



# EU TOURISM OVERVIEW

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# Cel Projektu

ułatwienie analizy i znalezienie  
trendów turystyki w UE



# Etapy

**Pobieranie  
danych**

**Ładowanie  
danych do  
pośredniej  
bazy  
danych**

**Procesowanie i  
transformacja  
danych**

**Ładowanie  
danych do  
hurtowni**

**Tworzenie  
raportów**

# Dane



pochoǳą z Eurostatu i  
Worldbanku (GDP)

pobierane są za pomocą  
skryptu w Pythonie  
są odświeżane co roku

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NIGHTS SPENT BY  
DURATION, PURPOSE  
AND MAIN  
DESTINATION OF THE  
TRIP



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TRIPS BY DURATION,  
PURPOSE AND MAIN  
DESTINATION



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EXPENDITURE BY  
DURATION, PURPOSE,  
MAIN DESTINATION OF  
THE TRIP AND  
EXPENDITURE  
CATEGORY



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COUNTRY GDP

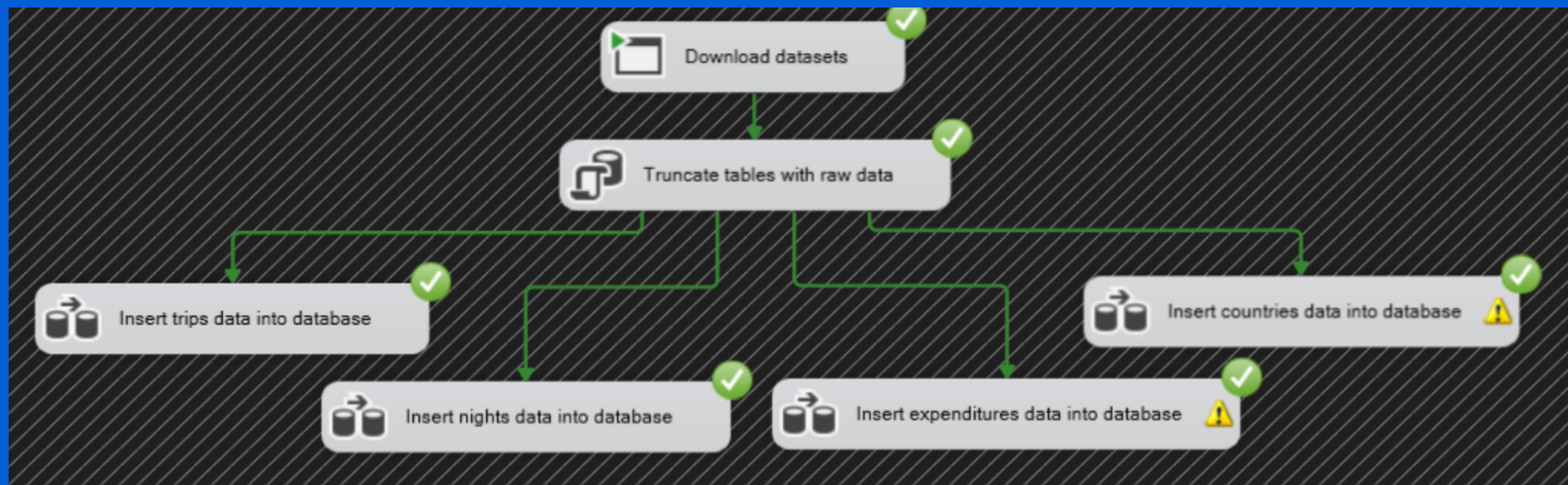




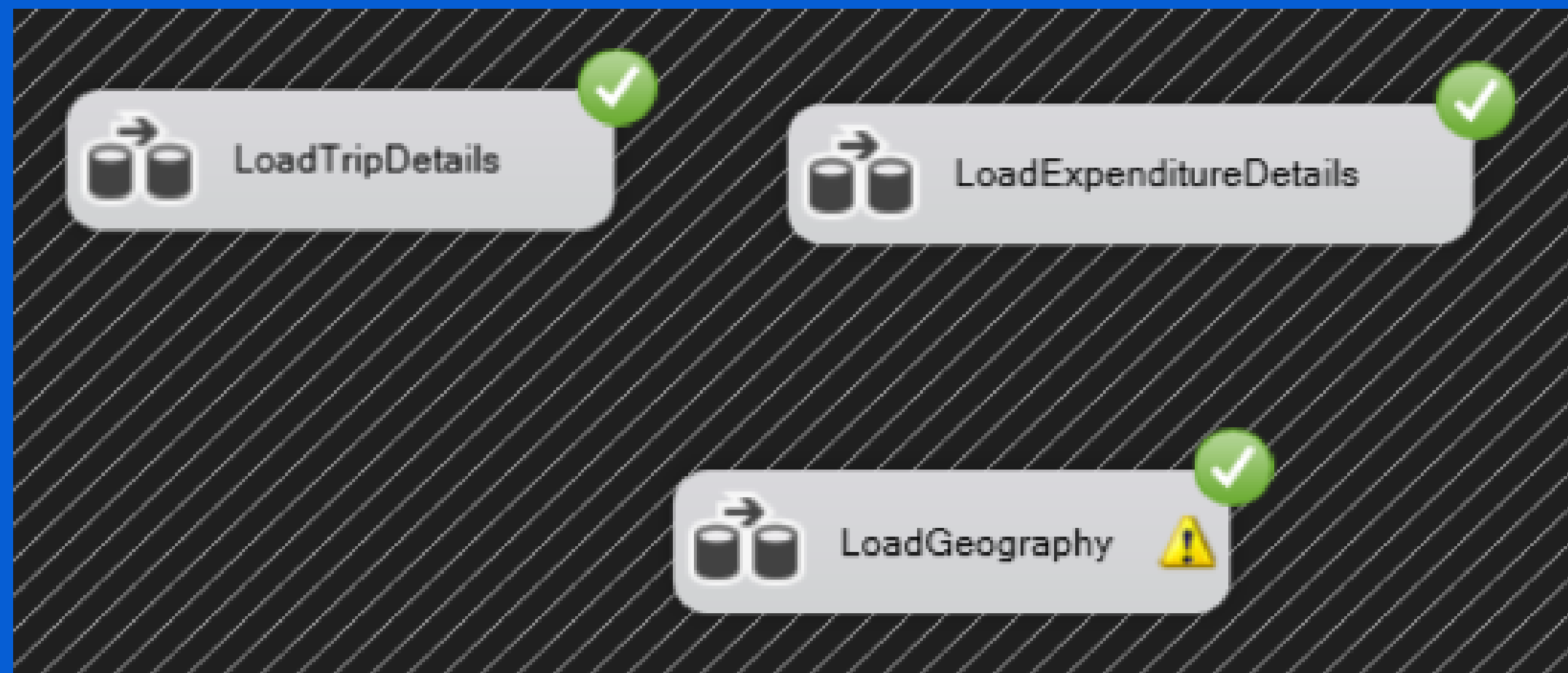
ETL



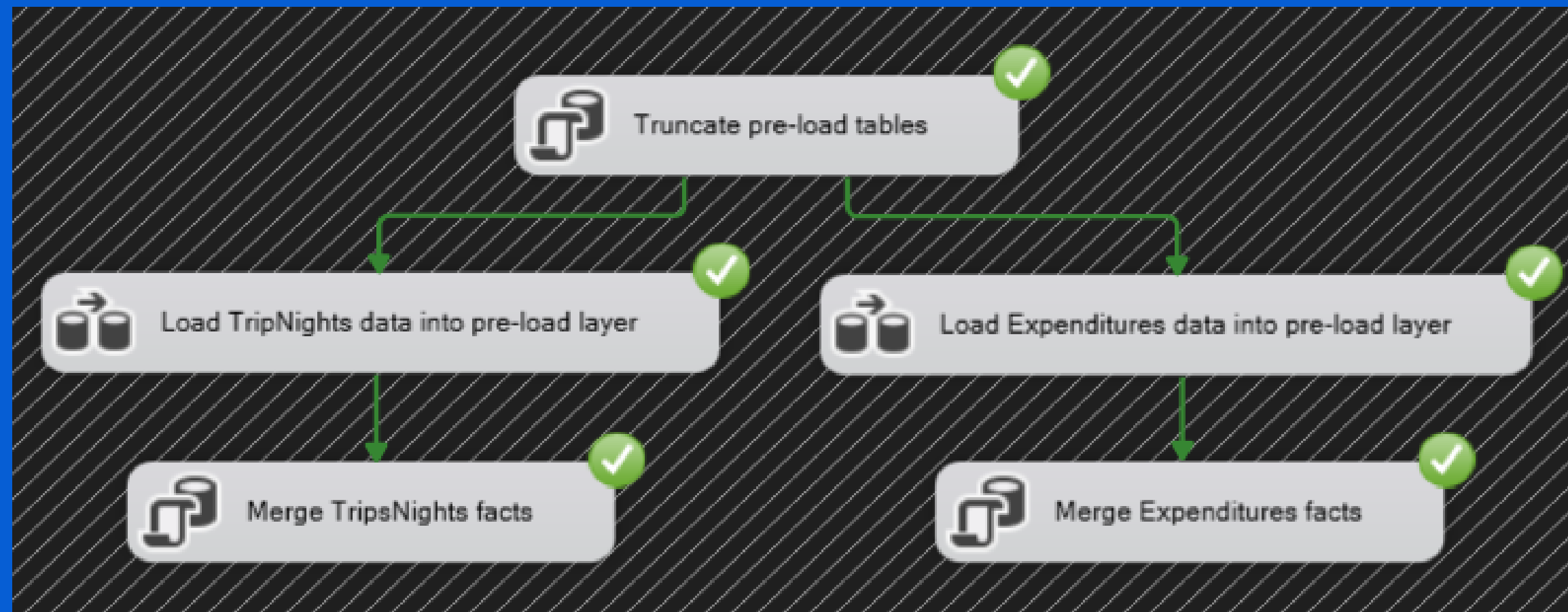
# Pobieranie danych do pośredniej bazy danych



