

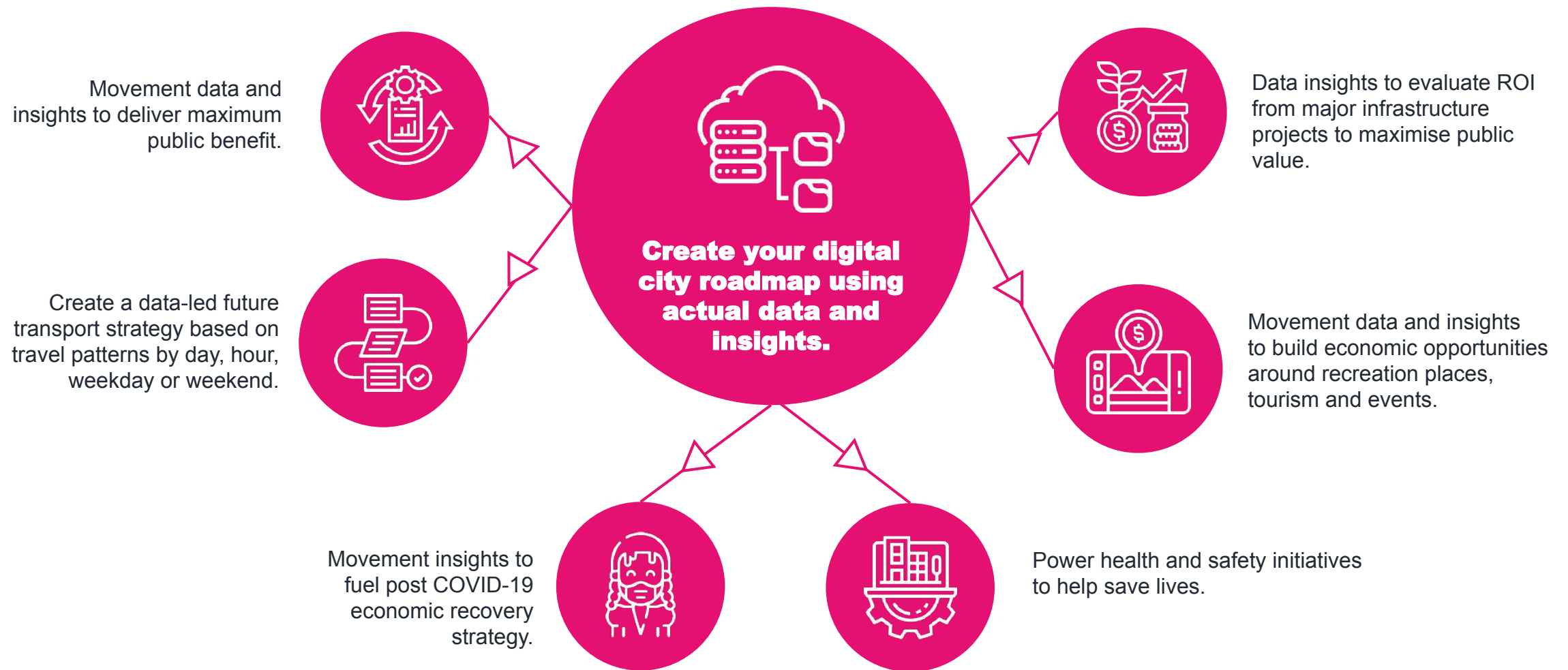
An abstract graphic in the top right corner consisting of a network of white dots connected by thin white lines, forming a complex web-like structure. Some dots are larger than others, and the lines vary in thickness, creating a sense of depth and connectivity. The background is a gradient from dark blue on the left to a lighter blue on the right.

DataSpark.

Harnessing the power of mobile data to transform government strategy.

DataSpark
people. movement. insight.

Transforming government strategy through mobile data.



The benefits of a data-driven government.



