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BRAȘOV

TIB

Poiana Brasov

Geo marketing in a touristic resort

Alina Nicoară

Manager proiect - AMB

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27-02-2024 | Rome



1. Where it all started?



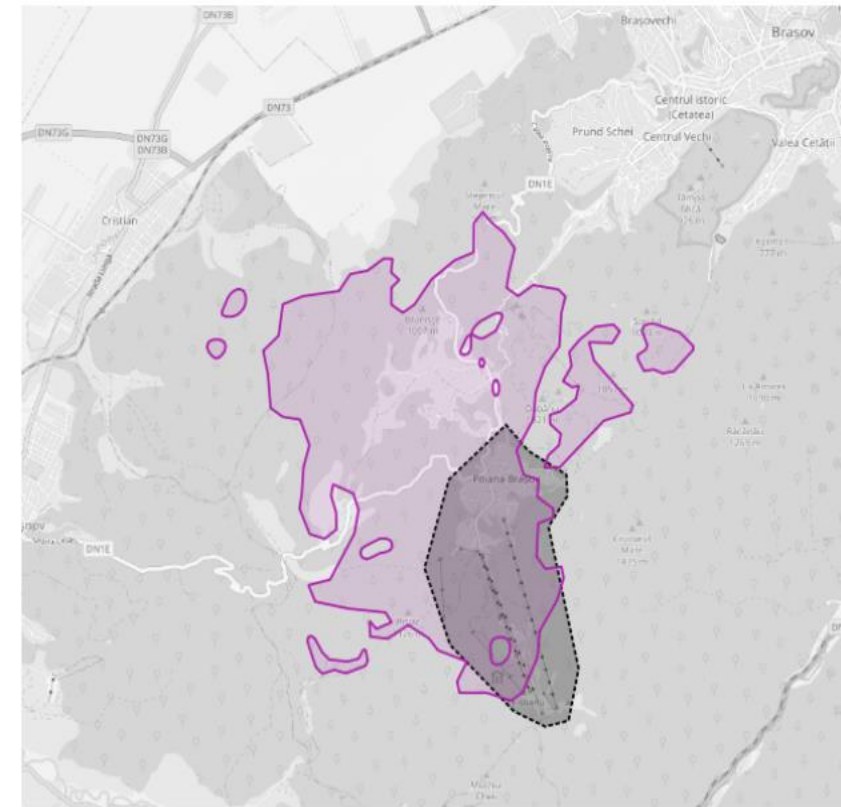
2. Set up

2.1 Observation period: 15.12.2021-31.12.2022 (5 selected periods)

2.2 Tool -



2.3 Study area



3. What has been analysed?

3.1 Daily attendance by type of day

3.2 Zone comparison

3.3 Attendance per slot of 30 min.

3.4 Incoming/outgoing flow per slot of 30 min.

3.5 Attendance by length of stay:

3.6 Overnight stay areas of visitors

3.7 Provenance of international visitors

3.8 Sociodemographic profile

