Making use of BIG DATA for visitors analytics

17 November 2021
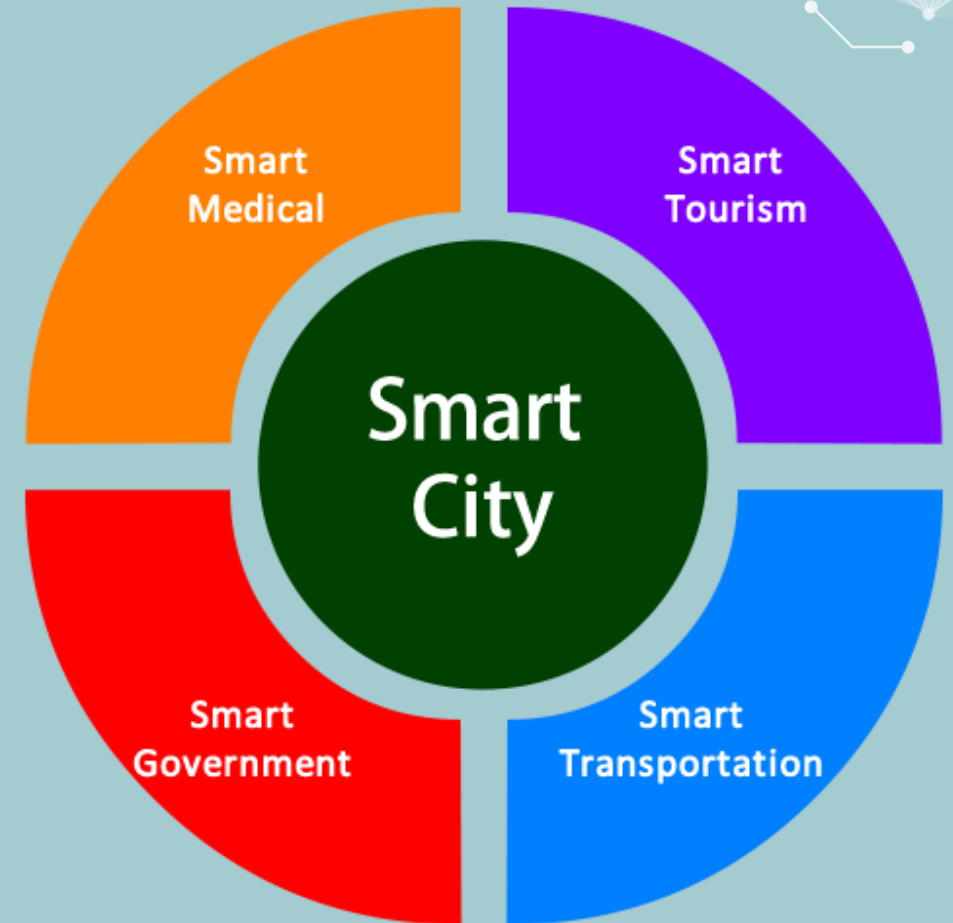
Macao Government Tourism Office

Background of Macao Smart City

In August 2017, Macao Government signed an agreement with the Alibaba Group to further develop Macao as a smart city, namely by using Alibaba's big data processing capabilities to enhance the quality of the city's public services.

The parties would gradually launch projects with big data services in order to accelerate Macao's development in certain areas, namely: tourism; transportation; medical services; and public services management.

