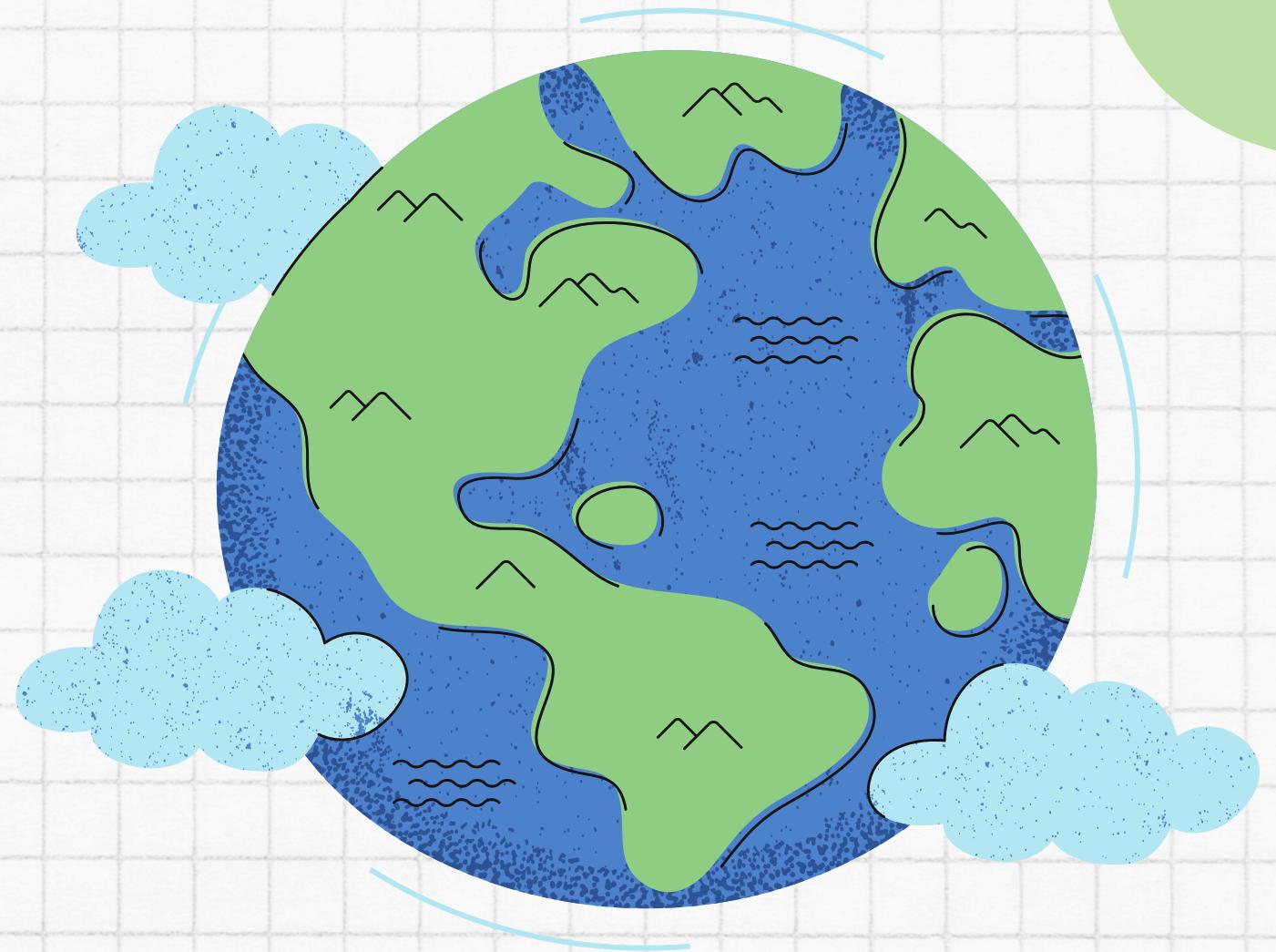


# **Digital nomads in the Comunas of Medellin: an index of attractiveness for sustainable tourism**

Team Terra Brasilis



# Terra Brasilis

Rio de Janeiro - Brazil

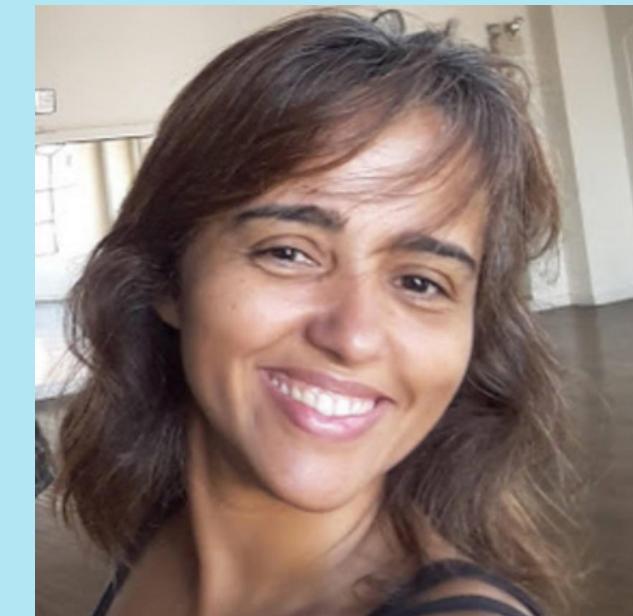
Maria Luiza Guerra de Toledo  
ENCE/IBGE - Professor



Patricia Zamprogno Tavares  
IBGE - IT Manager



Verônica dos Santos  
ENCE/IBGE - Professor



# Digital nomads

- Remote workers
- Love destinations that combine work and tourism
- Autonomy and flexible time
- Care about the sustainability of the destination
- Professions: technology, journalists, marketing and design, professors
- 32 years old on average, male, higher education
- Volunteer jobs