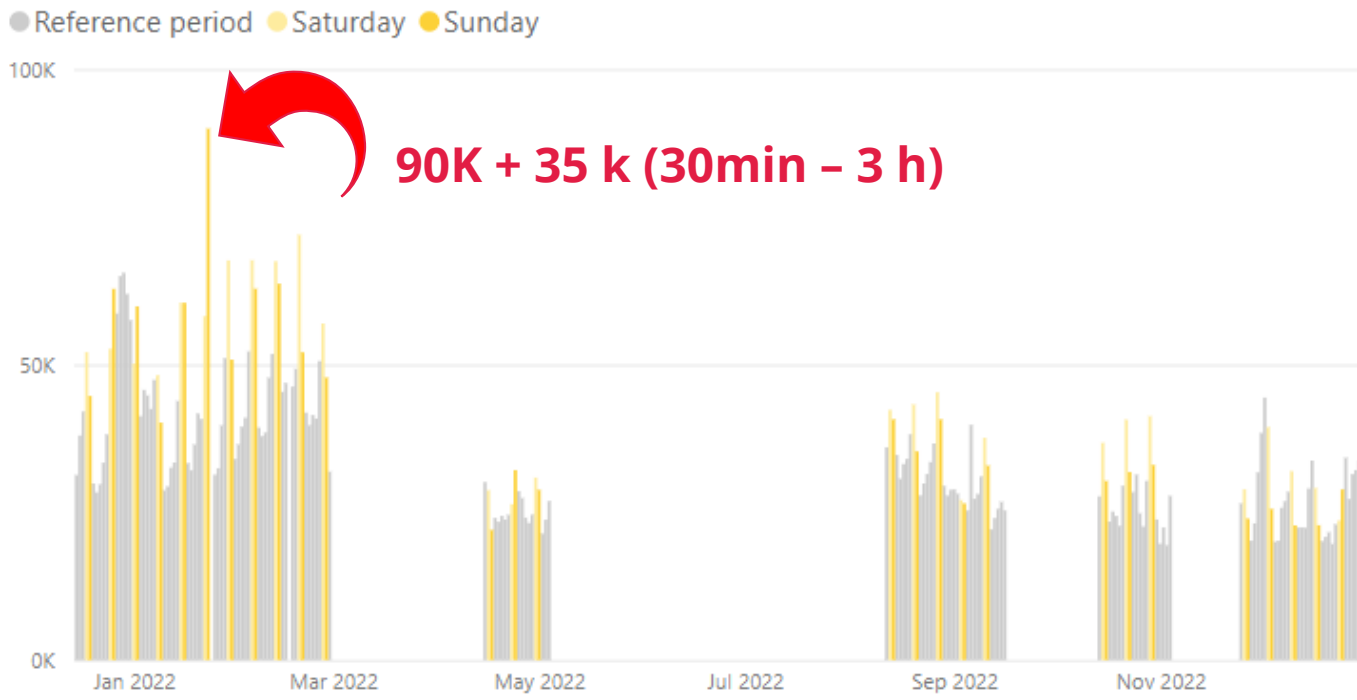
3.9 Recurrance study

3.10 Origin-destination/slot of 30 min.

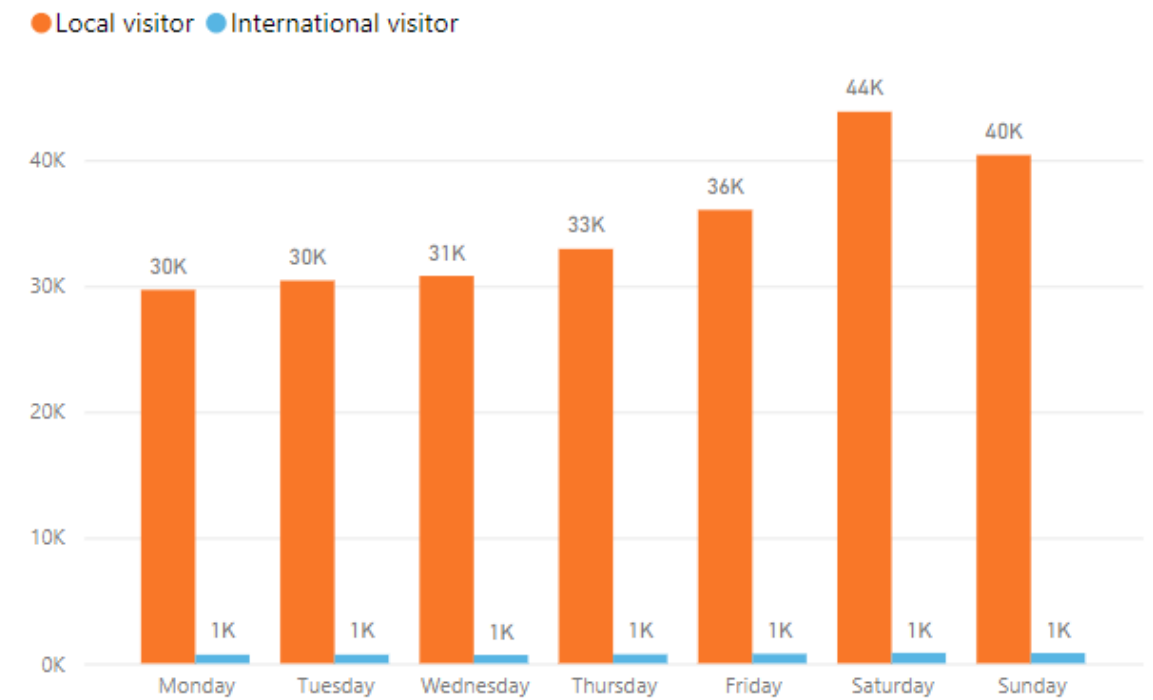
Full study here

3.1 Daily attendance by type of day - general

Daily attendance by type of day



Average attendance by weekday



Date

Y Q M W D
Month

Dec 2021 - Dec 2022

Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Weekday

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Visitor Category

- Local visitor
- International visitor

Length of stay

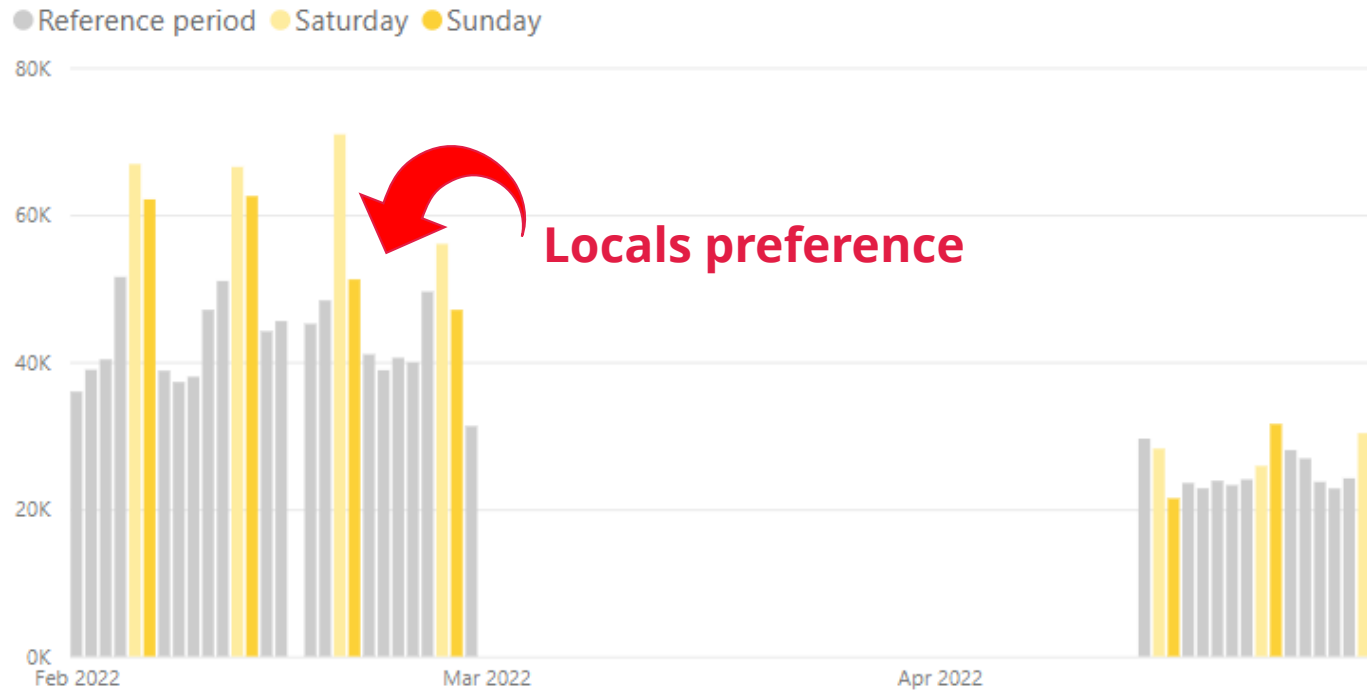
- <30 min
- 30 min. to 3h
- >3h

Analysis Area

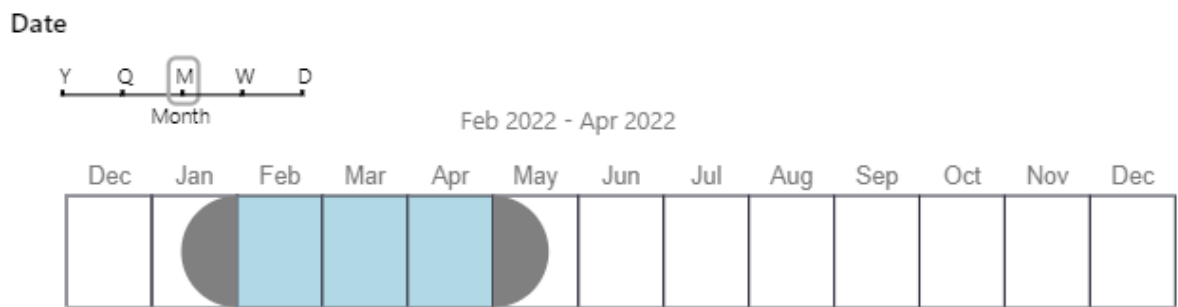
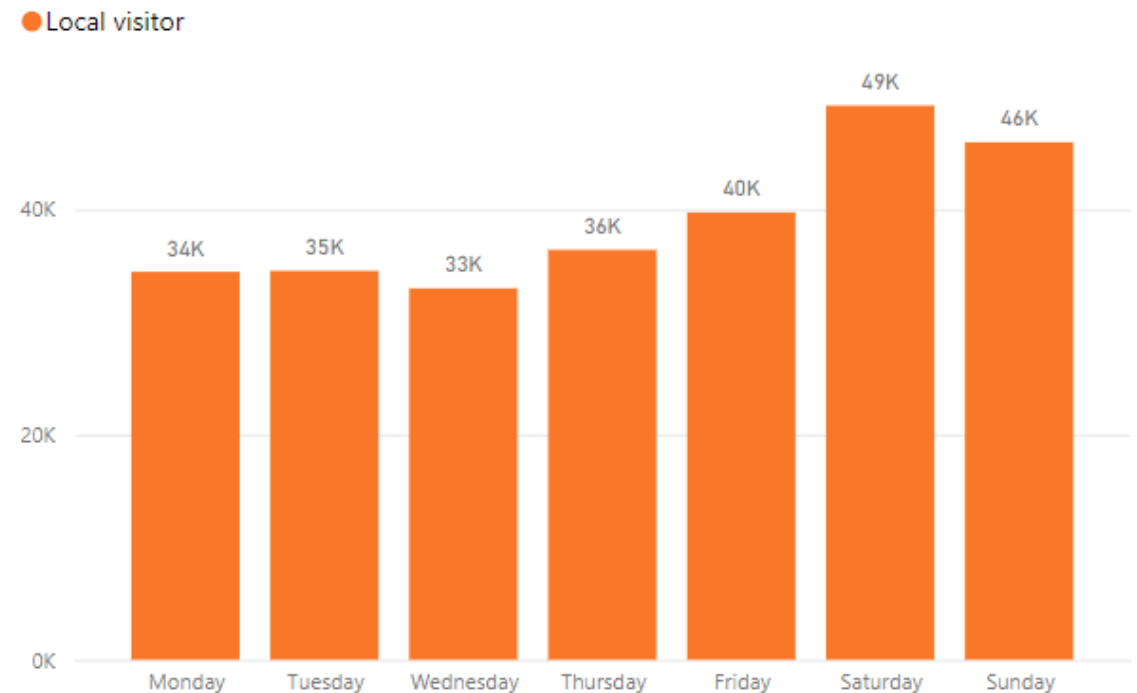
Poiana Brasov Sk... X

