

Smart Tourism Destinations

Peer Learning #1



14th March 2023



Today's Agenda

The event will be recorded 

9.30 – 9.45 CET	Welcome address & introduction to the best practices	<i>Costanza Bersani & Carlo Montino, Intellera Consulting</i>
9.45 – 10.00	EarthCheck self-assessment tool to promote sustainable development - the case of the Azores	<i>Carolina Mendonca, Azores DMO Coordinator</i>
10.00 – 10.15	Intelligence applied to a tourism destination - the case of Benidorm	<i>Leire Bilbao, CEO @ VisitBenidorm</i>
10.15 – 10.30	Testing of sensors to collect data on tourist flows - the case of Ferrara	<i>Marcella Pirazzoli, Municipality of Ferrara & Giada Spadoni, SIPRO</i>
10.30 – 10.45	Helsinki DMO data management tool	<i>Jukka Punamäki, Senior Advisor @ Helsinki Tourism</i>
10.45 – 11.00	<i>Coffee break</i>	
11.00 – 11.15	The Tourism Impact Model (TIM) - the case of Postojna	<i>Maja Piskur, Municipality of Postojna & Urska Starc Peceney, Arctur</i>
11.15 – 11.30	Metaverse AR Solutions in Smart Tourism Destinations – the case of Kurzeme	<i>Artis Gustovskis, Kuldiga Digital Innovation Hub Chairman</i>
11.30 – 12.00	Have your say! Consultation on Smart Tourism recommendations	<i>Costanza Bersani, Intellera Consulting</i>
12.00 – 12.10	Materials for you from the Smart Tourism Destinations project	<i>Antonio Peláez Verdet, Universidad de Málaga</i>
12.10 – 12.30	Q&A	<i>Costanza Bersani, Intellera Consulting</i>
12.30 – 12.40	Closing remarks and next steps	<i>Costanza Bersani, Intellera Consulting</i>

The Smart Tourism Destinations project



Promoted by the **European Commission - DG GROW**, the Smart Tourism Destinations Project is managed by **Intellera Consulting**, **CARSA**, the **University of Malaga**, and **PwC EU Services**.



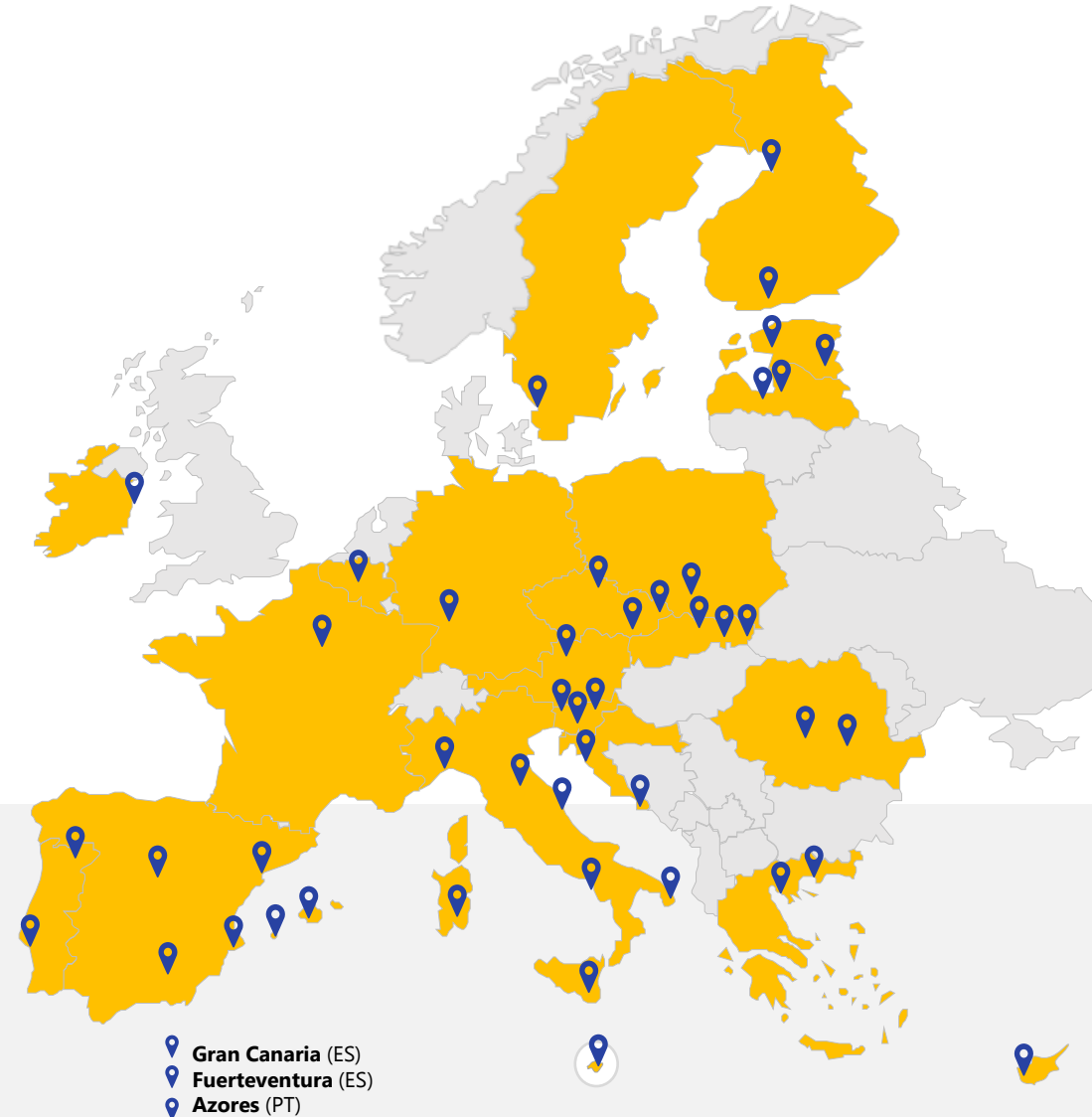
The project aims to **support EU destinations implementing data-driven approaches to make tourism more sustainable and accessible**.



The project can also count on the support of **10 independent experts** including private sectors practitioners and academic researchers.

SELECTED DESTINATIONS

48 Destinations have been selected to be part of the Project, having the possibility to **learn from experts and peers** and work on **their Smart Tourism Destination's Roadmap**.



Smart Tourism Destinations – Objectives

The key objectives of the Smart Tourism Destinations project



Strengthen collaboration and peer learning between EU tourism destinations



Develop a knowledge base and provide **capacity building activities** to support the adoption of Smart Tourism solutions and approaches



Disseminate lessons learnt and good practices, raise awareness on Smart Tourism and develop **final recommendations**

To achieve these goals, **we will work together** with the independent experts, the selected destinations, and involve the wider community of stakeholders in a series of **capacity building and knowledge sharing activities**.

Key tools developed by the project are already available on our project website!



The Destinations Journey



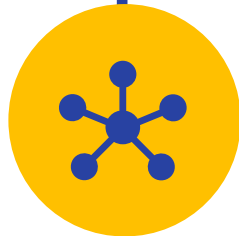
Peer learning and matchmaking: today's objectives

This event represents a great chance to see **concrete examples** on **how data-driven solutions can be concretely applied in tourism**, thus sharing knowledge with the wider EU tourism community. To do so, today's event is pursuing the following goals:



Get inspired from the use cases

Today's Peer Learning Session **allows some Smart Tourism Destinations to share their own experience** in using data-driven solutions. Get inspired from what other destinations did and do not miss the chance of presenting your own case during the next Peer Learning Session!



Find potential partners

Today's event also foresees a **matchmaking session** during which you can get to know the initiative of a Destination which is looking for partners. Artis Gustovskis from the **destination of Kurzeme** will provide you with details on the AR/VR/Metaverse solutions for culture tourism being developed by the city and how partnerships would be beneficial for the city's specific case. Reflect on this initiative and see if you can become Kurzeme's partner!



Share your ideas

During the Peer Learning Event we will ask for your contribution to develop further recommendations around the concept of Smart Tourism following the lead given by the EC's Transition Pathway for Tourism

Consultation on Smart Tourism recommendations

We will ask for your contribution to gather **your suggestions and ideas** on a series of practical **recommendations** to be addressed to the European Commission, EU Member States and tourism destinations for further actions in the field of smart tourism

Be proactive and share your ideas

Different points of view matter!

Your collaboration in developing the recommendations will help us having a wider overview on the concrete actions you need to continue your path towards better use of data for tourism

Be part of a co-creation process

Collaboration is crucial in order to achieve results that can be beneficial for a vast community of actors.

This is our first consultation activity within this task, but others are yet to come!



