

# SMART TOURISM e BIG DATA

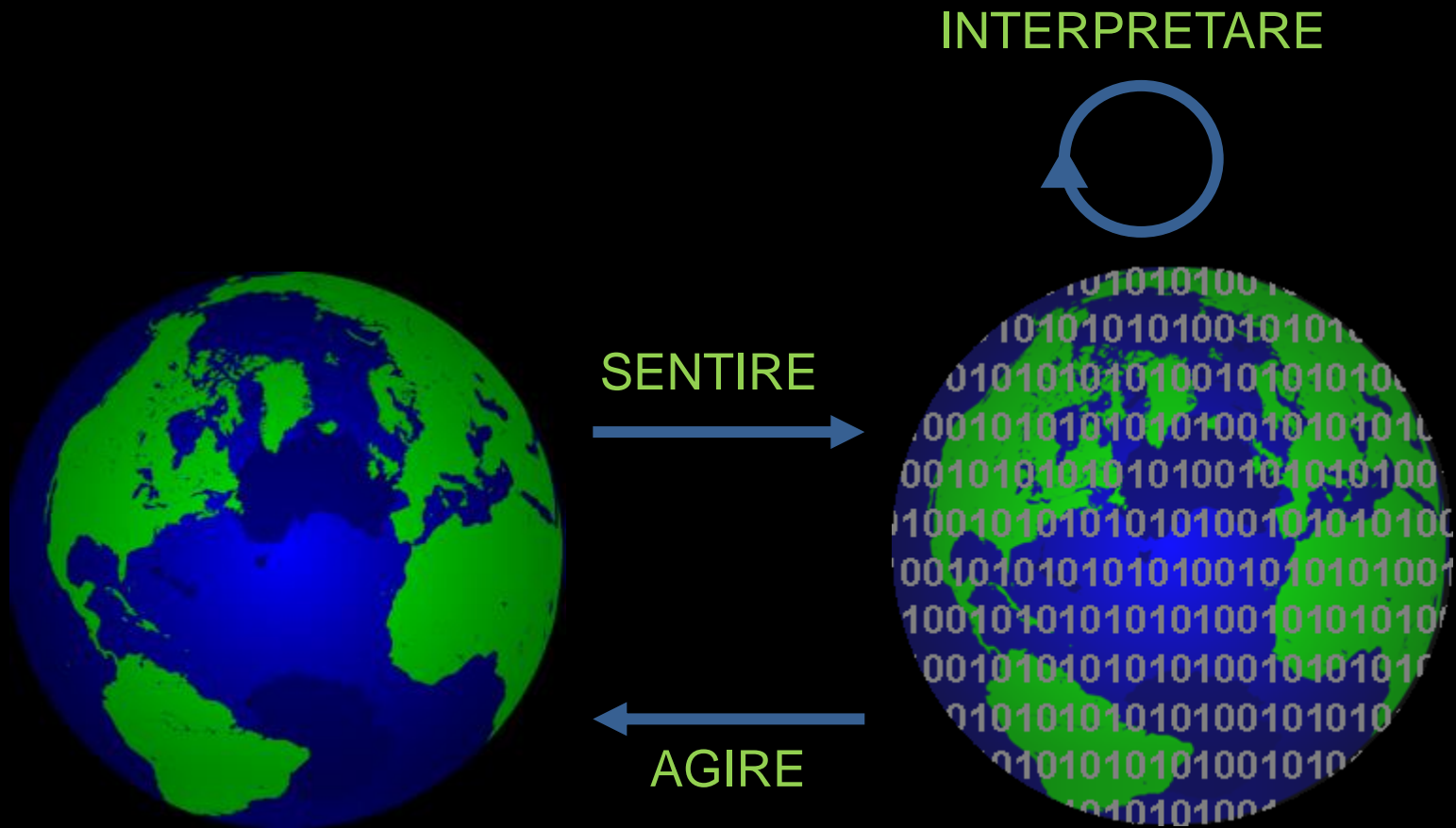
Progetto sperimentale per l'analisi del turismo  
in Piemonte nel periodo Maggio-Ottobre 2015.



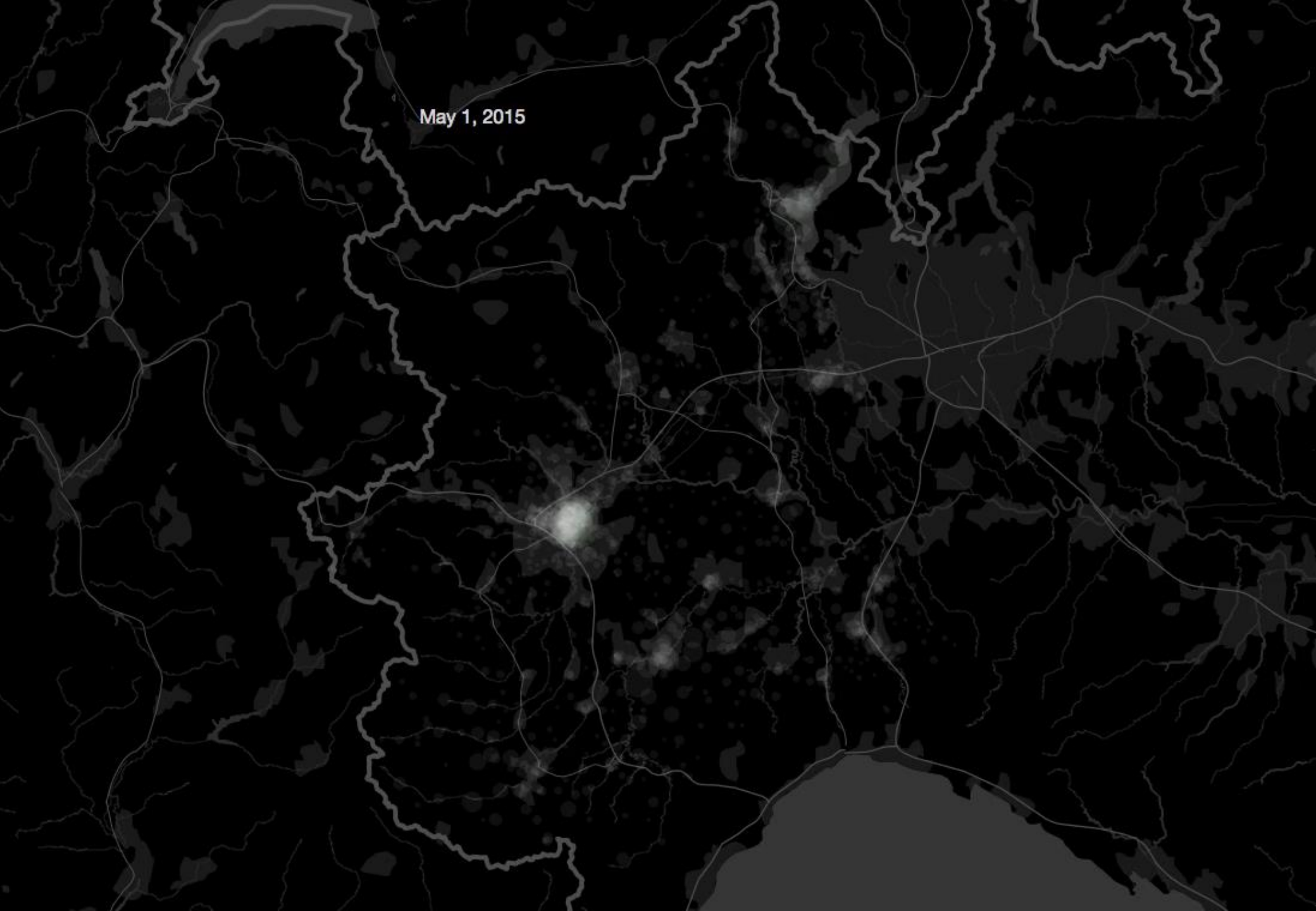
vodafone

COLLECTIVESENSING

# TURISMO AL TEMPO DEI DATI



May 1, 2015



## CONTESTO

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- Presenza (stranieri e italiani)
- Durata della visita
- Ripetitività

## DINAMICA

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- Punti di entrata
- Connettività tra luoghi
- Diretrici dei flussi

