

Analysis of tourism demand in the Basque Country with daily data.

Quantitative studies using tourism industry data time series must have seasonality into account to avoid erroneous conclusions. To understand and correctly model the structure of seasonality is important both for making forecasts and for extracting the underlying trend. In specifying a model it is necessary to identify the nature of the seasonality, whether it is deterministic or varies over time, or dominated by temporary factors or permanent. This paper deals with the modeling of seasonality and other calendar effects such as Easter in tourism data of different frequencies. We also analyze daily time series for several touristic installations in the Basque Country obtained from google analytics.