



**Intelitur**

CENTRO DE CONOCIMIENTO,  
INTELIGENCIA E INNOVACIÓN TURÍSTICA



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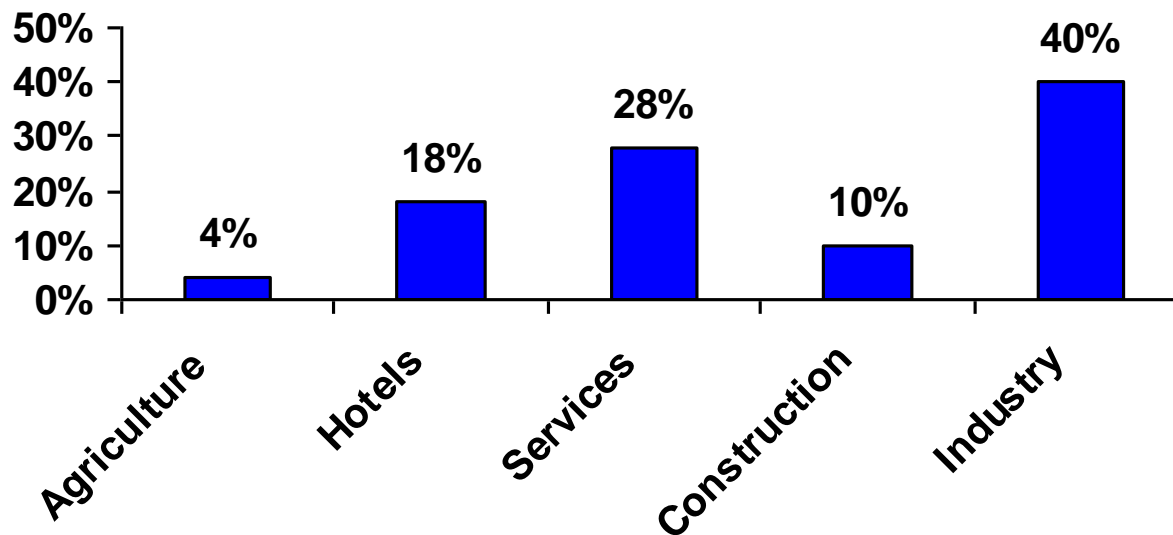


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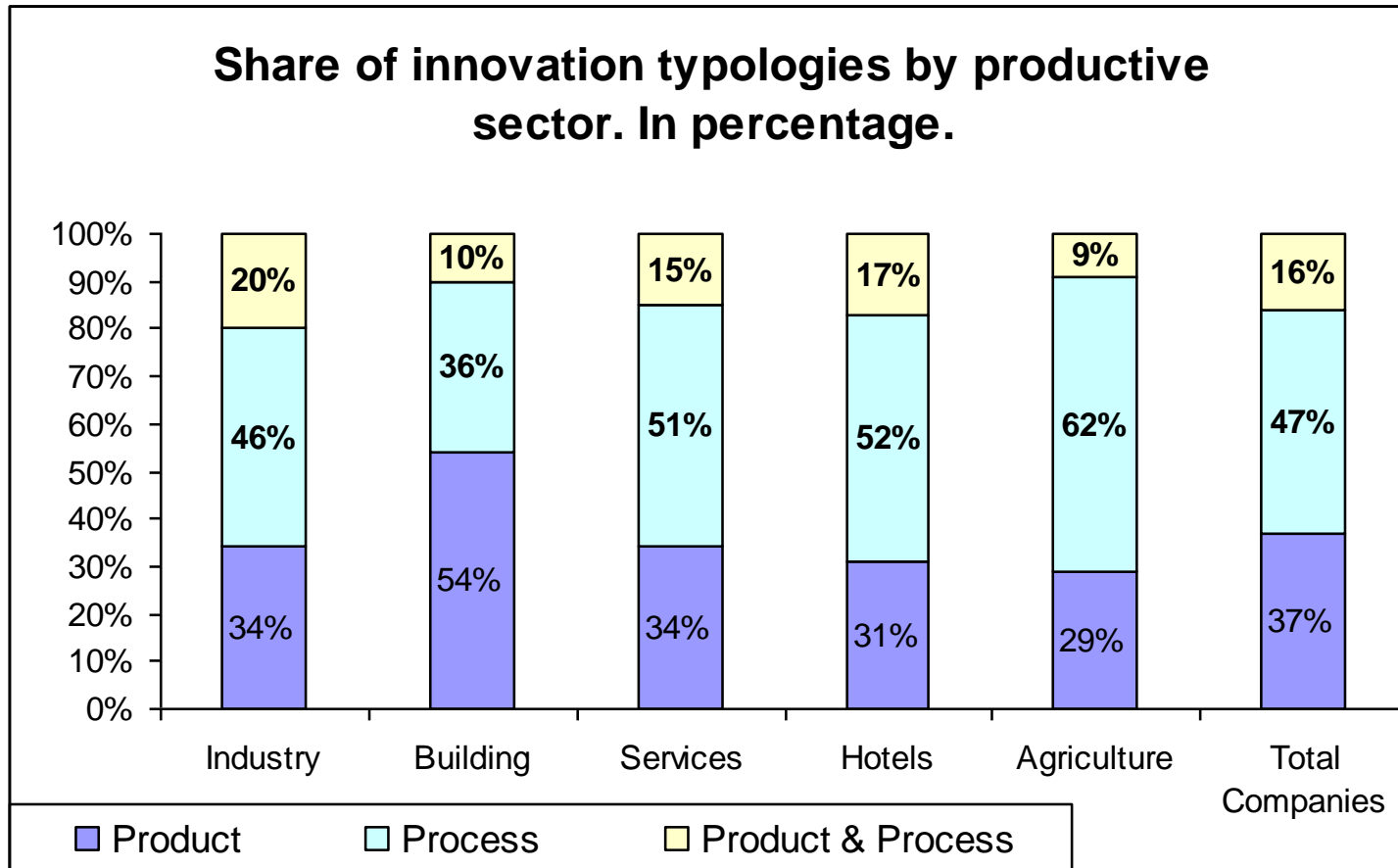
**Cámaras**