# Ładowanie wymiarów



# Ładowanie faktów





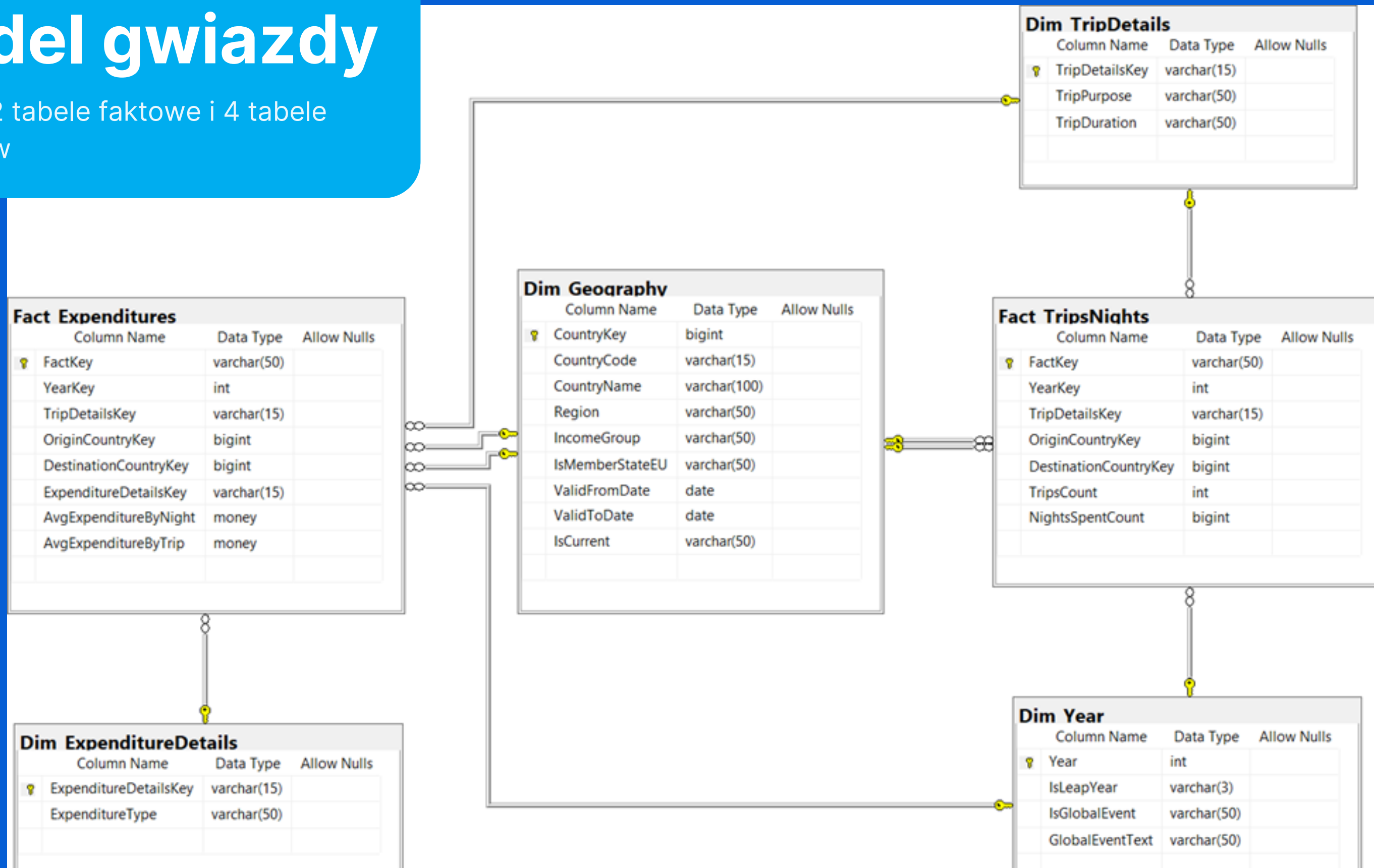


# Hurtownia Danych



# Model gwiazdy

zawiera 2 tabele faktowe i 4 tabele wymiarów





# Testy





# Testy

- Testy wczytywania danych do pośredniej bazy danych
- Testy procesu ETL
- Testy narzędzia BI
- Testy end-to-end





# Raporty



# Transformacje

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DUPLIKACJA  
WYMIARU



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STWORZENIE  
HIERARCHII



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OBLICZENIE  
DODATKOWYCH  
MIAREK



# EU TOURISM OVERVIEW

## Data Sources

### Eurostat Data

[Nights spent by duration, purpose and main destination of the trip](#)

[Expenditure by duration, purpose, main destination of the trip and expenditure category](#)

[Trips by duration, purpose and main destination](#)

### Worldbank Data

[GDP per Capita](#)

Welcome to the *EU Tourism Overview Dashboard*, a resource that sheds light on the travel patterns of citizens from different countries, offering numerous benefits to their countries of origin. Gain insightful knowledge about where the citizens travel, the duration of their trips, and their expenditure in various destinations. This comprehensive tool empowers policymakers, tourism professionals, and enthusiasts alike to make informed decisions that positively impact the growth of EU tourism. Discover the economic benefits as you explore the financial aspects of tourism, understand the volume and flow of trips, and uncover the significant expenditures made by the citizens during their travels. Leverage this data to identify opportunities, make strategic choices, and contribute to the overall development of the tourism sector.

Trips Taken

10bn

Country  
Insights

Total Trip Nights

52bn

Trips Insights

Total Trip Expenditure

€ 3.83T

Expenditure  
Insights

## OVERVIEW

## COUNTRY

## TRIPS

## EXPENDITURE

## MONEY FLOW

Year Range

2013

2020

Origin Country

Germany

Destination Country

Multiple selections

Trip Purpose

All

Trips Taken

226M

Average Trip Length

6.75

Overall Trip Share (from Origin)

