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TIB

Good practices worldwide

Data management in tourism

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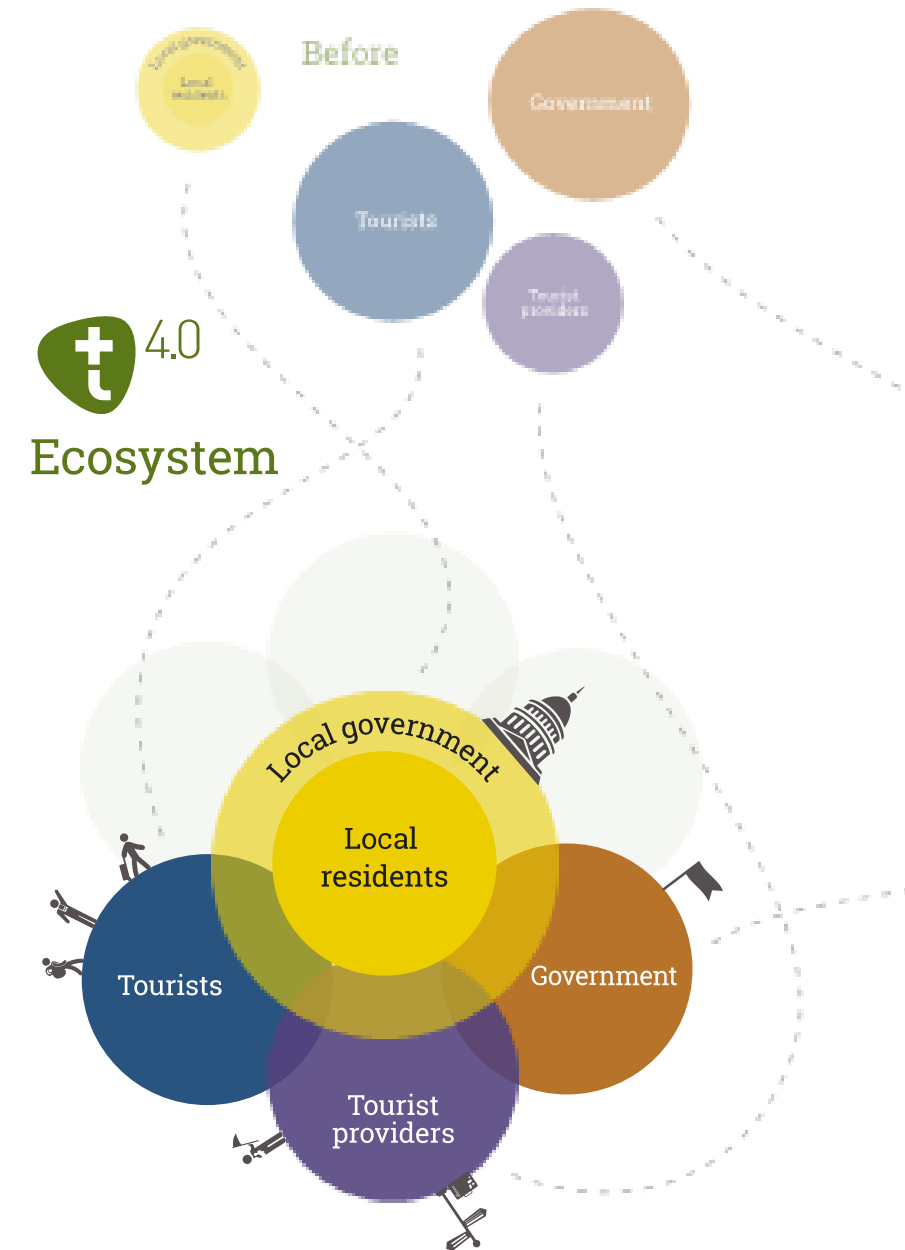
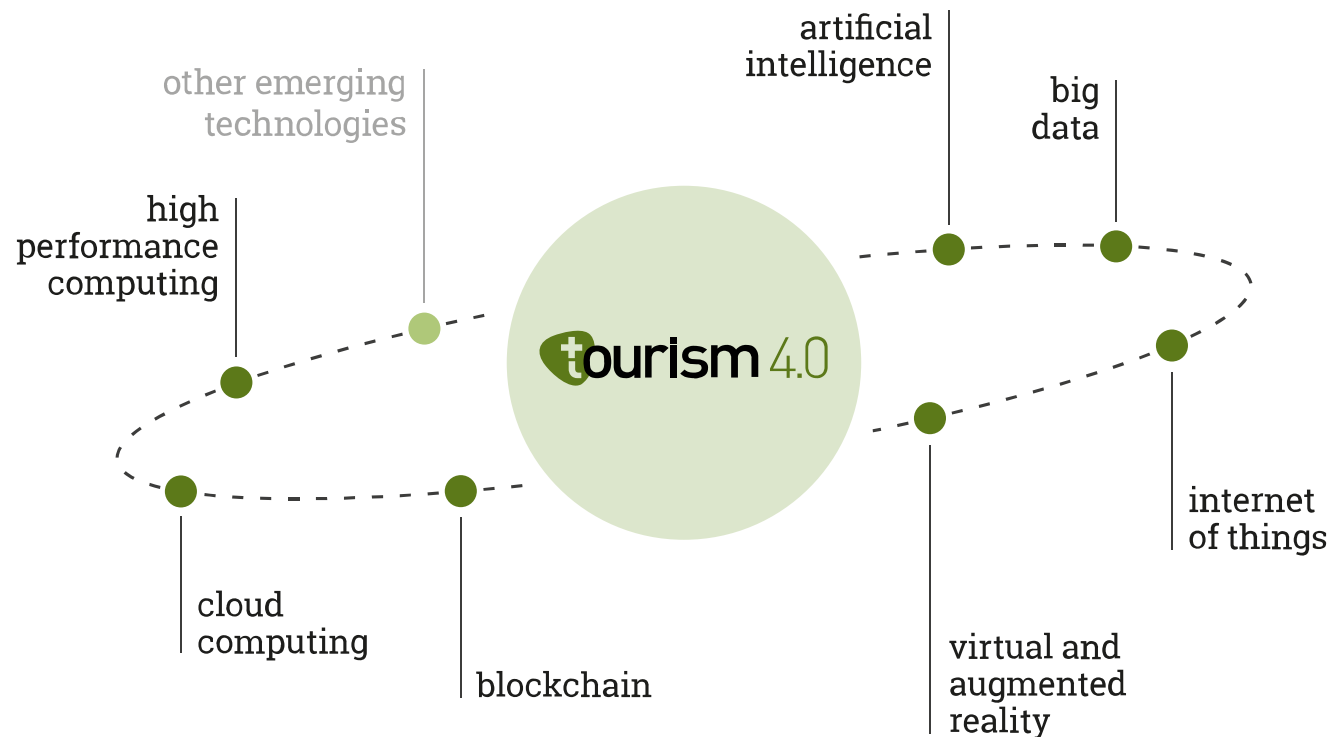
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1. R&I spirit into tourism