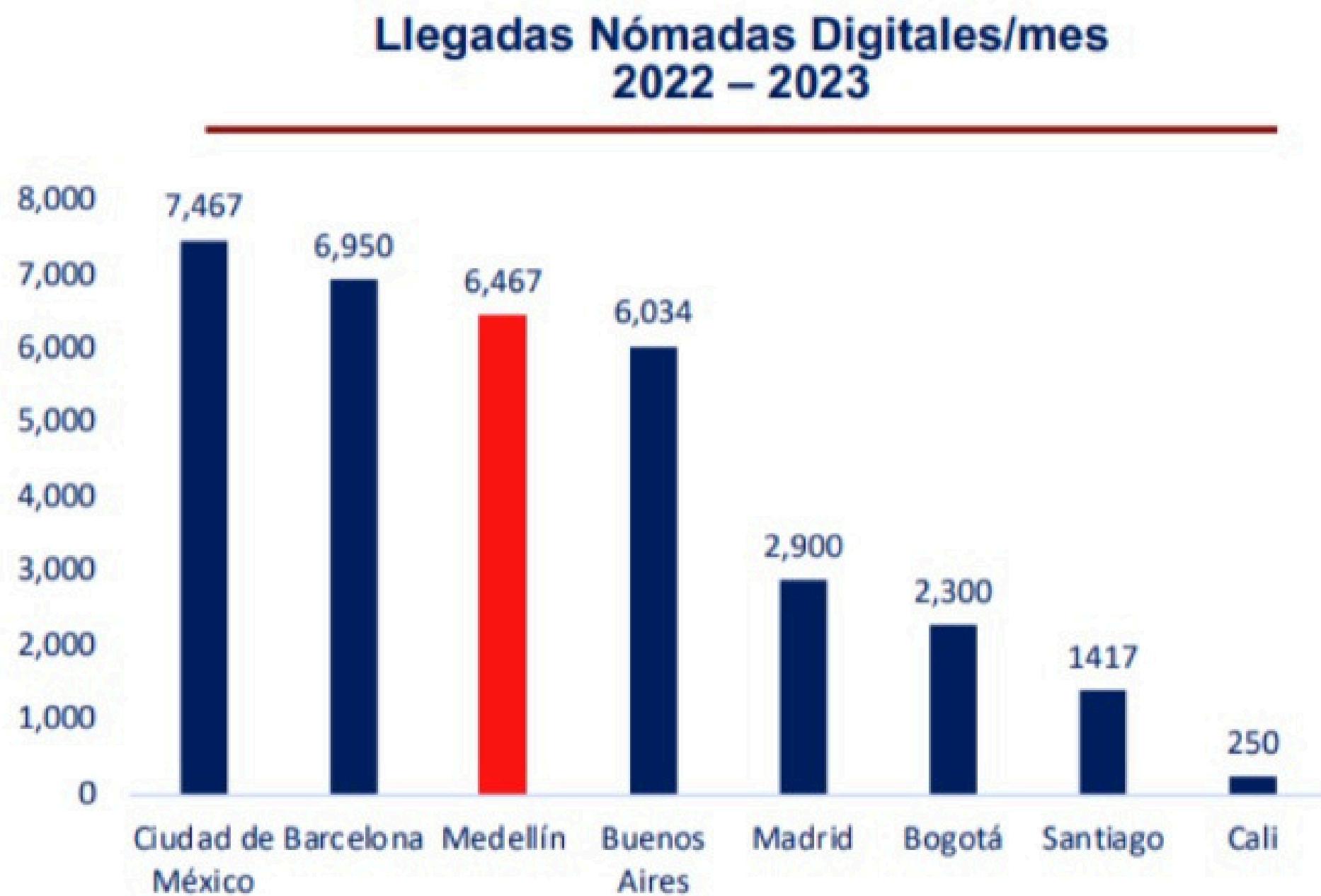
# Medellín is perfect for digital nomads

- Cultural and artistic diversity
- Lovely city, lovely people, green corridors
- Good weather: "City of eternal spring"
- Low cost of living
- The city is transforming into a technology and innovation hub in Latin America

# **What digital nomads need?**

- Coffee shops and restaurants with good connectivity
- Fast internet connection
- Comfortable and quiet workspaces for remote meetings
- Easy access to business centers, transport and service areas (restaurants, markets, laundries ...)
- Convenient location --> optimize time
- Urban mobility

# Medellín is a promising center for digital nomads



# **How can we attract digital nomads?**

**Estimation of an index of attractiveness for sustainable tourism (using PCA)**

# Tools



ArcGIS



# Selected variables (by Comuna)

- “Multidimensional Living Conditions Index”(1)
- % of waste collection service(1)
- Number of commercial establishments/100.000 hab(2)
- Number of service establishments/100.000 hab(2)



(1) <https://www.medellin.gov.co/es/conoce-algunos-datos-generales-de-la-ciudad/>

(2) <https://www.medellin.gov.co/geomedellin/datosAbiertos/1024>

# Selected variables (by Comuna)



- % of population who classifies the public transport quality as good/very good(1)
- % of population who uses predominantly sustainable transport (bike/walking) to go to work (1)
- # of bike for rental stations (2)
- # of metro stations