12.47%

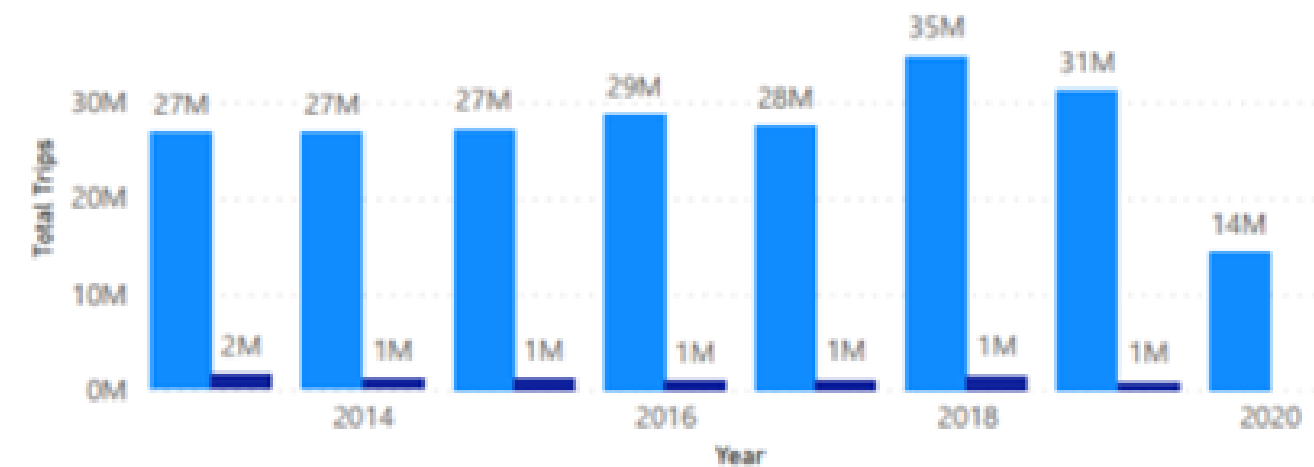
Nights Spent Count with Moving Average

● Total Nights Spent ● Nights Spent Moving Average



Trips Number by Trip Purpose

Trip Purpose ● Personal reasons ● Professional, business



Trips Number by Trip Duration

Trip Duration ● 4 nights or over ● From 1 to 3 nights







## OVERVIEW

# COUNTRY

## TRIPS

## EXPENDITURE

## MONEY FLOW

Year Range