- ✓ 2018 – Slovenia – hi-tech company Arctur & Universities → SDGs
- ✓ Data driven strategic thinking



Source: <https://tourism4-0.org/about/>

2. Some good practices

2.1 Smart destination – touristic city

2.2 Data Governance – touristic city

2.3 Collaboration and interoperability – natural touristic attraction

2.4 Real time data – thematic touristic attraction

2.5 Ethical data use – niche target group – mobile app

2.1 Smart destination – Vienna

- ✓ **Tourist** mobility platform - **Interactive** Visitor Services
- ✓ **Data driven decision making** - actions to manage crowds - **adaptive & alternative**
- ✓ **Informed** local businesses about **anticipated** crowds,
- ✓ **Results:** **sustainable** and **enjoyable urban environment**

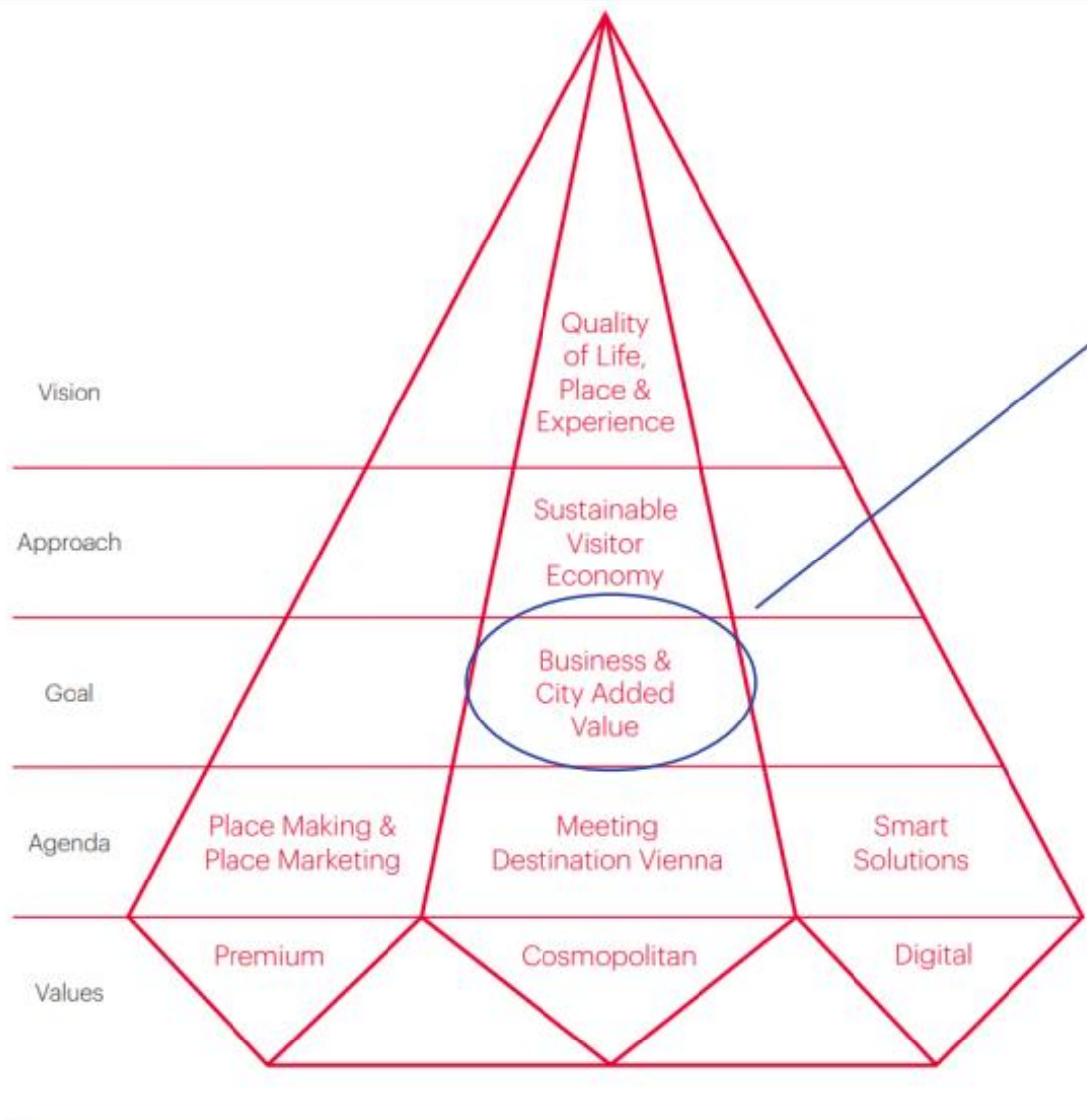


Source: <https://iems5723adobe.wordpress.com/>



Source: <https://www.wien.info/en/livable-vienna/smart-city-vienna/smart-technology-359168>

Viennese Strategy Diamond



From strategy to 6 Key Performance Indicators

NET REVENUE FROM OVERNIGHT STAYS ⁽¹⁾⁽²⁾
all accommodations



2018 € 800 million
2025 € 1.5 billion

ECONOMIC IMPACT FROM TOURISM ⁽³⁾
direct and indirect effects



2018 € 4 billion
2025 € 6 billion

Objectives for 2025*

BUSINESS & CITY ADDED VALUE

SUSTAINABLE OPERATORS ⁽⁴⁾
Certified tourism and leisure operators double



2018 112 operators
2025 224 operators

REDUCED ENVIRONMENTAL FOOTPRINT ⁽⁵⁾
of visitors from nearby markets



2018 car more than rail
2025 rail more than car

VISITOR SATISFACTION ⁽⁵⁾⁽⁷⁾
Visitors would recommend Vienna



2018 - 2025
9 out of 10 visitors

RESIDENT SATISFACTION ⁽⁶⁾⁽⁸⁾
Tourism is positive



2018 - 2025
9 out of 10 Viennese

2.2 Data Governance – Barcelona

- ✓ **Standardized data management practice**
- ✓ **Hotels** - additional information - **shared among hotels**
- ✓ **Attractions & restaurants** - attendance hours, popular exhibits or menu items – **city planners & marketing teams**
- ✓ **Results:** **seamless & personalized** experience, optimize operations and improve promotional efforts