3.1 Daily attendance by type of day - locals

Daily attendance by type of day



Average attendance by weekday



Weekday

Visitor Category

- Local visitor
- International visitor

Length of stay

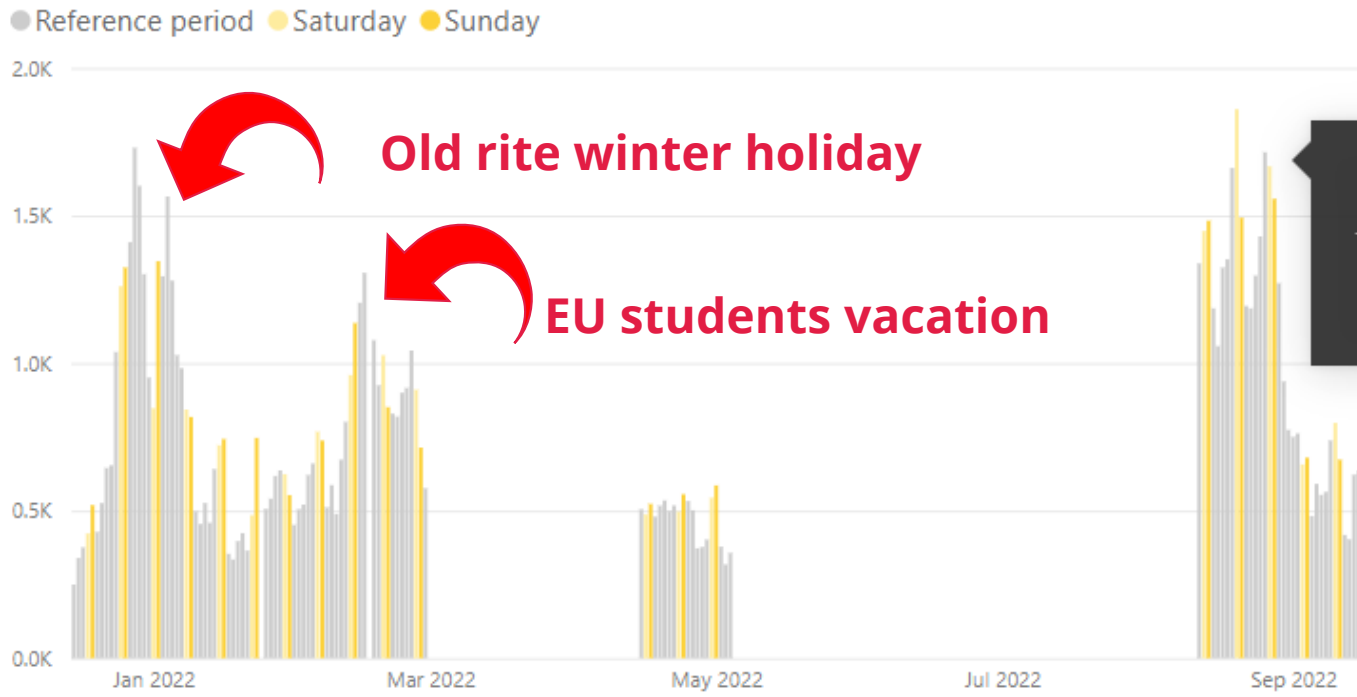
- <30 min
- 30 min. to 3h
- >3h

Analysis Area

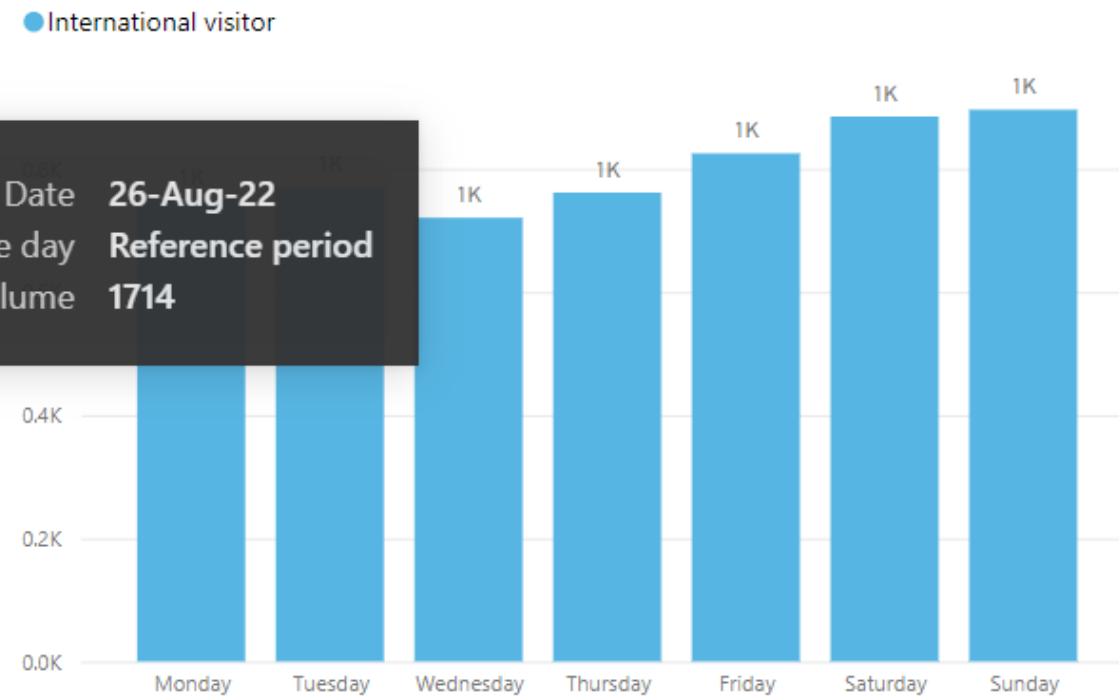
Poiana Brasov Sk...
✕

3.1 Daily attendance by type of day – international visitors

Daily attendance by type of day



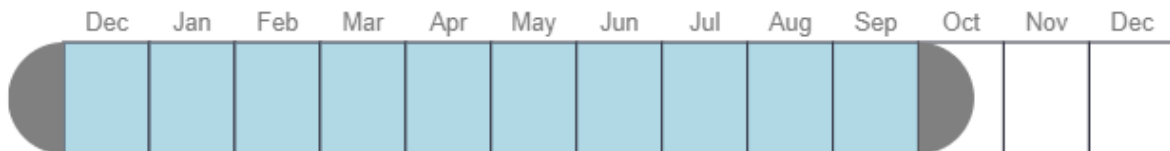
Average attendance by weekday



Date

Y Q M W D
Month

Dec 2021 - Sep 2022



Weekday

☰ ☒

Visitor Category

- Local visitor
- International visitor

Length of stay

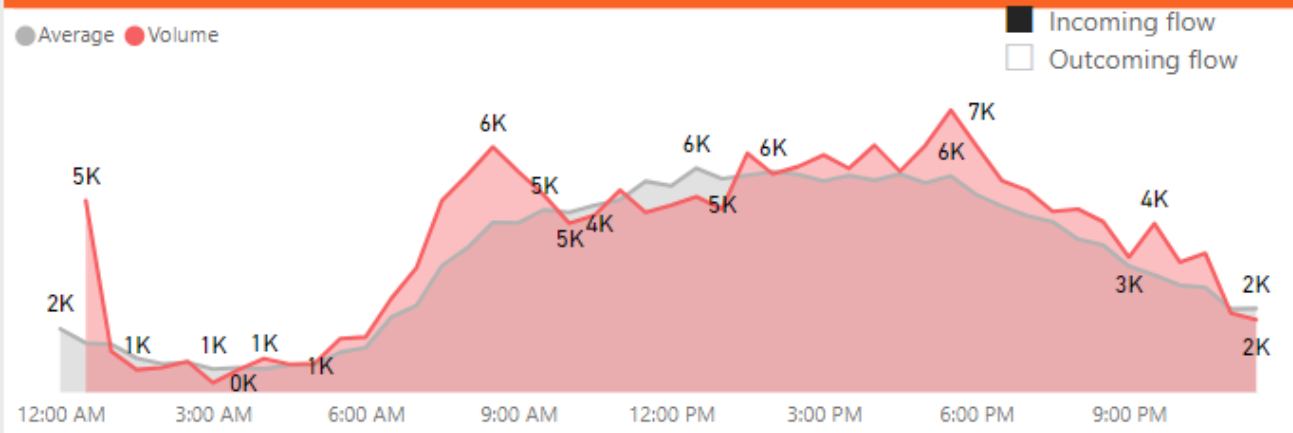
- <30 min
- 30 min. to 3h
- >3h

Analysis Area

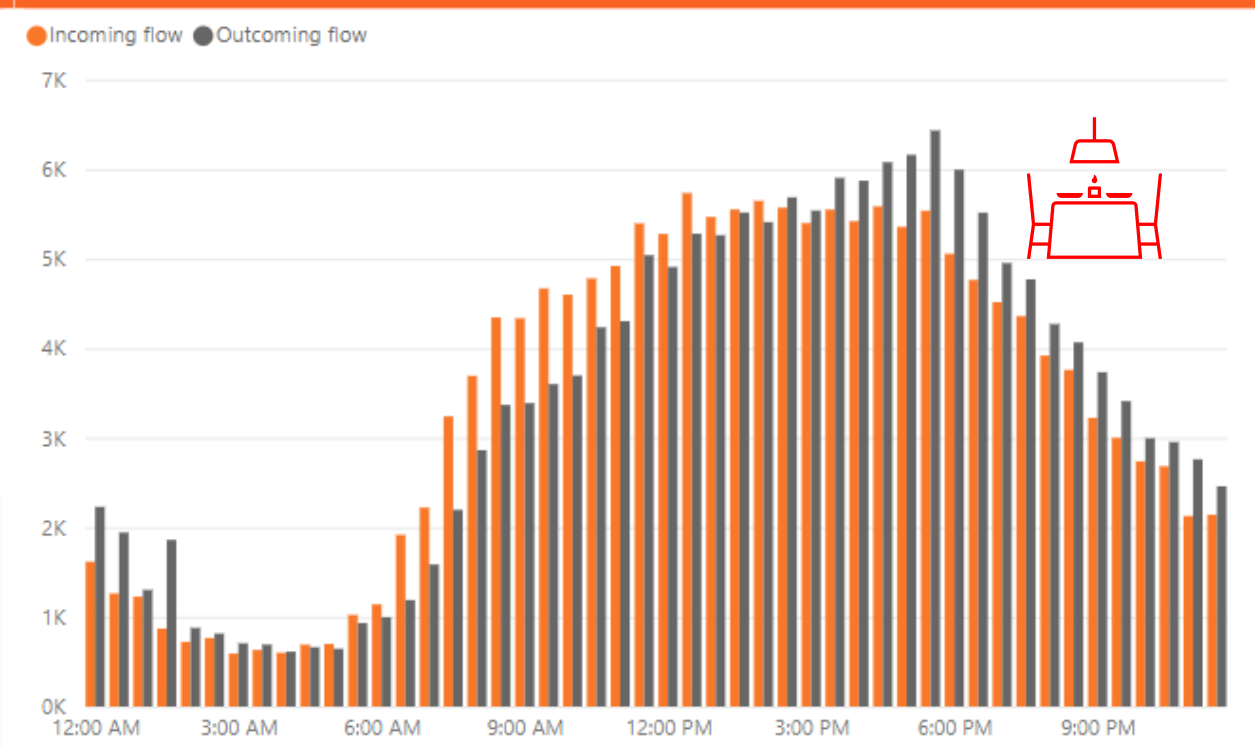
Poiana Brasov Sk... ✕

3.4 Incoming/outgoing flow per slot of 30 min.

Incoming/Outcoming flow per slot of 30min - Comparaision



The average of incoming/outcoming flow per slot of 30min



Choose the date to compare with the average

- Wednesday 15 December 2021
- Thursday 16 December 2021
- Friday 17 December 2021

The data represented in red correspond to the incoming or outgoing flow per slot of 30min at the chosen date. The average represented in grey is calculated over the period selected in the timeline at the bottom left.

Date

Y Q M W D

Day

Dec 15 2021 - Dec 30 2022

2021

Q4

Dec

W51 W52 W53

15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

- Weekday
- Monday
 - Tuesday
 - Wednesday
 - Thursday
 - Friday
 - Saturday
 - Sunday

