

PRODUCT SHEET:

Tourism Data

Targomo's Tourism Data provides annual estimates of guests and overnight stays for individual tourist accommodations and surrounding areas. The estimates are based on booking platform data and calibrated with official Eurostat tourism statistics, so volumes are interpretable and comparable across destinations. Use the data to understand where tourists stay, who they are, and how demand changes through the year.

WHAT'S INCLUDED

- Hotels, hostels, B&Bs, apartments and other tourist accommodation from booking platforms.
- Guest and overnight stay estimates at property and area level.
- Annual volumes calibrated using official Eurostat statistics.
- Segmentations by month, nationality, room price, and traveler type (families, couples, solo, and more).
- Comparison of destinations and catchments on a consistent scale.
- Average duration of stay.

GUESTS OR OVERNIGHT STAYS?

 **Guests.** Count arrivals over the year — use when a traveler likely visits once, e.g. fashion retail or attractions.

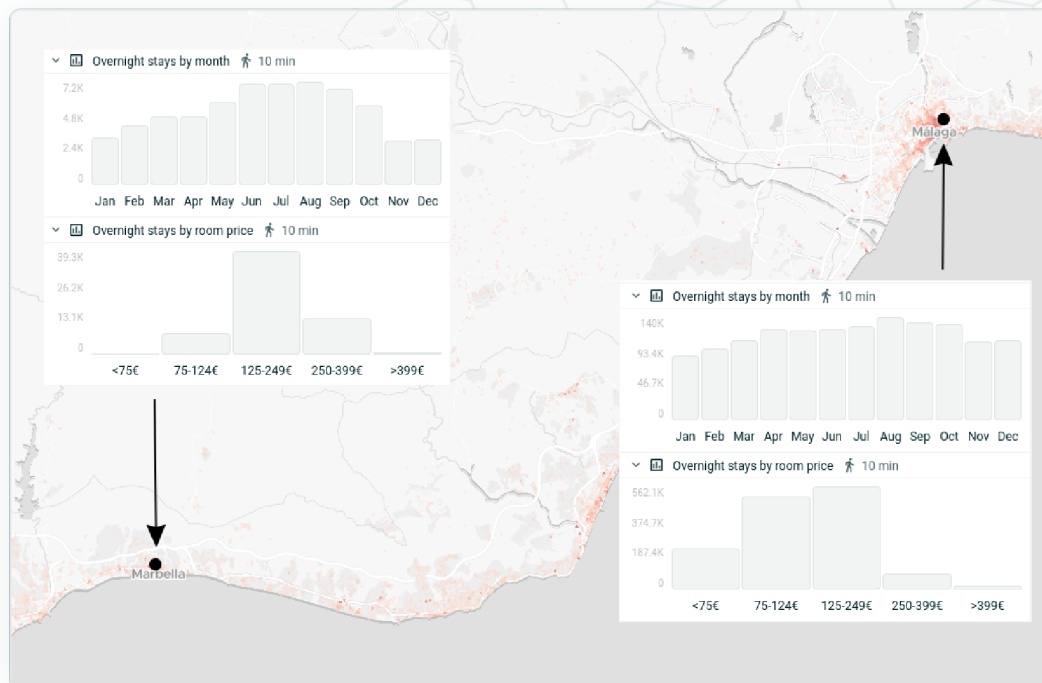
 **Overnight stays.** Count nights spent — use when travelers may return several times, e.g. cafés, grocery stores, restaurants.



Hotels (blue) and tourist apartments (grey) in Paris. Hexagons colored by yearly overnight stays.

USAGE EXAMPLE: COMPARING DESTINATIONS

Our tourism data makes it easy to compare visitor demand across destinations. For instance, by analyzing overnight stays in Marbella and Malaga, users can quickly identify seasonal patterns and traveler mix.



Overnight stays by month and room price, compared for Marbella and Malaga

- Monthly stays show that Marbella has 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.
- Malaga sees steadier tourism year-round, making it well-suited for businesses that rely on consistent visitor traffic, such as quick-service restaurants, grocery stores, and mid-market retail.
- Stays by room price highlight a higher concentration of budget-conscious travelers 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 demand, improving site selection and operational planning.

Unlock destination and accommodation insights with Targomo's Tourism Data.

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