Source: <https://www.iglta.org/listing/barcelona-tourist-board/377/>



Source: <https://theluxurytravelexpert.com/2021/12/13/best-luxury-hotel-barcelona/>

2.3 Collaboration and interoperability – **Great Barrier Reef**

- ✓ **Interoperable Data Exchange Platform** – various **stakeholders** share relevant data
- ✓ **Environmental data** - real-time data
- ✓ **Operational data** – visitor numbers, tour routes, **customer behavior**
- ✓ **Data driven decision making** - authorities & tour operators
- ✓ **Results:** a positive industry reputation for sustainable practices

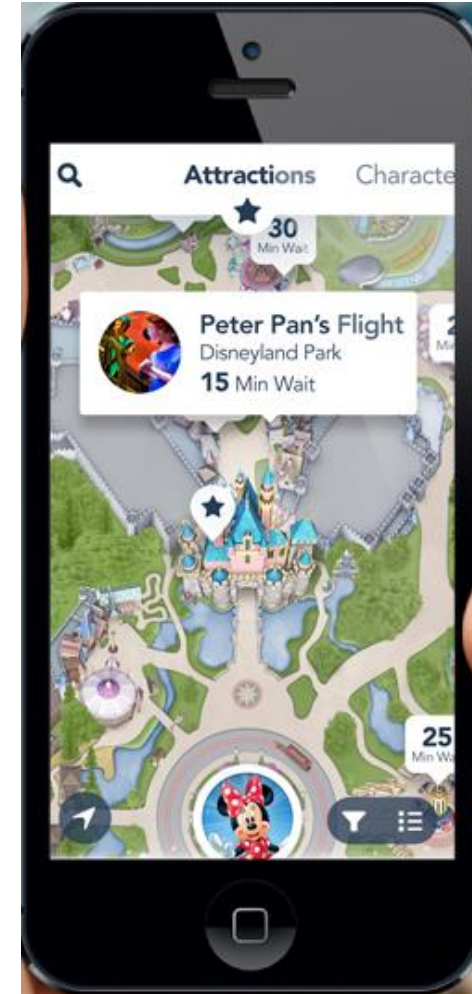


Source: <https://reefexperience.com.au/>



2.4 Real time data - Disneyland

- ✓ **Sensors and IoT devices** to monitor visitor **traffic** (trends, peak hours & popular attractions)
- ✓ **Operational adjustments** – **decisions on-the-fly**, redirecting **staff**, ride **schedules** adjusted
- ✓ **Data-Driven Marketing** – targeted promotions in **less crowded** areas
- ✓ **Results:** better operations, reduced wait time, **improved flow** throughout the park, better overall **experience**



Source: <https://mickeyvisit.com/disneyland-app-guide/>

2.5 Ethical data use – **Airbnb**

- ✓ **Informed consent** - clear information about **what data** is collected, **how** it is used, and with **whom** it may be shared
- ✓ **Opt in & opt out control** - can **choose** to share additional information, preferences, and details for a more personalized experience
- ✓ **Results** - users **trust** and confidence, increase **loyalty**, positive brand image (positive public **perception** and improved **reputation**)



3. Some recommendations



3.1 Mapping of all possible sources

The Reality of Preparing and Connecting Data Across the Enterprise

What we are told...

DATA



SORTED



ARRANGED



PRESENTED VISUALLY



EXPLAINED WITH A STORY



ACTIONABLE (USEFUL)



What we actually have...



3.2 Don't rely only on quantitative data

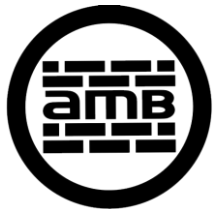
- ✓ **User Generated Data - perception data** (reviews, posts, blog articles, surveys), photographic data (providing locations, time, tags)
- ✓ **What can they provide?** - reputation info, **strengths & weaknesses** of the destination
- ✓ **What can they be used for?**
 - **Intercept and predict tourist's choices** and preferences & identify the strengths that attract visitors
 - **Improve interactions** and engagement with the tourist
 - Track the destination's performance

3.3 Understand data – specialized people & software & AI



Thank you!

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