Conduct market analysis & inform decision-making
Break out room 2
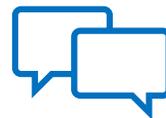
Agenda & Rules

Break out room agenda

1. **Data purpose presentation** – What we mean for *Increase of destination sustainability & accessibility*
2. **Your turn!** – We will ask you different kind of questions through Teams forms
3. **Conclusions** – We will close the session informing you regarding the next steps
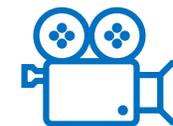
House keeping rules

Mute your mike

Ask questions in the chat

This session will be recorded

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Data purpose – Conduct market analysis and inform decision-making

Data purpose

Conduct market analysis and inform decision-making

Higher availability of data and improved data analytics capabilities allow improvements in market analysis and decision-making.

- Both **private companies and public entities** work as **data collectors**, but also as **data users in order to define their business strategies** and manage the destination territory and tourism flows, respectively

- The establishment of **synergies based on data sharing or technology implementation** can be mutually beneficial and improve value propositions and increase the appeal of destinations towards prospect visitors

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Your turn!

What we are exploring in this session

Questions

- ✓ We will present the main challenges identified for this break out room purpose
- ✓ For each challenge we will ask you **how important** is this challenge for you and **which kind of data** would you needed for facing this challenge
- ✓ We will ask you to **prioritize all the challenges** presented
- ✓ We will ask you whether we have **missed any challenge** and **how important** is it
- ✓ We will ask you **which kind of data** would you need to solve the challenge you have just expressed

Is everything clear?
Ask your questions in the chat

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Questions example

Question 1 – How important is this challenge for you? *Rate your answers on a scale 1- to 5+*

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

Question 2 – Which types of data are the most useful to solve this challenge? *Multiple choice question: select all relevant answers*

- ❑ Accessibility data
- ❑ Behavior of tourists
- ❑ Demand and offer data
- ❑ Local/Residents' satisfactions and emotions
- ❑ Mobility
- ❑ Purchase habits

- ❑ Related industry data
- ❑ Sustainability data
- ❑ Typology of tourists
- ❑ Tourists flow
- ❑ Tourists' satisfaction & emotions

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Challenge 1

Develop effective business strategies & make investment decisions

- Both private businesses and public authorities need to ground their **strategic and investment** decisions **on reliable information**.

- **Enhancement of data availabi**lity, data quality, and quality analysis are crucial for decision making.

- The **combination and interoperability of the many available data sources** can help destinations in **extracting meaningful insights**, improving their strategies and the way priorities are defined and budget allocated.

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Challenge 1

Develop effective business strategies & make investment decisions

Question 1 – How important is this challenge for you? *Rate your answers on a scale 1- to 5+*

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

Challenge 1

Develop effective business strategies & make investment decisions

Question 2 – Which types of data are the most useful to solve this challenge? *Select <u>all</u> relevant answers among:*

- ❏ **Accessibility data** are about accessibility and inclusivity of the destination/services
- ❏ **Sustainability data** are related to the economic, social and environmental impacts of tourism
- ❏ **Behavior of tourists** refers to their preferences related to the choice and fruition of (touristic) services while travelling
- ❏ **Demand and offer data** allow an estimation of the "amount" of services requested and supplied
- ❏ **Local/Residents' satisfactions and emotions** are about communities' emotions related to local tourism
- ❏ **Tourists' satisfaction & emotions** are about customers' opinion regarding their experience
- ❏ **Mobility data** are related to the use of transportation in and to the destination
- ❏ **Purchase habits** are data about how and in which occasions tourists spend their money while travelling
- ❏ **Related industry data** concern industries related to tourism (e.g. real estate, entertainment, agriculture…)
- ❏ **Typology of tourists** are about profiling of tourists (e.g. socio-demographic characteristics and personal data)
- ❏ **Tourists flow** relates to tourists' movement on a specific destination/point of attraction

Challenge 2

Monitor the flow of visitors between districts and attractions

- Often tourism destination and attractions are "**overwhelmed**" and suffer from "**overtourism**"

- Cities and points of interest need a solution to **better manage the flows of tourists**. The challenge of managing large tourists flows con be also linked to **specific event**s (e.g. festivals, expos…) organized **in areas that are "constantly" overcrowded**.

