

GISflow

by in2destination



Thought by tourism experts
for
tourism destination professionals
and academics

Uncovering
Visitor Mobility Behaviour
&
Tourism Activity Distribution
within and beyond main
destinations

GISflow

developed by
in2destination Research and Consulting Firm

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Transforming places

GISflow

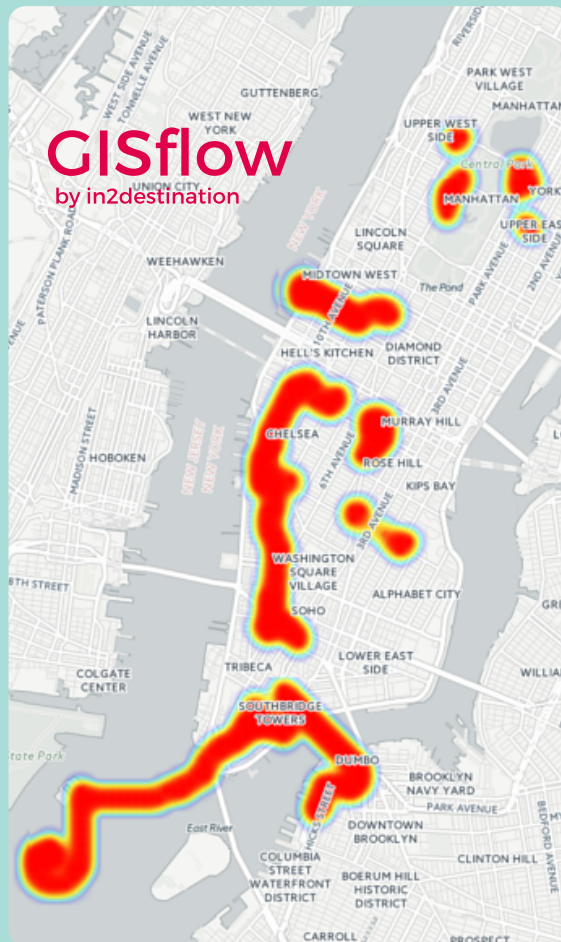
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gets answers to these and many more questions....

- repeating visitors
- explore beyond our main cities?
- beyond the most iconic places?
- visitors mobility patterns
- with higher expenditure
- per day, are different
- from those with tighter budgets?
- do visitors use public transport?

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Transforming places




 for the sustainable development of our destinations

 for monitoring the pressure over certain neighbourhoods

 for observing tourism distribution beyond cities and into rural areas

 for evaluating the impact of Cruise passengers over the territory

 for evaluating the marketing strategies

 for obtaining sustainability certifications such as Biosphere Destination Certificate approved by GSTC



...has been tested in:

- 📍 Old San Juan, Puerto Rico, USA
- 📍 New York City, NY, USA

...conducted, thus far, in:

- 📍 Bilbao, Basque Country, Spain
- 📍 San Sebastián, Basque Country, Spain
- 📍 Vitoria, Basque Country, Spain

*in2*destination research and consulting firm

Experience of *in2*destination team

- Economic and Sustainable Measuring of Tourism Activity
 - 📍 Tourism BIG DATA and National and Sub-National Tourism Official Statistics. We provide technical and strategic counselling for measuring tourism
- Strategic Consulting - Planning and Actions' Implementation:
 - 📍 Smart & Sustainable Destination
 - 📍 Fostering Public & Private Cooperation
 - 📍 Product Development - Urban, Rural, MICE, Gastronomy, Cultural Tourism
 - 📍 Business Model Improvement

Clients:

- UNWTO - United Nations World Tourism Organization
- East Timor Ministry of Tourism, Commerce and Industry
- Failte Ireland - Ireland Tourism Authority
- Torre Loizaga - Singular Venue & Museum
- Visit Wales - Wales Tourism Authority
- Swansea University
- Deusto University
- Basquetour - Basque Country Government Tourism Agency
- Foundation Caja Canarias