2013

2020

Origin Country

Germany

Trip Type

All

Money spent

€ 901.02bn

Average Trip Length

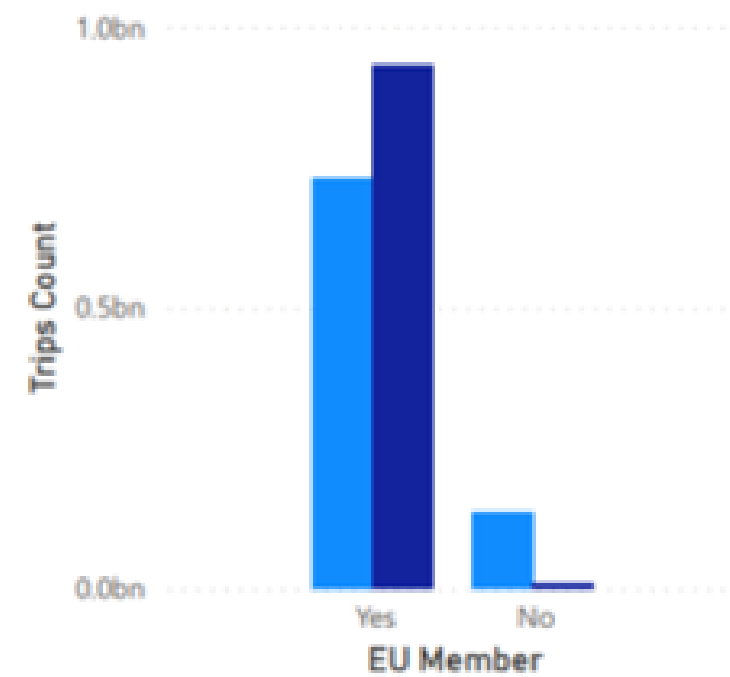
5.35

Trips Taken

2bn

Trips Taken to EU vs Non-EU Countries

Trip Duration ● 4 nights or over ● From 1 to 3 nights



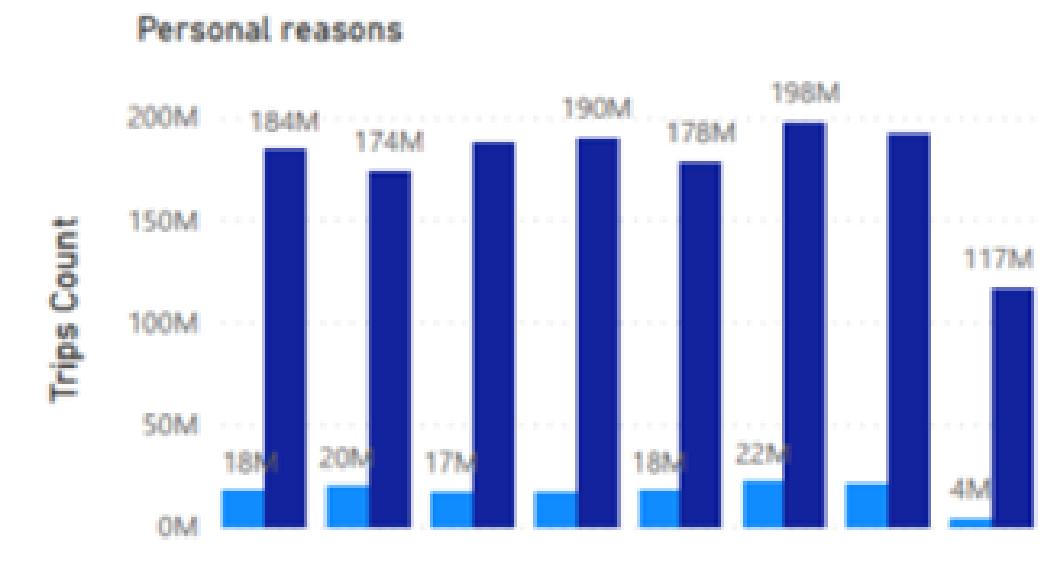
Trips Taken by Destination and Income Group

