



THE IMPACT OF TOURISM'S WILT ON THE PORTUGUESE MARKET

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INTRODUCTION

With the COVID-19 pandemic, from March 2020 began a big recession in this sector with the banning of international tourism. Portugal was especially affected as, in the previous year, the tourist consumption represented 15.8% of the Portuguese GDP, besides representing directly 8.5% of the national product.

We decided to analyze how big this impact was, what changed throughout the country and what kind of tourism was affected the most.

Here are 3 fun facts we extracted from our analysis:

- 🟡 There were more Portuguese Tourists doing tourism in Portugal than Non-Portuguese (2020)
- 🟡 Alentejo was the least affected region
- 🟡 5 stars hotels felt the least impact on COVID-19 restrictions

The techniques used were PowerBI Desktop, with a special usage of extra-visuals and the maps were constructed using .json files inside a shaper map.

The report can be found in this [Link](#)

DATASET

Our original data is prevent from the Portuguese National Institute, with several tables that have information on the Tourism activities in Portugal from 2016 to 2020. Each indicator was divided by NUTS II and the respective month and year.

Indicators:

1. Overnight stays in tourist accommodation establishments, by type of establishment
2. Guests in tourist accommodation establishments, by NUTS II
3. Overnight stays in tourist accommodation establishments by residents in Portugal
4. Average stay in tourist accommodation establishments, by NUTS II
5. Total Revenue in tourist accommodation establishments, by NUTS II
6. Non-resident guests in tourist accommodation establishments, by country of residence

The source for our data can be found on the following links: [Link1](#) and [Link2](#)

VISUALIZATION

INSPIRATION

Our main inspiration was the initiative by Turismo de Portugal, in which they have [dashboards](#) and open-sourced data on the national accounts in this sector.

Even though we believe they have great visualizations, we believed we could refine them and add some more useful data.

It was also of great inspiration the dashboards provided by the *World Travel and Tourism Council*, in which [several dashboards](#) represent both the impact of the COVID-19 pandemic, but also the recovery path made by each country.

That's when we decided to include in our Report information on the incentives program for the tourism sector in Portugal.

INTERACTION

Our dynamic dashboard is equipped with slicers and buttons to be able to scroll through our 3 pages. The first page can be conditioned by Years (2016-2020) and by NUTS II (Alentejo, Algarve, AM Lisboa, Centro, Norte, RA Açores e RA Madeira). This interaction can also be accomplished by selecting on the map the region you want to analyze.

Additionally, we added buttons on the top corners on which you can scroll perfectly through the pages.

DISCUSSION

STRUCTURE

The dashboard contains 3 pages:

1. General Analysis of Tourism's Indicators in Portugal

Spatial and time analysis of revenue, guests, average stay and overnight stays

2.COVID-19 impact on Portuguese Tourism

Emphasis on the variation of the previous analyzed variables

3.Incentives Program: APOIAR 2020

Analysis of the 3 programs inside APOIAR to see where the funds are going to

FUTURE WORK

The main intent of our analysis was to raise awareness on the impact of COVID-19 and analyse the support from the government and its efficiency. Further work should be developed when the APOIAR applications close and the grants are used.

LIMITATIONS

- ⌚ We could not represent in a proper way both Autonomous Regions on maps
- ⌚ We were not able to extract a table on the APOIAR program as the applications are not closed

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