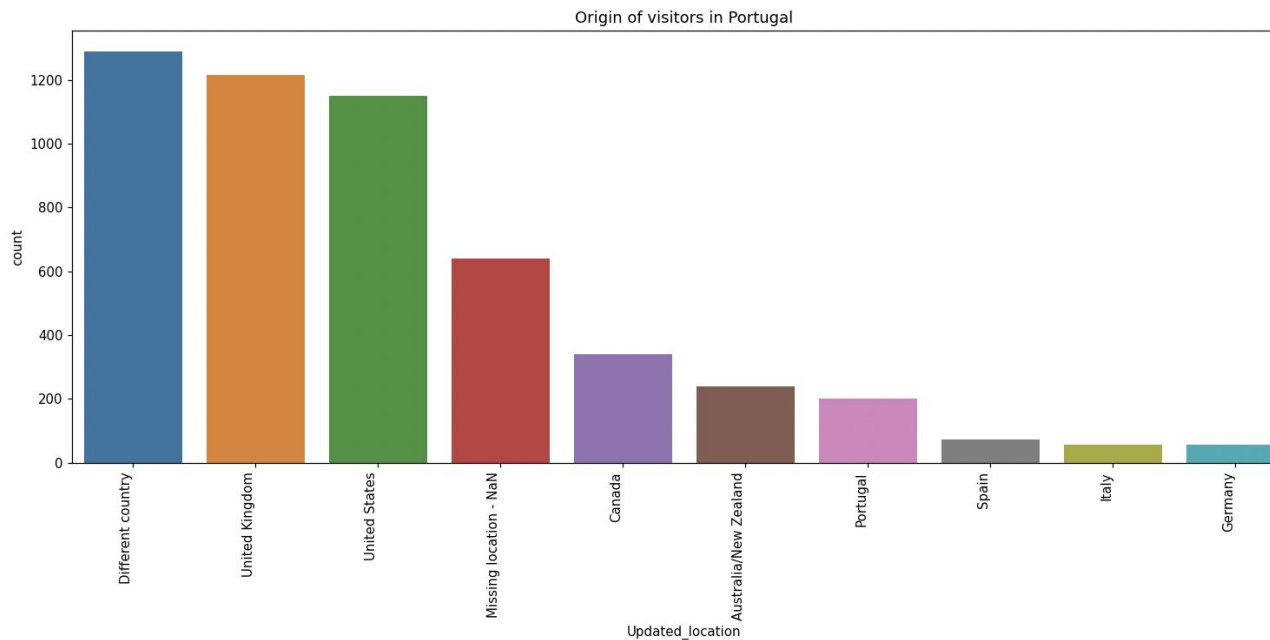
**Portuguese
(blue) & Spanish
(green) tourists
dropped
significantly
less.**

**Strong impact of
Covid 19
detected.**

Insights & Recommendations

Possible recommendations

1. Advertise more for Portuguese and Spanish tourists, as long as the Covid-19 limits travelling
2. Re-consider ratio of marketing spend on Portuguese vs Non-Portuguese tourists
3. Consider campaign with strong local message
4. Special ticket promotions for local people



**Very, very few
Portuguese &
Spanish tourists
which does not
reflect reality.**

**Big question
mark about the
dataset.**



So what about conclusions?



Conclusion

- Provided dataset is not satisfactory and most likely, it does not reflect reality
- Except the valuable trip type (couples) insight, no other significant findings were identified



Limitations

- Most of the reviews come from US and UK only
- Too few observations (especially after Covid-19) & not enough from Portugal (too little attractions also)
- Other data variables missing
 - Age or marital status