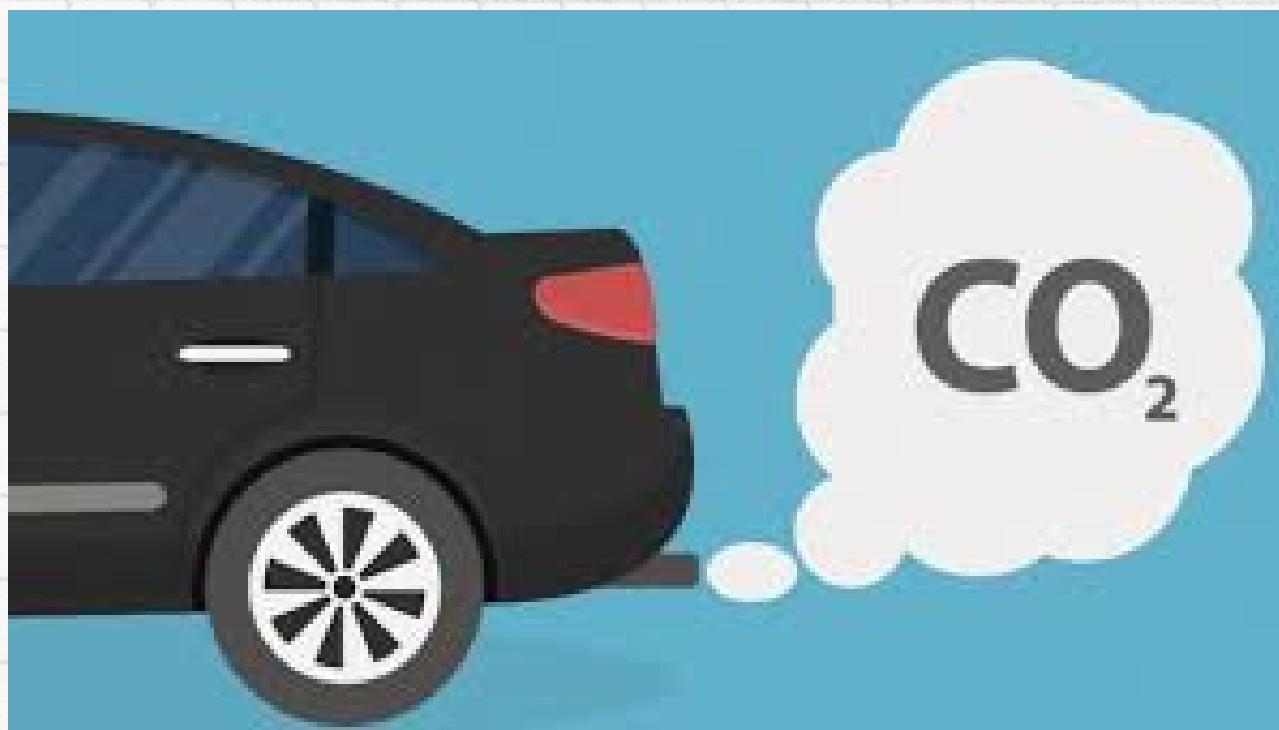


(1) <https://www.medellin.gov.co/es/conoce-algunos-datos-generales-de-la-ciudad/>

(2) [https://www.datos.gov.co/en/Transporte/Estaciones-EnCicla-AMVA/hmuf-kqju/about\\_data](https://www.datos.gov.co/en/Transporte/Estaciones-EnCicla-AMVA/hmuf-kqju/about_data)

# Selected variables (by Comuna)

- Traffic accident mortality rate (100.000 hab)  
(1)
- Theft rate (100.000 hab)(1)
- CO<sub>2</sub> emissions from private vehicles(1)



(1) <https://www.medellin.gov.co/es/conoce-algunos-datos-generales-de-la-ciudad/>

# Selected variables (by Comuna)

- Number of tourist attractions(1)
- Volunteer work sites(2)
- Number of free wifi points(3)

