



Birdseye view of Singapore's Tourist Places by Age & Ethnicity

Using Power of Geospatial Analytics & Geovisualization

Presented by
Team LoCATO

Bhabesh Senapati

Chetna Gupta

Dibyajyoti Panda

Gopesh Dwivedi

Saurabh Semwal



Agenda

- ☐ Background & Motivation

- ☐ Target Audience

- ☐ Data Preparation & Modeling

- ☐ Story map Demonstration

- ☐ Insights & Future Scope



Background

Tourism in Singapore is a major industry and contributor to the Singaporean economy, attracting 17.4 million international tourists in 2017, more than 3 times of Singapore's total population.

Singapore also has one of the world's lowest crime rates.

As English is the dominant one of its four official languages, it is generally easier for tourists to understand when speaking to the local population of the country, for example, when shopping.

Transport in Singapore exhaustively covers most, if not all public venues in Singapore, which increases convenience for tourists. This includes the well-known Mass Rapid Transit (MRT) system.

Target Audience



Incoming
Tourists



Travel Agency



Singapore Gov.t
& STB



Data Strategy

Weather

Sources

Land Use &
Point of Interests

Survey
Responses

DEPARTMENT OF
**STATISTICS
SINGAPORE**

Hotels

Tourist Attractions

zomato

Restaurants

Geocoding

CARTO

Maps and Geovisualization

Weather

Malls

Hotels

Restaurants

Tourist places

Base map



Storymap Demonstration





Future Scope

SMART ITINERARY PLANNER

Empower tourists to create their own Singapore itinerary. The smart planner generates itineraries based on visitor preferences and other factors such as traffic, weather and opening hours, so that travelers can enjoy a seamless visitor experience, customized just for them.



RECOMMENDATION ENGINE

Apart from adding new feature layers, we can personalize tourists' experiences, through activity suggestions, based on data insights on their needs, profiles and preferences.



Questions?/Feedback
Thank you.