## Spanish innovative companies by productive sectors. Year 2006. Percentage.



## Share of innovation typologies by productive sector. In percentage.



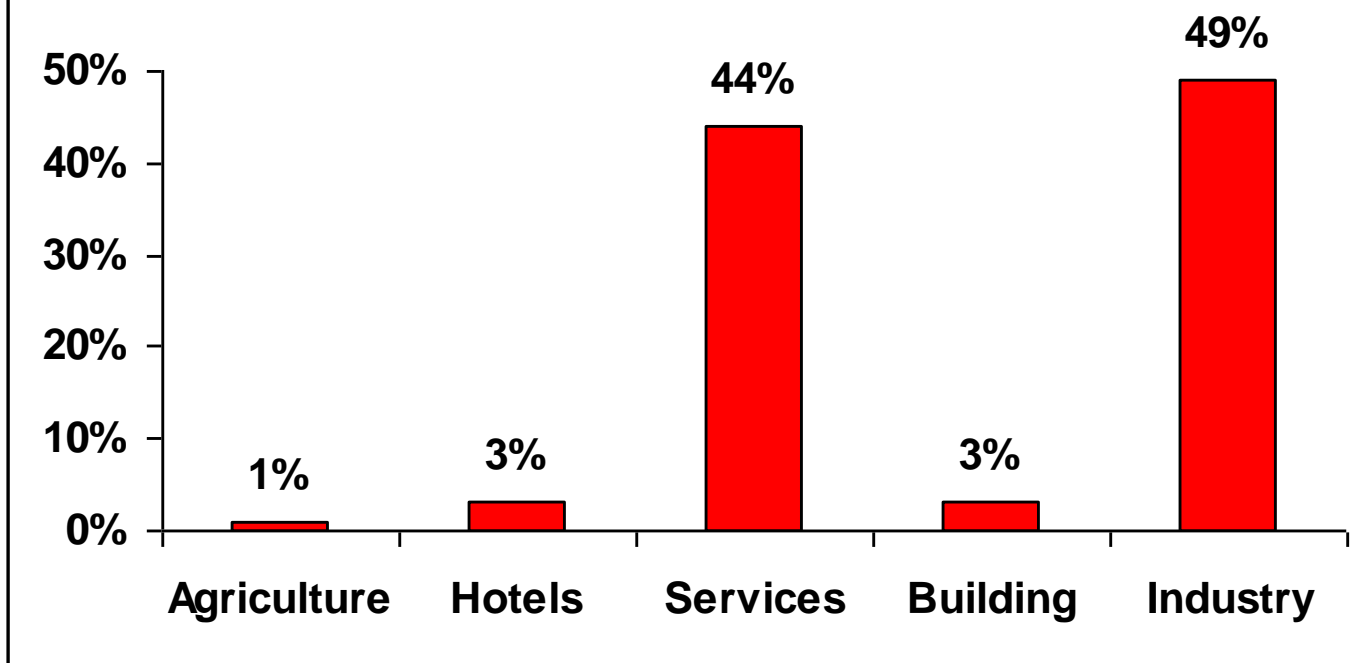
Source: INE



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**Investment made by spanish companies in innovative activities, by productive sectors. Year 2006. Percentage.**