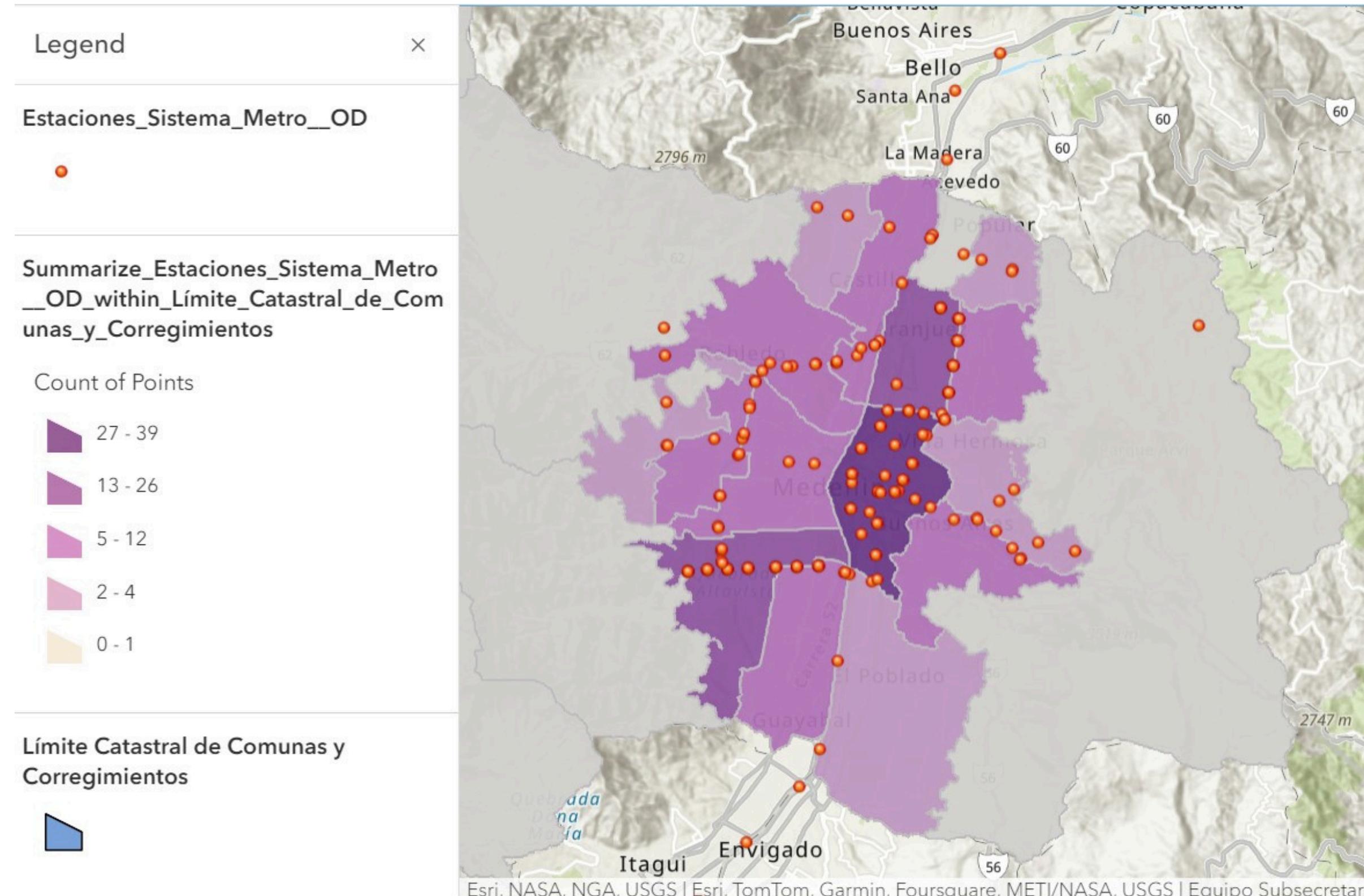


(1) <https://www.medellin.gov.co/geomedellin/datosAbiertos/401>

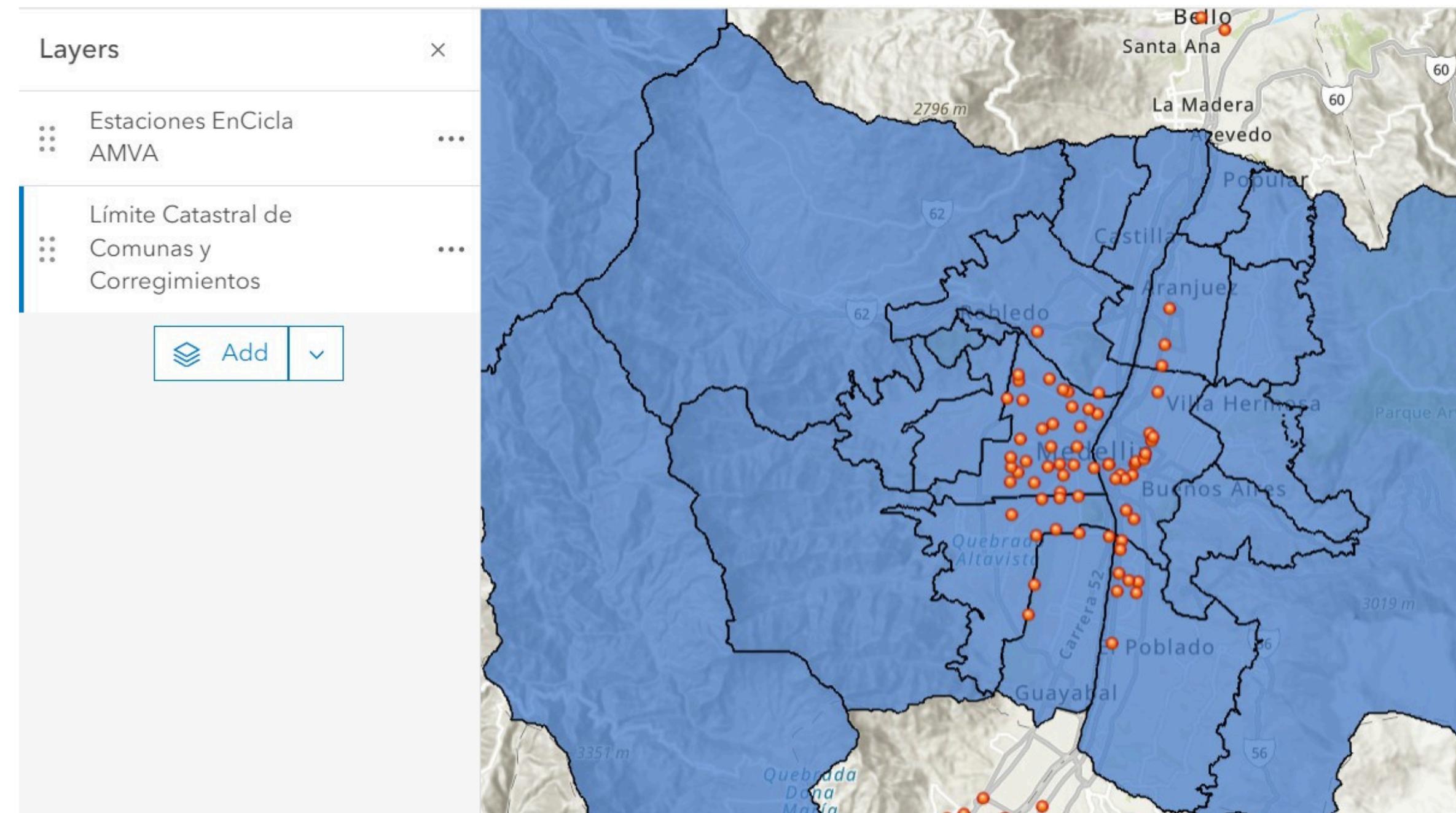