House rules



Please mute your microphone to avoid background noise



Post questions using the “chat” function



During the meeting, we will ask you a few questions through the **Microsoft Teams poll** function



Presentations will be shared and made available on the Smart Tourism Destinations website



Smart Tourism Destinations



Best Practices



Overview on the Best Practices



Azores – EarthCheck self-assessment tool to promote sustainable development

Carolina Mendonça – Azores DMO Coordinator (PT)



Benidorm – Tourism intelligence as a knowledge base to improve municipal governance and sustainable knowledge-based business

Leire Bilbao – CEO @ VisitBenidorm (ES)



Ferrara – Testing of sensors to collect data on tourist flows

Giada Spadoni – SIPRO Ferrara & Marcella Pirazzoli – Municipality of Ferrara (IT)



Helsinki – Helsinki DMO data management tool

Jukka Punamäki – Senior Advisor @ Helsinki Tourism (FI)



Postojna – The Tourism Impact Model (TIM)

Maja Piškur – Municipality of Postojna & Urska Starc-Peceny, Arctur (SI)



Kurzeme – Metaverse AR Solutions

Artis Guvstoskis – Chairman @ Kuldīga Digital Innovation Hub (LV)





GOVERNO
DOS AÇORES

AÇORES
towards sustainability

Azores Leading Sustainable Tourism

Regional Secretariat of Tourism, Mobility and Infrastructures
Carolina Mendonça | Azores DMO Coordinator



Azores
archipelago

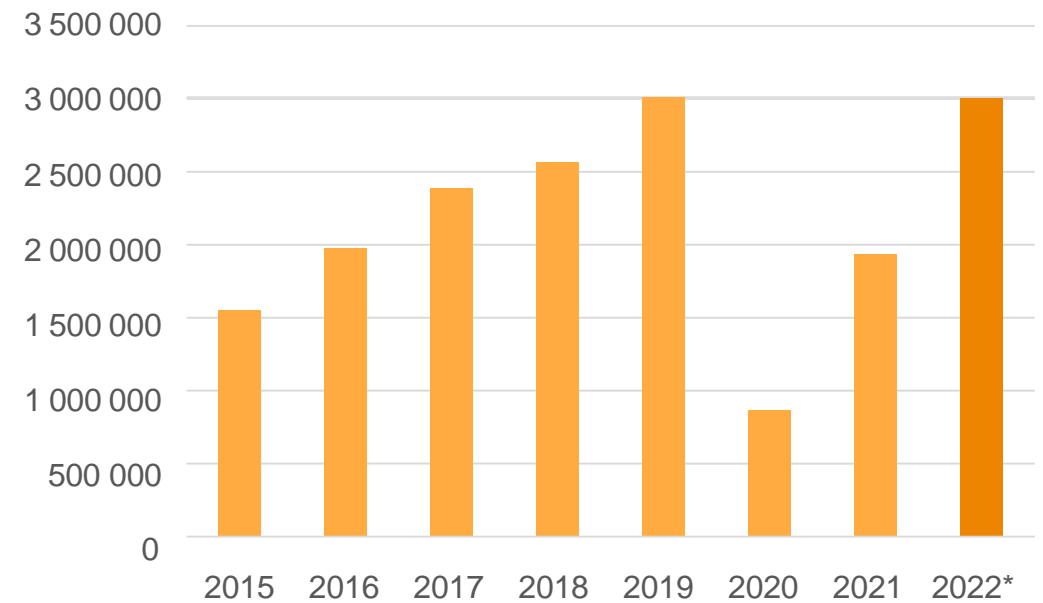
The Azores Archipelago





Tourism development cycle in the Azores

Overnight stays



+ 3 M overnight stays in 2022



Certification process



**International organization that
promotes the universal
principles of sustainable
tourism**

**Defines international standards
for accredited entities**



EARTHCHECK

**EarthCheck is the world's
leading scientific
benchmarking, certification
and advisory group for travel
and tourism.**



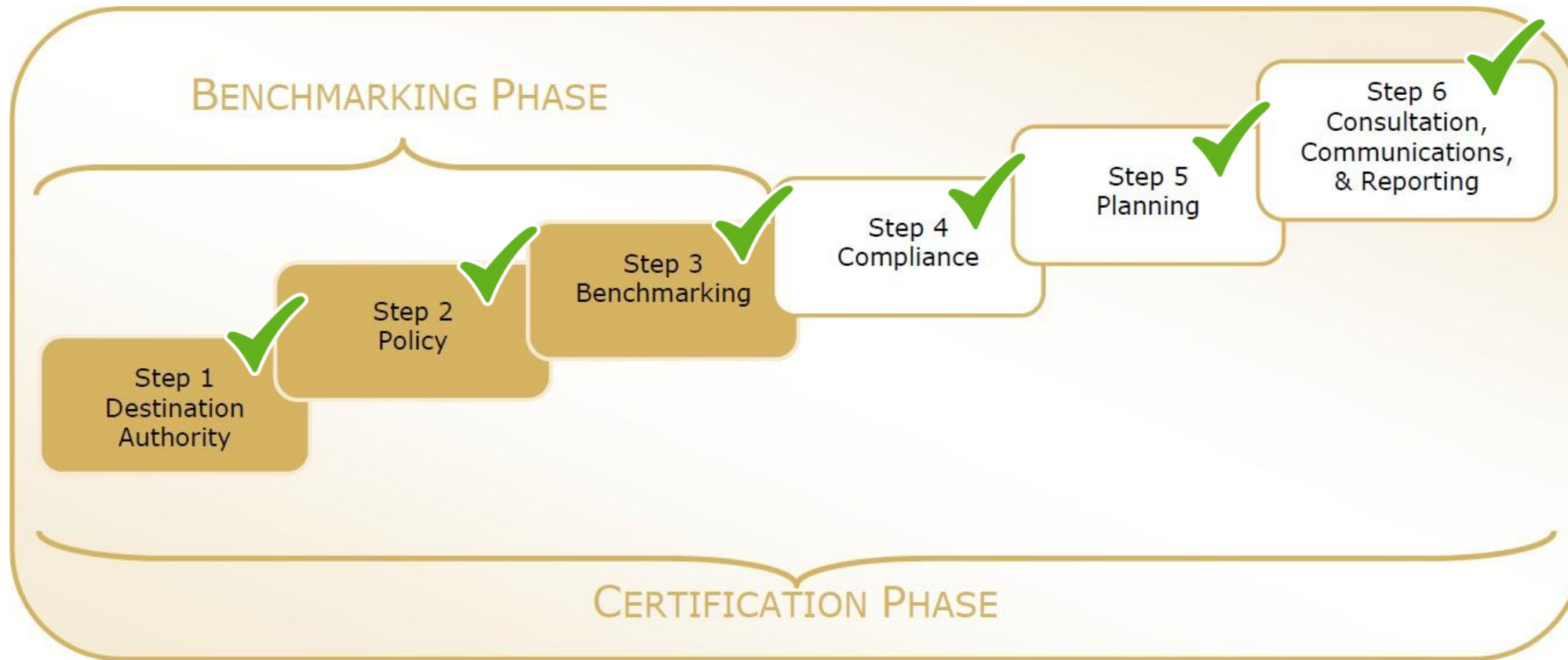
Sustainability is only effective if it is a collaborative process

The Azores DMO works as a 'catalyst' structure for sustainable development

“We can’t manage what we don’t measure.”

— Peter Drucker

EarthCheck certification process



12 Key performance areas



Energy efficiency



Greenhouse gases



Air quality and light and noise pollution



Potable water



Wastewater and sewage



Ecosystem and biodiversity



Transports



Territorial planning policy



Environmentally harmful substances



Solid waste



Society and culture



Economy



Benchmarking results

Best practice ★

- Habitat conservation
- % Green Spaces
- Destination Safety

Above baseline ✓

- Energy consumption
- GHG Emissions
- Waste sent to landfill
- Water samples passed
- Water saving