- Visitor Category
- Local visitor
 - International visitor

Analysis Area

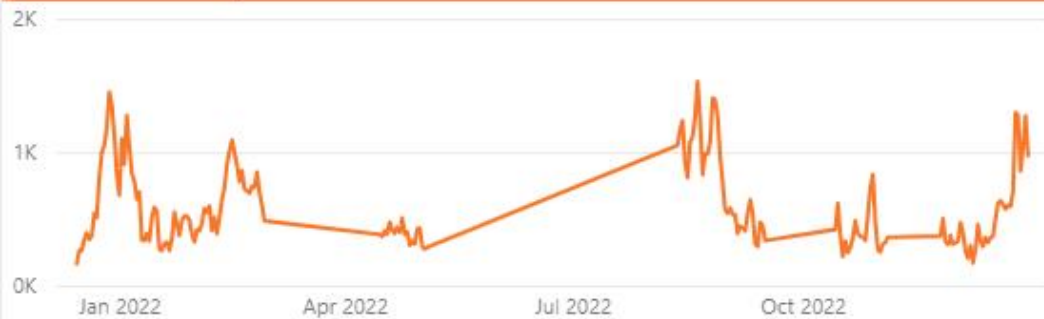
Poiana Brasov Ski Resort

3.6 Overnight stay areas of visitors – international visitors

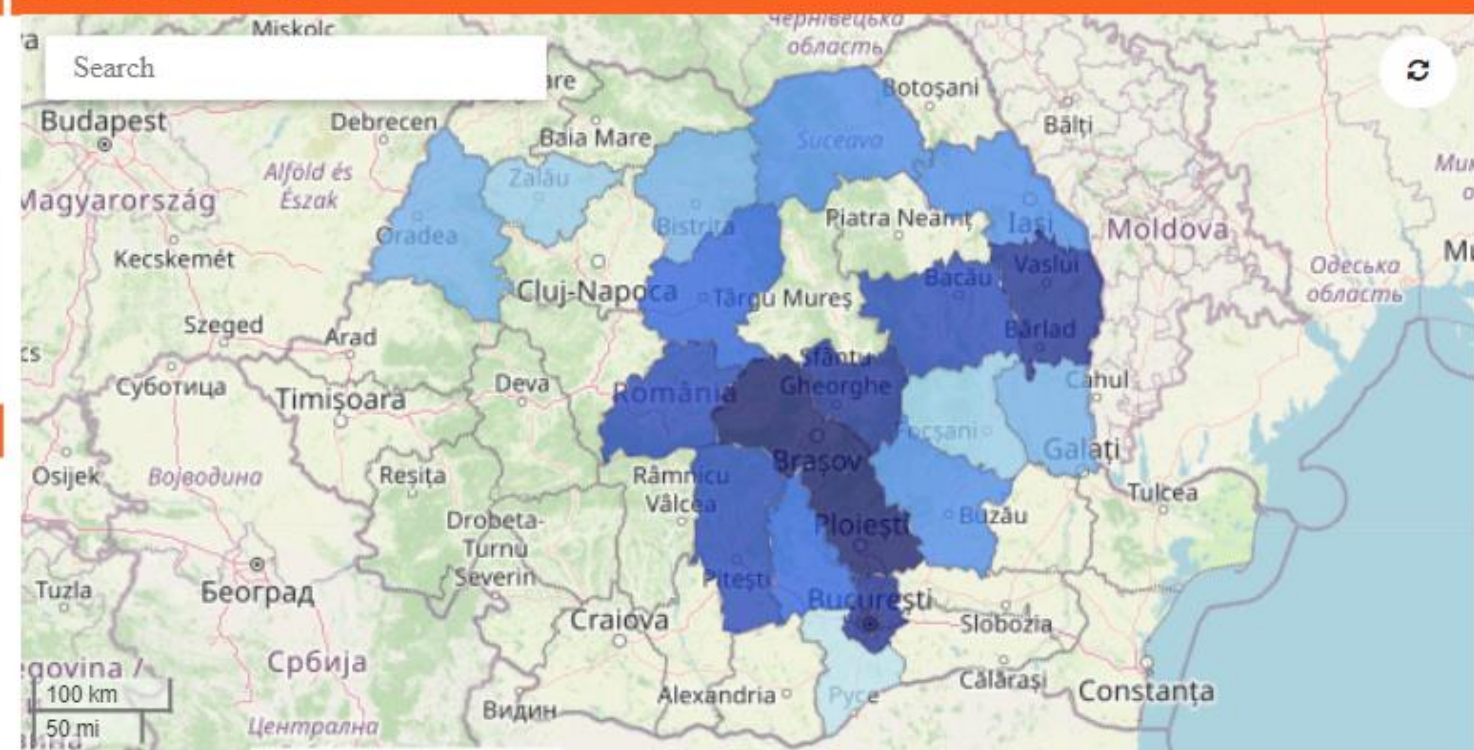
Distribution of visitors by provenance area



Cumulative Daily Volume



Provenance areas - Map



Weekday

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Visitor Category

- Local visitor
- International visitor

Length of stay

- <30 min
- 30 min. to 3h
- >3h

Catchment area

- Main activity area
- Overnight stay area

Analysis Area

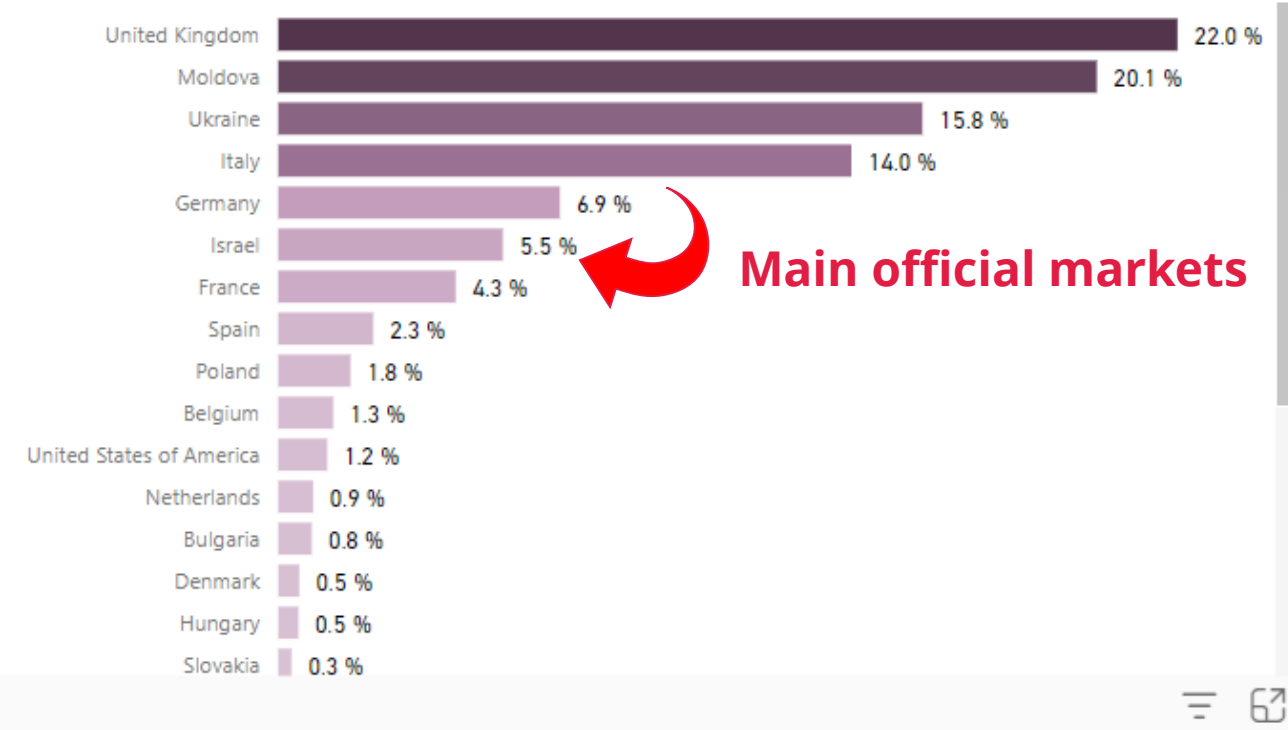
Poiana Brasov ...
✕

Zoning level

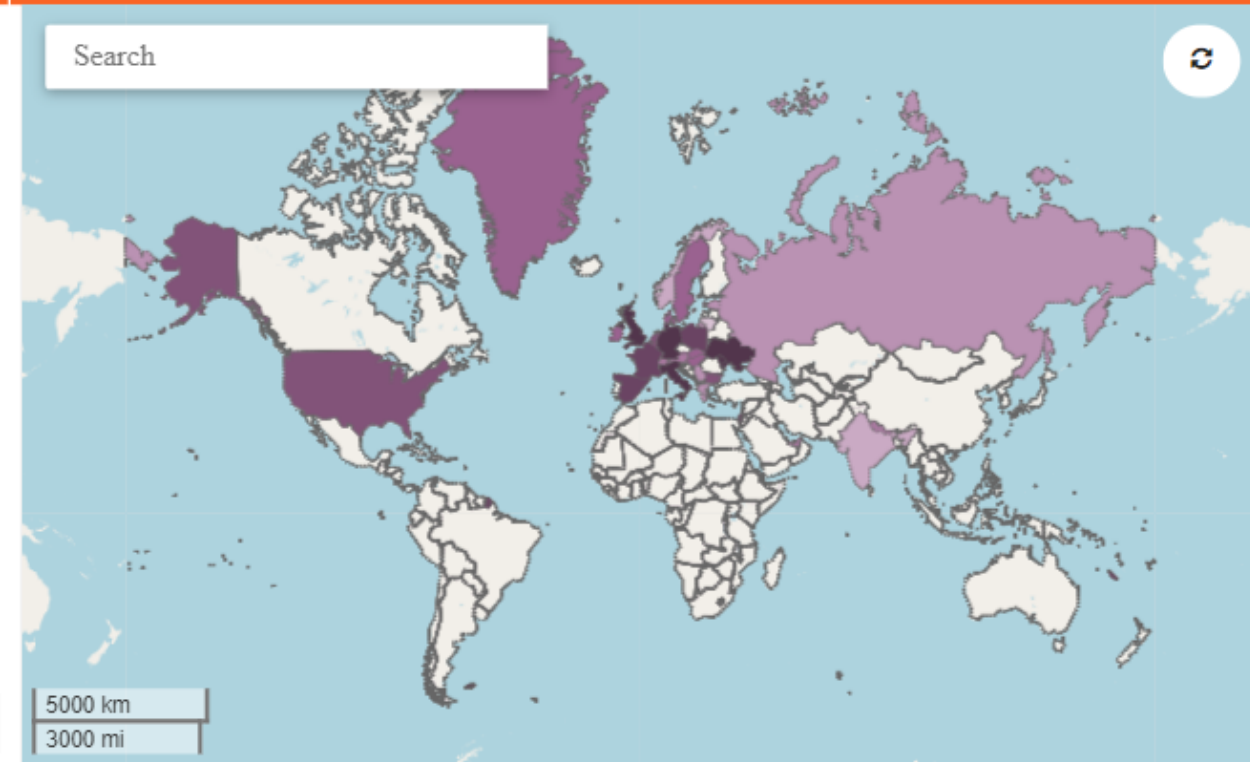
- Provinces
- Communes
- Statistical sectors