## SEGMENTI

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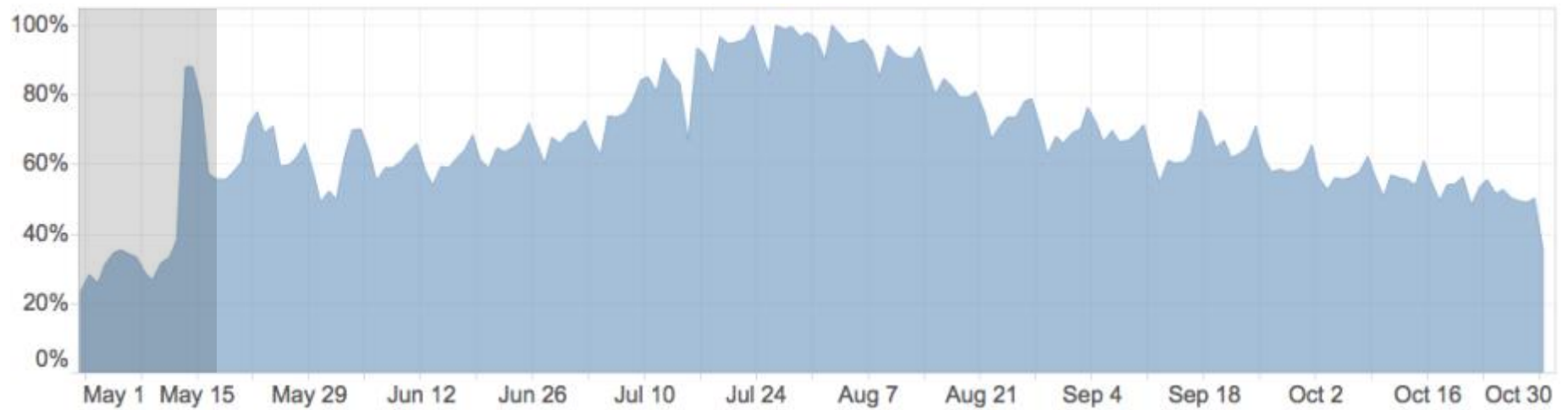
- Segmenti di luoghi (stranieri)
- Segmenti di luoghi (Italiani)

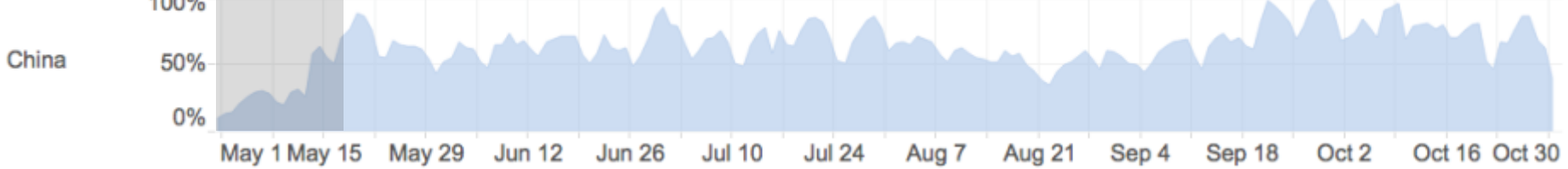
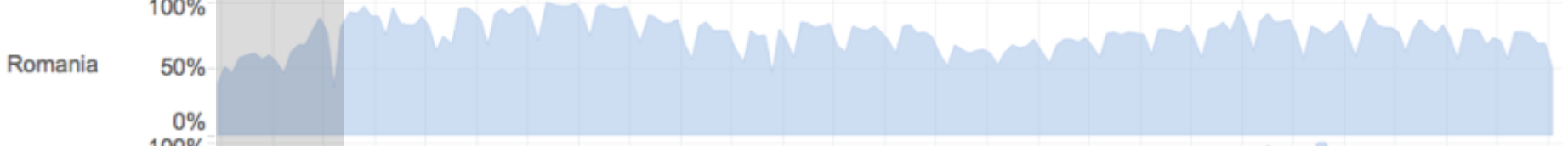
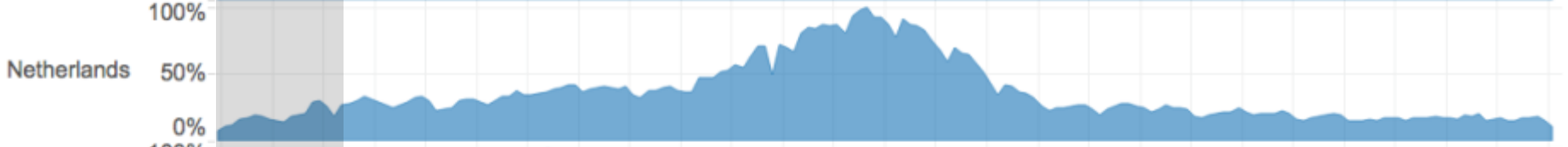
## ESPERIENZE

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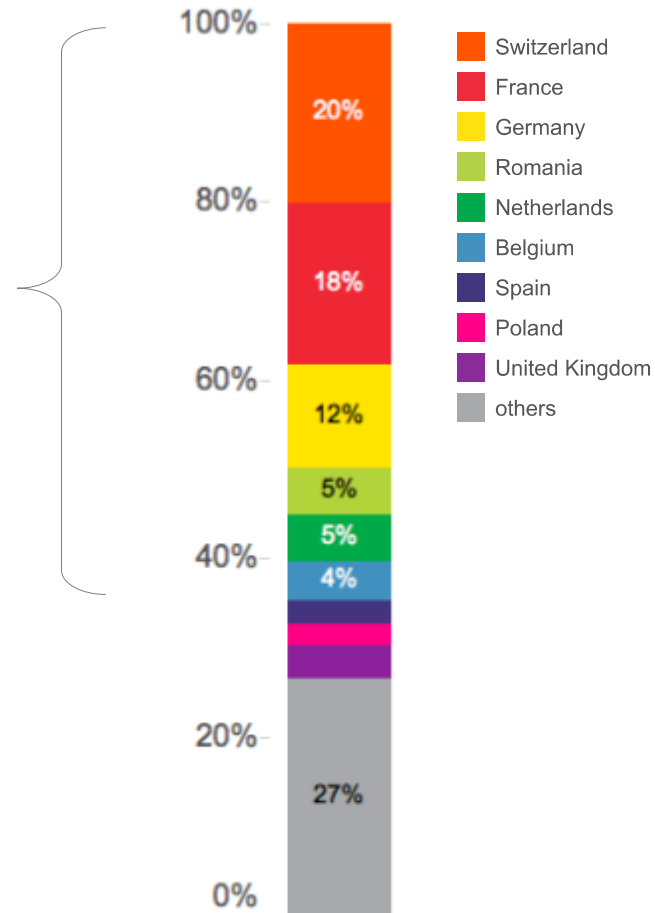
- Preferenze territoriali
- Centralità dei luoghi