Below baseline ✘

- Socio-economic benefits
- Potable water consumption

BENCHMARKING ASSESSMENT REPORT

DESTINATION BENCHMARKING

REGIÃO AUTÓNOMA DOS AÇORES
PONTA DELGADA, PORTUGAL

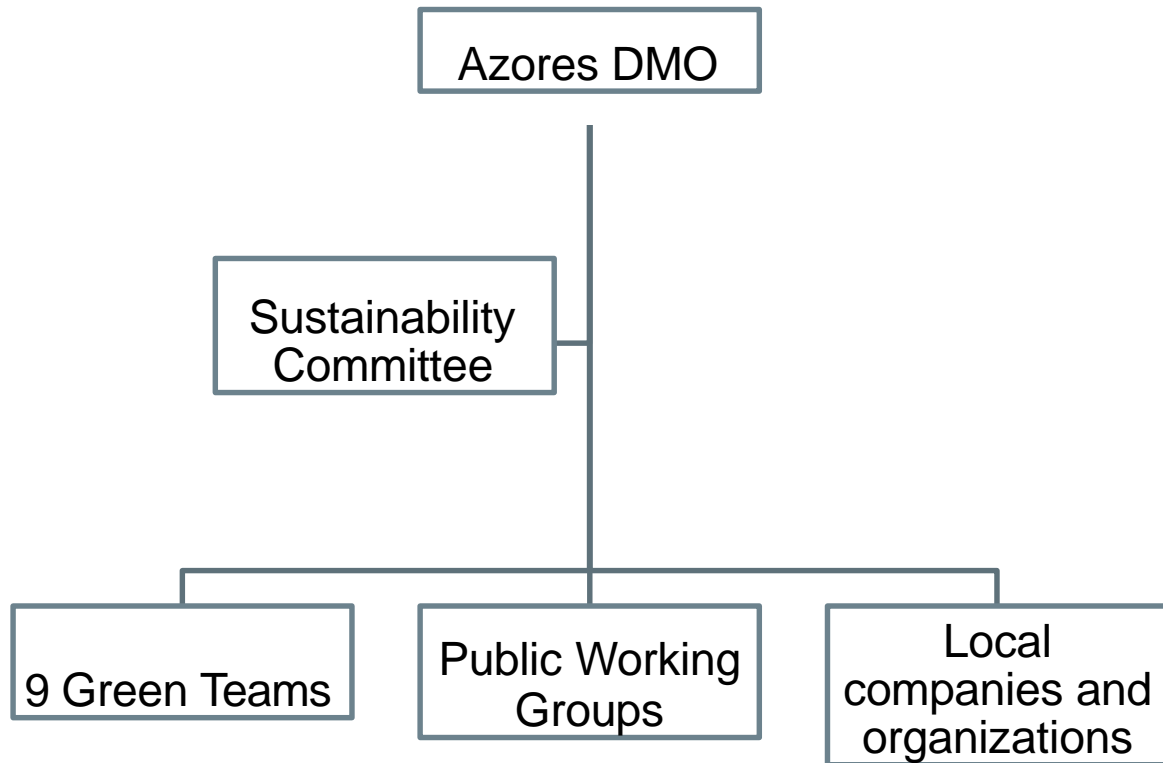


REPORT DATE: 22 September 2021

Benchmarking Data Collection Period: 1 January 2020 – 31 December 2020

The planet deserves more than half measures

Ensure the active participation of the entire community



Prioritization of issues and asymmetries by Island



Pico



Corvo



Santa Maria



Flores



Graciosa



São Miguel



Terceira

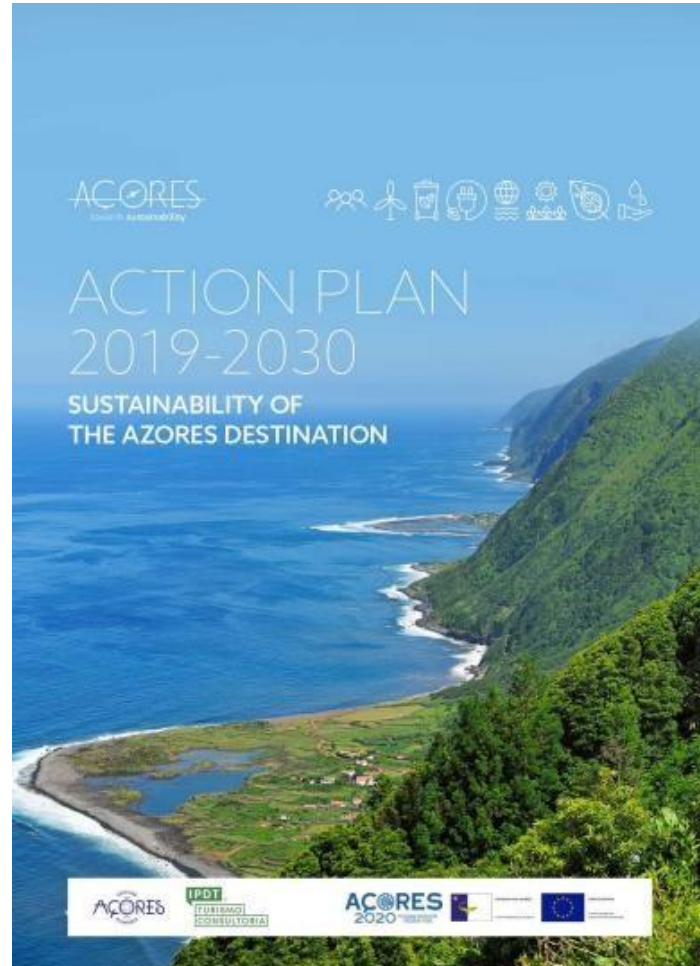
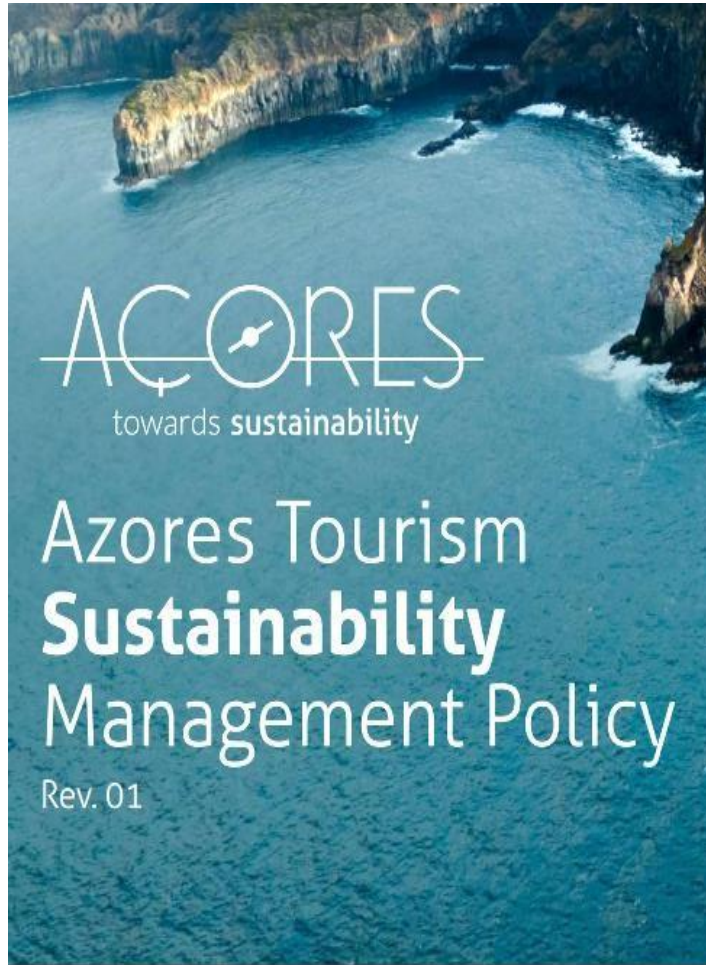


Faial



São Jorge

A transformative process for the Azores



SUSTAINABILITY CHARTER OF THE AZORES

9 Islands

+ 200

SUBSCRIBING
ENTITIES

+ 800

COMMITMENT
S



IMPACTFUL

A voluntary
membership

forum, where every
entity

subscribes with 3

verifiable and

objective

commitments per

year aligned with the

SDGs

Thank you!

Carolina Mendonça

Azores DMO Coordinator

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<http://Sustainable.azores.gov.pt>

Follow SustainableAzores:



Lets connect!



GOVERNO
DOS AÇORES

Smart Tourism Destinations – Peer Learning Session #1

*Intelligence applied to a tourist
destination, Benidorm*

Leire Bilbao



**Visit
Benidorm**



intellera
consulting



CARSA



Our challenge

USE CASE OF DATA SHARING SPACE (DESTINATION, TOURISTS AND BUSINESSES) AROUND THE OBJECTIVES/CHALLENGES OF THE MANAGING BODY AND THE MASTER PLAN

ECOSYSTEM WHERE VOLUNTARY SHARING OF DATA AND SERVICES BETWEEN PARTICIPANTS IS REALIZED



Our solution

DATA - SHARING SPACE

THE DATA SPACES DETECT BUSINESS OPPORTUNITIES LINKED TO SMART DESTINATION CHALLENGES
BASED ON TOURISM INTELLIGENCE.

THE DESIGN OF USE CASES MUST BE SCALABLE

DATA SHARING GENERATES VALUE BEYOND THE SUM OF EACH PART INDIVIDUALLY

PUBLIC-PRIVATE COLLABORATION, DRIVEN BY THE ADMINISTRATION





INNOVATION

The **SMART DESTINATION OFFICE**, is the Technical Office of Innovation and Intelligence, created as a

destination for the municipality of Benidorm.

Management of innovation and intelligence in order to increase the creation of new knowledge,

and new innovation tools such as innovative public

allows:

- Data strategy: tourism intelligence (UNE 166 006), dashboard of KPIs, transparency and open data
- Data analysis
- Quality
- Fund raising and management, innovative public procurement area.
- Search and implementation of pilot projects, innovation and technology lab.
- Ciclops, monitoring of the integrated management system for smart destinations (UNE 178 501).