3.7 Provenance of international visitors - general

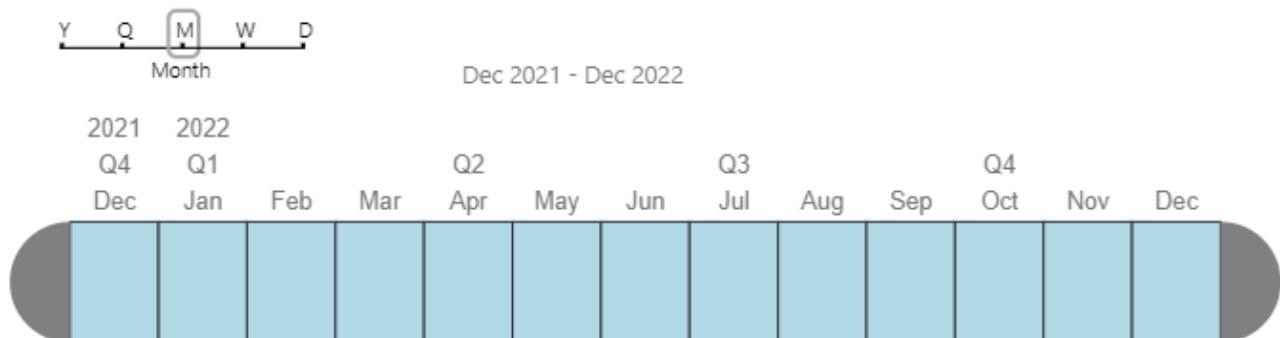
provenance of foreign visitors by country



provenance of foreign visitors by country - Map



Date



Weekday

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Length of stay

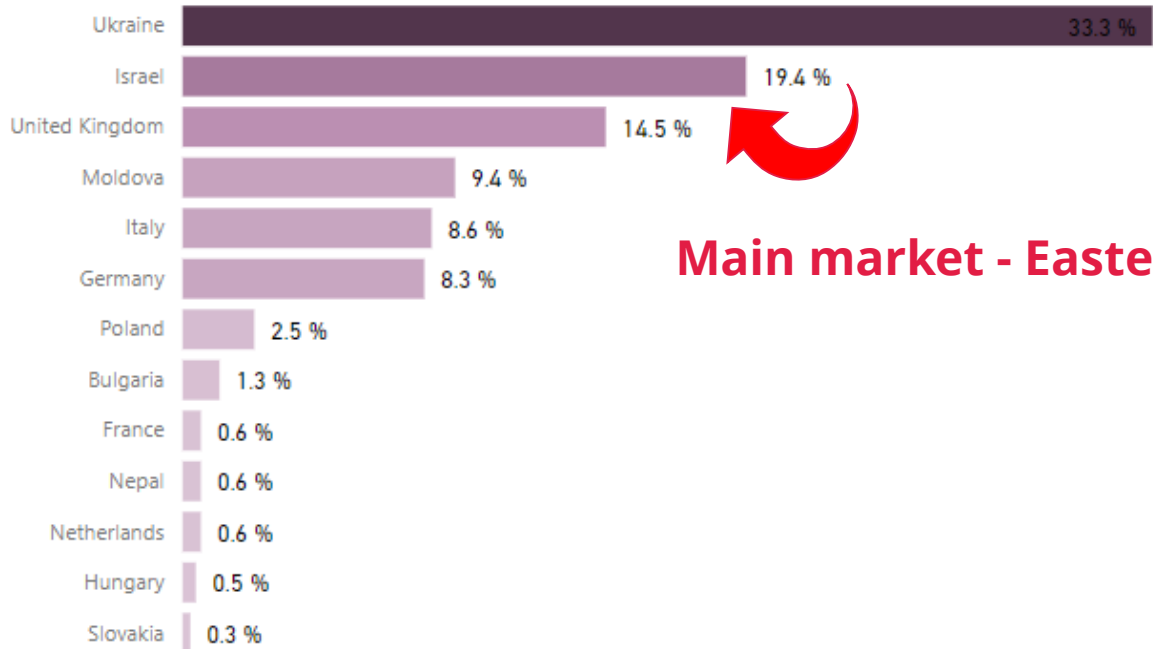
- <30 min
- 30 min. to 3h
- >3h

Analysis Area

Poiana Brasov Ski Resort X

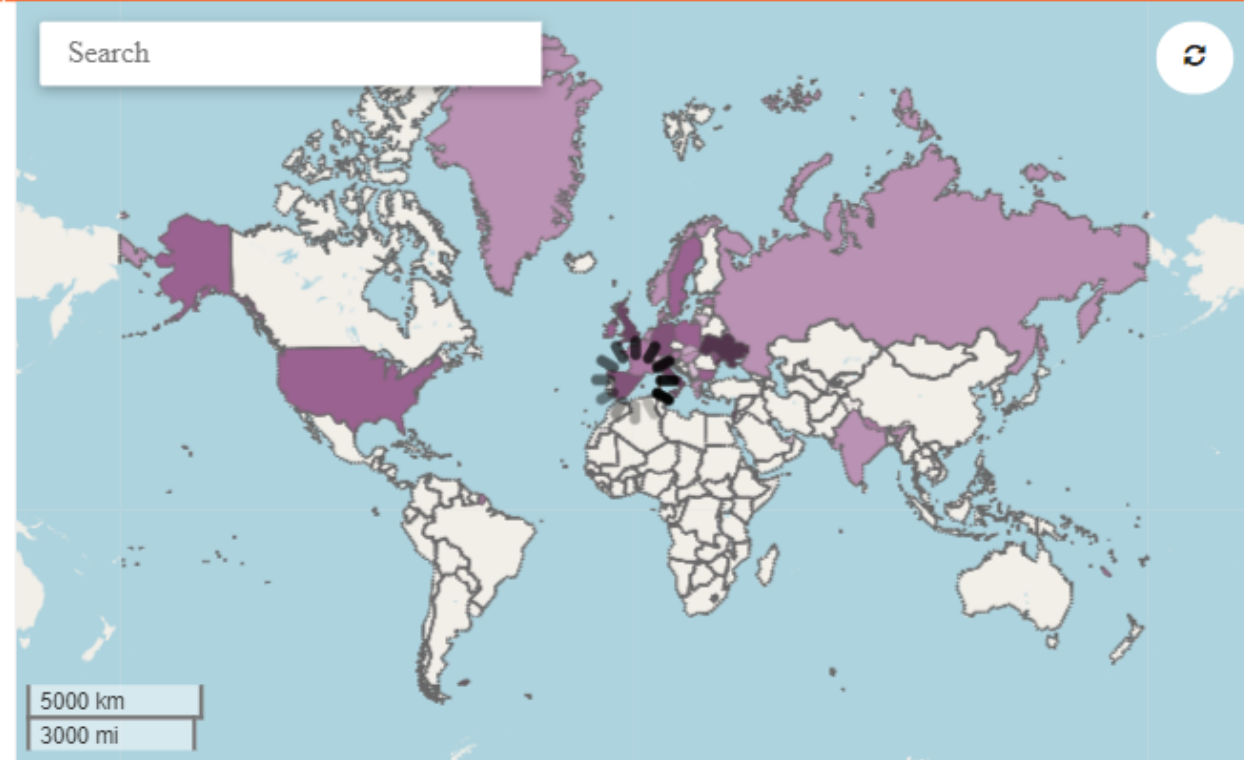
3.7 Provenance of international visitors – April/May (Easter)