## Stranieri

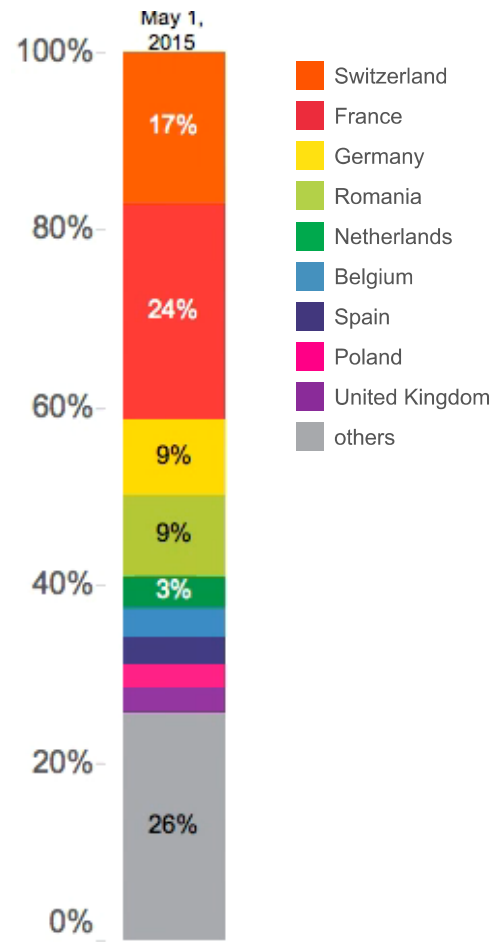


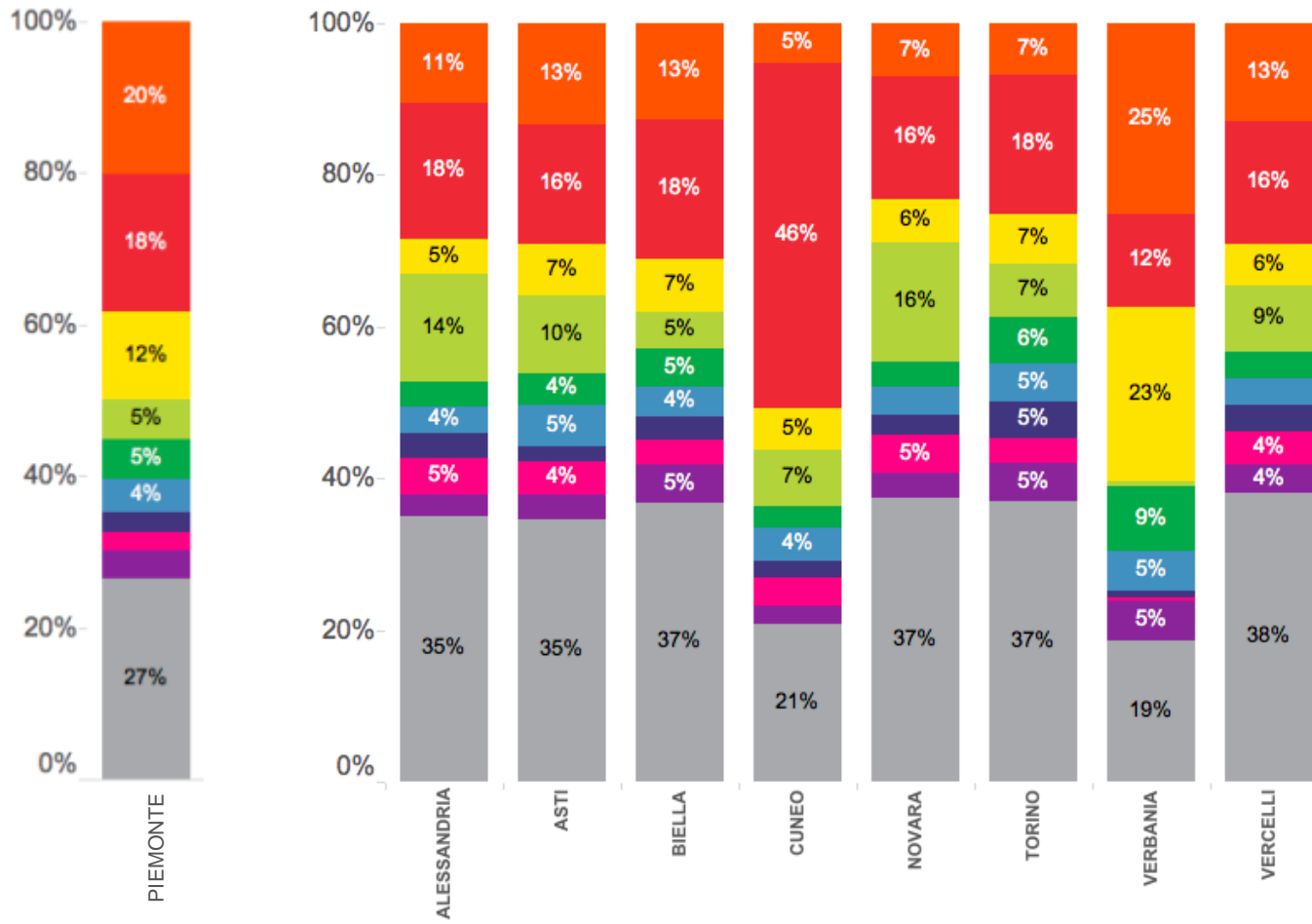


**60%**  
Svizzera  
Francia  
Germania  
Romania  
Olanda

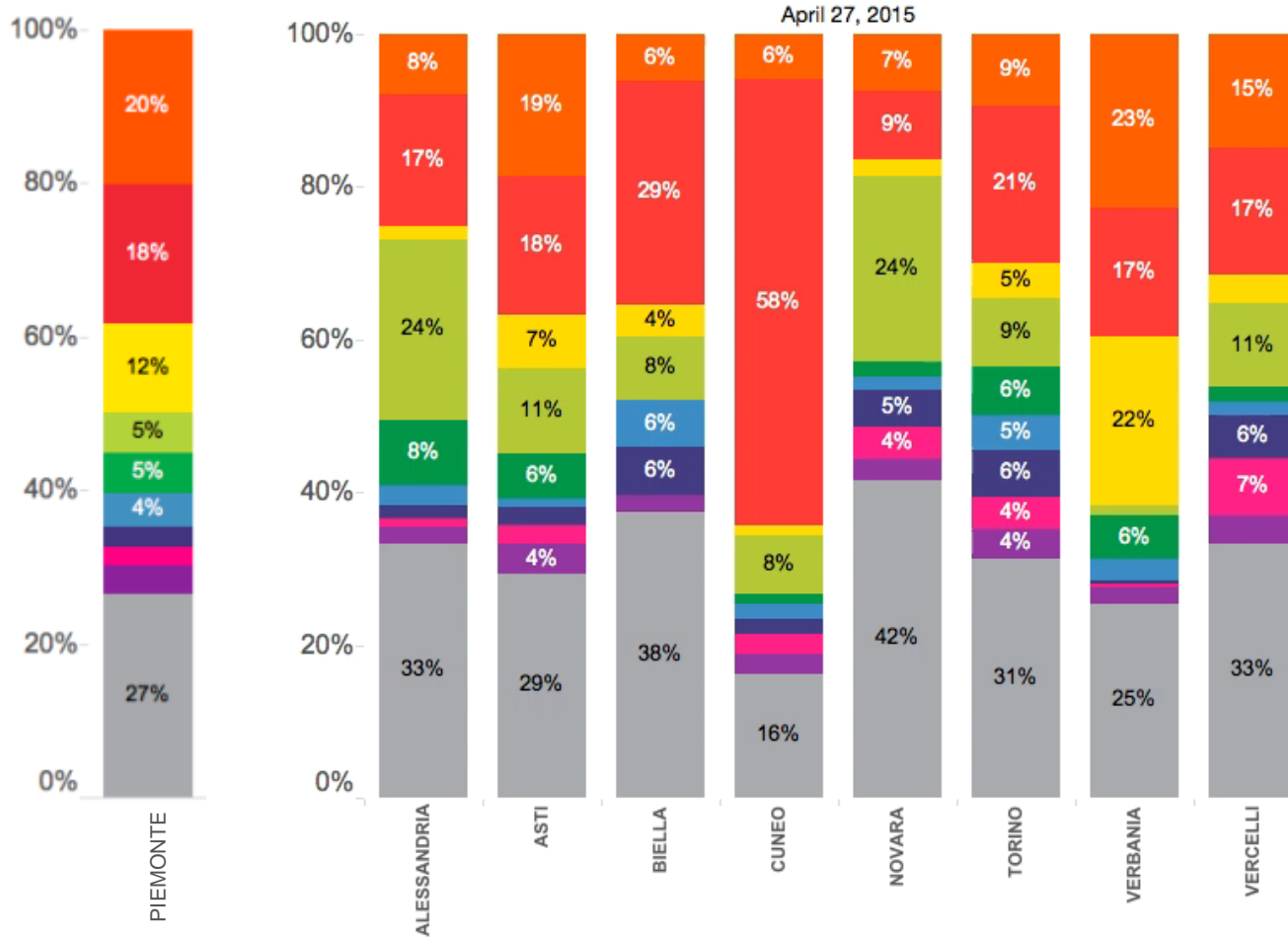