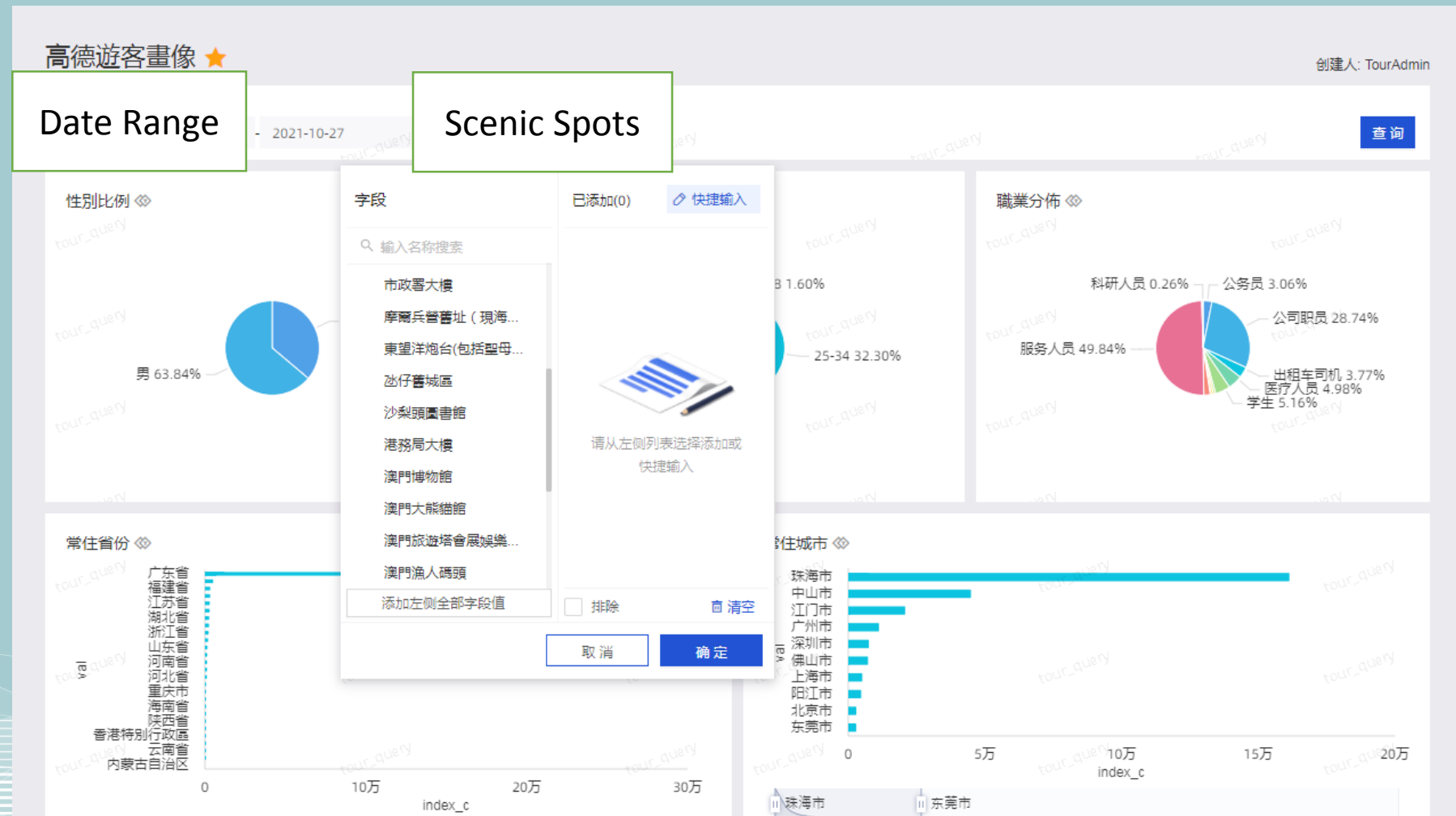# Understanding our
Visitors' Profile

Understanding Our Visitor Profile

- With the Macao Government Share Data Platform, different government bureaus could share useful data.
- MGTO is abled to use real-time visitor arrivals data from Public Security Police to build a Dashboard to show the real-time status.

Understanding the Visitors' Profile

Amap visitor history data allows us to understand the visitors' demographics (gender, age, occupation, place of resident, family status, preference of travel time, etc.) of visitors in specified POI/date.
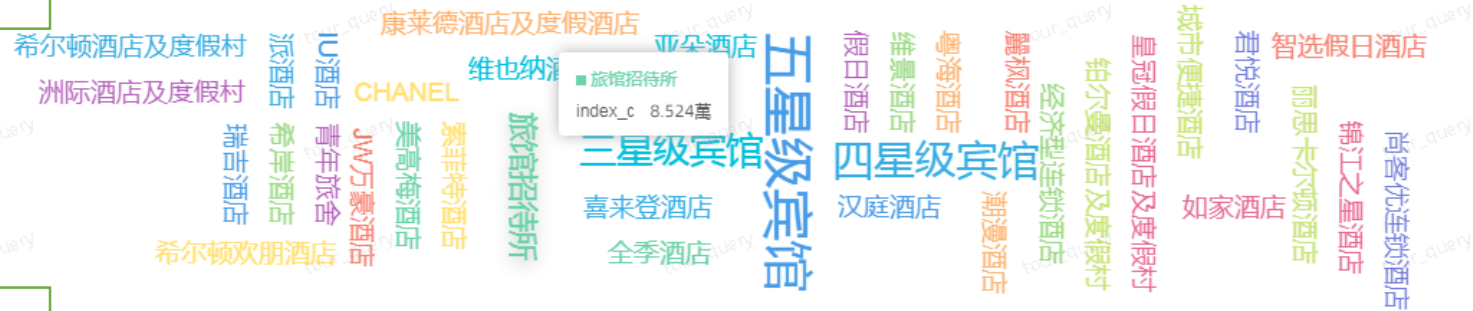
Understanding the Visitors' Profile

Has a child?