provenance of foreign visitors by country

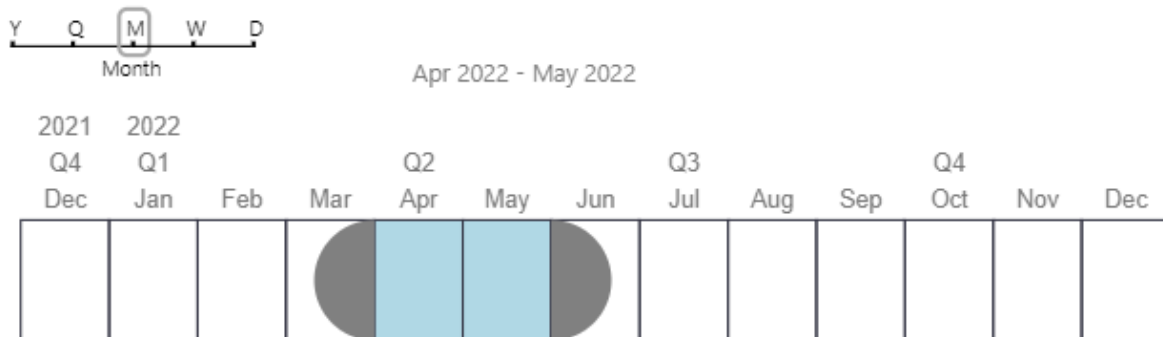


Main market - Eastern

provenance of foreign visitors by country - Map



Date



Weekday

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Length of stay

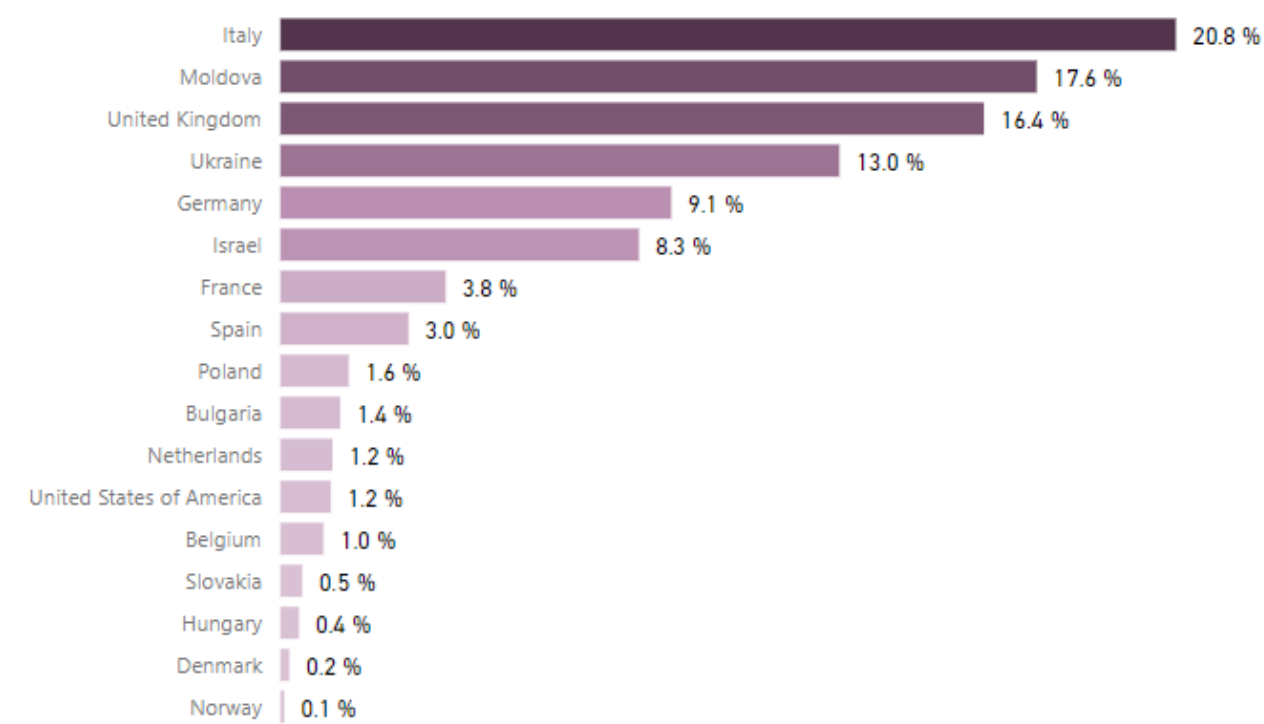
- <30 min
- 30 min. to 3h
- >3h

Analysis Area

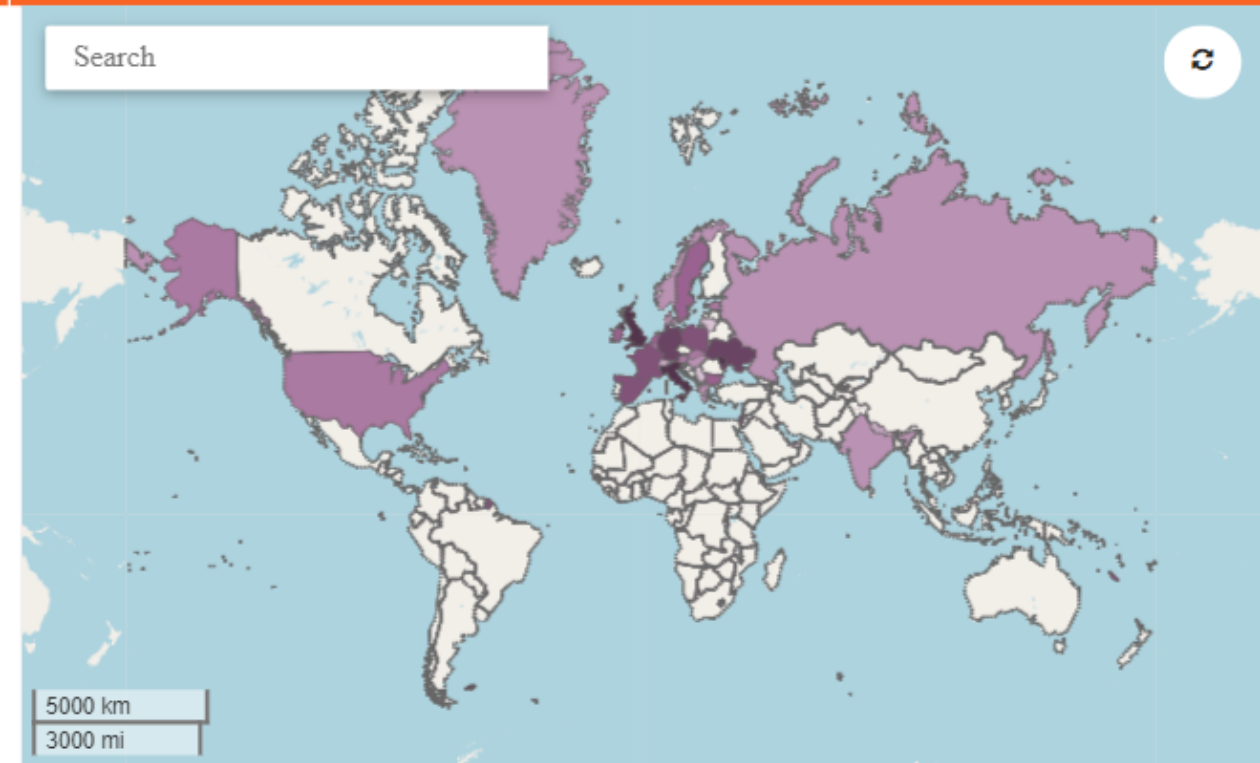
Poiana Brasov Ski Resort X

3.7 Provenance of international visitors – August (Peak Month)

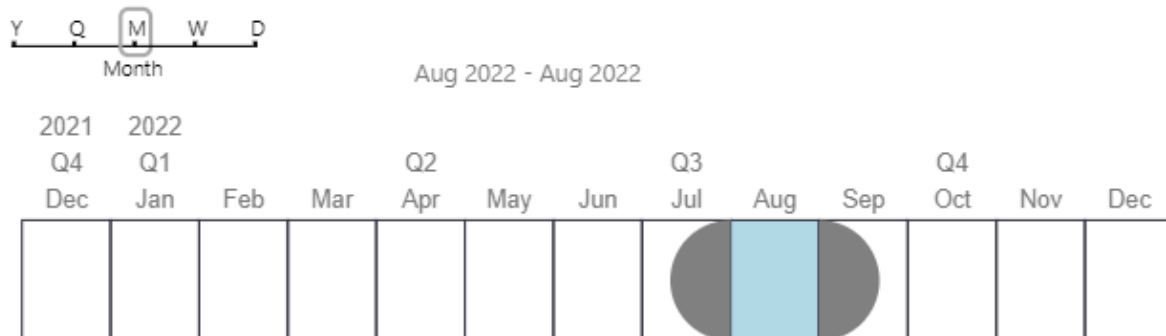
provenance of foreign visitors by country



