

## DATA ANALYSIS AND DATA VISUALIZATION IN TRAVEL AND TOURISM

*"Turning Tourism Data into Insights That Drive Growth, Personalization, and Efficiency"*

### Schedule

Date	Venue	Fees (Face-to-Face)
06 - 10 Apr 2026	London, UK	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

In the travel and tourism industry, data is generated at every touchpoint—from bookings and customer feedback to mobile apps and seasonal trends. The ability to analyze and visualize this data is key to improving the customer experience, optimizing operations, and making strategic business decisions.

This hands-on training provides tourism professionals, analysts, and decision-makers with the tools and techniques to collect, interpret, and present data in compelling visual formats. Participants will learn to identify key metrics, build dashboards, analyze visitor behavior, and use storytelling techniques to turn data into action across marketing, operations, and guest services.

### Objectives

By the end of this course, participants will be able to:

- Apply analytical methods to tourism, hotel, and visitor data sets
- Use visualization tools (e.g., Excel, Power BI, Tableau) to present data clearly
- Identify tourism trends, patterns, and customer insights
- Build dashboards that inform strategic marketing and operational decisions
- Leverage data storytelling to engage stakeholders and support decision-making

## Why Attend

- Unlock the full value of customer and operational data in your tourism business
- Enhance forecasting accuracy and campaign targeting using analytics
- Make faster and smarter decisions with easy-to-understand visuals
- Benchmark performance using KPIs such as occupancy, conversion, and ROI
- Deliver actionable insights to sales, marketing, and destination management teams

## Target Audience

This program is designed for:

- Tourism data analysts and market researchers
- Hospitality managers and revenue analysts
- Marketing and digital teams in travel agencies, airlines, and hotels
- Travel consultants and product managers
- Regional and national tourism authority professionals

## Individual Benefits

Key competencies that will be developed include:

- Data cleaning, filtering, and visualization
- Interpretation of key performance indicators (KPIs)
- Use of dashboards and BI tools for tourism data
- Customer segmentation and trend forecasting
- Presentation of insights using storytelling techniques

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved data-driven decision-making and marketing ROI
- Better forecasting of visitor flows and resource needs
- Increased ability to track and respond to customer behavior trends
- Enhanced communication of insights across departments
- Operational efficiency through smarter reporting and planning

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Key concepts in tourism analytics and visualization
- Case Studies - Successful data-driven initiatives in the travel industry
- Workshops - Data cleaning, chart creation, dashboard building
- Peer Exchange - Discussion of sector-specific data challenges
- Tools - Excel dashboards, Power BI templates, tourism analytics models

## Course Outline

**Training Hours: 7:30 AM - 3:30 PM** Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

### Day 1: Foundations of Tourism Data Analysis

- Module 1: Understanding Tourism Data Sources (07:30 - 09:30) • Data from bookings, POS, apps, reviews, surveys
- Module 2: Key Metrics and Indicators in Travel & Tourism (09:45 - 11:15) • RevPAR, occupancy, ARR, guest satisfaction, conversion rates
- Module 3: Introduction to Data Cleaning & Preparation (11:30 - 01:00) • Filtering, de-duplication, formatting best practices
- Module 4: Workshop - Cleaning and Structuring Tourism Data (02:00 - 03:30) • Hands-on Excel cleaning and dataset preparation

### Day 2: Data Visualization Tools and Techniques

- Module 1: Principles of Effective Data Visualization (07:30 - 09:30) • Clarity, comparison, hierarchy, and storytelling
- Module 2: Using Excel for Quick Visual Analysis (09:45 - 11:15) • Pivot tables, conditional formatting, charts
- Module 3: Introduction to Power BI and Tableau (11:30 - 01:00) • Connecting data sources, building dashboards
- Module 4: Workshop - Building a Tourism Dashboard (02:00 - 03:30) • Create a basic Power BI dashboard with KPIs

### Day 3: Analyzing Trends, Segments & Customer Behavior

- Module 1: Visitor Segmentation and Profile Analysis (07:30 - 09:30) • Segmentation by demographics, source, travel behavior
- Module 2: Seasonal and Demand Forecasting (09:45 - 11:15) • Historical trends, forecasting models, moving averages
- Module 3: Campaign and Channel Performance Analysis (11:30 - 01:00) • Attribution models, ROI, channel comparisons
- Module 4: Workshop - Trend Analysis & Insight Extraction (02:00 - 03:30) • Analyze seasonal trends and traveler segments

### Day 4: Mapping and Geo-Visualization

- Module 1: Introduction to Geo-Data in Tourism (07:30 - 09:30) • Location-based services, mapping traveler journeys
- Module 2: Visualization with Maps and Heat Charts (09:45 - 11:15) • Tourist flows, destination performance, origin analysis
- Module 3: Integrating GIS with Business Dashboards (11:30 - 01:00) • Plotting and visualizing spatial tourism data
- Module 4: Workshop - Create a Visitor Heatmap (02:00 - 03:30) • Visualize origin-destination data with mapping tools

### Day 5: Storytelling, Reporting, and Actionable Insights

- Module 1: Turning Data into Insightful Stories (07:30 - 09:30) • Structuring narrative, audience targeting, visual sequencing
- Module 2: Presentation of Dashboards and Reports (09:45 - 11:15) • Exporting, sharing, automating updates
- Module 3: Final Project - Tourism Data Presentation (11:30 - 01:00) • Groups build and present a live dashboard
- Module 4: Wrap-Up and Certification (02:00 - 03:30) • Course reflection, key takeaways, and certificate distribution

## Certification

Participants will receive a Certificate of Completion in Data Analysis and Data Visualization in Travel and Tourism, validating their ability to turn tourism data into clear, actionable insights through practical tools and industry-focused techniques.

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