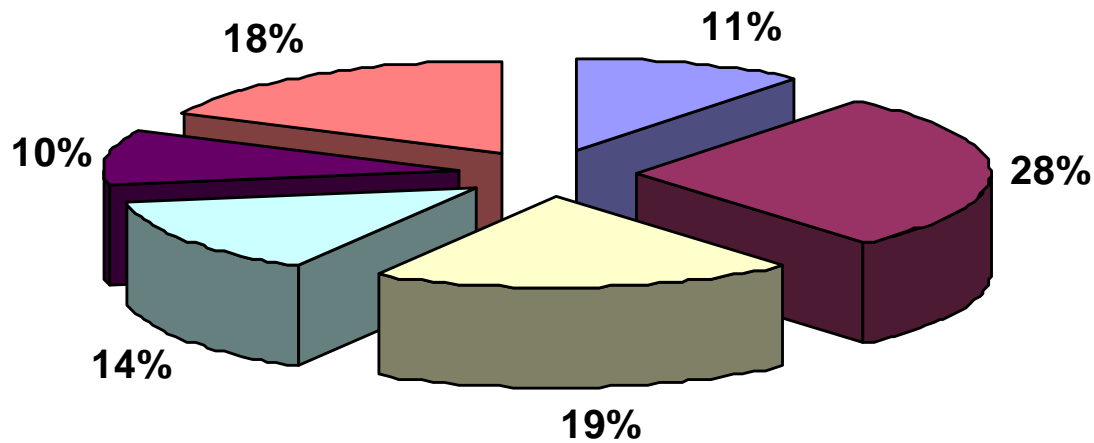
Source: INE



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## Innovation per company by activity subsector



Source: INE

## Mission.-



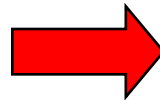
To create a Tourism Knowledge and Intelligence Centre, which will improve innovation and technology transfer in the sector, allowing companies to become more competitive, and better positioned in the market.

To be a national and international reference, regarding generation and transmission of tourism knowledge, innovation and intelligence.

**+ INNOVATION + KNOWLEDGE + INTELLIGENCE**



**Better Positioning**



**More profit**

## Vision (1)

### Tourism Spanish Plan for 2020:

- Implement tools to promote competitiveness in the sector, through competitive intelligence and technology transference.
- Bring together knowledge generated by public and private agents (universities, Technologic Centres, Investigating Centres, enterprises and Public Administration).
- To become an instrument for interaction and technology transfer between technologic centres, university, institutions and enterprises.
- To provide access to best practices in turism, at a national and international level.

## Visión (2)

- Elaborate and divulge analysis of the market trends, based on market research, regarding offer and demand, favouring competitive development.
- Establish processes to identify needs, and develop tools which facilitate the adaptation of enterprises to the new scenarios.
- Achieve the importance of Tourism, as a relevant sector which generates wealth.
- Contribute to tourism leadership of Spain in the international market.