Income Group ● High income ● Not applicable ● Upper middle income

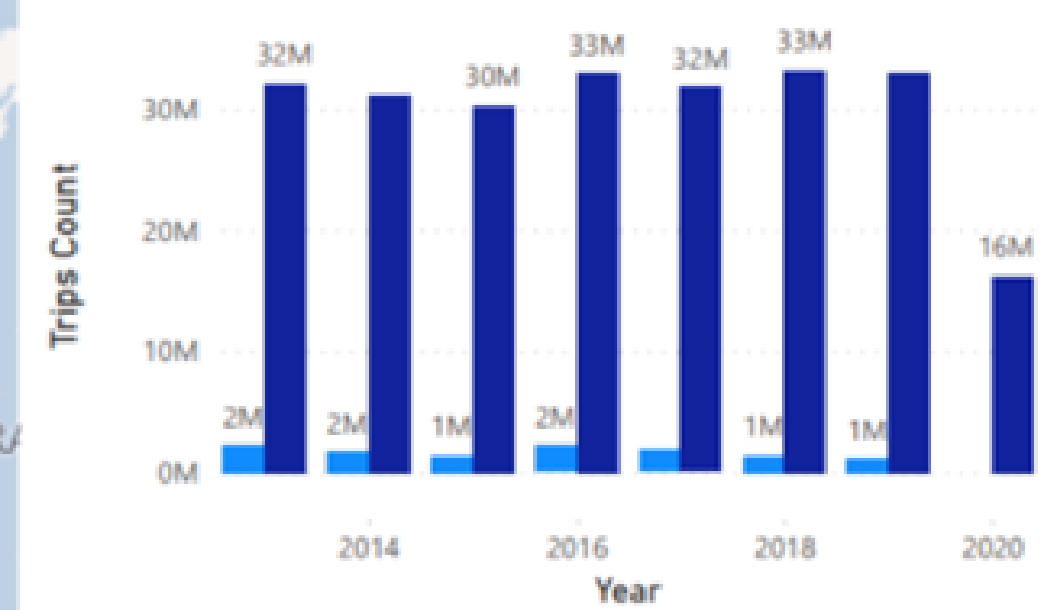


Trips Taken by Purpose and Destination

EU Member ● No ● Yes



Professional, business





## OVERVIEW

## COUNTRY

## TRIPS

## EXPENDI...

## MONEY FLOW

Year Range

2013

2020

Origin Country

Germany

Destination Country

Multiple selections

Trip Purpose

All

Avg Expenditure by Night

€ 29.00