Use data and information
to deliver public benefit



Predict rather than react



Empower people to
make better choices



Understand and measure
value



Share infrastructure for
multiple uses/benefits



Encourage investment
rather than spending

Why DataSpark?

Big data with high accuracy.

DataSpark works with governments to provide insights designed to better inform planning and investment using big data.

Privacy at the core.

Using the highest data privacy standards, data is aggregated, anonymised and validated using relevant data sets and made accessible to our customers securely.



Low latency.

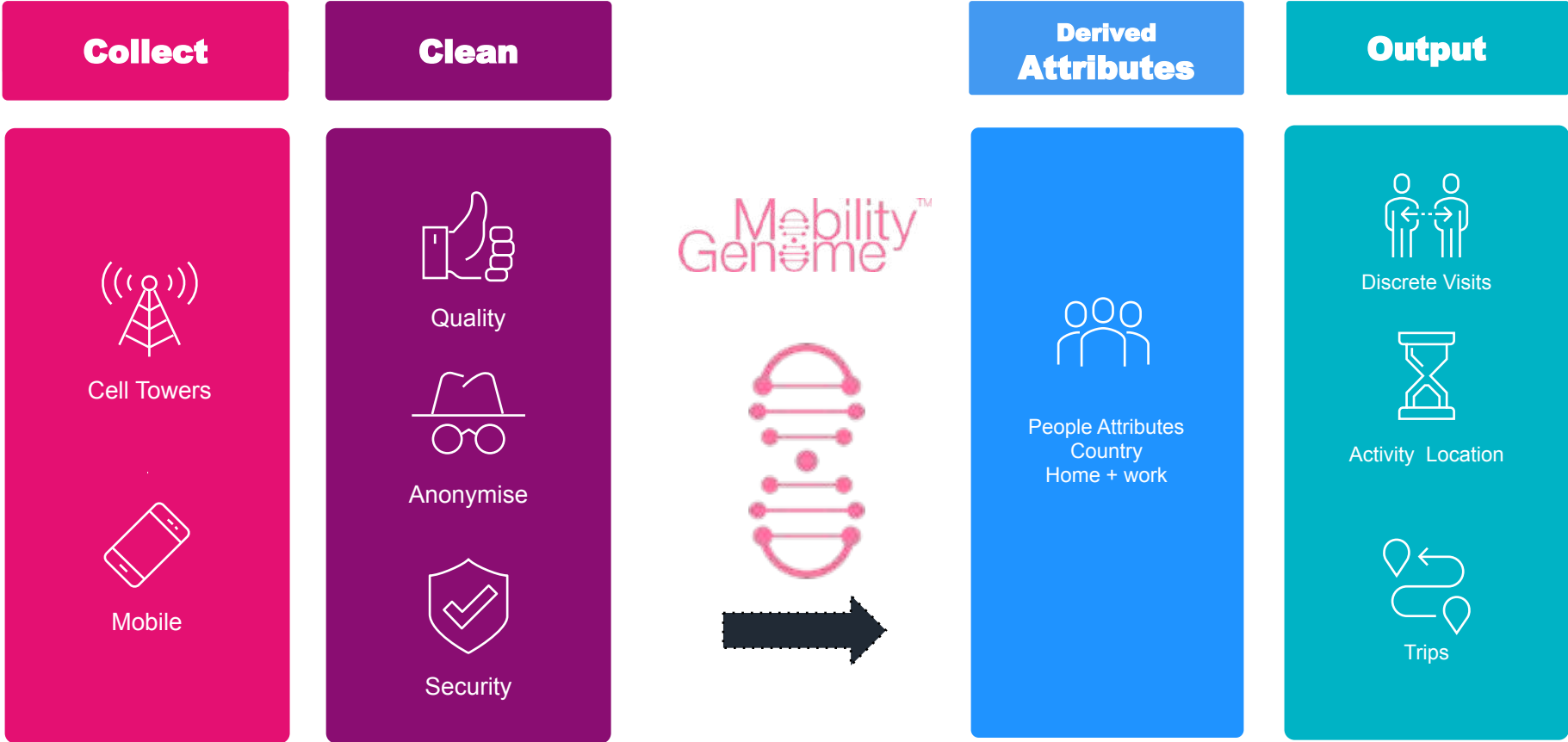
Through our patented state-of-the-art technology, custom mobility reports are not only built quickly but with low latency on getting you people movement data and insights.