provenance of foreign visitors by country - Map



Date



Weekday

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Length of stay

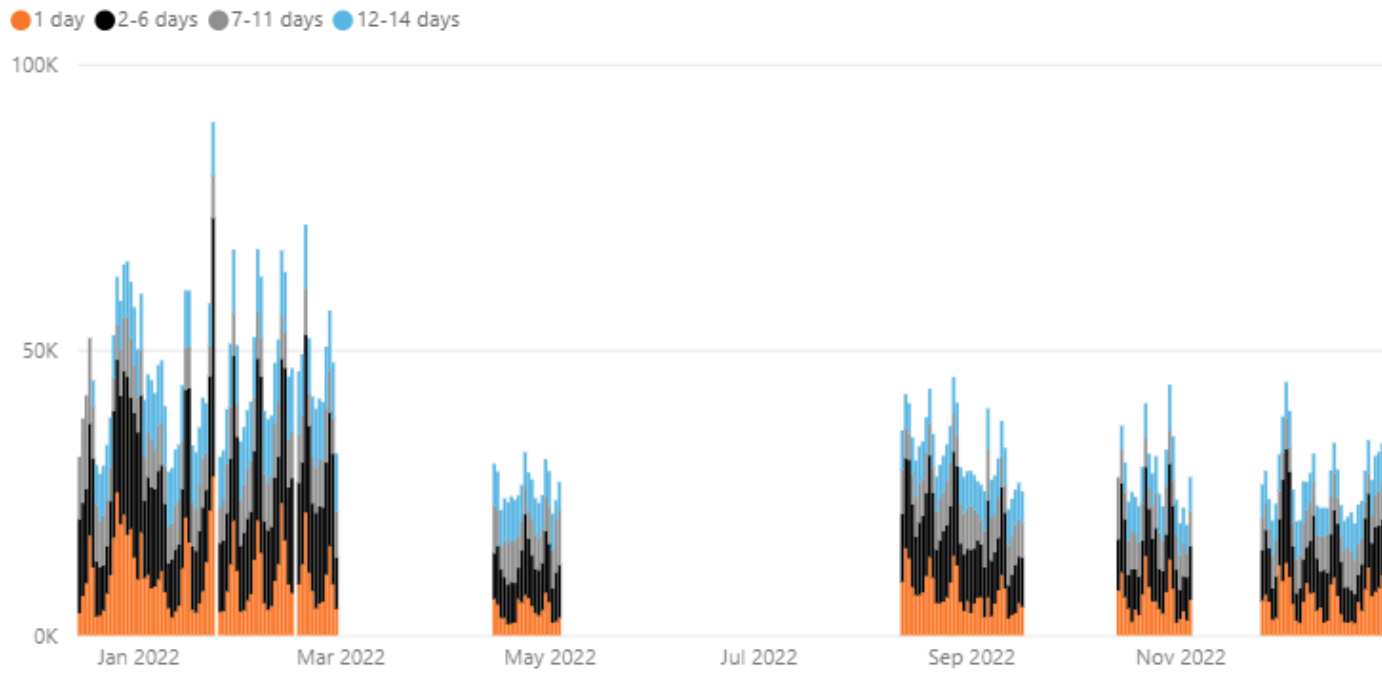
- <30 min
- 30 min. to 3h
- >3h

Analysis Area

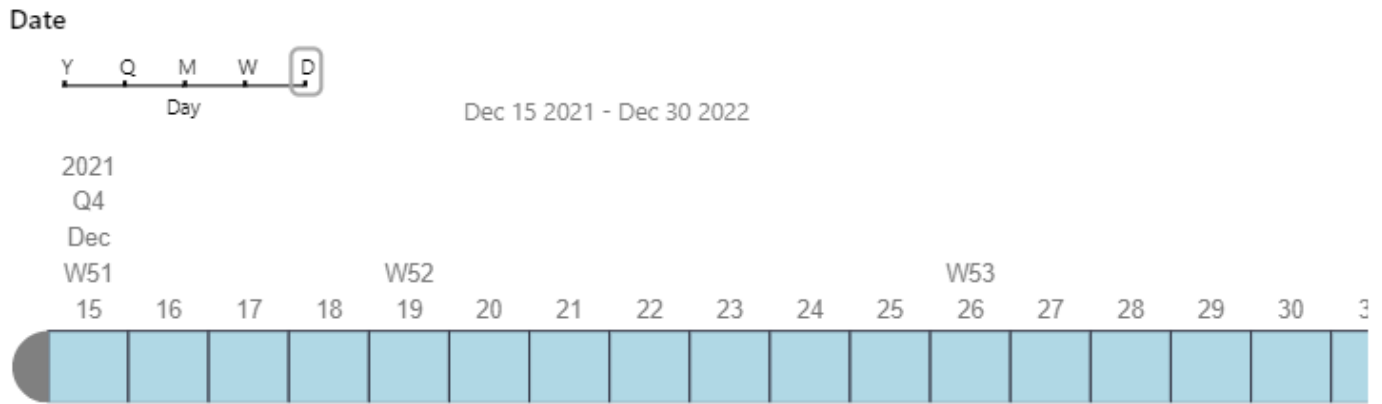
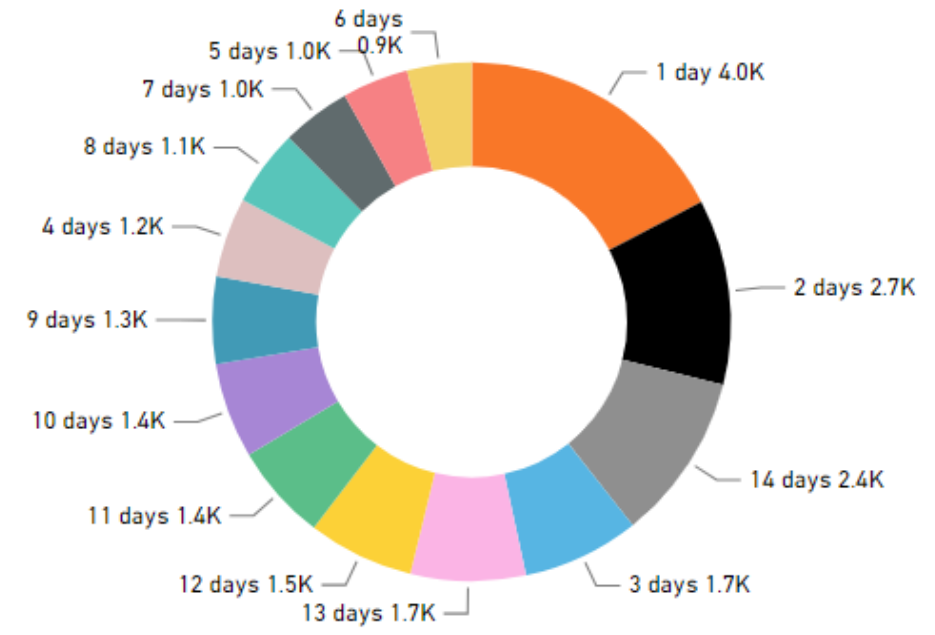
Poiana Brasov Ski Resort

3.9 Recurrence study - general

Recurring visitors by date



Distribution of visitors by degree of recurrence



Weekday

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Visitor Category

- Local visitor
- International visitor

Length of stay

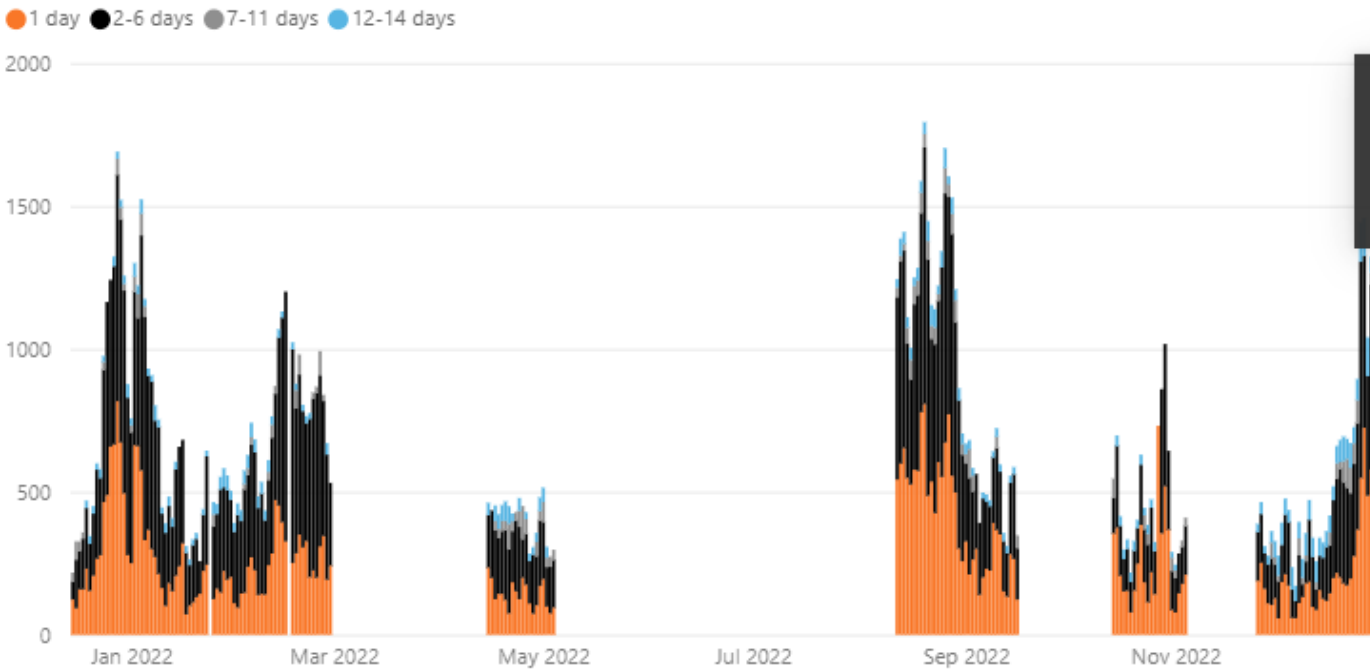
- <30 min
- 30 min. to 3h
- >3h

Analysis Area

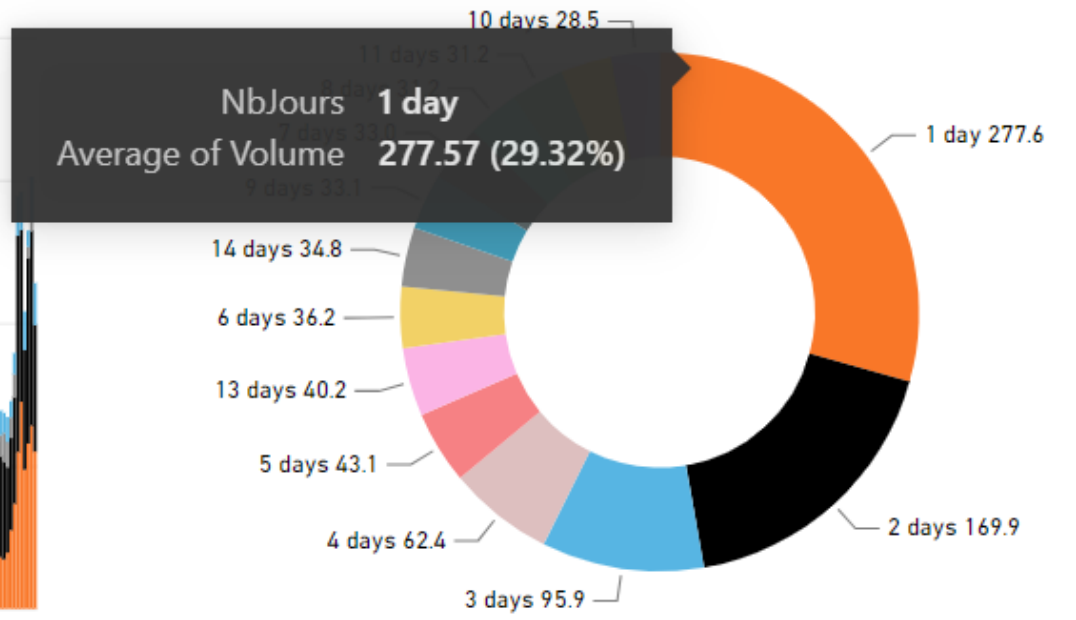
Poiana Brasov ...

3.9 Recurrence study – international visitors

Recurring visitors by date



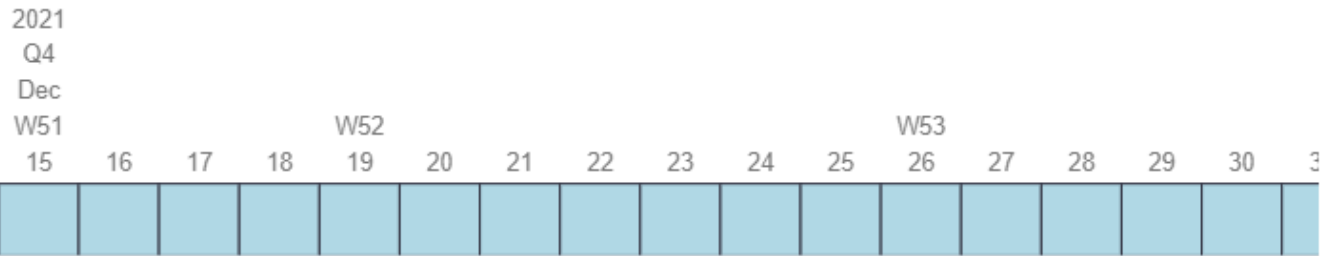
Distribution of visitors by degree of recurrence