Benidorm 
smart office

Our solution

TOOLS & SOURCES

Incorporation of comprehensive and up-to-date data analysis into the decision-making process in the tourism sector.



Our solution

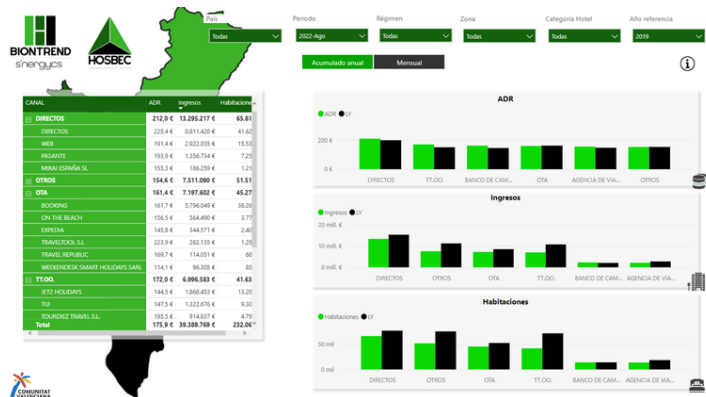
HOSBEC - BIONTREND

Collaborative data analytics tool for the hotel sector

BIONTREND is a dashboard that provides hoteliers with quality information directly and updated in almost real time thanks to the connectivity of the tool with their hotel management system (PMS).

This business smart tool allows connected hotels to **monitor the current, future and past situation of tourism activity**. It aims to perform predictive analysis to facilitate business decision making.

The management of views has been coordinated with 12 different PMS to successfully implement hotel



Our solution

HOSBEC - BIONTREND



REVENUE



OCCUPANCY



BEDROOMS



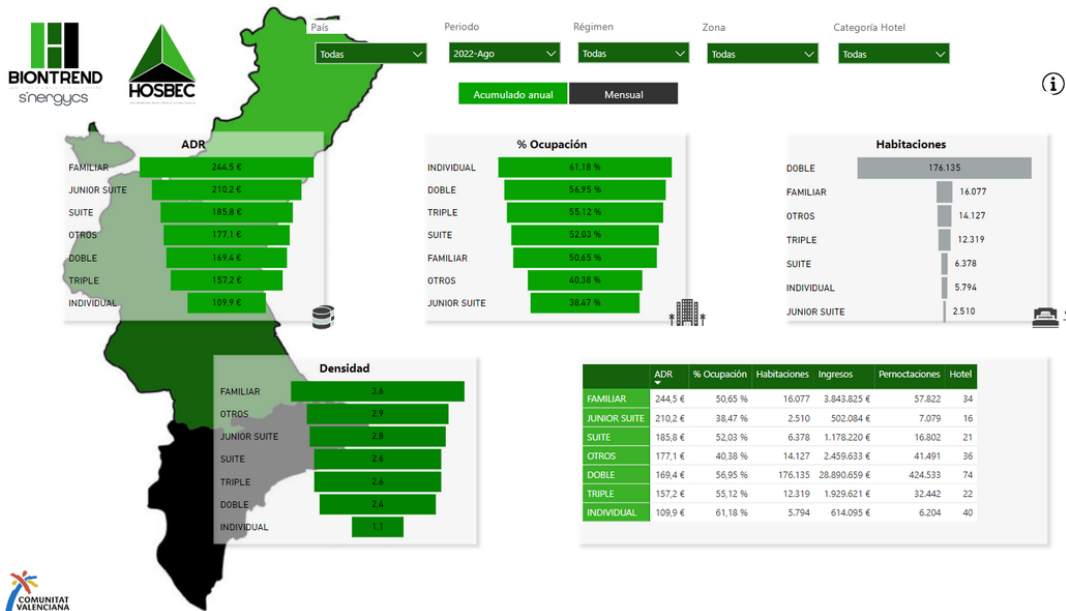
NIGHT STAYS



REVPAR Y ADR



ANALYSIS



104 HOTELS



STARTS IN BENIDORM, CURRENTLY 22 DESTINATION



Liderado por:

HOSBEC

(ASOCIACIÓN EMPRESARIAL HOTELERA Y TURÍSTICA DE LA COMUNIDAD VALENCIANA)



Con la colaboración de:

TURISME COMUNITAT VALENCIANA



Desarrollado por:

SINERGYCS



SMART DATA

Incorporation of comprehensive and up-to-date data analysis into the decision-making process in the tourism sector.

Capacidad aérea

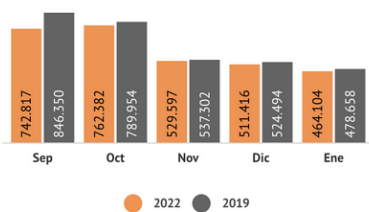
Periodo septiembre 22'- Enero 23'

Capacidad aérea total
3,01M -5%



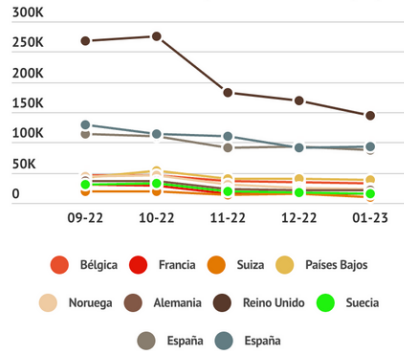
Vuelos totales
17K -8,5%

Comparativa capacidad aérea mensual



Meses recientes	Variación 2019
Sep 22'	-12,23%
Oct 22'	-3,49%
Nov 22'	-1,43%
Dic 22'	-2,49%
Ene 23'	-3,04%

Capacidad aérea mensual por país



*Comparativas con 2019

Análisis Big Data en Destino- Diciembre 2022



Capacidad aérea

Periodo diciembre

Top 3. Orígenes por capacidad



Capacidad Total Aérea
168,4K -10,7%



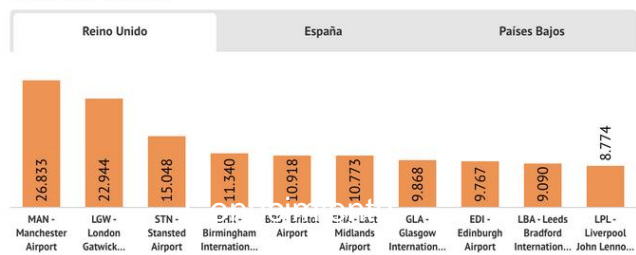
Capacidad Total Aérea
92,3K +13,8%



Capacidad Total Aérea
39K +18,6%

*Comparativa con diciembre de 2019

Top aeropuertos de salida



Comparativa capacidad por aerolíneas

Aerolínea	Dic 22'	Dic 19'	Tendencia
RYANAIR FR - Ryanair *	76.846	76.167	0,9%
easyJet U2 - easyJet *	46.814	55.448	-15,6%
Jet2 LS - Jet2 *	30.633	36.326	-15,7%
TUI CR - TUI Airways	4.579	9.067	-29,8%
BRITISH AIRWAYS BA - British Airways	4.579	2.634	73,8%
RYANAIR RK - Ryanair UK	1.701	0	100%

*Comparativas con 2019

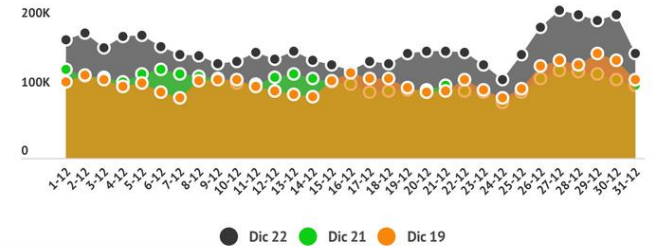
Análisis Big Data en Destino- Diciembre 2022



Búsquedas de vuelos

Periodo diciembre

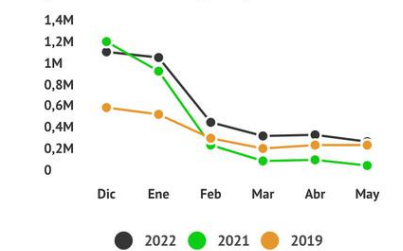
-Búsquedas de vuelos en diciembre para fechas de viaje a 11 meses vista (Aeropuerto Alicante-Elche)



Búsquedas totales diciembre 22' **4.941.605**
 Búsquedas totales diciembre 21' **3.458.222**
 Búsquedas totales diciembre 19' **3.454.688**

+42,9%
+43%

-Búsquedas de vuelos en diciembre para viajar en los siguientes meses de 2022/2021/2019



El total de búsquedas corresponde a los mercados de:

- Alemania
- Bélgica
- China
- España
- Estados Unidos
- Federación de Rusia
- Finlandia
- Francia
- Irlanda
- Italia
- Noruega
- Países Bajos
- Portugal
- Reino Unido
- Suecia

Fuente: Mabrian
 Datos: diciembre 2022/ 2021/2019

Análisis Big Data en Destino- Diciembre 2022



SMART DATA

Incorporation of comprehensive and up-to-date data analysis into the decision-making process in the tourism sector.

