

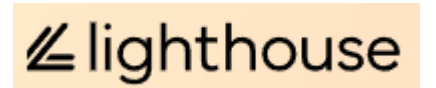


Using Artificial Intelligence for Trend Forecasting

Polona Černič

Data domain at Ljubljana Tourism

Data and Research



Integration of diverse data sources

Data platform
Ljubljana FLOWS

ARCTUR

The importance of data in tourism is greater than ever before



Ljubljana Tourism

Data Platform Ljubljana FLOWS

Integration of diverse data sources.

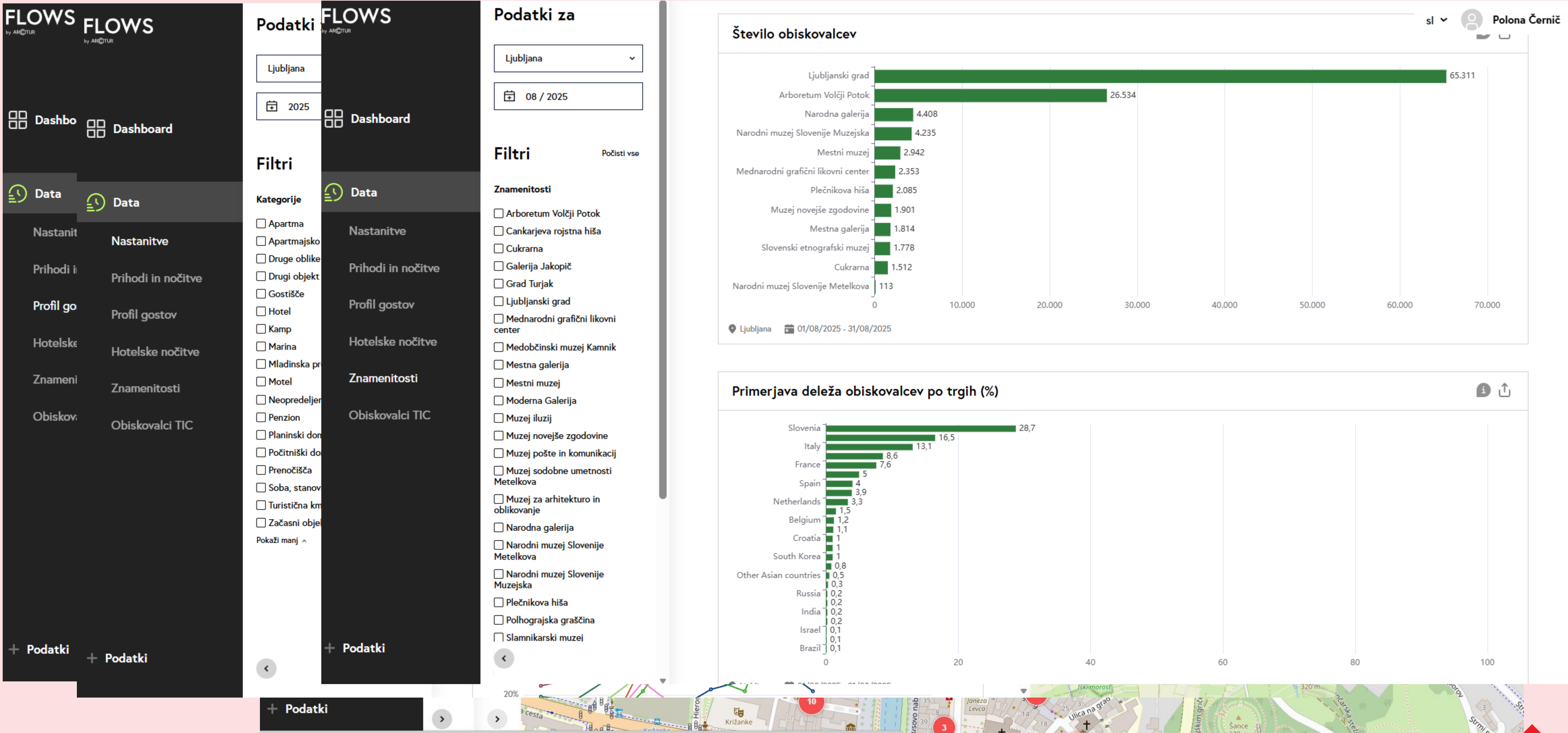
Combination of real-time and historical data.