是 38.18%
否 61.82%

Owning automobile?

有 27.09%
无 72.91%

Interested hotels?

康莱德酒店及度假酒店
希尔顿酒店及度假村 IU酒店 维也纳酒 亚朵酒店 五星级宾馆 假日酒店 维景酒店 粤海酒店 璟枫酒店 经济型酒店及连锁酒 铂尔曼酒店及度假村 皇冠假日酒店及度假村 城市便捷酒店 智选假日酒店 丽思卡尔顿酒店
洲际酒店及度假村 派酒店 CHANEL 旅馆招待所 index_c 8.524萬 如家酒店 尚客优连锁酒店 锦江之星酒店
瑞吉酒店 希岸酒店 青年旅舍 美高梅酒店 JW万豪酒店 索菲特酒店 旅馆招待所 三星级宾馆 四星级宾馆 汉庭酒店 潮漫酒店
希尔顿欢朋酒店 喜来登酒店 全季酒店

Interested scenic spots?

甘孜稻城亚丁景区 格力斗门健身广场 网顶前地 圣公会澳门圣马可堂 中国第一滩 卢廉若公园 杭州西湖风景名胜区 友谊广场 天主堂(客商街) 阿婆井公园 五四广场 奥港高铁广场 云南民族村
九澳水库郊野公园 海鸥岛 妈阁 塔石广场 花城广场 澳门渔人码头 三圣宫 普提禅院 华士古达嘉马名胜区 议事亭前地广场 金牛公园 澳门巴黎人埃菲尔铁塔 湾厦牌坊 东风社区公园
崂山区世纪广场 恩尼斯花园 中山温泉旅游区 凤凰山风景旅游区 澳门历史街区 index_c 1110 三圣宫 永利-发财树 包公庙 乔社区公园 双月湾 议事亭前地 梅溪牌坊旅游区 议事亭前地
澳门关前正街 三龙喉花园 南三旅游区 观音莲花苑 上冲社区公园 竹湾海滩 下川岛 尖峰山公园 香山公园 龙母祖庙
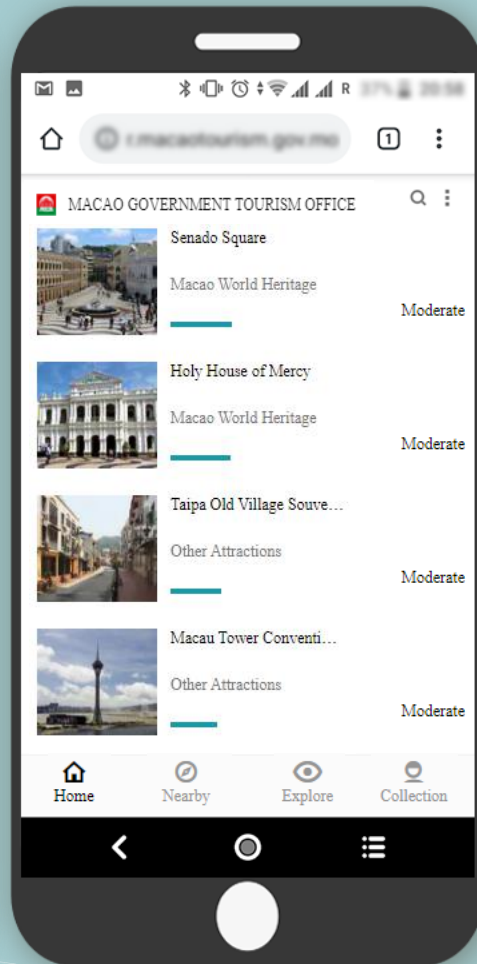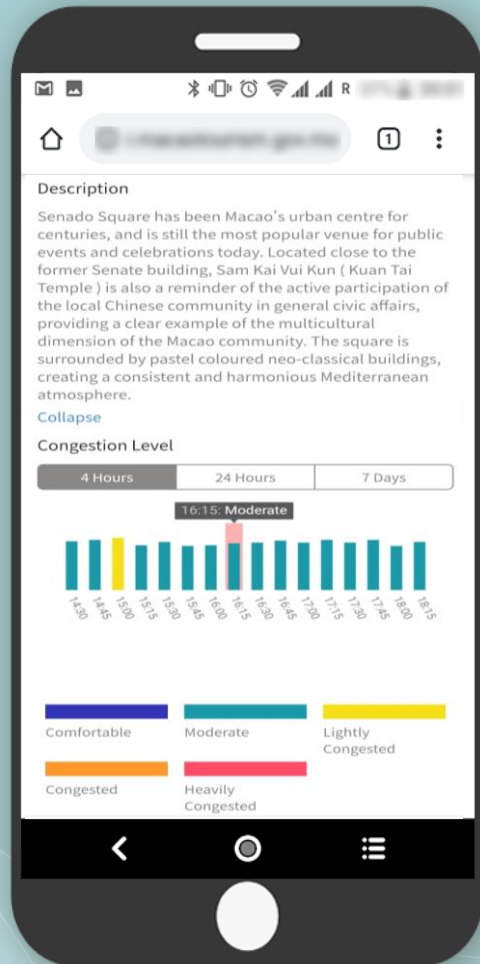
Powered by Quick BI. © 2021 Quick BI. All Rights Reserved