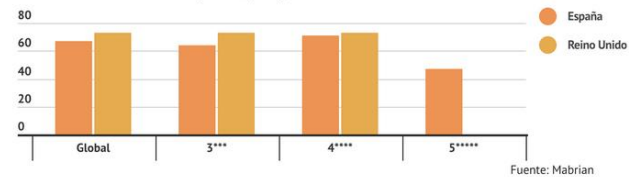
Índices turísticos destino Periodo diciembre



Índice de satisfacción hotelera por categoría



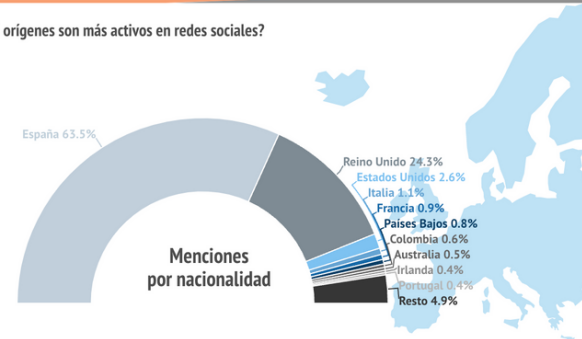
Índice de satisfacción hotelera por categoría y nacionalidad



Análisis Big Data en Destino- Diciembre 2022

Actividad en redes sociales Periodo diciembre

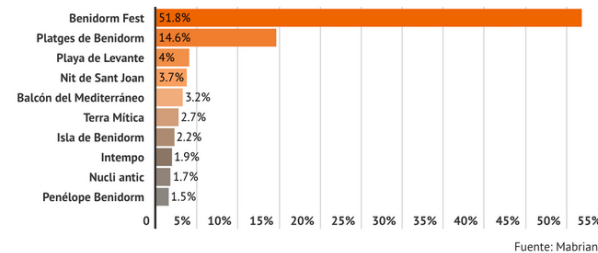
¿Qué orígenes son más activos en redes sociales?



¿Qué les interesa en redes sociales?



¿Cuáles atractivos son más recurrentes?



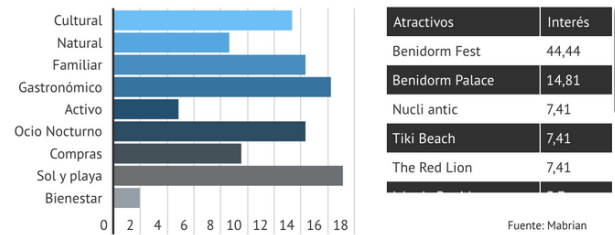
Análisis Big Data en Destino- Diciembre 2022

Reino Unido Periodo diciembre

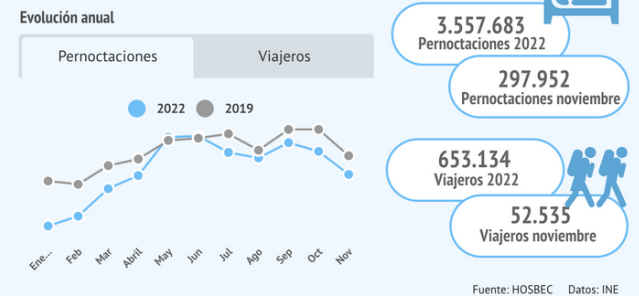
Comportamiento en redes sociales



Interés por productos y atractivos



Datos pernотaciones y viajeros británicos hoteles (noviembre)



Tendencias mercados emisores- Diciembre 2022

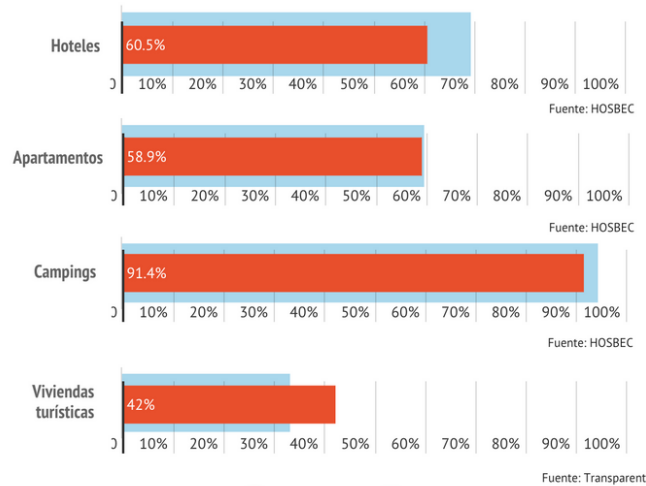
SMART DATA

Incorporation of comprehensive and up-to-date data analysis into the decision-making process in the tourism sector.

Evolución ocupación

Periodo diciembre

Comparativa indicadores de ocupación por tipo de alojamientos turísticos

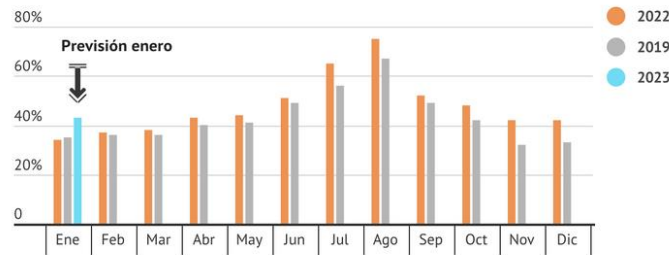


Indicadores viviendas turísticas

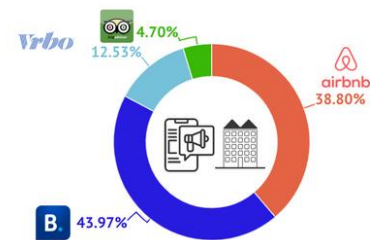
Periodo diciembre



Ocupación mensual viviendas turísticas



Distribución anuncios por plataformas de comercialización



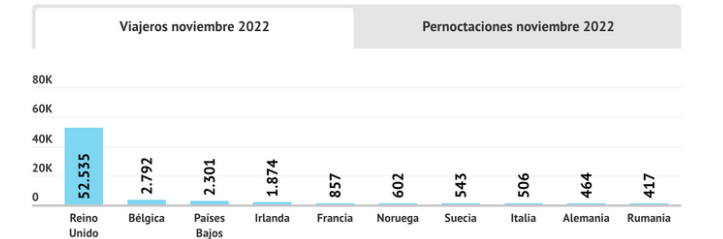
Plataformas	Viviendas anunciadas en varias plataformas
Airbnb y Booking	510
Airbnb y Tripadvisor	47
Airbnb y Vrbo	178
Booking y Tripadvisor	17
Booking y Vrbo	109
Tripadvisor y Vrbo	15

Fuente: Transparent

Viajeros, pernoctaciones y estancia media

Periodo noviembre

Un total de **146.198** viajeros eligieron hospedarse en hoteles en noviembre de 2022



751.670 de pernoctaciones totales en hoteles durante el mes de noviembre

Top estancia media en hoteles por nacionalidad 2022



Mercado nacional **79.116** viajeros **354.603** pernoctaciones **4,5** días de estancia media

Fuente: HOSBEC
Datos: INE

Lessons learned and replicability

- The **improvement and development of the information sources** collected is encouraged in order to adapt them to the needs demanded by the sector.
- **Better informed decisions** on tourism management and promotion, as users, public administrations, economic and social actors in the tourism sector now have at their disposal a greater volume of easily accessible specific information, thus reducing search and processing costs.
- Improved measurement and monitoring capabilities of the tourism sector.
- **Increased knowledge** and analysis of the tourism sector beyond the numbers. This system simplifies and unifies the way of collecting, organising and analysing tourism sector data, facilitating the transformation of data into knowledge.
- Availability of the necessary data and appropriate processing to **improve competitiveness** and facilitate the comparison and study of possible different situations.
- **Contribution to the reorientation of the tourism model** towards sustainability not only as an added value, but also as a requirement for tourism to continue to be an engine of economic and social development for Benidorm-
- **Development of new products/experiences** that contribute to diversifying the market or, where appropriate, to adapting and perfecting those that already exist.



Contacts



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Bilbao**

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direccion@visitbenidorm.es

<https://benidorm.org/es/smartcity>

<https://www.visitbenidorm.es>

<https://hosbec.com/>



Q&A



Smart Tourism Destinations – Peer Learning Session #1

*Testing of sensors to collect
data on tourist flows in
Ferrara*

*Giada Spadoni - SIPRO Development Agency - Ferrara
Marcella Pirazzoli - Municipality of Ferrara*



The context of Ferrara



Ferrara is a medium-sized tourist city (129.326 inhabitants), located in the north-east of Italy.