World class experience.

Data scientists analyse mobility patterns with granular spatial accuracy using market leading methods. We help understand how people move, where they go and what they do.

Data is collected, cleaned, aligned and enhanced.

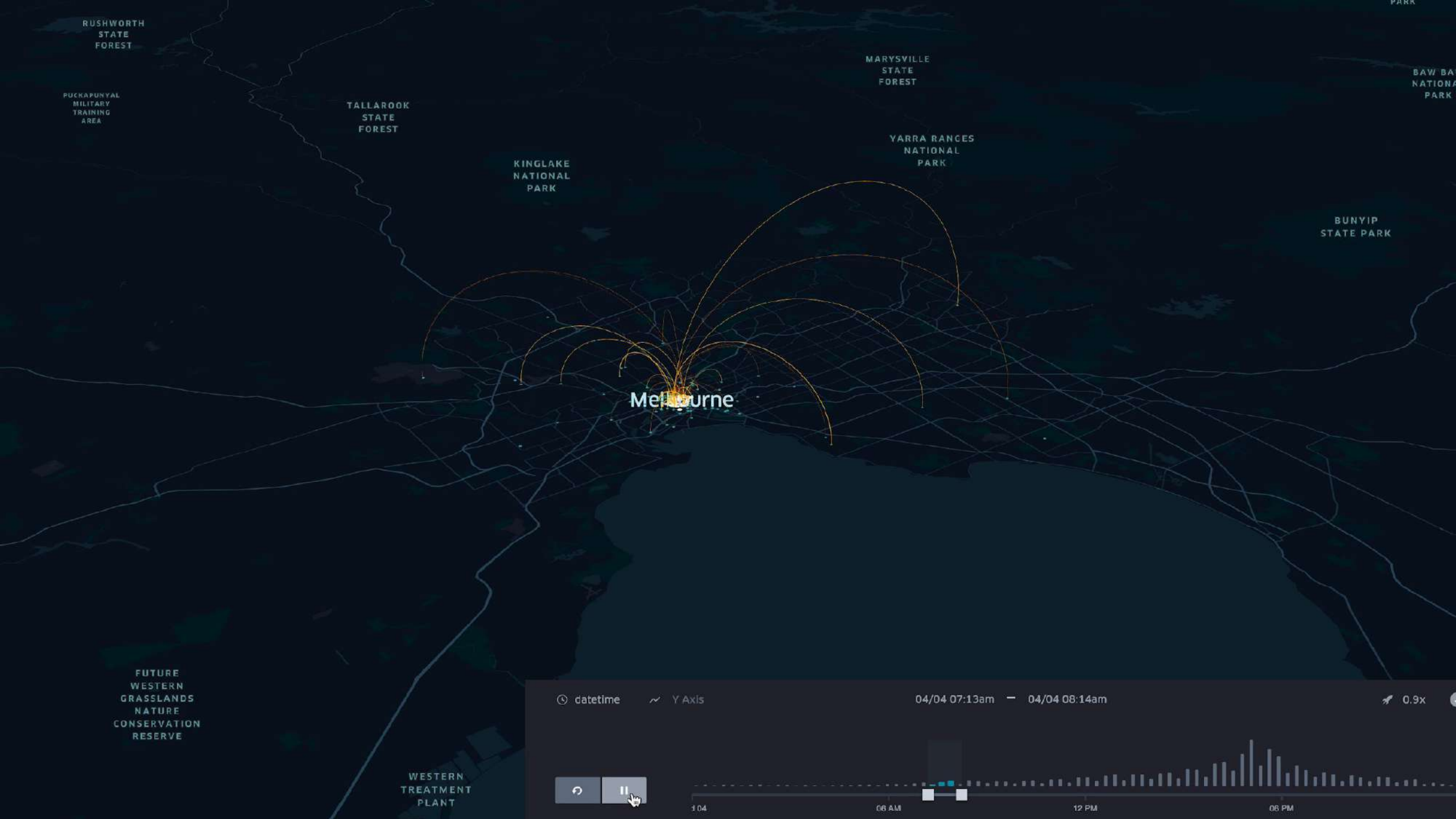
HOW DATASPARK PHILIPPINES WORKS.