(2) Google Maps

(3) <https://www.medellin.gov.co/geomedellin/datosAbiertos/1030>

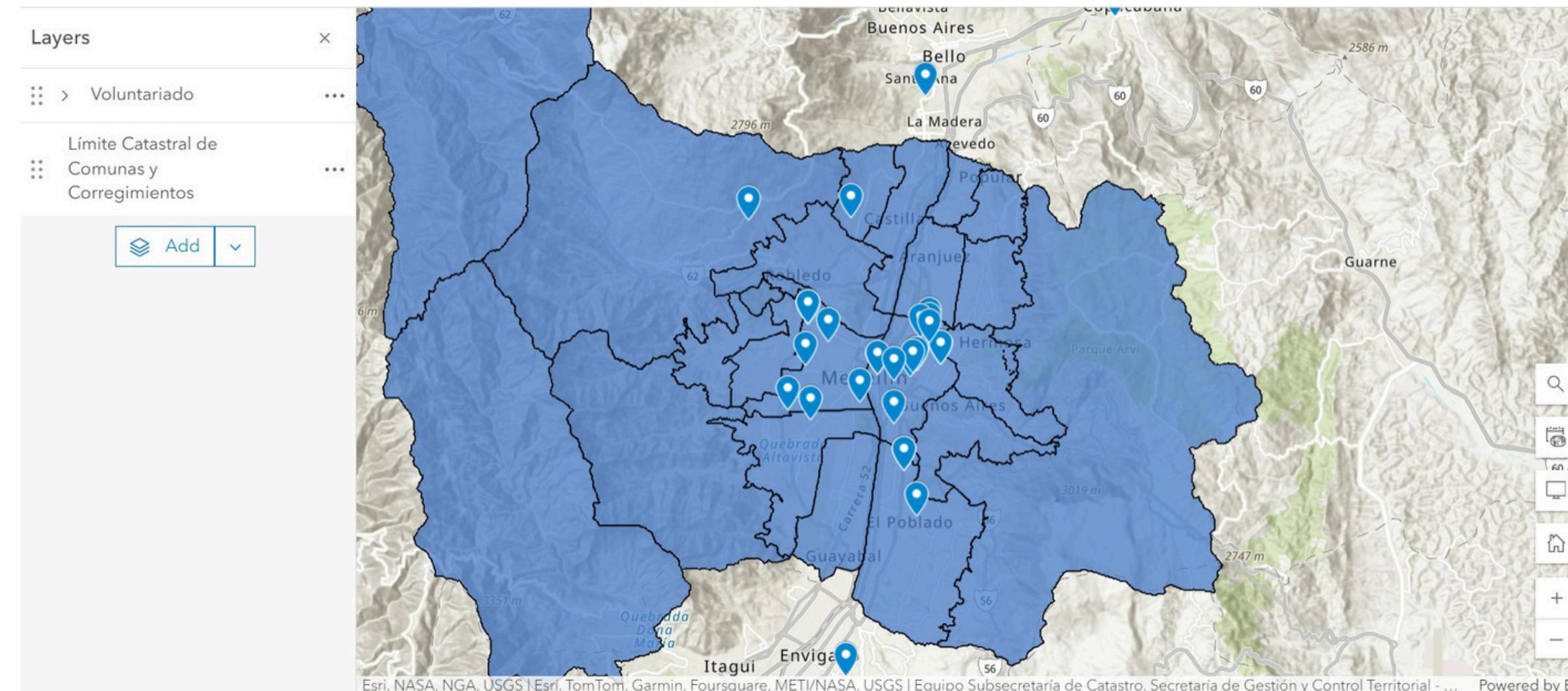