The Municipality, in addition to the main aspects for which the city is famous and known, want to promote even the minor heritage and historical shops located in the city center, to channel tourist flows in a different way, generating new routes in the city.

To achieve this objective, a very important step would be the creation of a smart destination hub capable of collecting data in order to know what type of tourist visit the city and to share it with all local stakeholders.

The context of Ferrara



One of the first step has been the installation of six sensors located in strategic points of the city.

This initiative was part of a collaboration between SIPRO, MoF and University of Bologna within S.LI.DES. Project (Smart Strategies for sustainable tourism in Lively cultural Destinations).

It aimed at fostering cross border cooperation among cultural destinations in the Programme area and the joint planning of smart strategies to support more sustainable and balanced territorial development through the promotion of tangible and intangible cultural heritage.

Our challenge

The proposal of experimentation for the analysis of the routes and the method of arrival of tourist visitors to the Old Town had some main objectives:

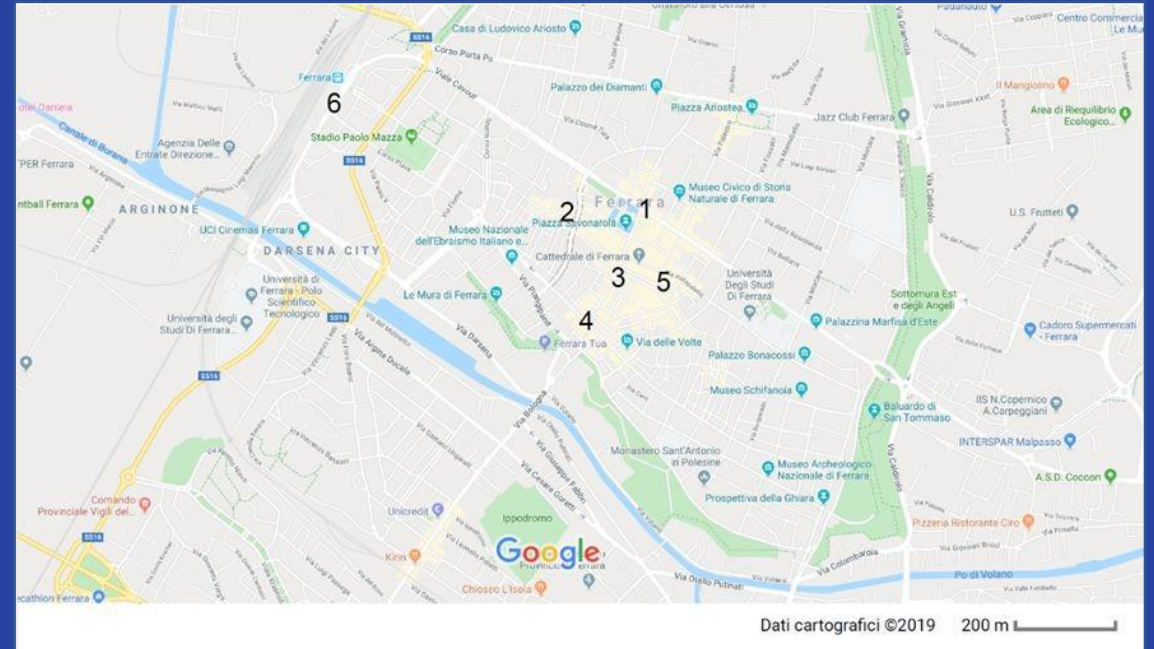
- ❖ To understand the dynamics of mobility in the city
- ❖ Support to the development of the attractiveness of the territory through the re-elaboration of data on mobility and tourism (intelligent solutions for the PA)
- ❖ To provide a system of support to public decision makers for the use of smart solutions for planning tourism policies and strategies
- ❖ Analyze the post-covid restart phase and try to understand the possible developments

Our solution

The adopted data-driven solution, realized by CAST UniBO and Deda Next, was developed on the basis of the data processed by a dashboard integrated with data collected from mobile phones and from the installation of the sensors (able to recognize the presence of a mobile device capable to connect to wifi in a specific area) in the city centre of Ferrara.

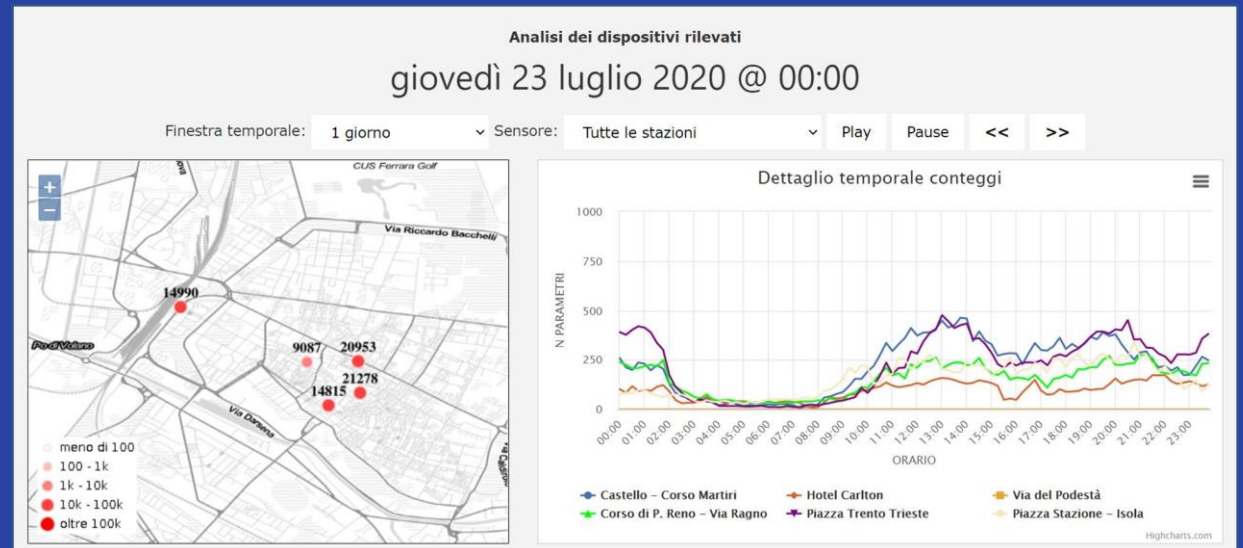
These sensors were strategically positioned in order to recognize the tourist flows that from the station or from the main car parks were directed towards the historic center.

All the data will be supplied to the dashboard that will allow its visualization and interface them with a dynamic model of data integration and processing.



Benefits

- ❖ The creation of a new tool for the study and the management of tourist flows in the historical center
- ❖ The enhancement of local tourism offer, to revitalize social and economic development in city center and to transform cultural assets in valuable resources
- ❖ The identification of some new city tours through its historical shops and knowledge of products which have defined the history of the city
- ❖ The enhancement of the least considered parts of the city or commercial activities or heritage
- ❖ The valorization of local cuisine and typical food and wine products



Lessons learned and replicability

- This methodology was implemented not only by the Municipality of Ferrara but also by other involved destination (e.g. Sibenik) in the S.Li.Des. Project.
- This means that, this solution could be transfer to other contexts in order to support specific territorial initiatives to generate added value in the sustainable promotion of tangible and intangible cultural assets as well as reduction of visitors' time and spatial concentration.
- The adopted solution, with the sensors installation and the elaboration of their data through a dashboard, could be easily used by all local authorities as a first step to enhance their
- decision-making process regarding the management of most popular sites, especially by exploiting the tourism potential of “minor” cultural assets, as a leverage to revitalize the urban and social environment and diversify the local economy.

Contacts

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Project Assistant

SIPRO Development Agency - Ferrara

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Marcella Pirazzoli
Architect Municipality
of Ferrara

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Q&A



Thank you!