Intelligent Cities in Australia.

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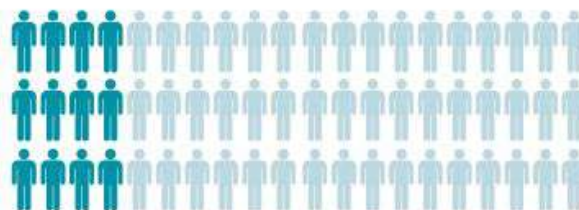
DIGITAL CITY INSIGHTS

Easter long weekend (10 – 13 April 2020)

CITY OF
GOLDCOAST.

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VISITATION NUMBERS



MOST VISITED PRECINCTS

ORMEAU/YATALA	21%
COOMERA/UPPER COOMERA	12%
CURRUMBIN	8%
COOLANGATTA	8%
SURFERS PARADISE	5%

INSIGHTS

In 2019, the Easter long weekend on the Gold Coast had a total of **25,736** international visitors arriving from **61** different countries. In 2020, the Easter long weekend on the Gold Coast saw **7557** international visitors from only **37** countries.

WHERE ARE OUR DOMESTIC VISITORS FROM?



Top 5 drive markets to the Gold Coast

LOGAN	8%
JIMBOOMBA	6.5%
TWEED HEADS	4.5%
BEAUDESERT	2.9%
BANORA POINT	2.8%



Top 5 international markets to the Gold Coast

N/A DUE TO COVID

ECONOMIC VALUE*

Economic value of visitors to the Gold Coast over the Easter weekend.

\$24,139,932

2019



\$4,048,405

2020

DUE TO COVID-19 THERE WAS APPROXIMATELY AN

83%

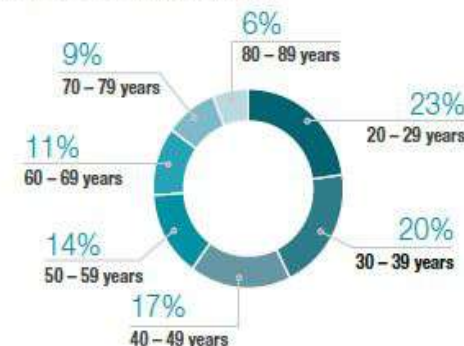
DECREASE IN ECONOMIC VALUE TO THE GOLD COAST

Over the Easter long weekend in 2020, a total of **33,183** visitors to the Gold Coast spent between 1-4 hours visiting the Gold Coast. With a total of **11,307** day trippers spending more than 4 hours on the Gold Coast and **11,505** who stayed overnight.

WHERE ARE OUR INTERNATIONAL VISITORS FROM?



