20TH UN TOURISM/PATA FORUM · GUILIN · 21 OCTOBER 2026

Turning Tourism Data into Policy: The Case of JTO

Jeju Tourism Organization (JTO)

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THE PLATFORM

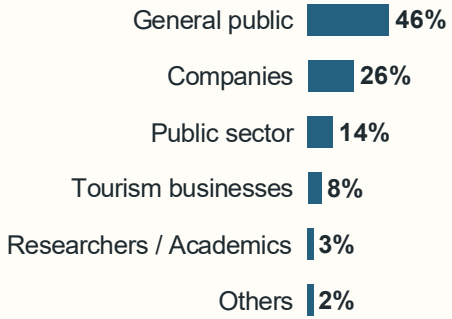
Scan to visit data.ijto.or.kr

Jeju Tourism Big Data Platform



4.39 / 5
Overall user satisfaction

Who uses it



Why they use it

33% For work

22% Information search

21% Personal interest

18% Business / Entrepreneurship

7% Research / study

Source: JTO platform member survey (July 2026, n=153)

HOW THE PLATFORM WORKS

From data to action

DATA

Foot traffic & visitors
(mobile carrier)

Tourist spending
(card company)

Vehicle arrivals
(navigation)

PLATFORM



ANALYZE

Data Map Jeju
Visitors, spending and movement by place, in one view



OPEN

Data Pick
Tourism datasets to download

BEST PRACTICES

2020 **COVID-19 response**
Real-time congestion service
Featured by UNTourism

2024 **Safe tourism monitoring**
Foot Traffic & Emergency Call Data
5 major crimes down 6%

2025 **Seogwipo downtown revival**
Data-driven evaluation
Increased Budget & Extended Event Duration

Next steps

- **RAG-based AI assistant:** users ask in plain language, AI finds the data and delivers the analysis
- **AI-generated reports:** tourist behavior and consumption analysis

Less Effort, Better Results

FESTIVAL EVALUATION · SUMMER BEACH FESTIVAL AT IHO TEWOO BEACH, JEJU

Iho Filter Festival 2026: what the data showed

+12%
Daily visitors vs. 2025 (5,710 → 6,380)

+15%
Daily Non-Resident Visitors vs. 2025

+21%
Card Spending During Festival Week vs. Typical Weeks



Before
Support judged on organizers' own visitor estimates; no common way to compare festivals

JTO ACTION →

After
Decision support to plan the festival's programs, target groups, ad channels and content based on data

Source: JTO analysis of mobile carrier data (vs. 2025 edition) and card data (festival week Jul 20–26 vs. typical weeks, Jun 22–Jul 5)

WHO USES THE DATA

One dataset, many decisions

JTO Research & Data Team

5 team members
1 manager, 4 analysts

~USD 2M
a year; about half on data and the platform

4–5
analysis requests a month (2026)

Province & city governments

Festival evaluation, policy commitment monitoring, traffic demand, local economy plans

Destination marketing

TV drama tourism impact analysis, seasonal and night-time campaigns

Tour operators & businesses

Product feasibility, location, target customers, foreign visitor preferences

Researchers & the public

Open reports and raw data; annual data use-case competition