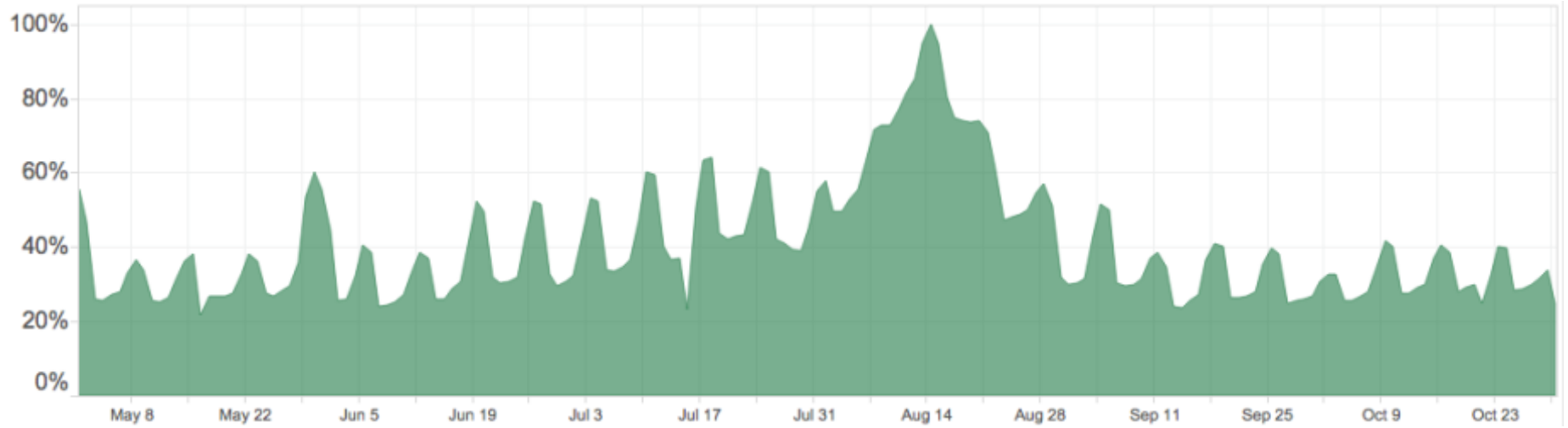


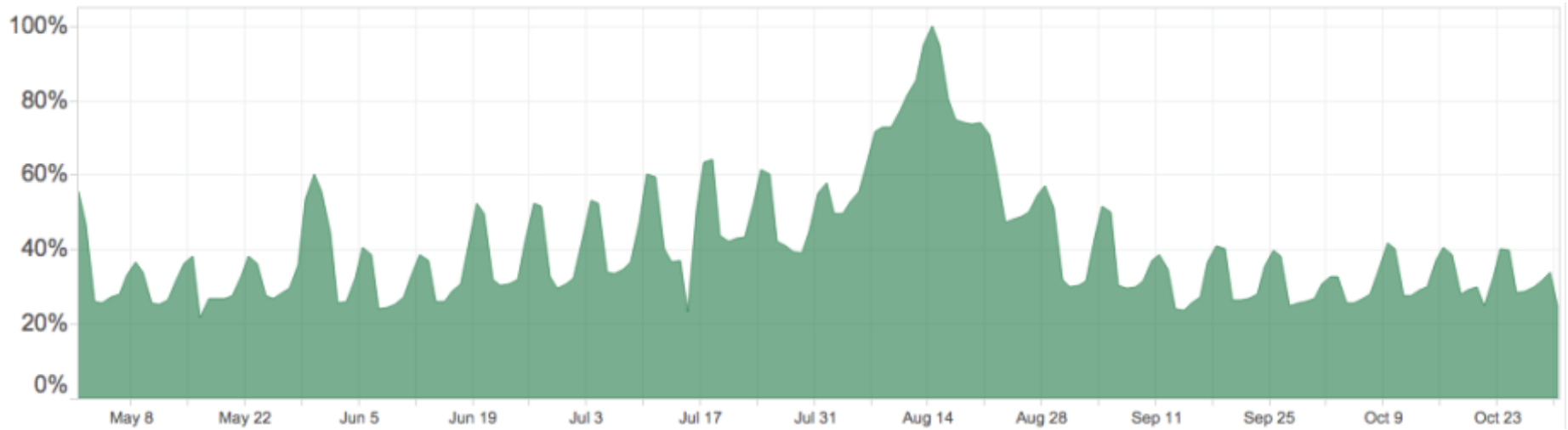
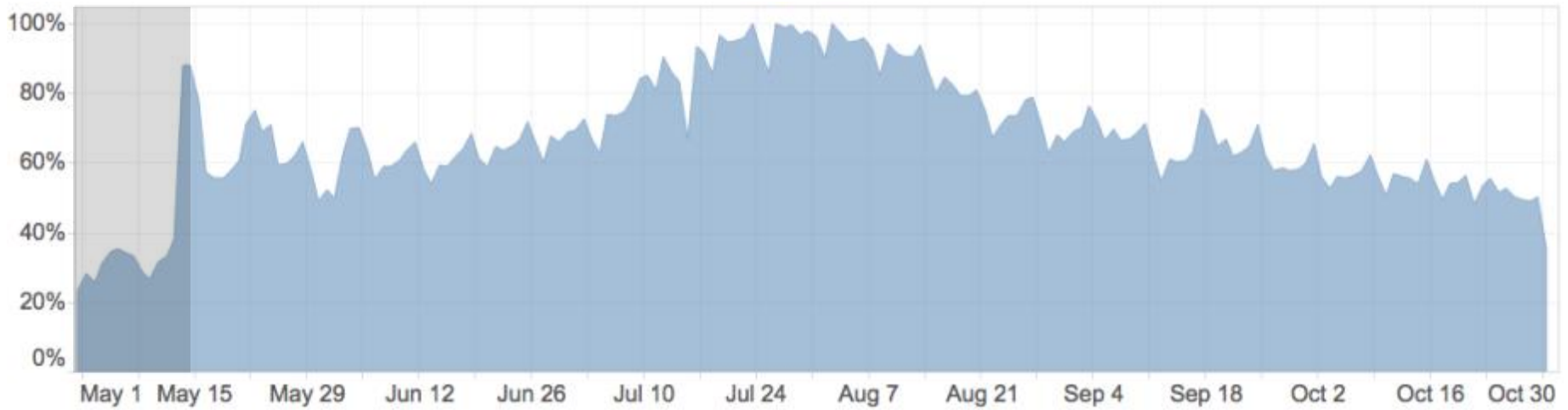
- Switzerland
- France
- Germany
- Romania
- Netherlands
- Belgium
- Spain
- Poland
- United Kingdom
- others