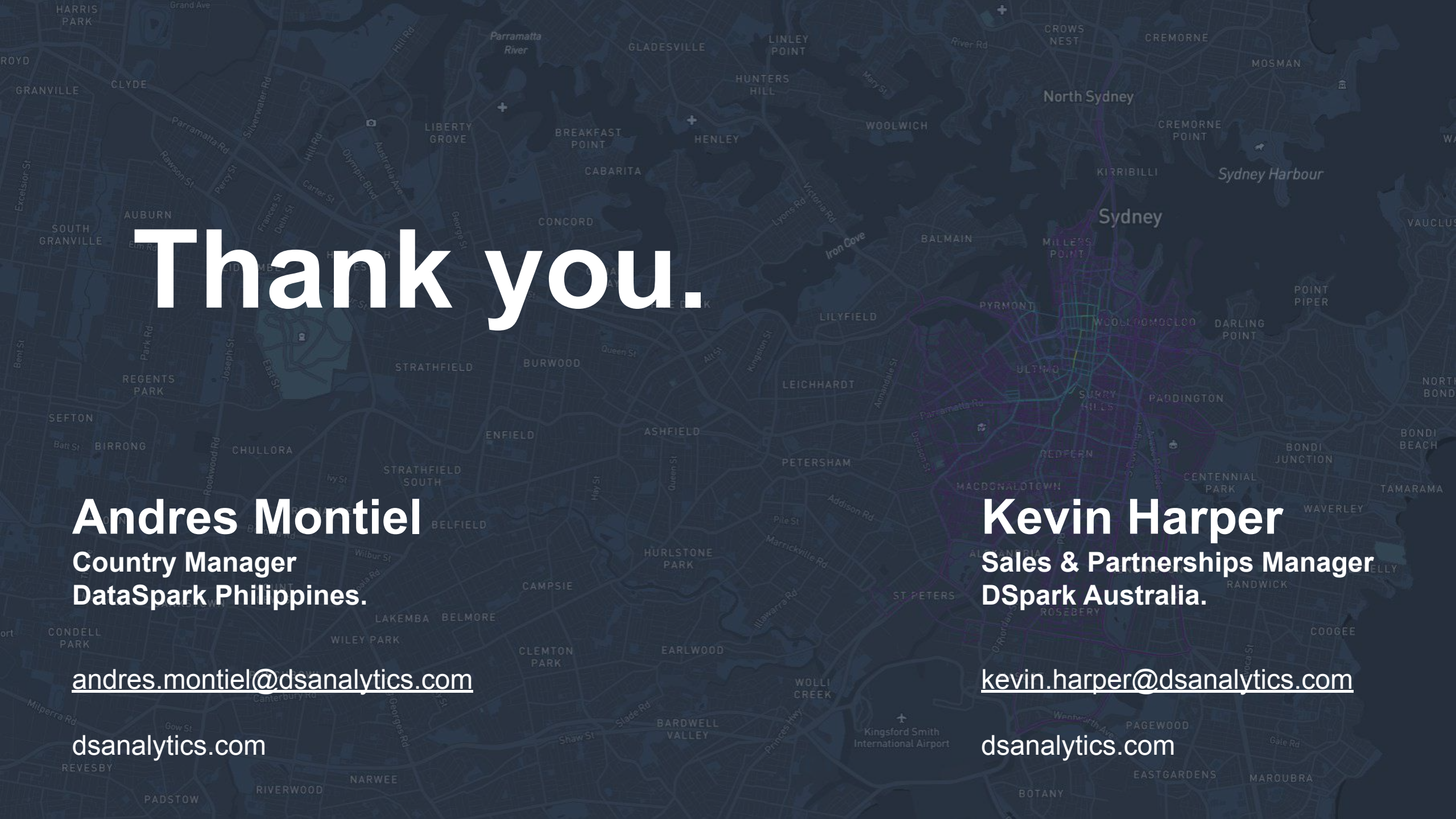
DOMESTIC VISITOR AGE GROUPS



In 2020, there was an estimated **83%** drop in tourism's economic value to the Gold Coast due to the decrease in visitor numbers to the city over the Easter long weekend. This equates to an approx **\$20,091,527** decrease in economic value.

* Figures have been calculated using Tourism Research Australia's definition and average expenditure calculations of a day trip and overnight visitor. Source: DSpark.





Thank you.

Andres Montiel

**Country Manager
DataSpark Philippines.**

andres.montiel@dsanalytics.com

dsanalytics.com

Kevin Harper

**Sales & Partnerships Manager
DSpark Australia.**

kevin.harper@dsanalytics.com

dsanalytics.com