Insert a

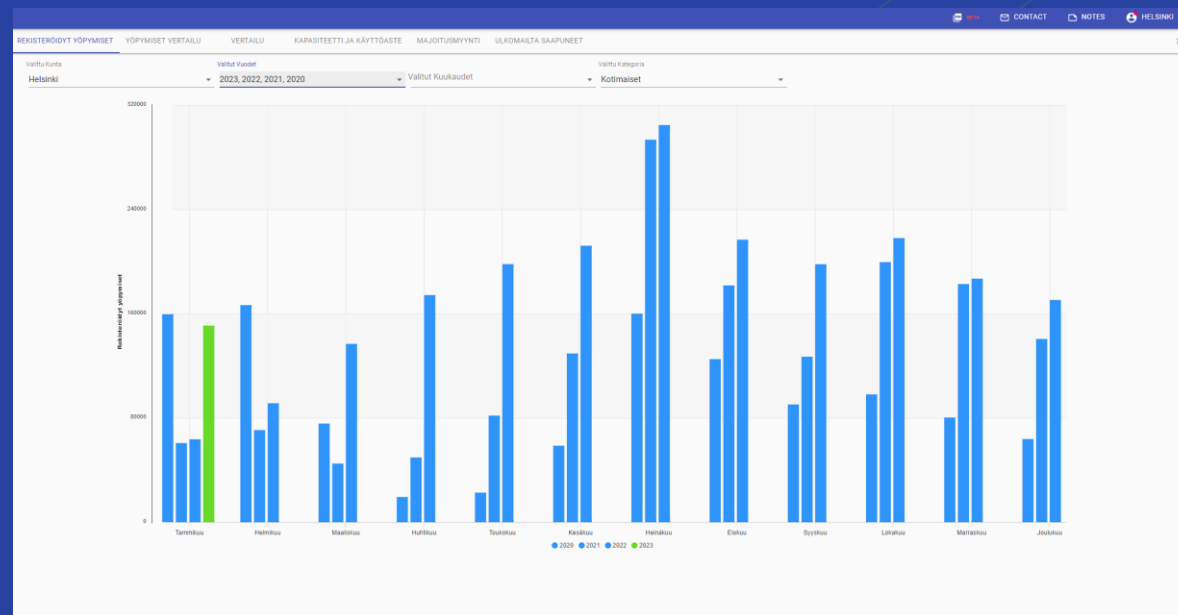


Smart Tourism Destinations – Peer Learning Session #1

Use case: Helsinki DMO data Management tool
Jukka Punamäki

Helsinki

BisLenz

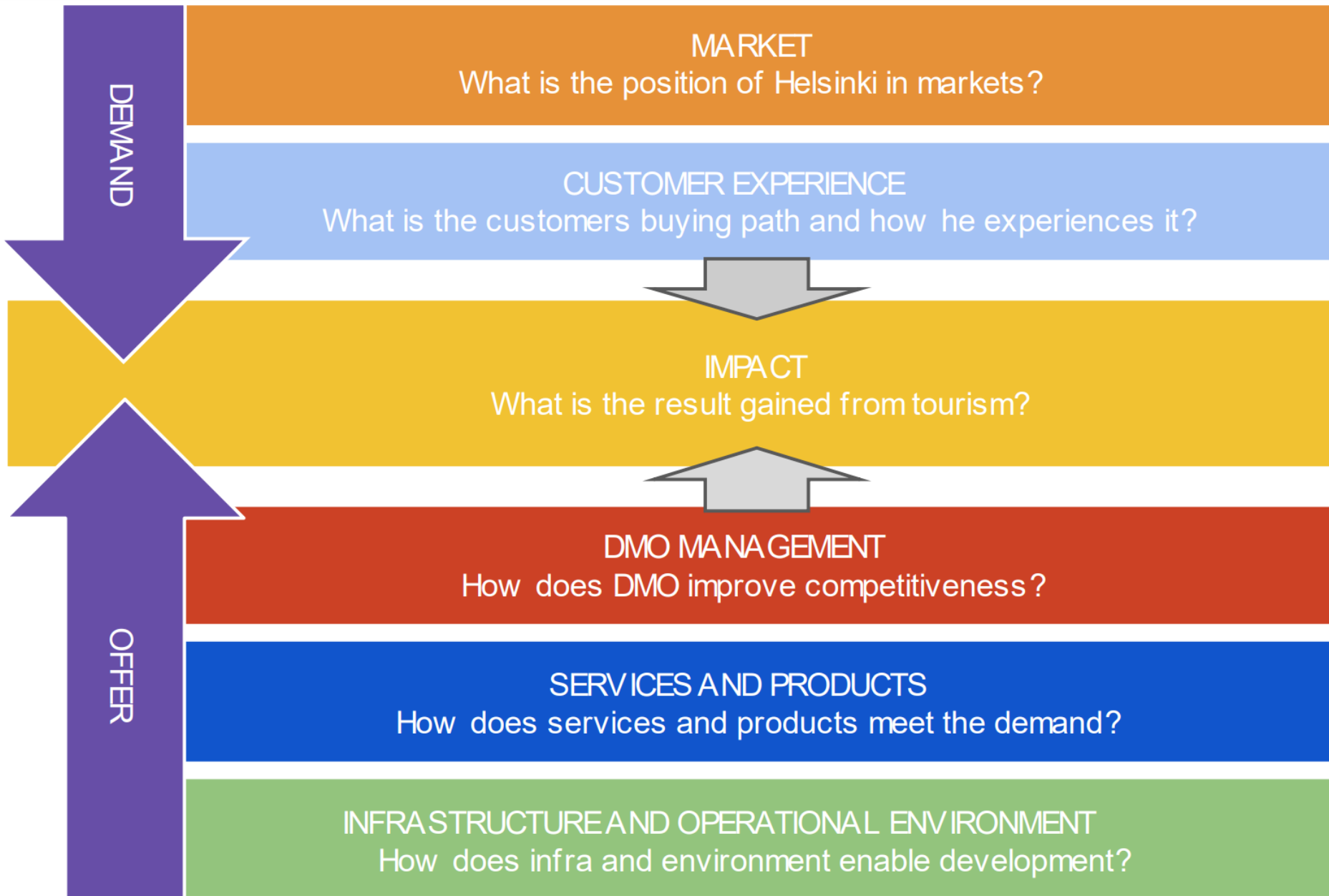


Our challenge

Helsinki Tourism and Destination management unit has utilised tools and processes of knowledge-based management, but the operations have not been organised and responsibilities have not been systematically assigned.

Various sources of information are already being exploited widely but in a fragmented manner without uniform practices. The data is scattered across different systems, to which not all the necessary persons may have access.

Due to the above, a clear model, common tools and operating methods are desired for knowledge-based management. In order to achieve this goal, we need to understand the challenges involved.



[https://www.hel.fi/static/kanslia/elo/
hki-knowledge-management-
definition-work.pdf](https://www.hel.fi/static/kanslia/elo/hki-knowledge-management-definition-work.pdf)