- Over tourism also generates a set of other **challenges**, including of the **effectiveness of public services, conservation of the cultural heritage (tangible and intangible), and management of security risks**

Challenge 2

Monitor the flow of visitors between districts and attractions

Question 1 – How important is this challenge for you? *Rate your answers on a scale 1- to 5+*

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

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Challenge 2

Monitor the flow of visitors between districts and attractions

Question 2 – Which types of data are the most useful to solve this challenge? *Select <u>all</u> relevant answers among:*

- ❑ **Accessibility data** are about accessibility and inclusivity of the destination/services
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Challenge 3

Answer to the so-called request for "hyper personalization" of travel experiences

- Following the Covid-19 pandemic there is an always **increase request for hyper personalization** of the travelling experiences.

- **Optimizing hyper-personalization** and designing new processes and business models **takes center stage in tourism and hospitality** to reach new levels of customer service and experience.

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Challenge 3

Answer to the so-called request for "hyper personalization" of travel experiences

Question 1 – How important is this challenge for you? *Rate your answers on a scale 1- to 5+*

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

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Challenge 3

Answer to the so-called request for "hyper personalization" of travel experiences

Question 2 – Which types of data are the most useful to solve this challenge? *Select <u>all</u> relevant answers among:*

- ❑ **Accessibility data** are about accessibility and inclusivity of the destination/services
- ❑ **Sustainability data** are related to the economic, social and environmental impacts of tourism
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Challenge 4

Assess impacts of events and infrastructure investments

- **Events attracting big amounts** of attendants might have **negative environment spillovers**.

- The **challenge of assessing economic, social and environmental impact** of any activity is always increasing thanks to the **2030 SDG agenda** and the increasing awareness and demand of tourists.

- Similar reasoning can be applied to **investment in tourism-related infrastructure**.

Challenge 4

Assess impacts of events and infrastructure investments

Question 1 – How important is this challenge for you? *Rate your answers on a scale 1- to 5+*

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

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Challenge 4

Assess impacts of events and infrastructure investments

Question 2 – Which types of data are the most useful to solve this challenge? *Select <u>all</u> relevant answers among:*

- ❑ **Accessibility data** are about accessibility and inclusivity of the destination/services
- ❑ **Sustainability data** are related to the economic, social and environmental impacts of tourism
- ❑ **Behavior of tourists** refers to their preferences related to the choice and fruition of (touristic) services while travelling
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- ❑ **Tourists flow** relates to tourists' movement on a specific destination/point of attraction

Challenge 5

Crisis management

- Tourism industry and supply chain could be suddenly **disrupted if a dramatic event** (e.g. pandemic, natural catastrophes, terrorists attack etc) **takes place**.

- Reliable information can support the **pathway towards resilience.**

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Challenge 5

Crisis management

Question 1 – How important is this challenge for you? *Rate your answers on a scale 1- to 5+*

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

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Challenge 5

Crisis management

Question 2 – Which types of data are the most useful to solve this challenge? *Select <u>all</u> relevant answers among:*

- ❑ **Accessibility data** are about accessibility and inclusivity of the destination/services
- ❑ **Sustainability data** are related to the economic, social and environmental impacts of tourism
- ❑ **Behavior of tourists** refers to their preferences related to the choice and fruition of (touristic) services while travelling
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Challenge 6

Incentivize collaboration among different types of stakeholders

- Tourism is an industry that involves a wide variety of stakeholders. For this reason, **vertical and horizontal governance are key for its success**.