Data analytics and predictive models.

Advanced data visualizations and interactive dashboard.



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Podatki za

Podatki za

Filtri

Filtri

Podatki

Podatki

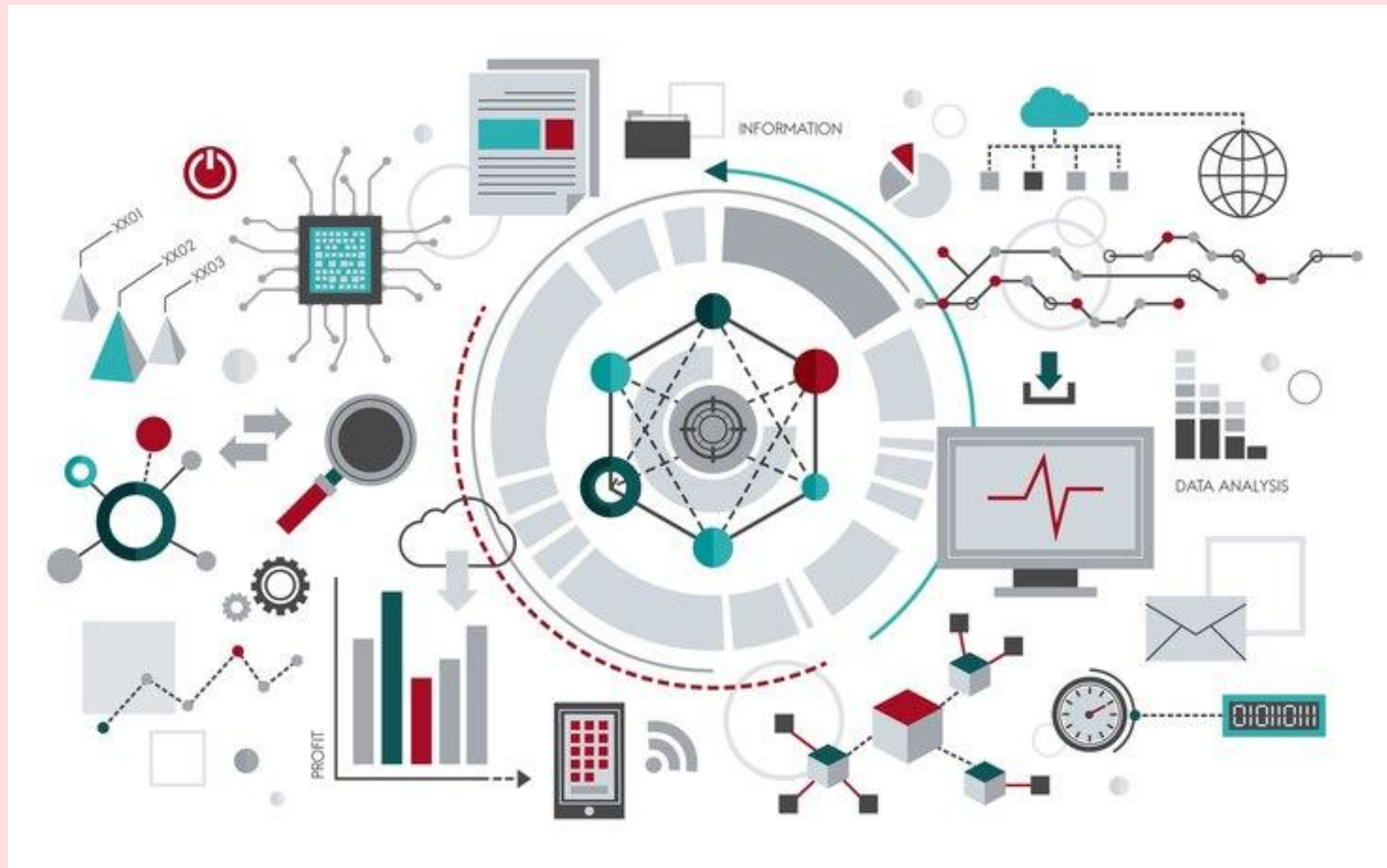
Število obiskovalcev

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Primerjava deleža obiskovalcev po trgih (%)

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What is data?