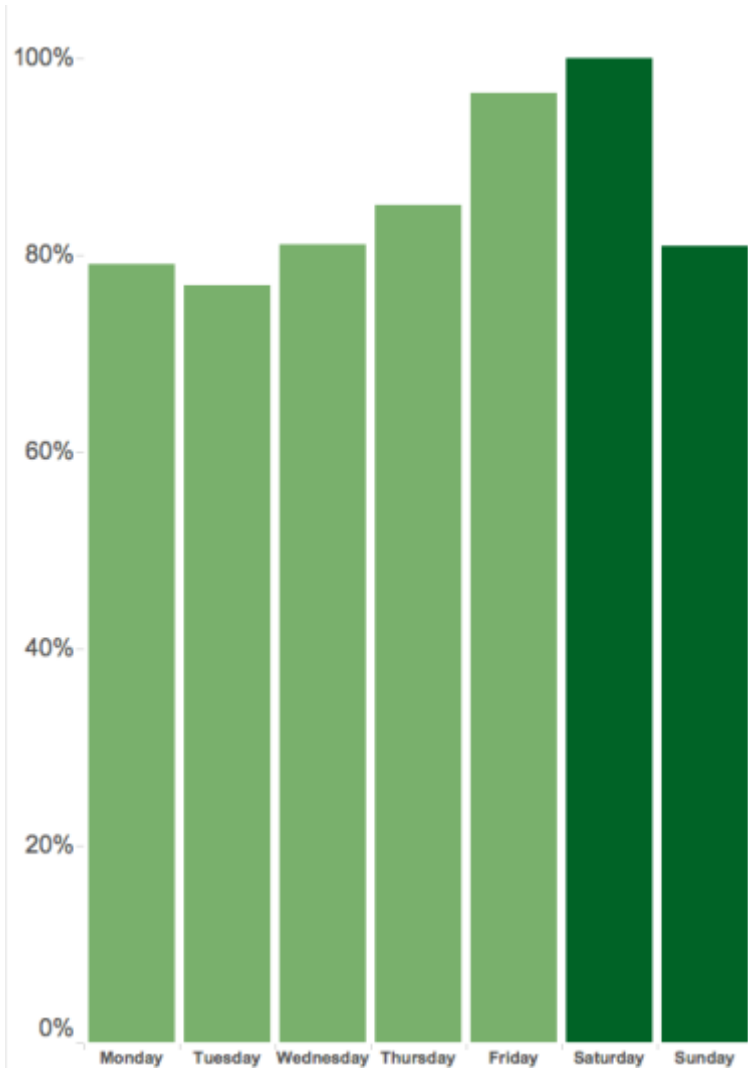


# Italiani

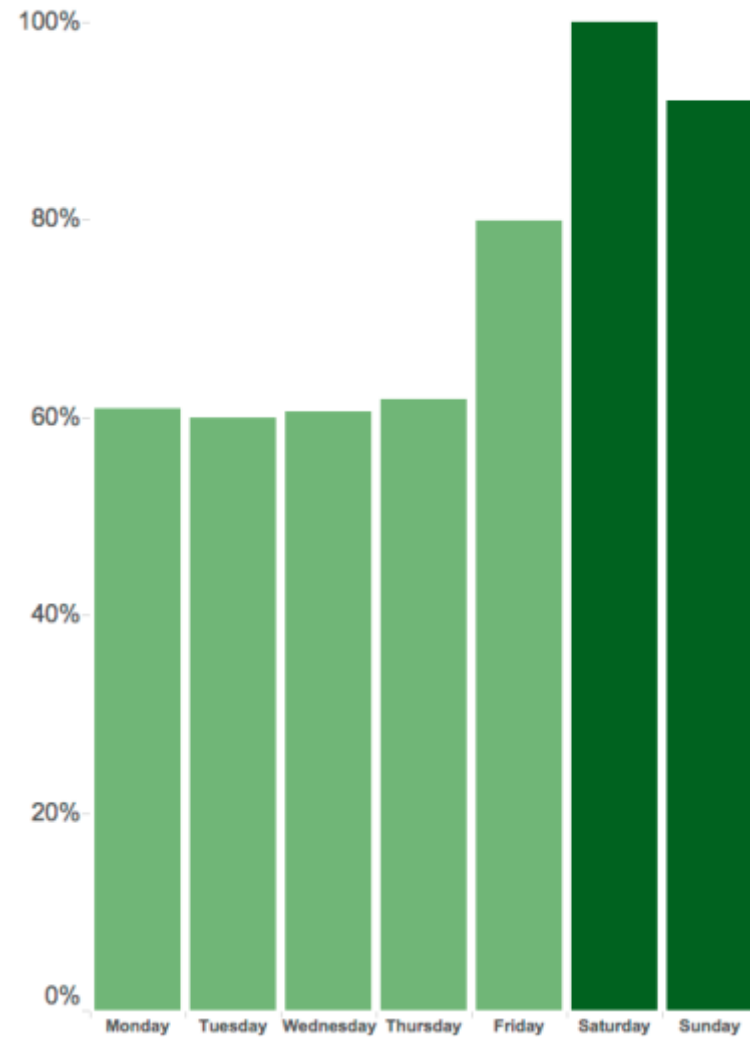




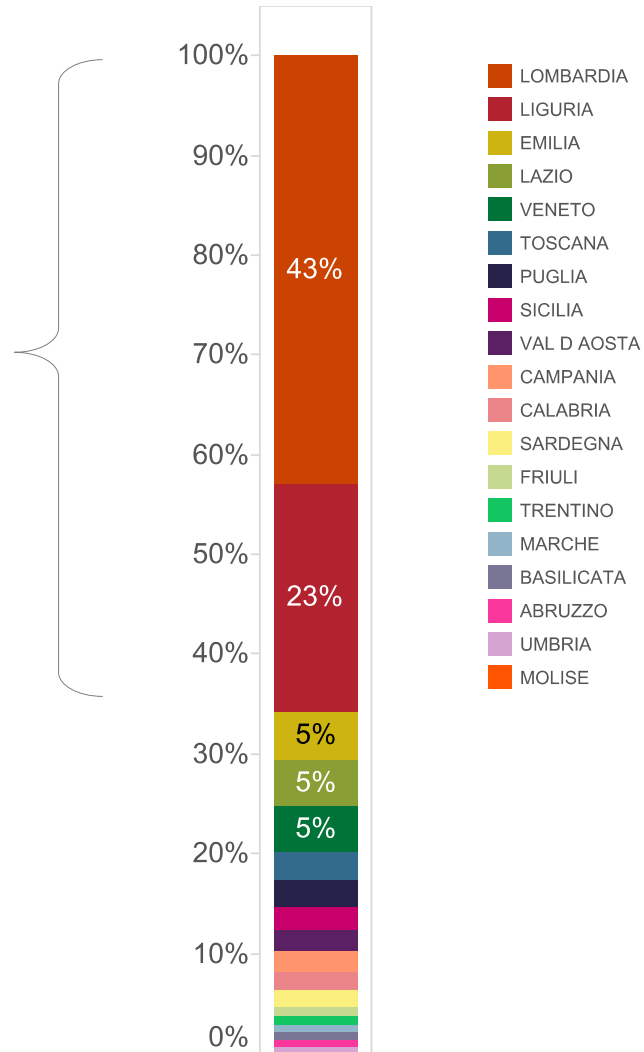
## Stranieri



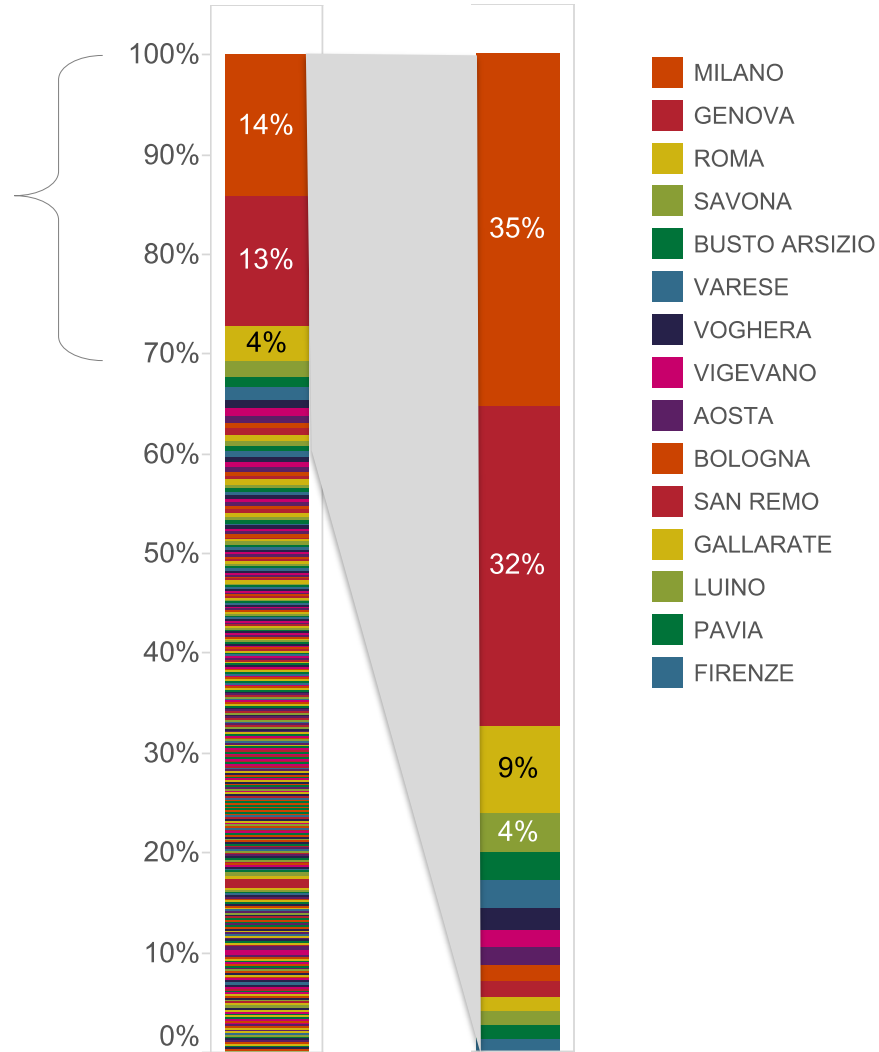
## Italiani



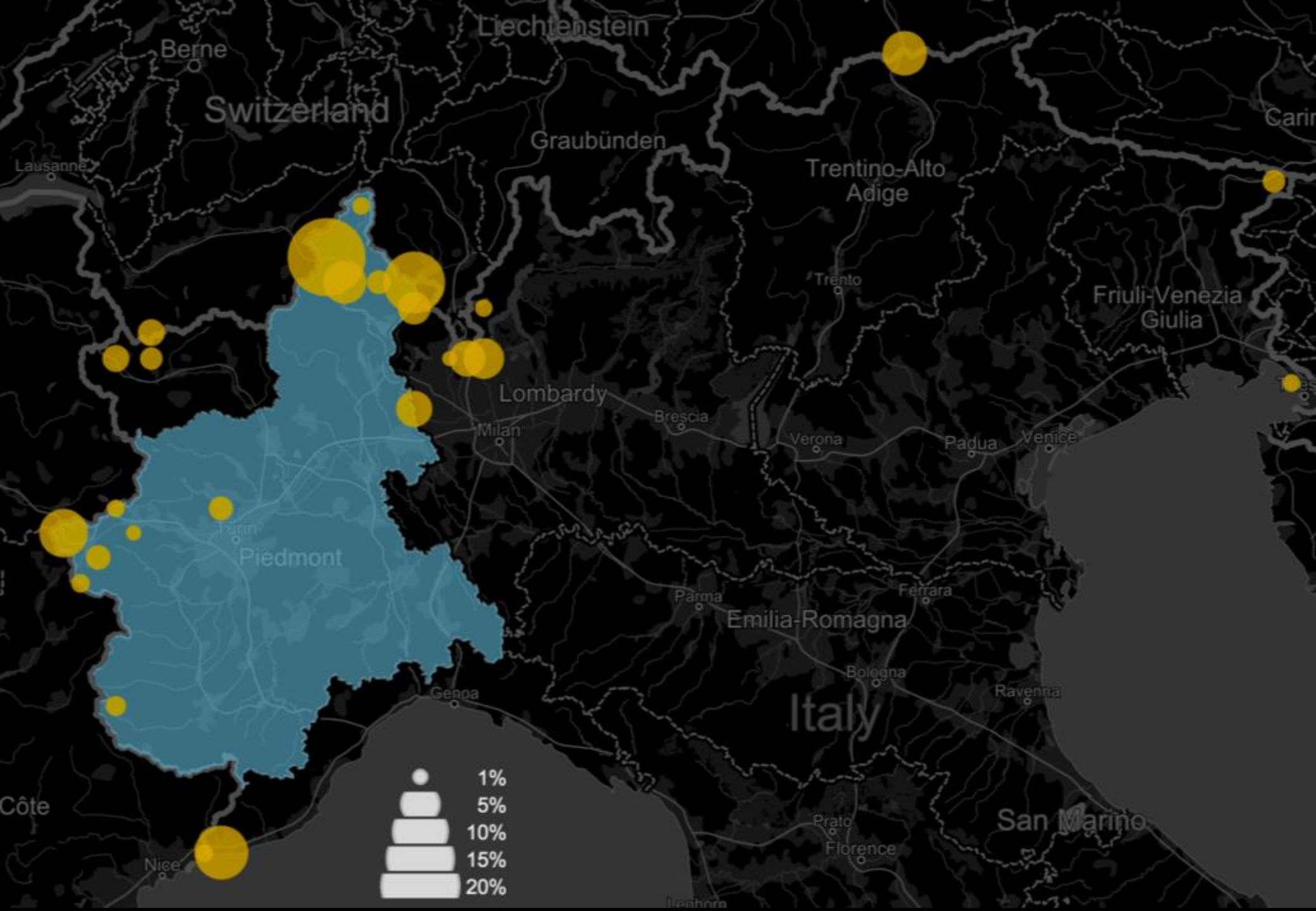