Customer Journey

Customer Experience

Customer Experience Summary

Survey Summary

Survey Management

Marketing Performance

Online Marketing Summary

Online Campaign Timeline

Social Media Organic Timeline

Social Media Engagement

Channels

Facebook Summary

Instagram Summary

LinkedIn Summary

Website Summary

Google Search

Google Trends

Benchmark

Visitor Benchmark

Social Media Listing BETA

Social Media Insights

Datahub

Valittu Kunta

Valitut Vuodet

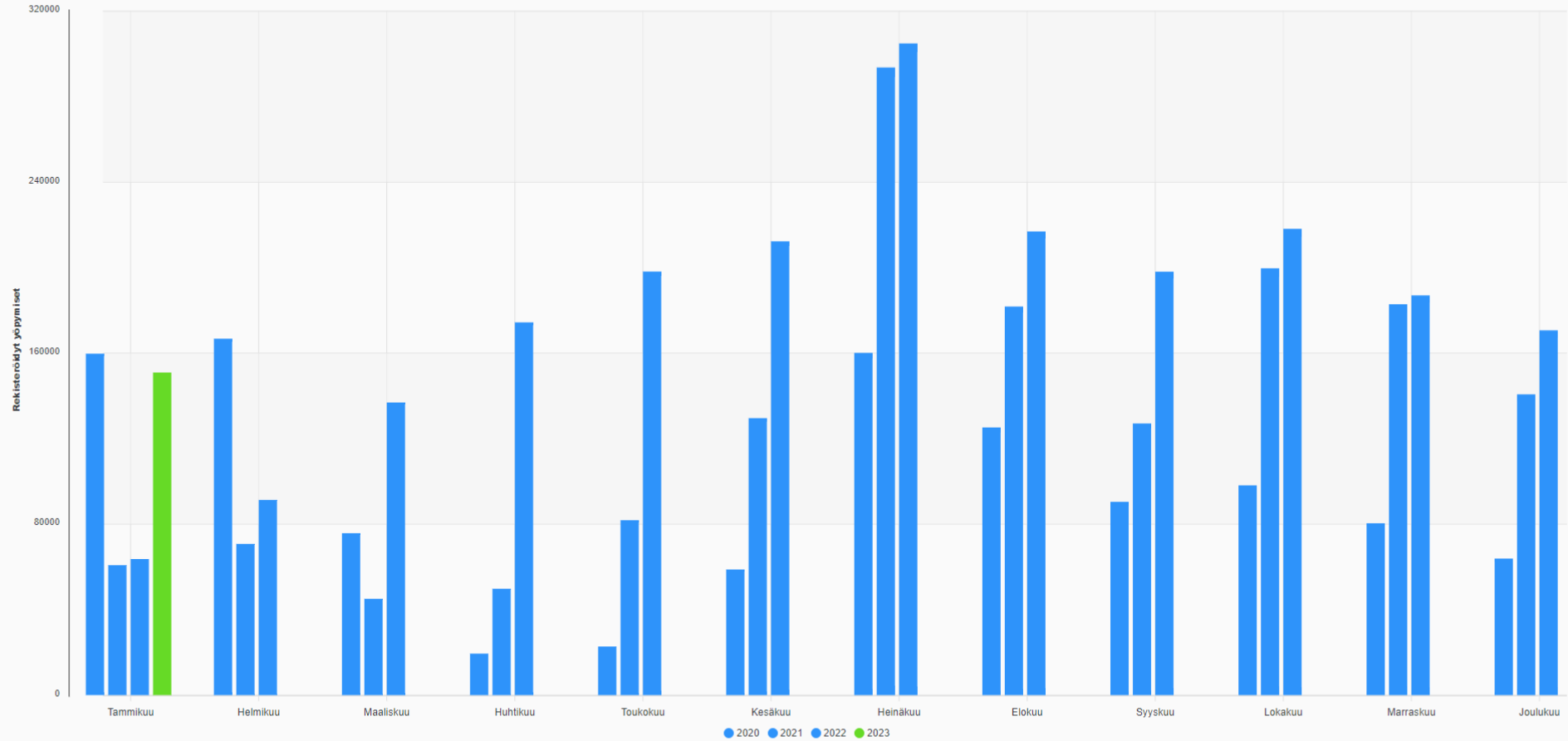
Valittu Kategoria

Helsinki

2023, 2022, 2021, 2020

Valitut Kuukaudet

Kotimaiset



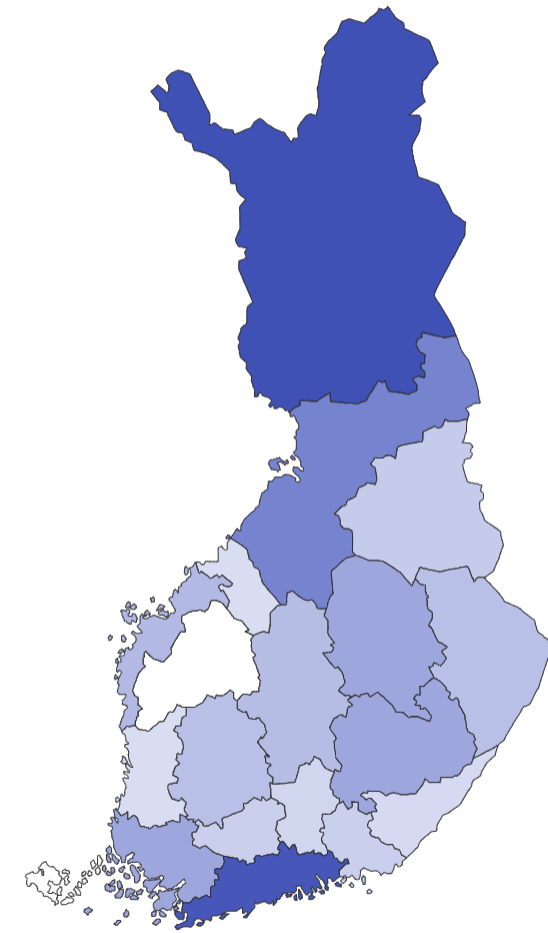
Type: **Companies** | Region: **All** | Location: **All**

Certificate

STF = Sustainable Travel Finland Map

A&A Kurola Oy	Kymen Seudun Osuuskauppa	Pohjois-Karjalan Osuuskauppa
Aavameri	Lahden Seutu - Lahti Region Oy	Pohjois-Karjalan Osuuskauppa
Ab Kasnäsudden Oy	LakelandGTE	Pohjolan Turistiauto Oy
Ab Krs Tinka Oy	Lammin Taika Oy	Polar Lights Tours Oy
Active camping Oy	Lapin Huippuhotellit Oy	Posioutdoors Oy
Adventure Apes Ltd / Seikkailuapinat Oy	Lapin luontolomat Oy	Puustila Golf & Ski
AKK Sports Oy	Lapin Metsäläinen Oy	Pyhätunturi Oy
Amazing City Oy	Lapland Hotels Bulevardi	Ranuan Seudun Matkailu Oy
Angeli reindeer farm	Lapland Hotels Oulu	Redrib Experience Oy Ltd
Antti Kangas Oy	Lapland Hotels Tampere	Rehti Ravintolat Oy
Arctic SnowHotel & Glass Igloos	Lapland Husky Safaris Oy	Riipinen Restaurants Oy
Astrid Charter Oy	Lapland Safaris AC Oy	Ruka Experiences Oy
Aurinkobussit Oy	Lapland Safaris West Oy	Rukakeskus Oy
Aurora Village Oy	Lapland Ski Resorts Oy	Ruska Laukka Ky
Barösund Sea View Oy	Lapland Ski Resorts Oy, Ounasvaara	Sahanlahti Resort Oy
Beyond Arctic Oy	Leviday oy	Saija Oy
Break Sokos Hotel Bomba	LH Hetta	Saimaan Eräpalvelu Oravi Oy
Break Sokos Hotel Koli	LH Kuopio	Sallan kunta / Sallan sota- ja jälleenrakennusajan museo
Break Sokos Hotel Levi / Osuuskauppa Arina	LH Olos / Lumi, Soma	Sallan Poropuisto
Break Sokos Hotel Tahko	LH Ounasvaara Chalets	Sanna Korhonen
CAPE Lapland Oy	LH Riekonlinna	SantaPark Oy
CC Property Oy Ab	LH Saaga	Scandic Hotels Oy
Dianordia Oy	LH Sirkantähti	Scandic Hotels Oy
Eat Shoot Drive OY	LH Sky Ounasvaara	Scandic Hotels Oy
Eckerö Line Ab Oy	LH SnowVillage	Scandic Hotels Oy
Eerikkilän Palvelut Oy	LH Tampere Arena	Scandic Hotels Oy
Eurohostel Oy	LH Ylläskallio	Scandic Hotels Oy
Evangeliska folkhögsskolan	LH Äkäshotelli	Scandic Hotels Oy
Eventure Oy	Lietsu Palvelut Oy	Scandic Hotels Oy
Fazer Ravintolat Oy	Lomamokkila	Scandic Jyväskylä Station
Finnlines Oyj	LSJ Group Oy	Scandic Oulu City
FinnOppi Oy	LSJ Group Oy	Scandic Patria
Foribon Oy	LSJ Group Oy	Scandic Porri
Go Arctic Oy	Luonnollisesti Oulujärvi Ky	Scandic Tampere Station
Green Cap Oy	Maatalousyhtymä Anetjärvi Irma, Mikko ja Simo	Seikkailupuisto Huippu Oy
GreenStep Hotel Group Oy	Maistela Duulajan Duulikki	Seikkailupuisto

Companies & Destinations by Region



FusionCharts Trial

- **Executive summary**
 - Landing page: Contents (sisällysluettelo) + [3 most important] KPI's
 - Management board (Tourism directors most important numbers)
 - KPI's | Tourism and Events Action Plan 2022–2026
 - Tourism and events key numbers (e.g. overnights, flights, ect)
- **Events**
 - Key numbers-dashboard
 - Key events (yleisö tapahtumat/ avaintapahtumat, taulukko)
 - Meetings & congresses
- **Visitory experience**
 - (Dreaming)
 - (Planning)
 - (Purchasing)
 - Experiencing
 - (Sharing)
- **Tourism information**
 - Management-dashboard
 - Survey results
 - Visitor counter
 - Chat data

- **Benchmark**

- (Key numbers-dashboard)
- Visit Finland survey results (national)
- Sharing data between DMO's
- (Visit Finland website analytics)

- **Industry statistics**

- (Key numbers-dashboard)
- Economy & Employment
 - (Summary-dashboard)
 - Companies (amount and types)
 - Tourism income
 - (Visa – data)
 - (border survey data)
 - Studyplaces
 - (The Finnish Hospitality Association MaRa data)
 - (EU tourism dashboard Socio-economic resilience index Helsinki)
 - Investments (e.g. hotel investment pipeline)

- **Industry statistics**

- **(Key numbers-dashboard)**

- **Economy & Employment**

- (Summary-dashboard)
 - Companies (amount and types)
 - Tourism income
 - (Visa - data)
 - (border survey data)
 - Studyplaces
 - (The Finnish Hospitality Association MaRa data)
 - (EU tourism dashboard Socio-economic resilience index Helsinki)
 - Investments (e.g. hotel investment pipeline)

- **Accommodation**

- (Summary-dashboard)
 - registered - Helsinki
 - unregistered - Helsinki
 - Daily numbers - Benchmarking alliance
 - Accommodation reservation channel capacities
 - Nordic & BoC accommodation
 - Hotel capacities & investments

- **Mobility**

- (Summary-dashboard)
 - