Improvement of the interaction and engagement of the tourist
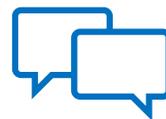## Break out room 3

Agenda & Rules

Break out room agenda

1. **Data purpose presentation** – What we mean for *Improvement of the interaction and engagement of the tourist*
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
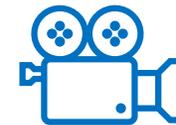
House keeping rules

Mute your mike

Ask questions in the chat

This session will be recorded

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Data purpose - Improvement of the interaction and engagement of the tourist

Data purpose

Improvement of the interaction and engagement of the tourist

- Mastering data allows the development of **increasingly personalized tourism services** and services based on a **higher degree of interaction with the customer/end-user**

- This is the result of a generalized trend enabled by new technologies and data analytics techniques that allow **optimization and offers tailored to the customer**

- Personalization is an established trend, and also works as **benchmark for the quality of the experience**

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Challenges overview

The challenges that we will analyse are:

1. Address the demand/needs of tourists of different generations

2. Develop innovative immersive and digital tourism experiences

3. Improve tourists' experiences by providing information on tourism flows

4. Manage online reputation and leverage on tourists' satisfaction

5. Reach potential clients without being fully dependent on OTAs

6. Create and manage a relation with tourists

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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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Your turn!

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

Address the demand/needs of tourists of different generations

- **Baby Boomers** will become the **oldest target group** in the coming decades, with the **highest spending capacity**, but with **lower digital skills** than the other groups of interest. They will progressively require a set of personalized touristic services based on a combination of **health and cultural tourism**

- **Millennials, generations Z and Y** are/will be **highly digitally skilled** tourists, but with **lower spending capacity** than their parents.

- Generations Y and Z have the propensity to **remain online**, are likely ask for more **inclusive and interconnected digital solutions** and adopt a more **ethical lifestyle**

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Challenge 1

Address the demand/needs of tourists of different generations

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 1

Address the demand/needs of tourists of different generations

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
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- ❑ **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

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Challenge 2

Develop innovative immersive and digital tourism experiences

- Consistently with the sociodemographic trends described above, tourists are and will always be asking **more immersive and digital experiences**

- **Virtual and augmented reality services** enable real-like visitor experiences and might extend the participation to tourism services before and after the travel experience

- R&I in this area could provide **new innovative, sustainable and accessible forms of tourism services**

- These technologies can be used to provide new ways to **help preserve natural and cultural resources at risk**

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Challenge 2

Develop innovative immersive and digital tourism 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 2

Develop innovative immersive and digital tourism experiences

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

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Challenge 3

Improve tourists' experiences by providing information on tourism flows

- Information regarding the **amount of people** actually visiting a specific point of interest and information regarding the **most crowded moments** allow residents and tourists to make their **visits safer and more comfortable**

- Network of devices can collect anonymous real time data from a crowd stream by detecting Bluetooth devices

- Such devices can also transmit messages to the users. E.g. for communicationg discounts, activities, events, or new routes for visitors

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Challenge 3

Improve tourists' experiences by providing information on tourism flows

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

Improve tourists' experiences by providing information on tourism flows

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 4

Manage online reputation and leverage on tourists' satisfaction

- In the last decades, the impact of traditional "word of mouth" has been amplified by the tourists' active use of Internet

- Tourists often publish online information regarding their **satisfaction and emotions** ("sentiment") which can of course **improve or damage tourism stakeholders**

- **Sentiment analysis** permits to measure the level of satisfaction expressed online regarding a service, a product or a brand

- Being aware of own reputation can help in **designing strategies on how to engage the customers and improve their satisfaction**

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Challenge 4

Manage online reputation and leverage on tourists' satisfaction

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

Manage online reputation and leverage on tourists' satisfaction

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 5

Reach potential clients without being fully dependent on OTAs

- On one side, online travel agencies give **visibility to tourism players' offers** and help them in reaching potential clients

- On the other side, they are so widespread that it is **extremely difficult for players to reach clients without referring to such platforms**

- Additionally, these platforms generate large amounts of data that put them in an always **privileged position**

- **Data availability (and data spaces)** could help tourism stakeholders (HORECA in particular) in finding ways to reach (potential) clients without using OTAs

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Challenge 5

Reach potential clients without being fully dependent on OTAs

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

Question 2 – Which types of data are the most useful to solve this challenge? *Select all 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 6

Create and manage a relation with tourists

- A **lot of effort** is required especially by **small tourism businesses** to attract new customers

- It makes sense then to consider the potential for **stimulating repeat visits and/or referrals** from them

- A **small increase in the number of loyal customers** can result in **reduced marketing costs, increased sales, and higher profits**

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Challenge 6

Create and manage a relation with tourists

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

☆ ☆ ☆ ☆ ☆

Absolutely not important   Very important

Challenge 6

Create and manage a relation with tourists

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

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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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Challenges 1-6

Question – How would you rank the priority of the 6 aforementioned challenges? *Rank the challenges*

> **Address the demand/needs of tourists of different generations**

> **Develop innovative immersive and digital tourism experiences**

> **Improve tourists' experiences by providing information on tourism flows**

> **Manage online reputation and leverage on tourists' satisfaction**

> **Reach potential clients without being fully dependent on OTAs**

> **Create and manage a relation with tourists**

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

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Missing challenge

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- ❑ 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!

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