# Number of metro stations



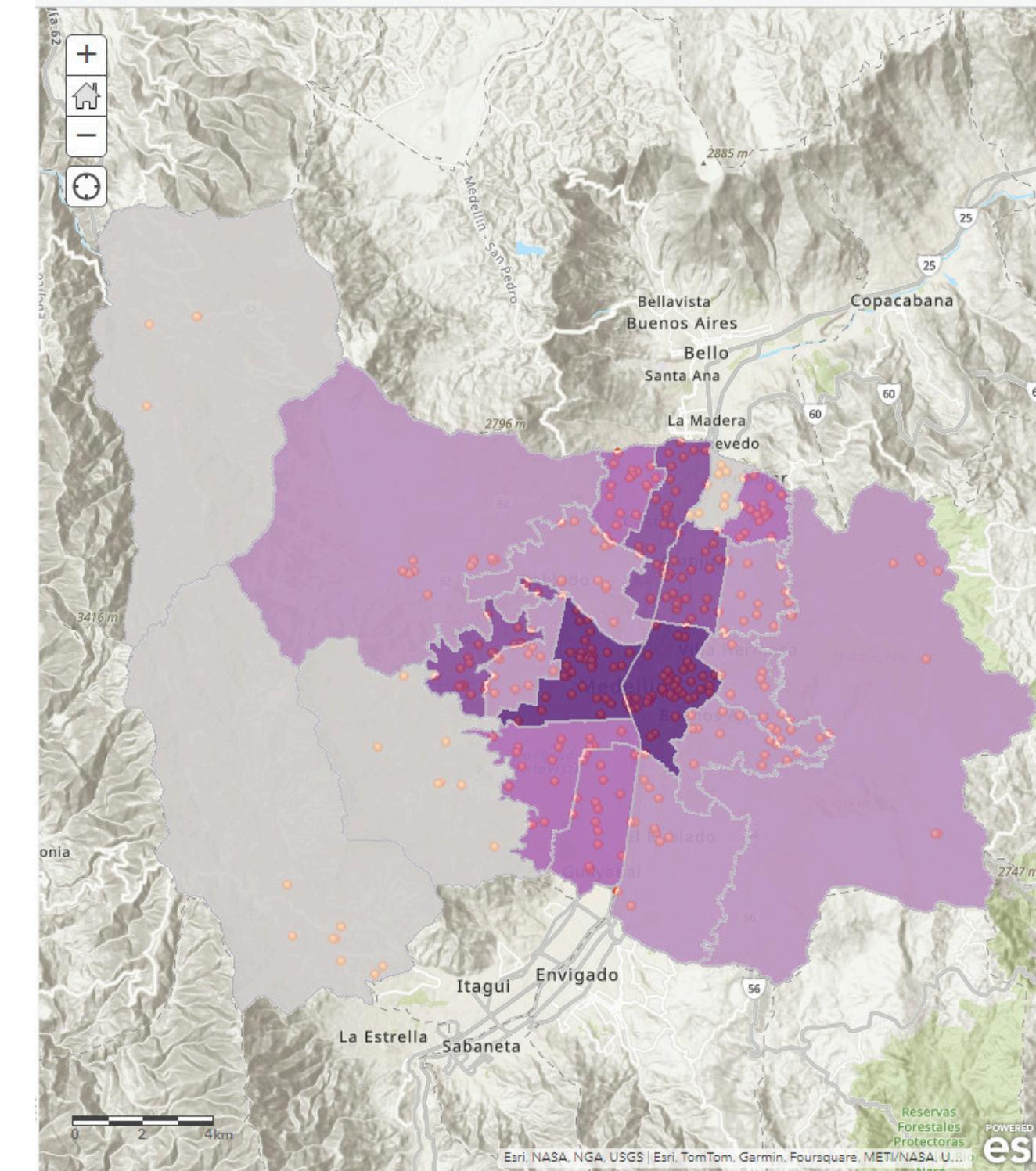
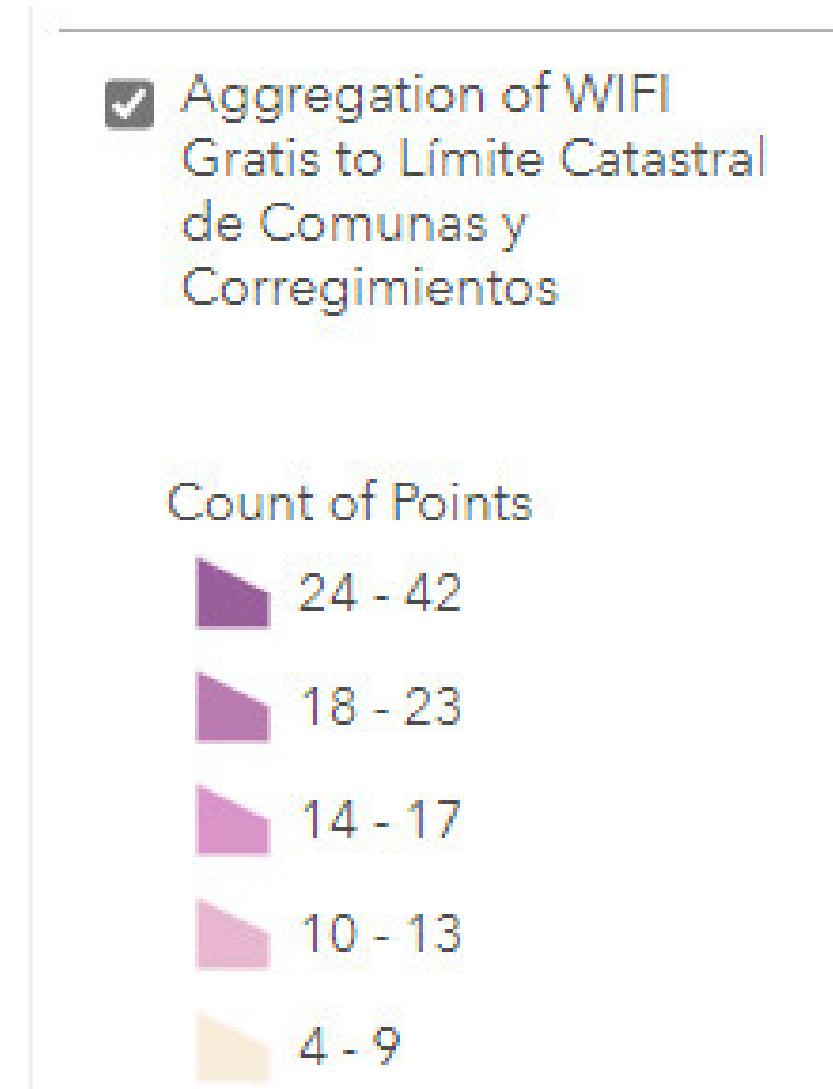
# Number of bike for rental stations