Total Expenditure

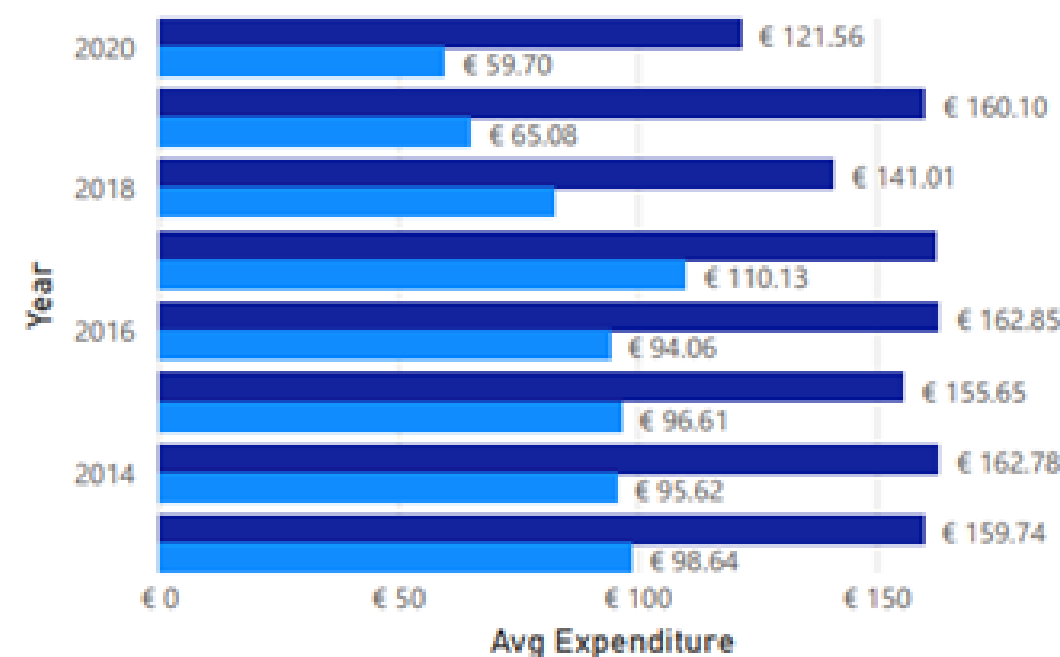
€ 142.57bn

▼ Average Expenditure By Night



▼ Average Expenditure By Trip

Trip Duration ● 4 nights or over ● From 1 to 3 nights



Total Expenditure by Expenditure Type



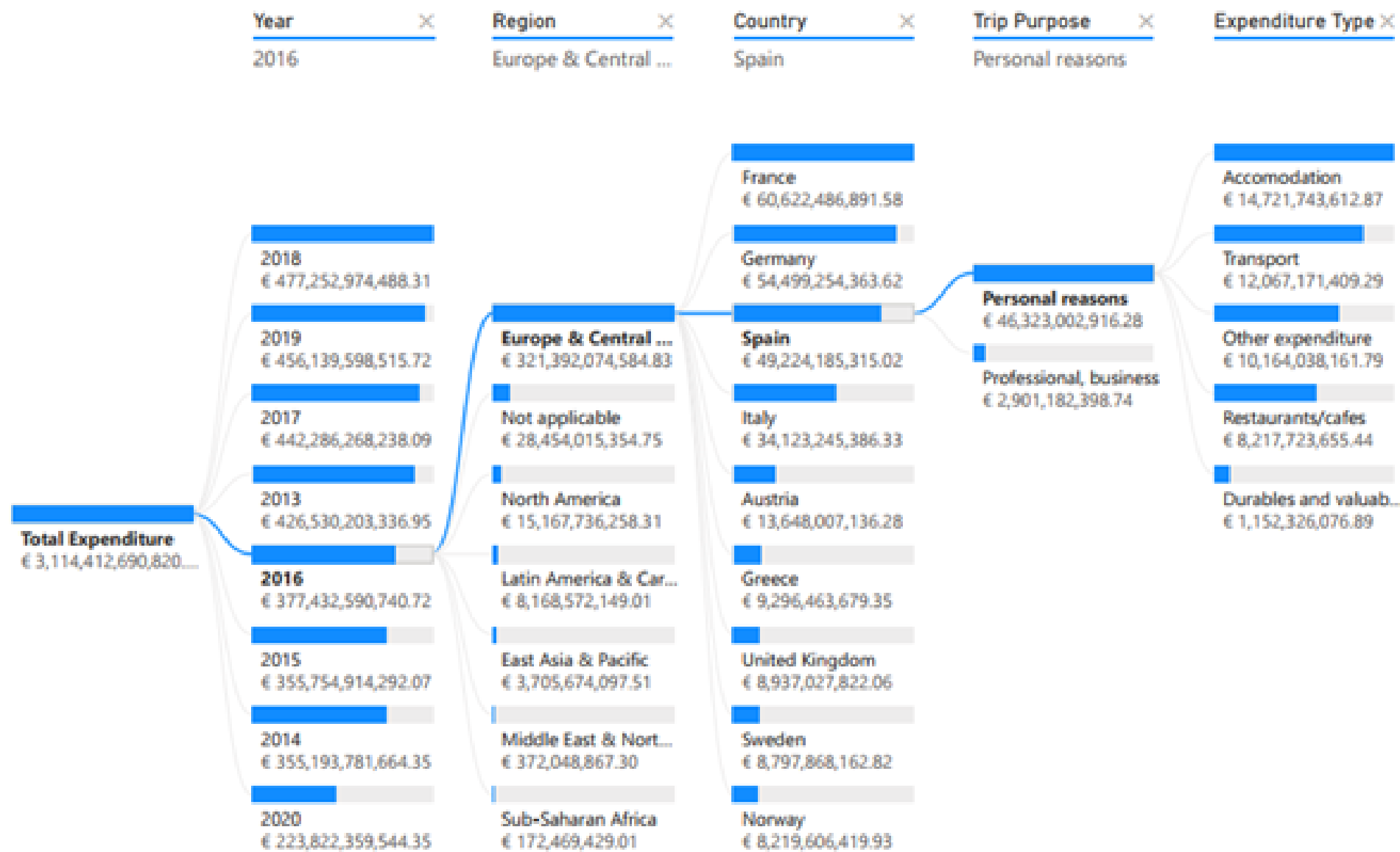
## OVERVIEW

## COUNTRY

## TRIPS

## EXPENDITURE

## MONEY...



Total Expenditure by Destination



Year Range

2013

2020



