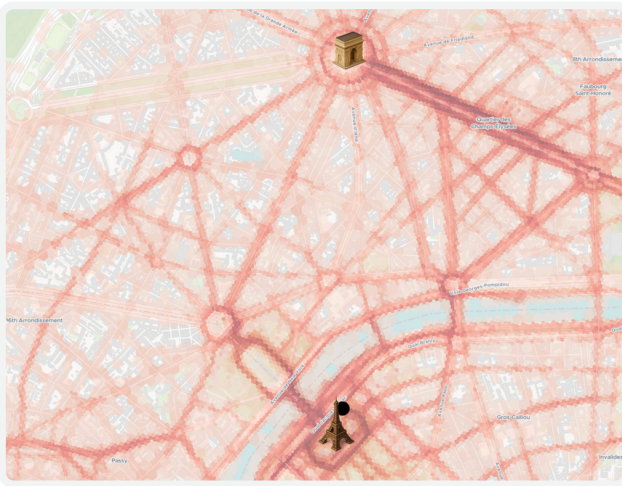


# PRODUCT SHEET:

## Tourism Analytics Data

Targomo's Tourism Analytics Data provides comprehensive insights into travel patterns, accommodation trends, and tourist movements. Our datasets combine booking platform data with official tourism statistics and pedestrian tracking to deliver precise, actionable intelligence for market analysis, and strategic decision-making. Below is a summary of the key data layers.

### TOURISM FOOTFALL DATA



Footfall of tourists around the Eiffel Tower and Arc de Triomphe.

- Dedicated tourist footfall dataset filtering out locals and commuters.
- Visualise tourist footfall on the highest spatial resolution (Hexagons with 4m edge length).
- Identify high-traffic tourist areas and their precise walking paths.
- Get estimates for the number of tourists passing in front of your store or through a specific street.

### TOURIST ACCOMMODATION DATA



Hotels (blue) and tourist apartments (grey) in Paris. Cells colored by number of guests per year.

- Comprehensive data on hotels, hostels, tourist apartments and other types of tourist accommodation powered by booking platforms.
- Accurate guest counts for each individual accommodation based on official statistics and booking data.
- Segmentations of stays by month, nationality, room price, and traveller type.

AVAILABLE ACROSS EUROPE. GLOBAL COVERAGE ON DEMAND.

## USAGE EXAMPLE: TOURIST SEGMENTATIONS

Our tourism datasets enable easy comparison of visitor trends across different destinations. For instance, by analysing stays in Marbella and Malaga, users can quickly identify seasonal patterns and traveller demographics.



- Monthly stays data shows that Marbella experiences a strong summer peak, making it ideal for seasonal concepts such as beachside retail, premium dining, and pop-up experiences timed with the high season.
- In contrast, Malaga sees steadier tourism year-round, making it well-suited for consistent footfall-driven businesses such as quick-service restaurants, grocery stores, and mid-market retail.
- Stays by room price highlight a higher concentration of budget-conscious travellers in Malaga, while Marbella attracts a greater share of high-end visitors, indicating strong potential for luxury accommodations and upscale dining.

These insights help brands match store formats and pricing strategies to local tourist behaviour, improving site selection and operational planning.

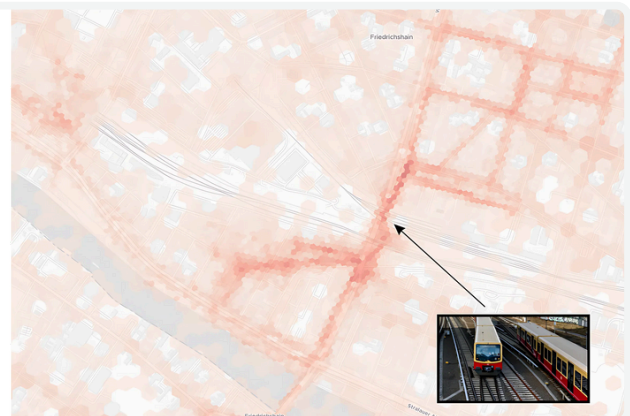
## USAGE EXAMPLE: TOURIST FOOTFALL

Our footfall dataset distinguishes between tourist and local movements, helping businesses tailor their location strategy to the right audience. In Berlin, the area around the East Side Gallery shows a clear pattern: while tourists heavily frequent the riverside path along the gallery, local footfall is almost entirely absent from that zone.

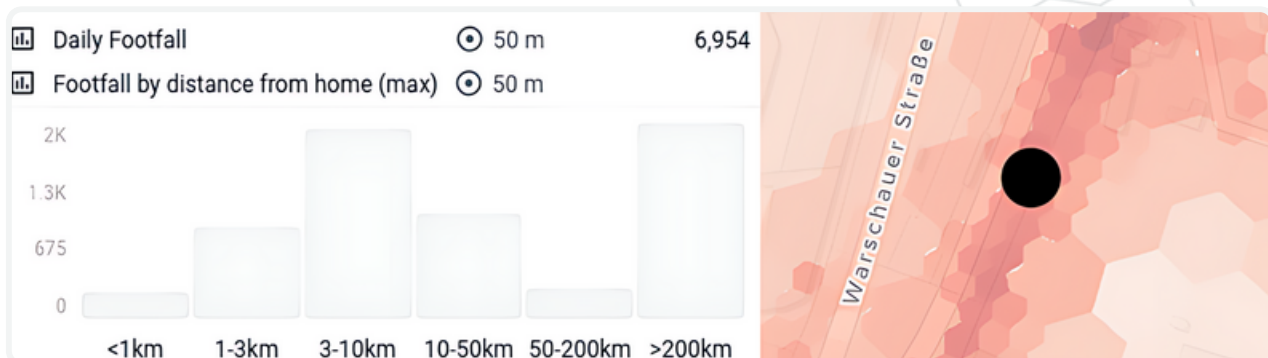
TOURIST FOOTFALL



NON-TOURIST FOOTFALL



- East Side Gallery area is ideal for tourist-oriented concepts such as souvenir shops or premium cafes with outdoor seating.
- Nearby streets around the train station with high local footfall are better suited for everyday retail and grocery stores.



Distribution of footfall by how far the passersby are from their home at the nearby train station. implies a good mix of locals, commuters and tourists.

With this level of granularity, businesses can fine-tune format, pricing, and offering based on who actually walks past — locals, tourists, or both.

**Unlock actionable insights today with  
Targomo's Tourism Analytics Data!**



GET IN TOUCH  
[www.targomo.com](http://www.targomo.com)