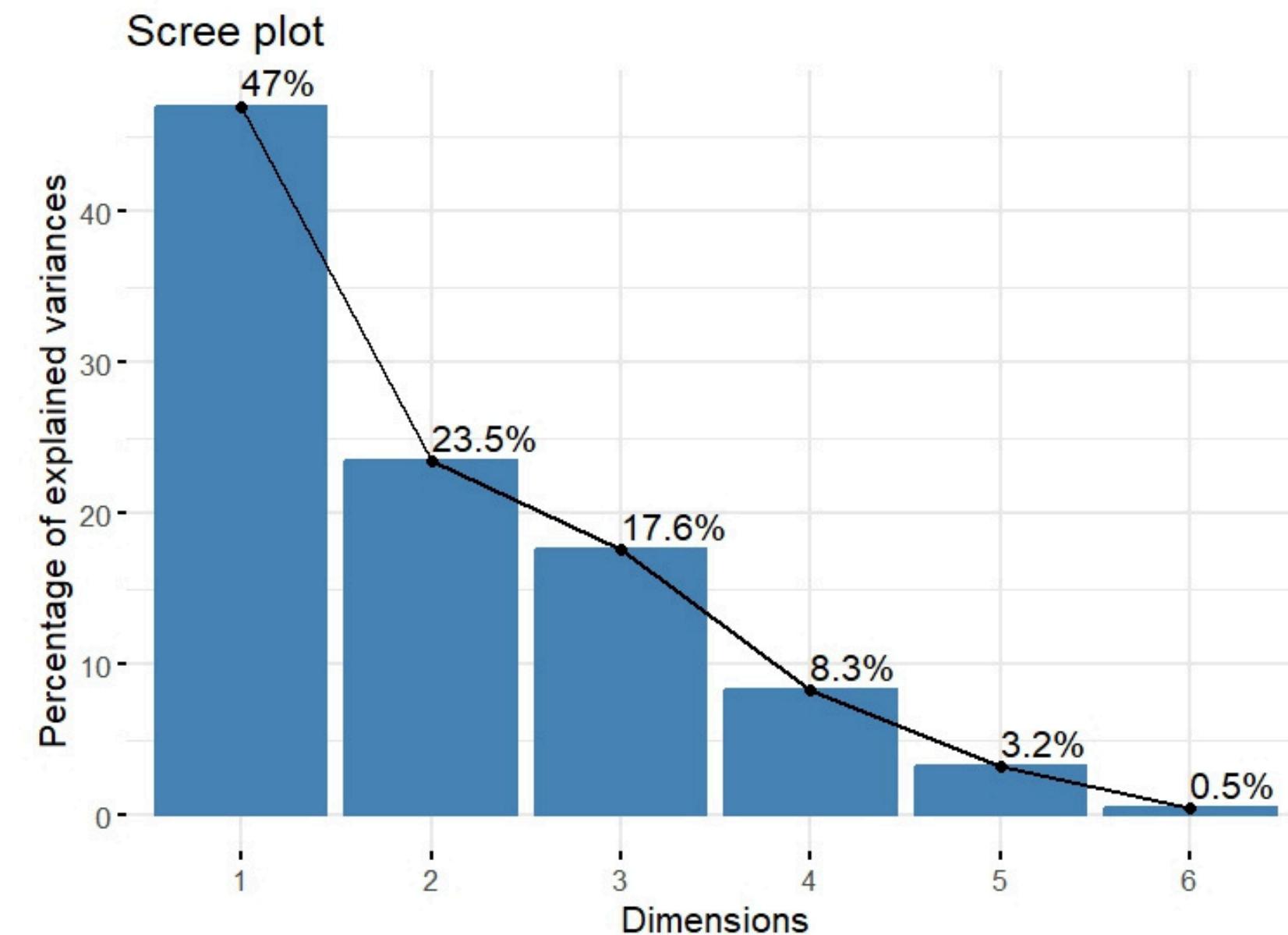
# Volunteer work sites



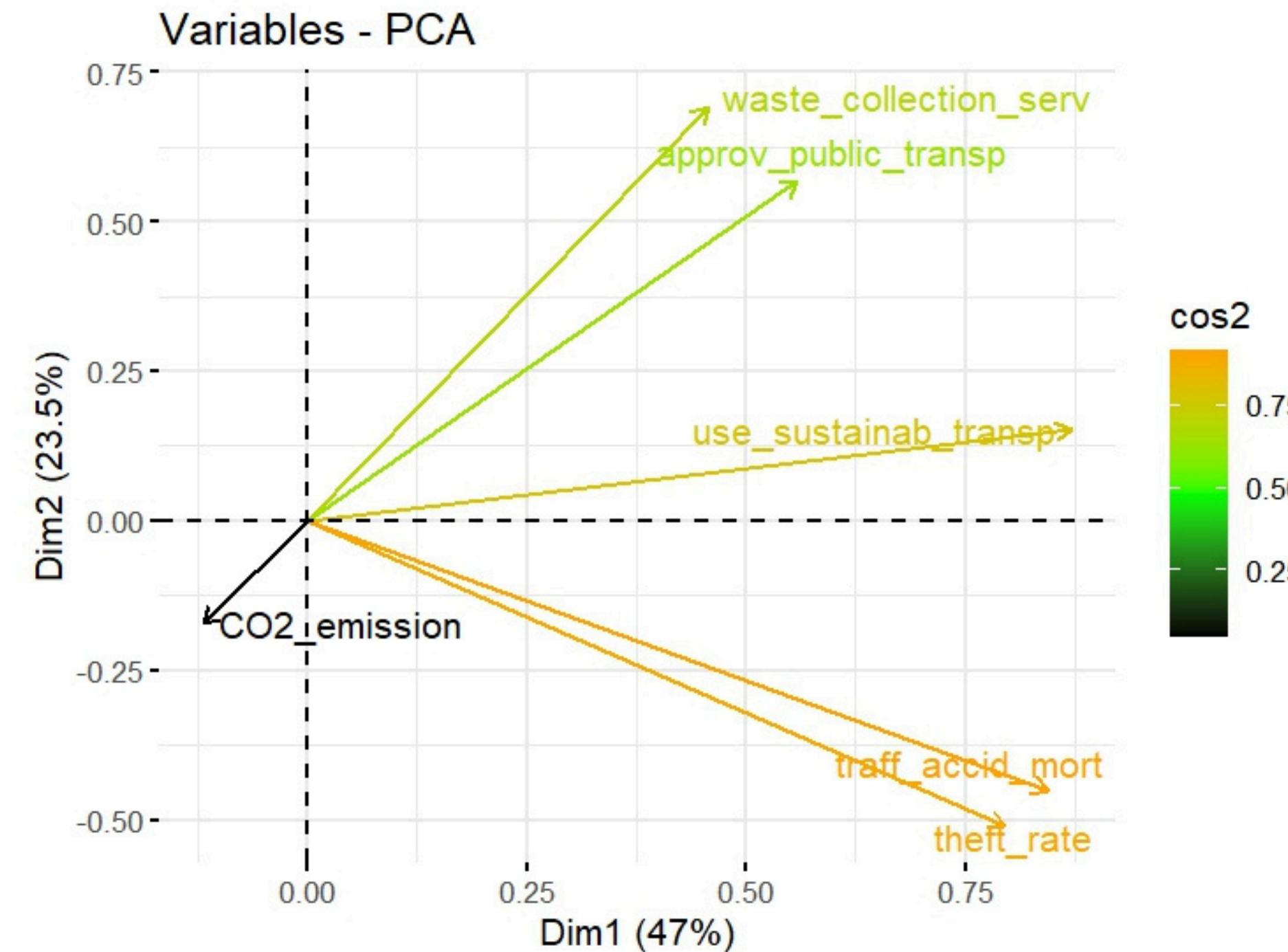
# Number of free wifi points



# Principal component analysis



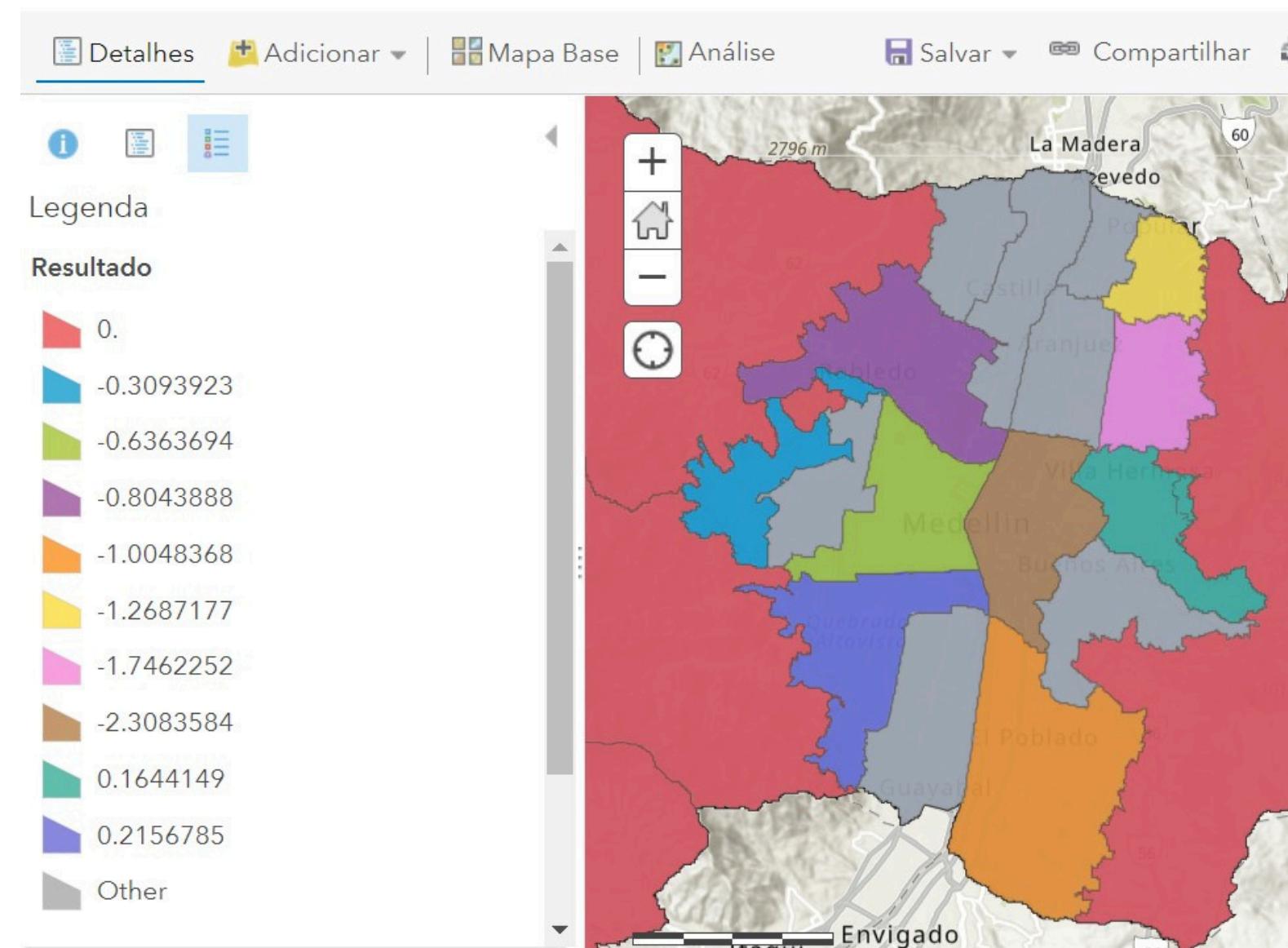
# Principal component analysis



# Index of attractiveness for sustainable tourism

Comuna	Attractiveness indicator
Guayabal	1,49
Doce de Octubre	1,31
Buenos Aires	1,23
Castilla	1,08
Aranjuez	0,99
Santa Cruz	0,8
La America	0,77
Belen	0,21
Villa Hermosa	0,16
San Javier	-0,31
Laureles Estadio	-0,64
Robledo	-0,8
El Poblado	-1,01
Popular	-1
Manrique	-1,74
La Candelaria	-2,31

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**Thank  
you very  
much!**