- Having **information on points of convergence** between central/regional/local public authorities and private market players can **incentivize collaboration for common purposes.**

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Challenge 6

Incentivize collaboration among different types of stakeholders

Question 1 – How important is this challenge for you? *Rate your answers on a scale 1- to 5+*

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

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Challenge 6

Incentivize collaboration among different types of stakeholders

Question 2 – Which types of data are the most useful to solve this challenge? *Select <u>all</u> relevant answers among:*

❑ **Accessibility data** are about accessibility and inclusivity of the destination/services
❑ **Sustainability data** are related to the economic, social and environmental impacts of tourism
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Challenge 7

Manage the tourists-residents relationship

- Tourism can be an opportunity for local communities, either from an economic perspective and from a social perspective; but **"overtourism" can produce negative effects on local communities.**

- **Being aware of benefits and problems** might help public authorities in making decision to manage tourism in a way that **maximizes the positive sides and minimize the negative ones.**

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Challenge 7

Manage the tourists-residents relationship

Question 1 – How important is this challenge for you? *Rate your answers on a scale 1- to 5+*

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

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Challenge 7

Manage the tourists-residents relationship

Question 2 – Which types of data are the most useful to solve this challenge? *Select <u>all</u> relevant answers among:*

- ❑ **Accessibility data** are about accessibility and inclusivity of the destination/services
- ❑ **Sustainability data** are related to the economic, social and environmental impacts of tourism
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Challenge 8

Cultural shift regarding tourism sector data sharing

- Tourism industry is facing a **data silos problem**, meaning that data are produced and kept at company/public authority level but there is no data infrastructure enabling their exchange.

- Data producers/holders might be afraid that sharing some kind of data could somehow **result in a damage for their organization**.

- A **data space** for the tourism sector aims exactly at solving this dichotomy: it **enhances data sharing while it ensures owners' control over the data.**

Challenge 8

Cultural shift regarding tourism sector data sharing

Question 1 – How important is this challenge for you? *Rate your answers on a scale 1- to 5+*

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

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Challenge 8

Cultural shift regarding tourism sector data sharing

Question 2 – Which types of data are the most useful to solve this challenge? *Select <u>all</u> relevant answers among:*

- ❑ **Accessibility data** are about accessibility and inclusivity of the destination/services
- ❑ **Sustainability data** are related to the economic, social and environmental impacts of tourism
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Challenges 1-8

Question – How would you rank the priority of the 8 aforementioned challenges? *Rank the challenges*

> **Develop effective business strategies & make investment decisions**

> **Monitor the flow of visitors between districts and attractions**

> **Answer to the so-called "hyper personalization" of travel experiences**

> **Assess impacts of events and infrastructure investments**

> **Crisis management**

> **Incentivize collaboration among different types of stakeholders**

> **Manage the tourists-residents relationship**

> **Cultural shift regarding tourism sector data sharing**

Indications:
- **First position** represents the highest priority
- **Last position** represents the lowest priority

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Missing challenge

Question 1 – Is there any missing challenge related to this data purpose that we might have missed?

Question 2 – How important is this challenge for you on a scale 1 to 5? (1 is absolutely not important and 5 is very important)

Answer <u>both</u> question in one single message in the chat

Question 3 – Which types of data are the most useful to solve the challenge you have just expressed?
Select <u>all</u> relevant answers among:

- ❏ Accessibility data
- ❏ Behavior of tourists
- ❏ Demand and offer data
- ❏ Local/Residents' satisfactions and emotions
- ❏ Mobility
- ❏ Purchase habits

- ❏ Related industry data
- ❏ Sustainability data
- ❏ Typology of tourists
- ❏ Tourists flow
- ❏ Tourists' satisfaction & emotions

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Closing remarks

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Next steps

Activity	Timing
Analysis of data gaps and overlaps • Which are the data already shared by the existing data sharing initiatives • Which data purposes are already covered by the existing data sharing initiatives • Whether there are data overlaps in the existing data sharing initiatives	By end of February
Identification of potential use cases and related priority lists of datasets: • Use cases will help the team to define how the data space will be used • Based on use cases, the team will define which are the needed datasets	By end of April
Post workshop report • Results of todays' break out rooms (*Increase of tourism sustainability & accessibility, market analysis and inform decision making, Improvement of the interaction and engagement, Improving planning and operation*)	By next week

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Thank you for your participation!

www.tourismdataspace-csa.eu

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