# Przykładowe wizualizacje



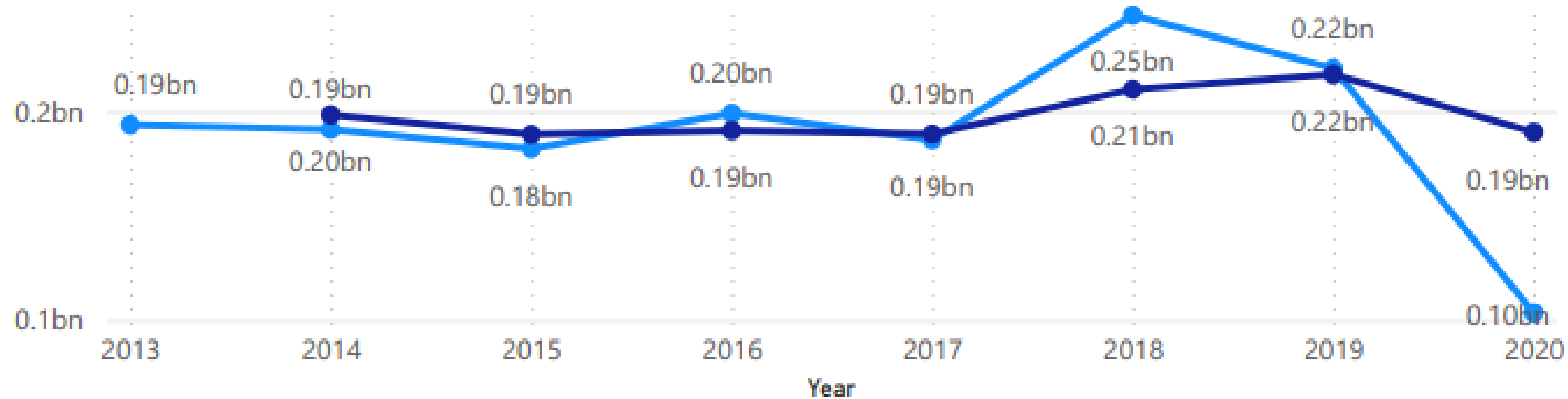
## Trips Taken by Destination and Income Group

Income Group ● High income ● Not applicable ● Upper middle income



## Nights Spent Count with Moving Average

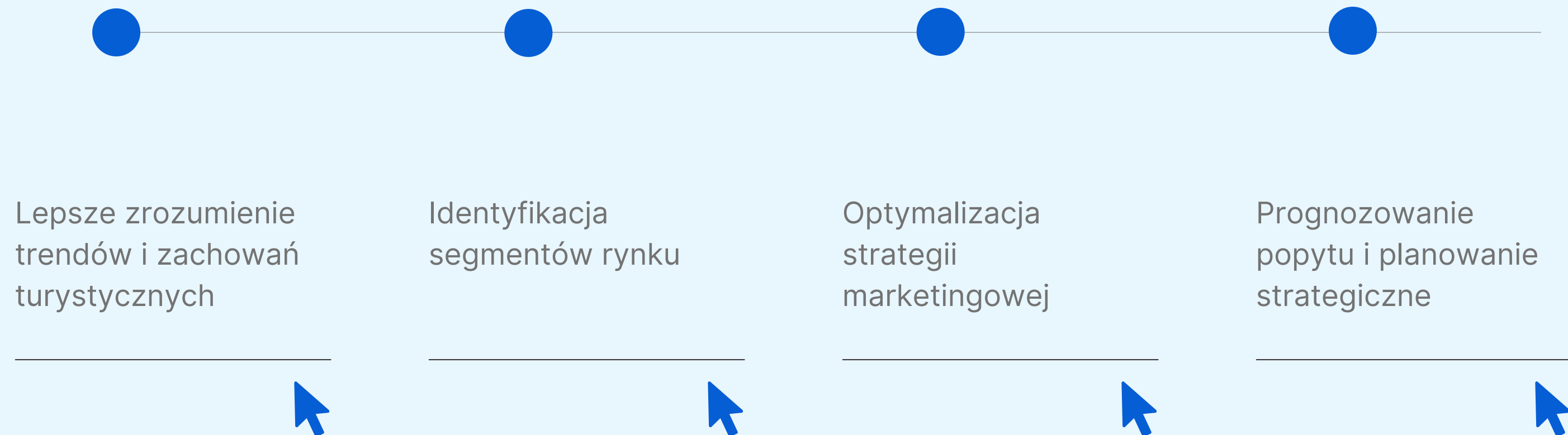
● Total Nights Spent ● Nights Spent Moving Average



Średnia ruchoma dla liczby spędzonych nocy



# Korzyści biznesowe





# Podsumowanie