Data is a collection of facts, figures, or statistics.

Raw input used for analysis and decision-making.

Forms: text, numbers, images, audio, video.

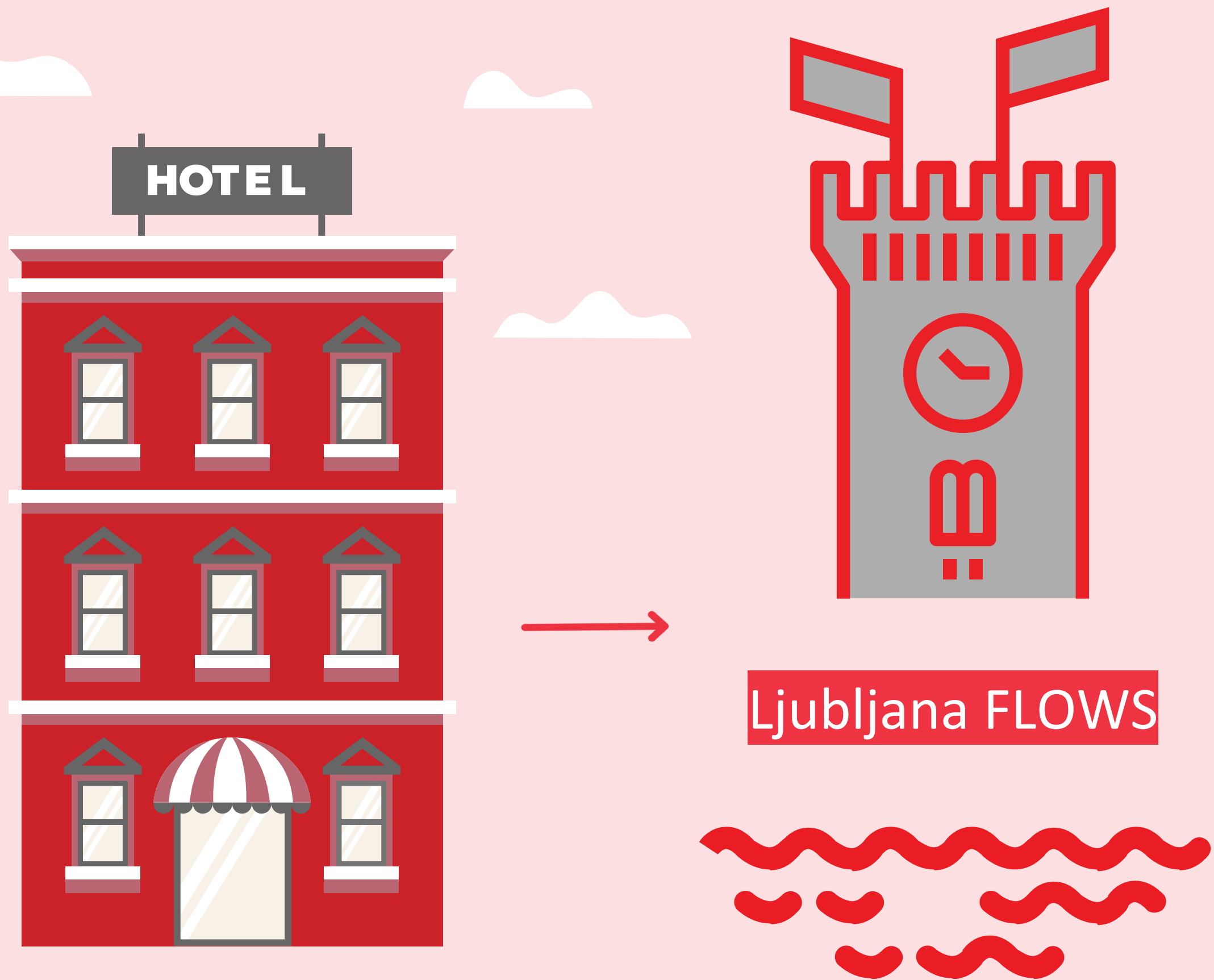
Data Forecasting

Forecasting requires historical data of relevant features.

