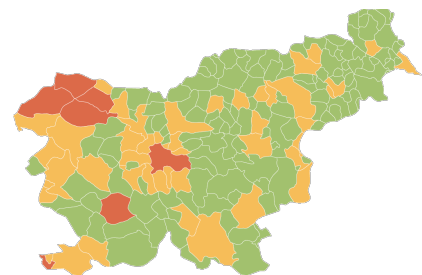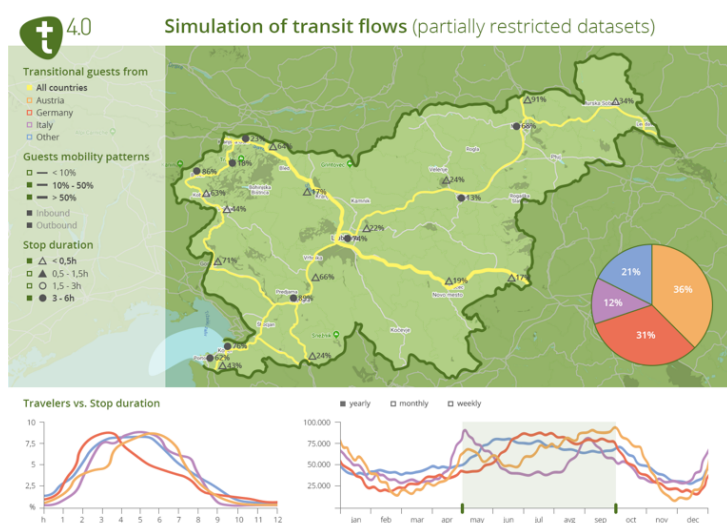# FLOWS - analysis of tourist flows

Tourist destination managers, service providers, researchers want to better understand tourist flows: what impact traffic flows have, when occur traffic peaks, what are the seasonal effects, which areas are more / less congested with tourists, how the weather, holidays and other events affect. With the help of analyses and forecasts, they could prepare for periods of increased visits, adjust marketing activities, service offerings or resources allocation. Today, the study of tourist mobility is largely based on surveys, physical observation and guesswork based on past experience.

About FLOWS

FLOWS is one of the four pillars of **Tourism 4.0.** It will enable **GDPR compliant advanced analyses and forecasts of tourist movements** based on anonymised data from a multitude of different sources (traffic counters, data from mobile operators, freely accessible Wi-Fi networks, tourist tax, vignettes sold, water and energy consumption, waste, social media posts, etc.). A simple user interface will display traffic flows: excessive traffic loads, seasonal deviations, entrances / exits to destination, movement within the destination, etc. It will be possible to display the analyses in the selected time interval (year, month, week, day), forecasts based on historical data, weighted by special parameters (weekend, weather, national or holiday in other countries, etc.).

Example of visualisation of tourist flows analysis at the country level and for selected region/destination:

Based on these analyses and forecasts, **tourist destinations and service providers** can adequately **prepare for periods of increased number of visits**, **redirect tourist flows** to less congested areas and thus ensure a greater positive impact of tourism and a balanced sustainable development.

FLOWS will also complement the solutions of other providers, e.g. itineraries, reservation systems, revenue management systems, etc. For an optimal performance the **system localisation** is crucial to allow measuring, analysis and prediction that improves in time. With FLOWS, tourism providers, destination managers and researchers can better understand and manage person flows in overcrowded periods as well as lock-down time to maybe allow partial mobility of travellers to desired zones. In addition to FLOWS, Tourism 4.0 also consists of **T4.0 Core** (a collaboration platform from which it draws various data), **CIT** (redirection of flows through incentives / rewards) and **TIM** (which knows the destination carrying capacity limits and tells when a destination will be overloaded).

Everyone with aspiration to support better understanding and optimisation of movement in specific areas is welcome to **join us** and share knowledge and experiences.

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FLOWS
by
tourism 4.0