Enhancing
Visitors' Experience

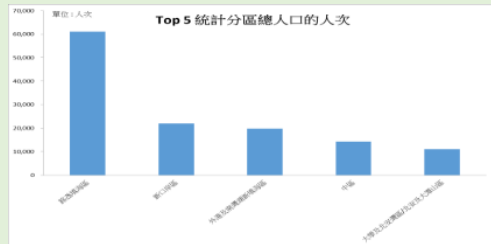# "Smart Application for Visitor Flows"

- "Smart Application for Visitor Flows" predicts the density of visitor flows at **20** major tourist attractions within **4** hours, **24** hours and **7** days, and categorizes the forecast results at various levels from "**comfortable**", "**moderate**", "**lightly congested**", "**congested**" to "**heavily congested**", to create greater convenience for visitors and industry operators in their itinerary arrangement.

- Application can be accessed on:
  - https://poimonitor.macaotourism.gov.mo;
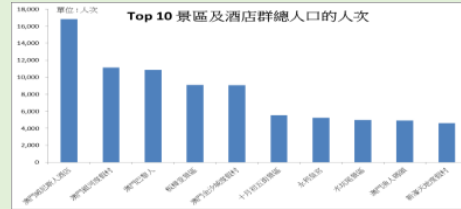 - MGTO's WeChat ID "MGTOweixin".

Analizing
Visitors' Behavior

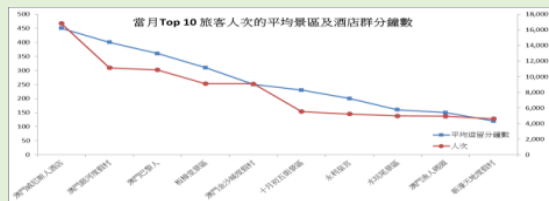# Big Data Usage

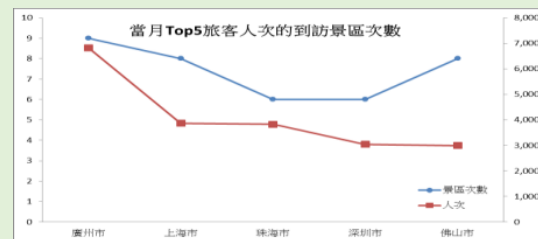### No. of Visitors by Districts

No. of Visitors in Scenic Spots & Hotels

Length of Stay in Scenic Spots & Hotels

No. of revisiting

- Through the local telecom service provider, collect big data on the flow of people, allow us to:
  - ✓ Analyze the flow of people in the statistical area sorting by place of residence;
  - ✓ Analyze the flow of people in key scenic spots and hotels sorting by place of residence
  - ✓ Analyze the number of visits in key scenic spots and length of stay by place of residence;
  - ✓ Analyze the number of revisiting visitors by place of residence, etc.

- Usage of data in future:
  - ✓ Conditionally, part of the data could be released to the industry and all stakeholders in society, so that they can use the data as a reference for their business decision-making.
  - ✓ The data will be used to optimize tourism promotion strategies & product development.

Macao Government Open Data Platform
https://data. gov.mo

Application for visitor flow
https://poimonitor.macaotourism.gov.mo

Macao Tourism Marketing Website
https://www.macaotourism.gov.mo

Macao Tourism Data Plus
https://dataplus.macaotourism.gov.mo

~Thank you~