# The Tourism Knowledge and Intelligence Centre acts upon:

## 1. Enterprises



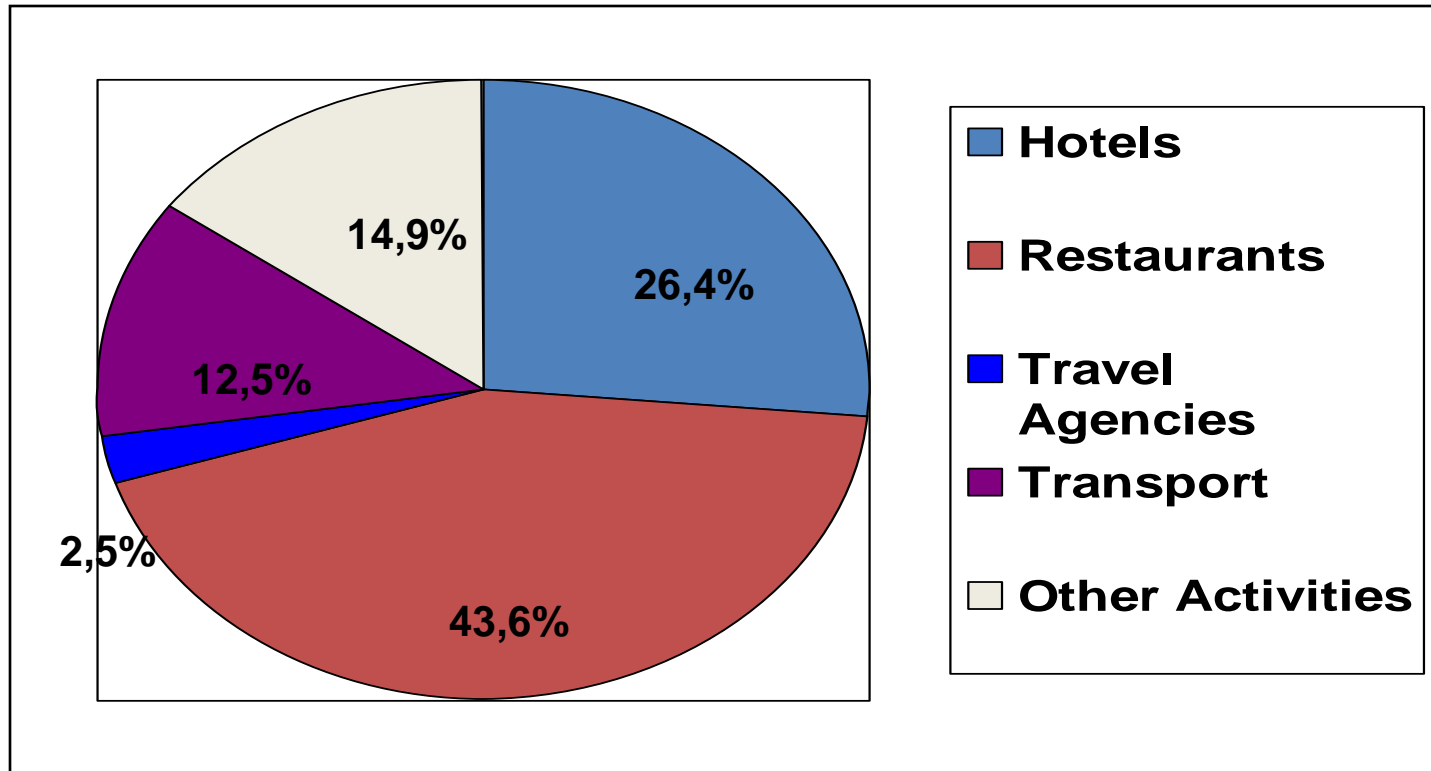
	<u>Nº Enterprises</u>	<u>Business Turnover*</u>
Hotels	21.271	16.785.758
Restaurants	263.829	40.799.996
Travel Agencies	8.633	17.708.721
Transport	66.102	

\* In thousands Euros

Source: I.N.E. – 2006

## 2. Employment

1.973.374 employees



## 3. Produces

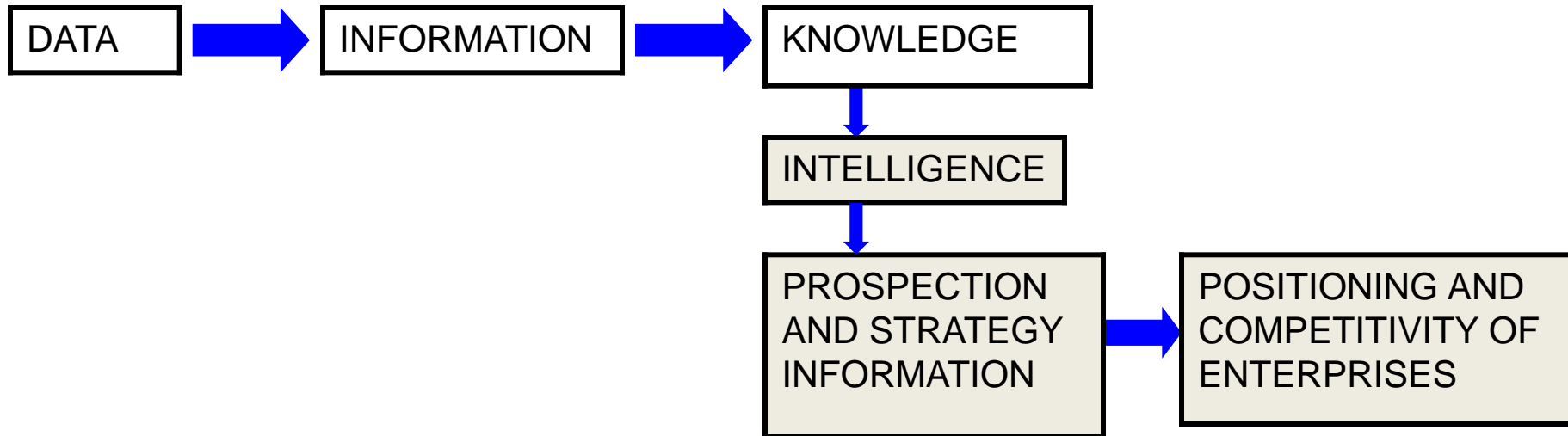
A total of 106.374 million euros

47.205 million euros for external income

Positive balance of 27.444 million euros in the balance of payments.

Source: I.N.E. – 2006





**Improvement in the touristic  
business management, both  
private and institutional**