**66%**  
Lombardia  
Liguria



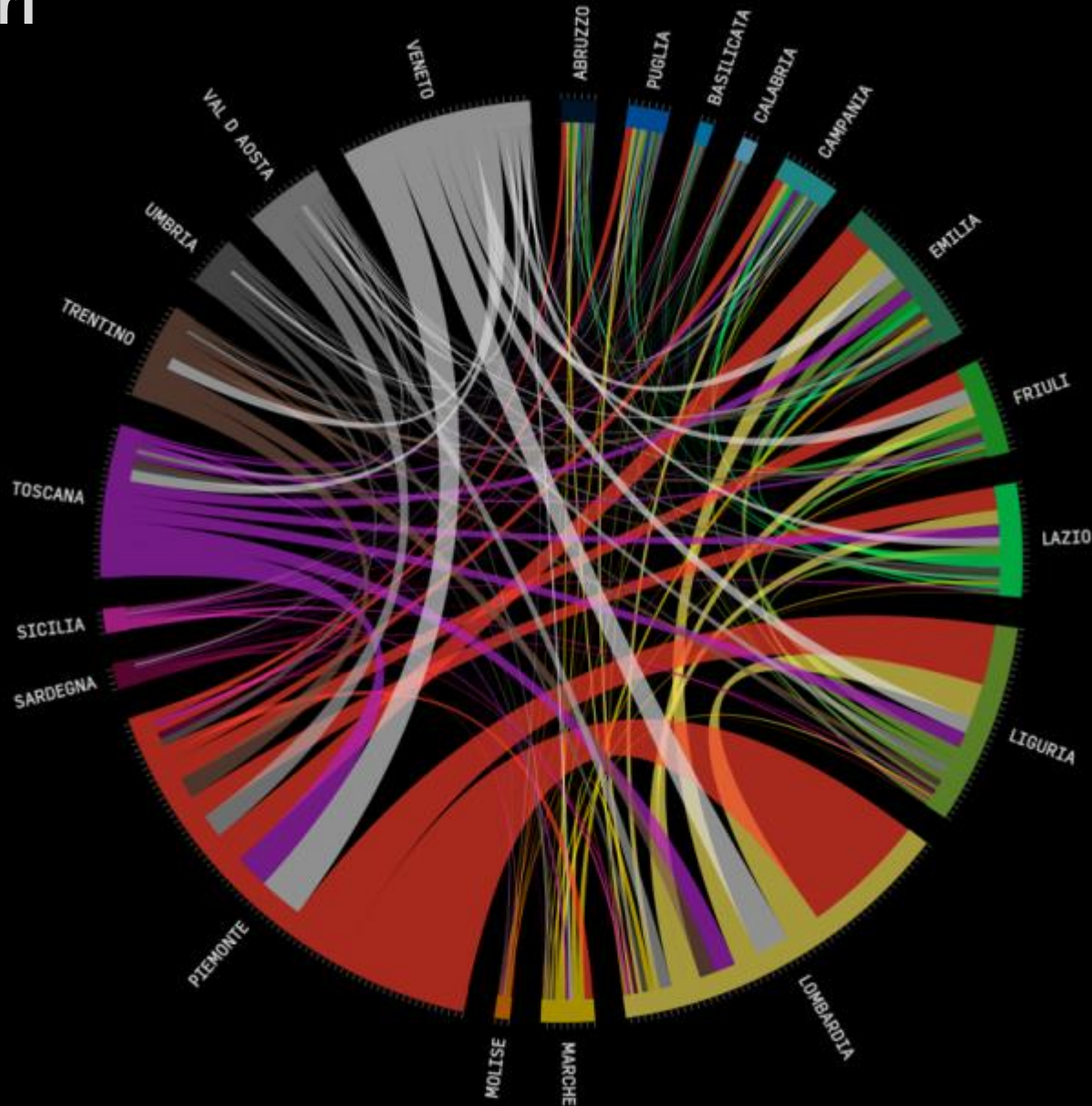
**30%**  
 Milano  
 Genova  
 Roma



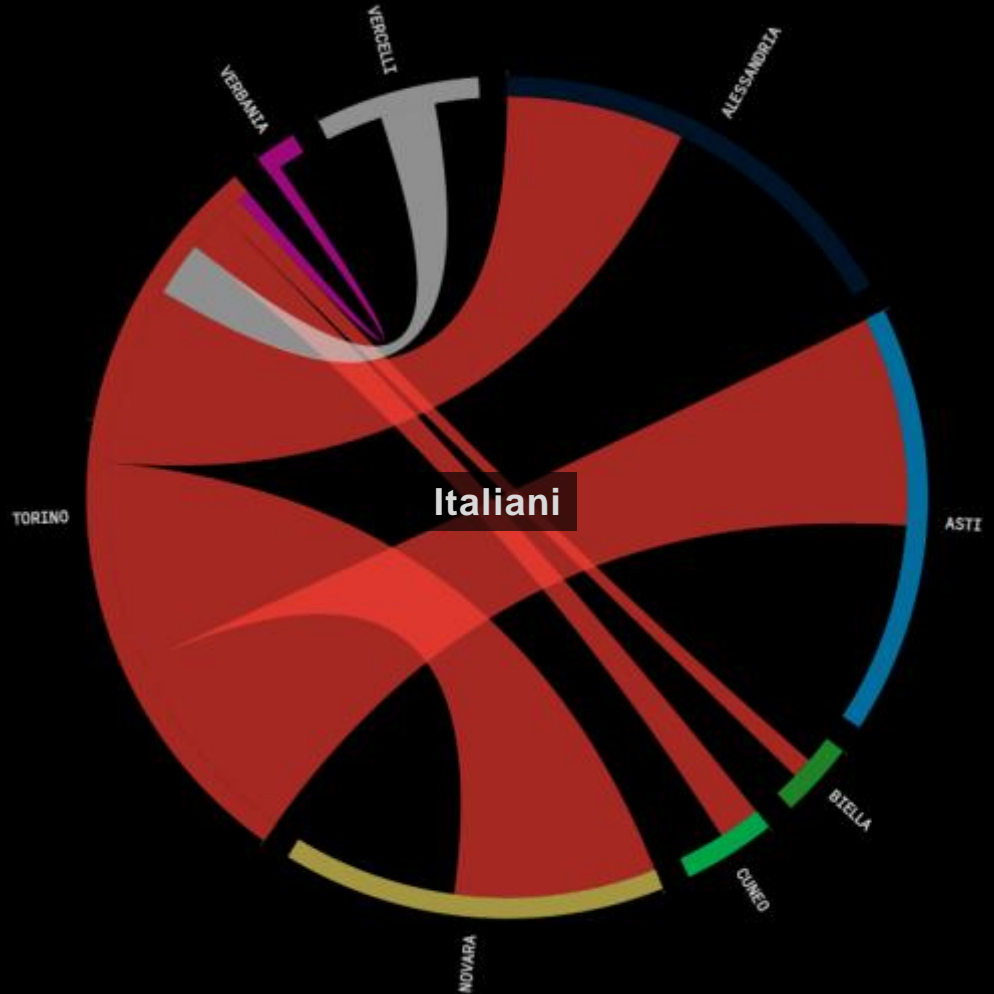
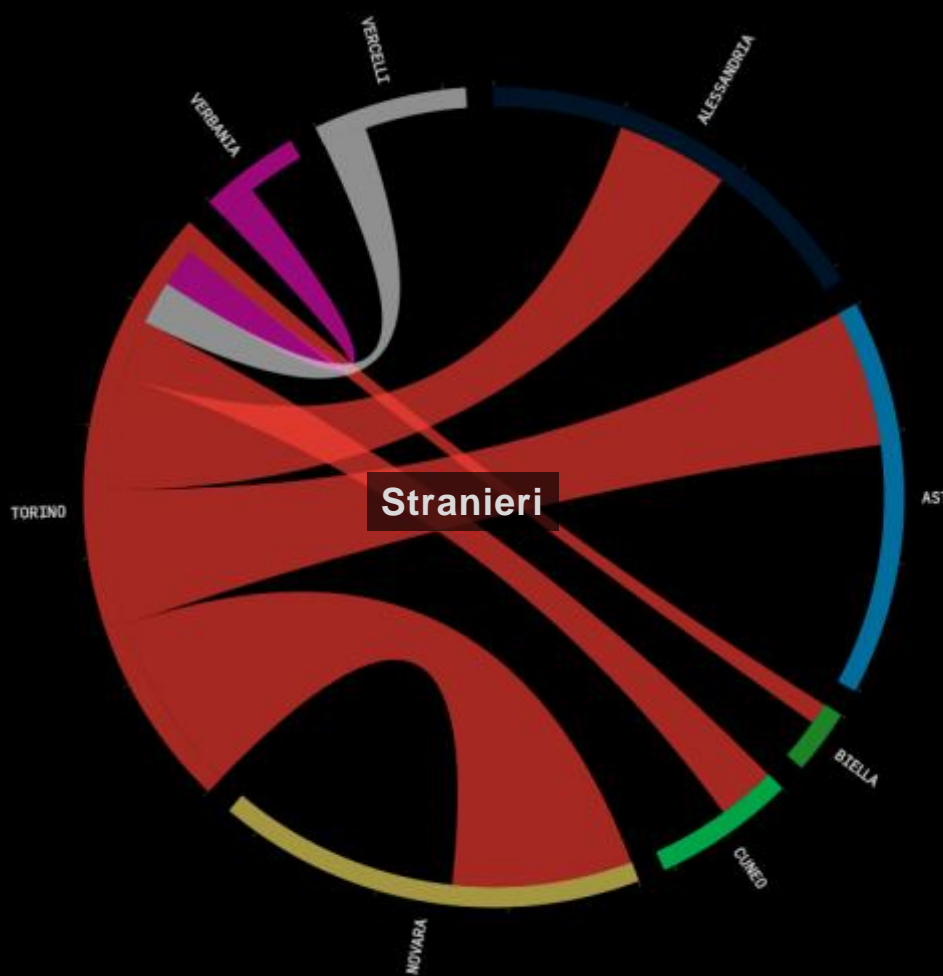