Date

Y Q M W **D**

Dec 15 2021 - Dec 30 2022



Weekday

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Visitor Category

- Local visitor
- International visitor

Length of stay

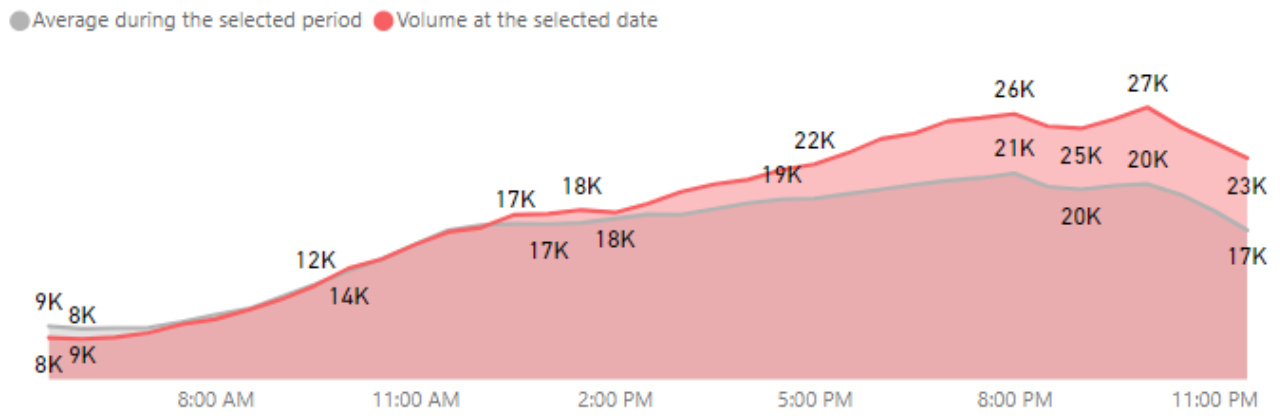
- <30 min
- 30 min. to 3h
- >3h

Analysis Area

Poiana Brasov ...

4. Extra case study – MASSIF Festival 1st ed. - March

Attendance per slot of 30 minutes - Comparaison



Choose the date to compare with the average

- Wednesday 1 March 2023
- Thursday 2 March 2023
- Friday 3 March 2023

The data represented in red correspond to the attendance per slot of 30min at the chosen date. The average of attendance represented in grey is calculated over the period selected in the timeline at the bottom left.

Date

Y Q M W D

Day

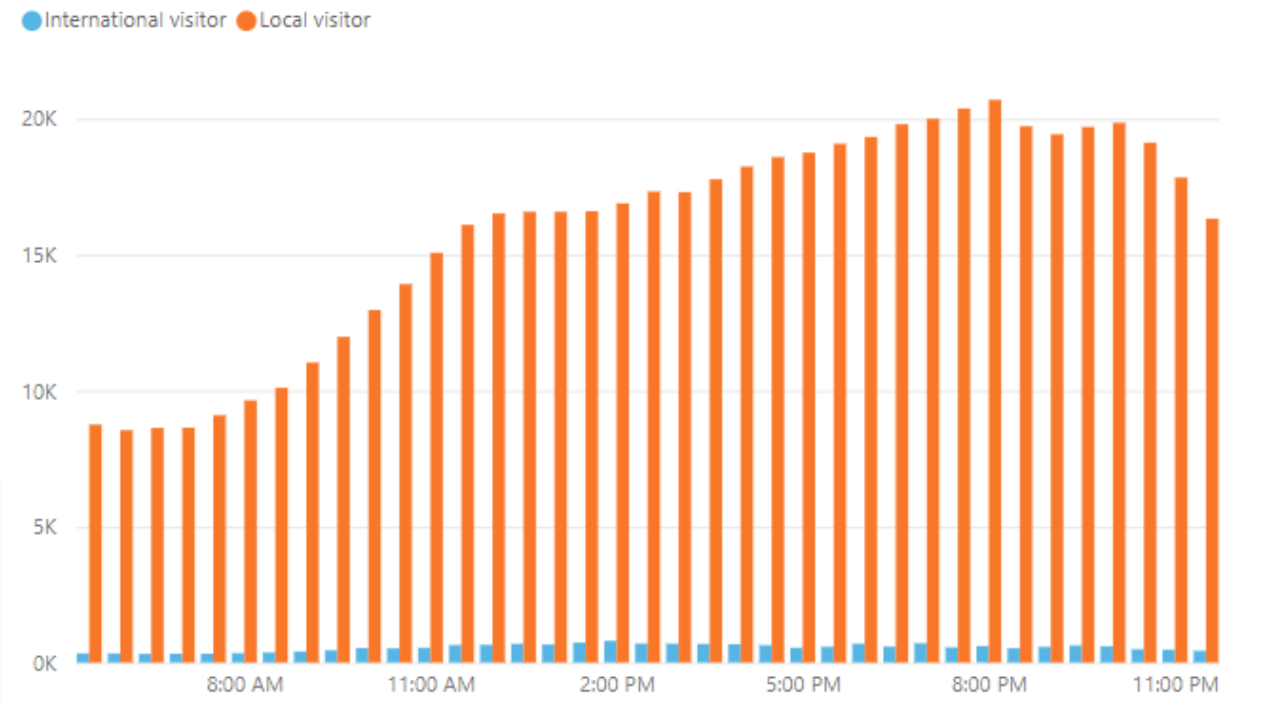
Mar 4 2023 - Mar 5 2023

2023
Q1
Mar
W9

1 2 3 4 5 6 7 8

W10

Average attendance per slot of 30 minutes by segment



Weekday

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Visitor Category

- Local visitor
- International visitor

Analysis Area

Poiana Brasov Ski Resort

4. Extra case study – MASSIF Festival 1st edition

Distribution of visitors by provenance area



Cumulative Daily Volume



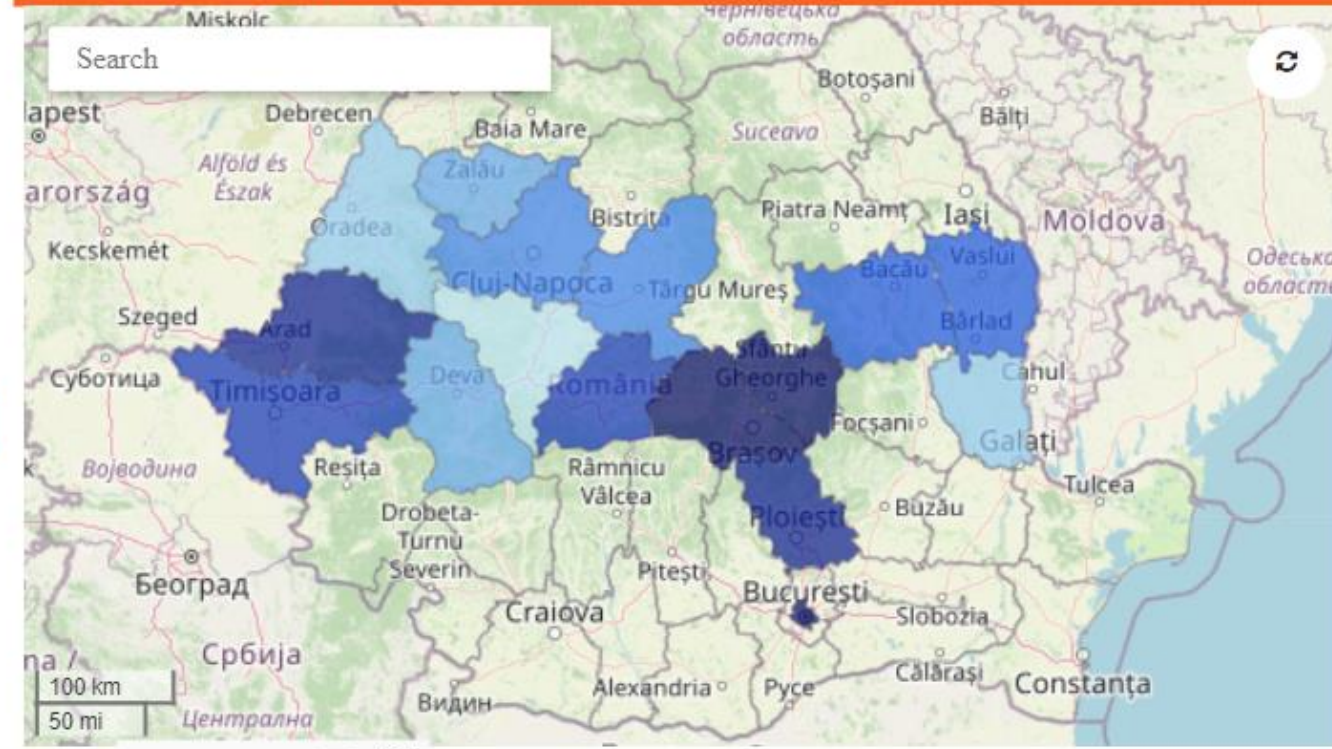
Y Q M W D
 Day

Mar 1 2023 - Mar 8 2023

2023
 Q1
 Mar
 W9

W10
 1 2 3 4 5 6 7 8

Provenance areas - Map



Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday
 Sunday

Visitor Category
 Local visitor
 International visitor

Length of stay
 <30 min
 30 min. to 3h
 >3h

Catchment area
 Main activity area
 Overnight stay area

Zoning level
 Level 1
 Level 2
 Level 3

Analysis Area
 Zone

5. Advantages of this kind of big data

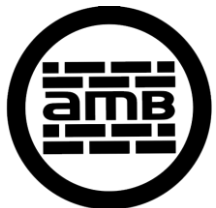
- ✓ Much **more information** than the one provided by the National Institute of Statistics – pretty accurate **daily visitors**, their category, **origin** and previous overnight stay, length of stay, time slot, gender and age;
- ✓ **Improved decision making**, both in private and public sector:
 - **Custom** touristic **offer** based on their **sociodemographic**
 - Planning **public agenda** to mitigate the peak and the low season, by redistributing tourists in time and space

6. Future plans

- ✓ New analysis period: 8-17th of March 2024 (a normal weekend as baseline followed by one with a big event)
- ✓ MASSIF Festival – Poiana Brasov
- ✓ Brasov old city center – most crowded areas

Thank you!

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