



Crunching big data to produce statistics on large international events

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Abstract

The mobile phone has become the best sensor of human activity, producing large amounts of data of our everyday life. Tourism statistics can take advantage of this data source, as a feasibility study shows (Eurostat, 2014). The data is voluminous, longitudinal, accurate, and describes both local population and visitors. The large database can be segmented along various time and space dimensions. Thus, one of the uses of mobile positioning data is in analysis of large-scale events, especially international events like the World Cup and Olympic Games. This paper gives overview of mobile positioning data and the potential of generating tourism and event statistics based on this novel data source.

Keywords: big data; mobile positioning data; tourism statistics.