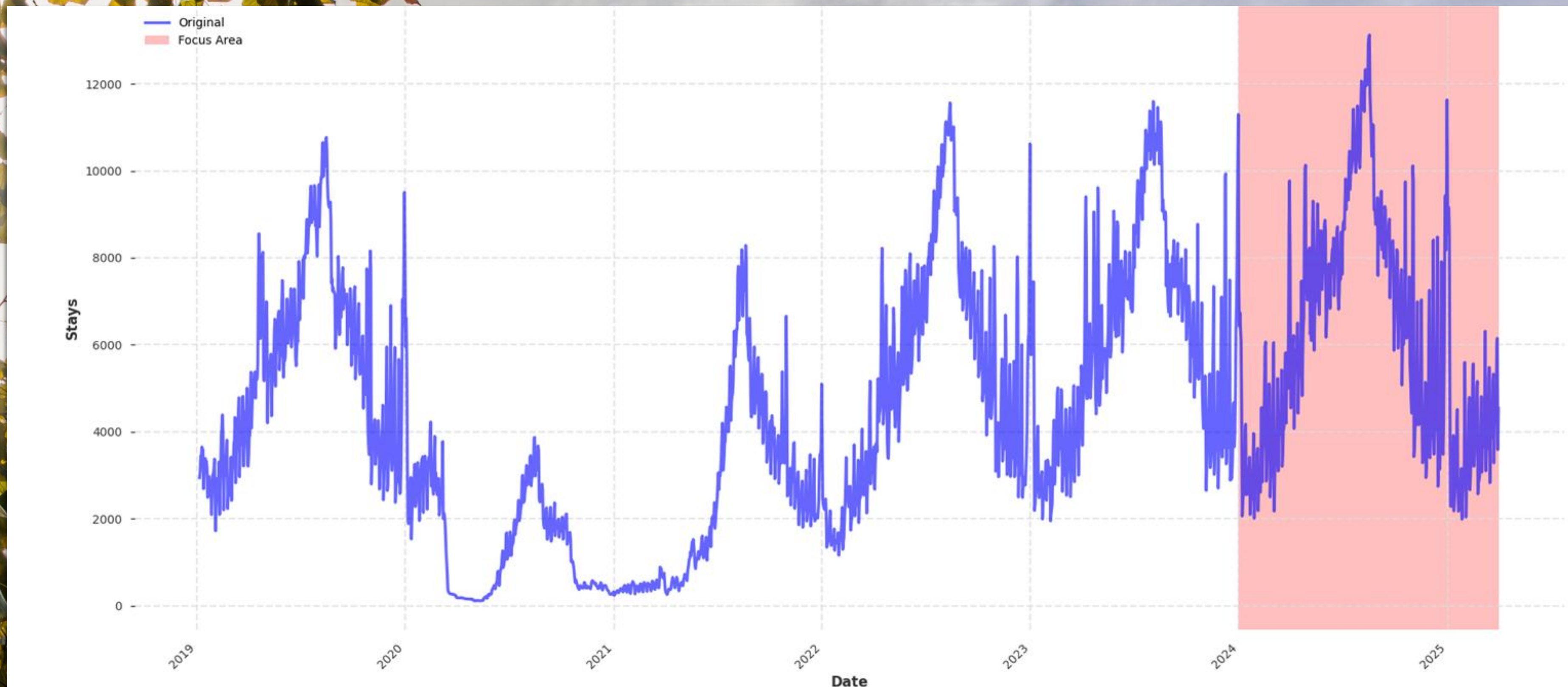
Data collection should be extensive and transparent.



Example of data source: Accommodation statistics



Trend forecasting





Thank you for your
attention!

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