# Stranieri

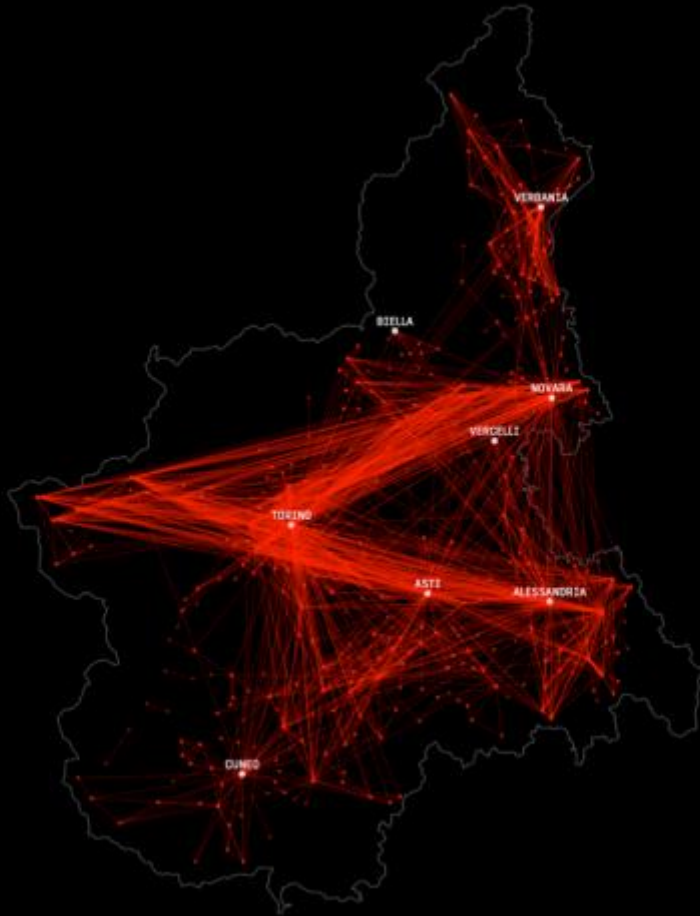


# Connessione tra le città

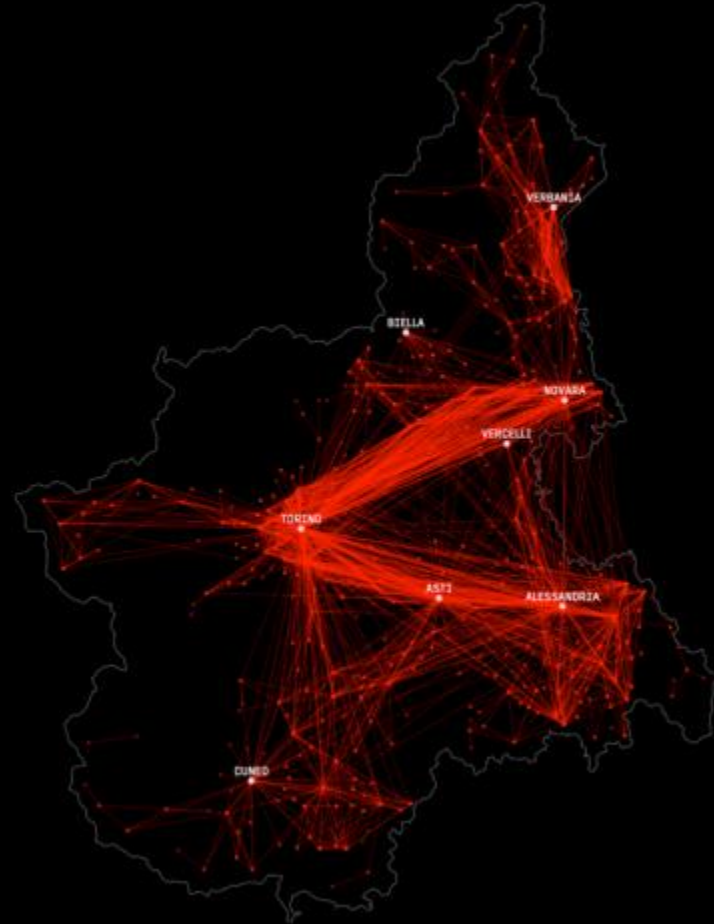




# Stranieri



# Italiani



# Francesi



# Rumeni

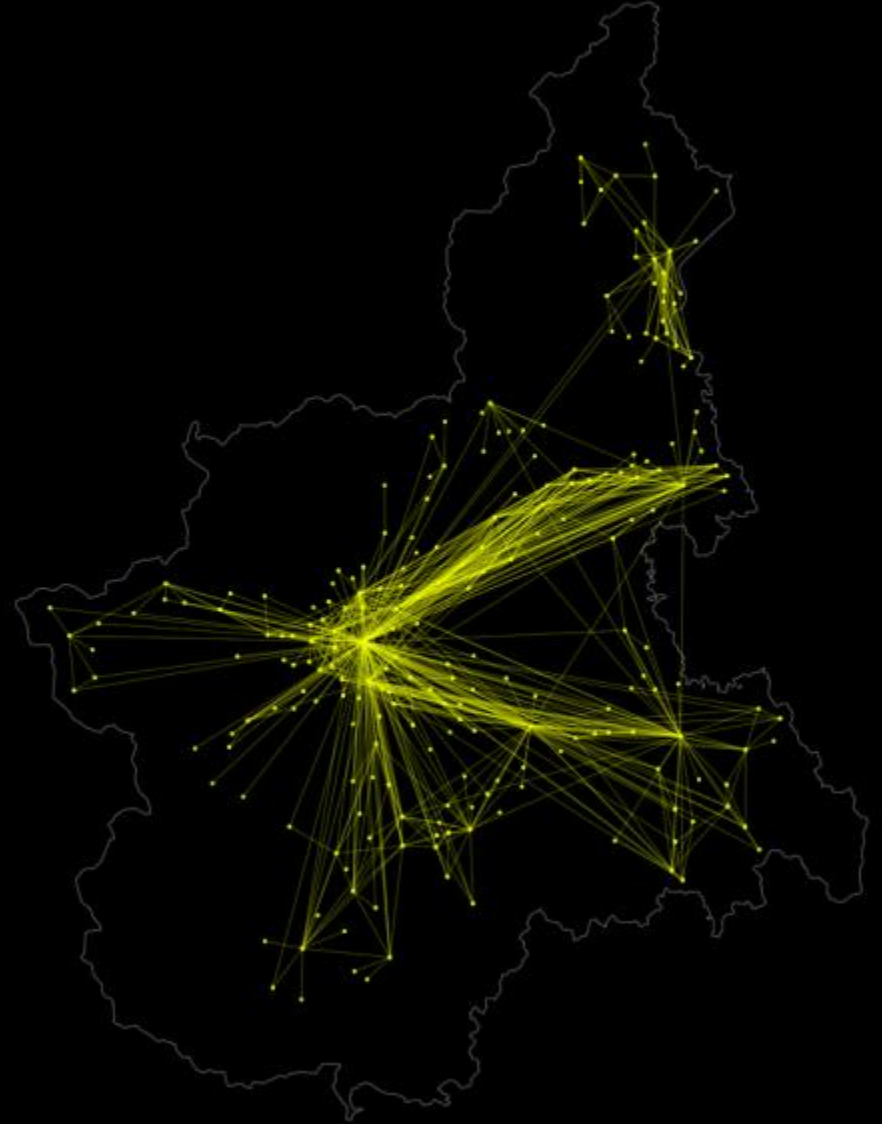


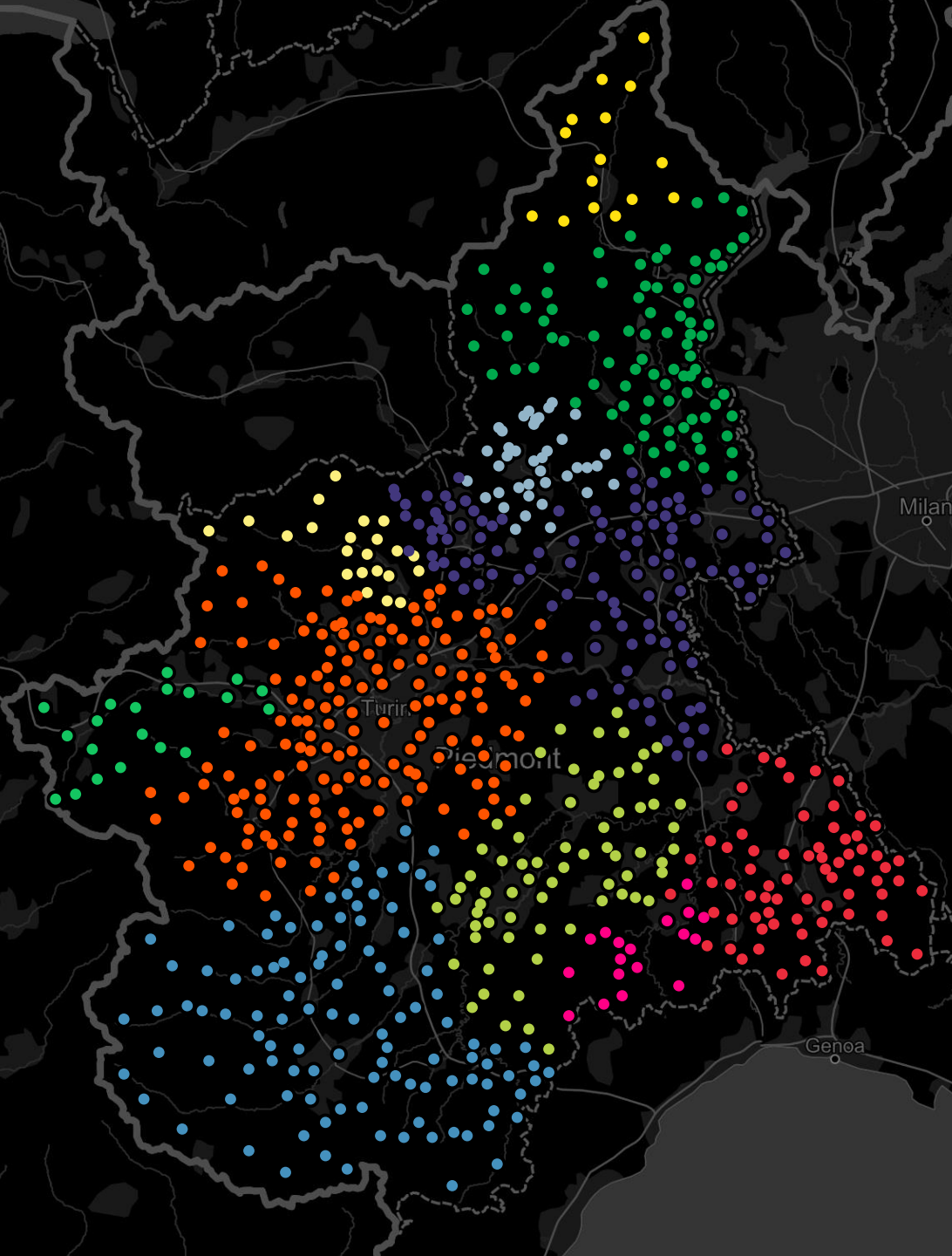


# Lombardi



# Laziali





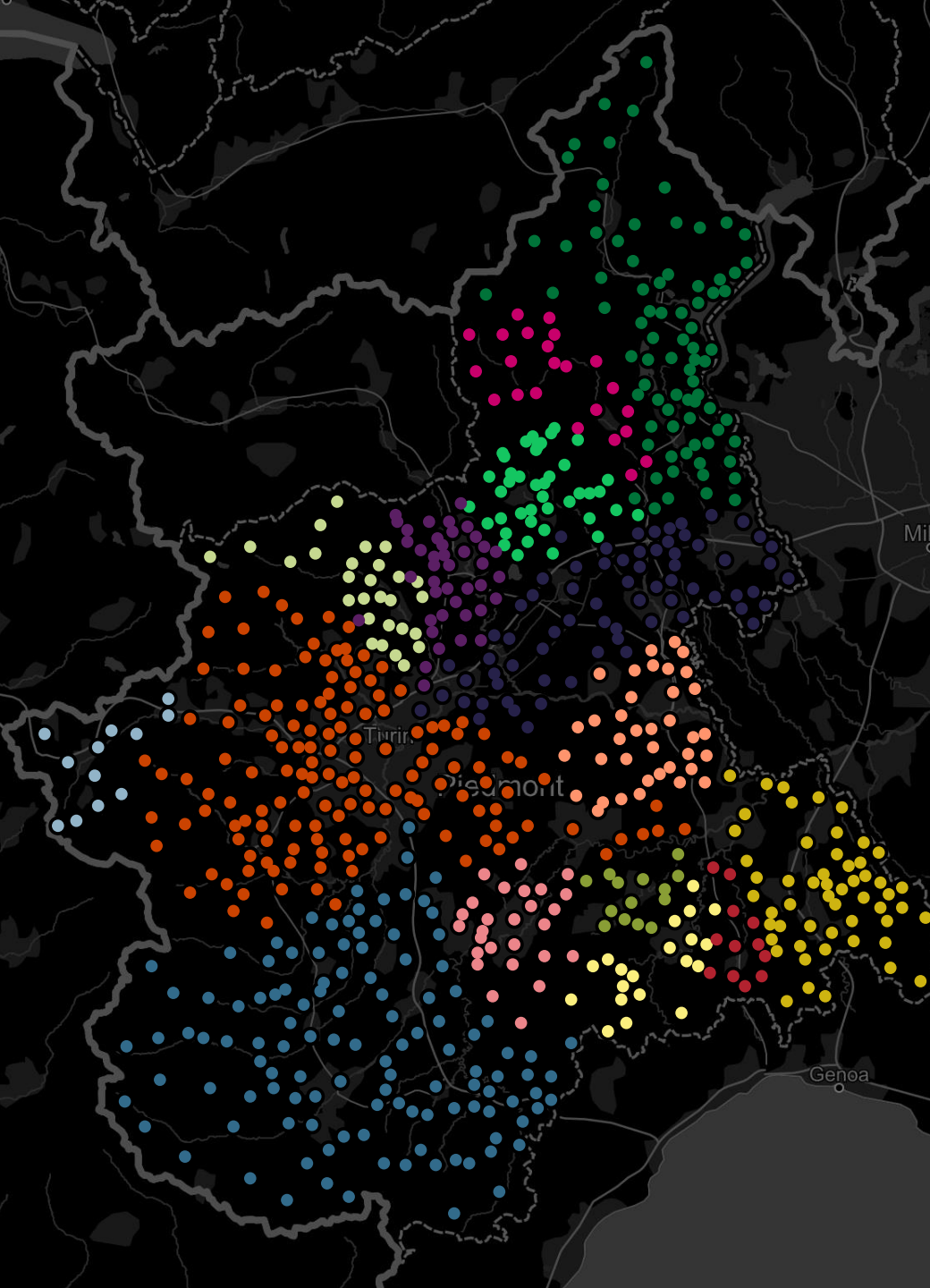
L'esperienza sul territorio dei visitatori **stranieri** si struttura in 11 zone omogenee (partizioni territoriali).

-  partition 1
-  partition 2
-  partition 3
-  partition 4
-  partition 5
-  partition 6
-  partition 7
-  partition 8
-  partition 9
-  partition 10
-  partition 11



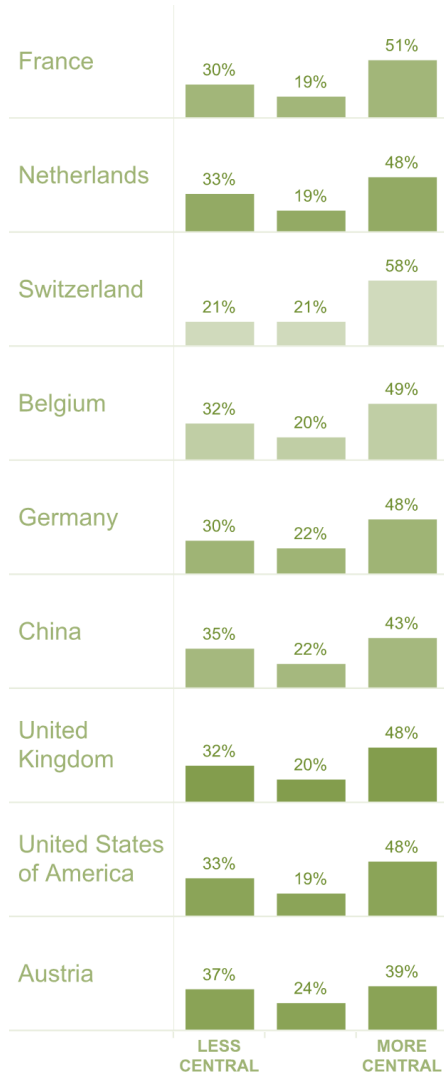
L'esperienza sul territorio dei visitatori **italiani** si struttura in 15 zone omogenee (partizioni territoriali).

-  partition 1
-  partition 2
-  partition 3
-  partition 4
-  partition 5
-  partition 6
-  partition 7
-  partition 8
-  partition 9
-  partition 10
-  partition 11
-  partition 12
-  partition 13
-  partition 14
-  partition 15





# Centralità della città di Torino



Torino è molto centrale  
nell'esperienza del ±

# 50%

degli stranieri che visitano  
la città.

# SMART TOURISM e BIG DATA

Progetto sperimentale per l'analisi del turismo in Piemonte nel periodo Maggio-Ottobre 2015.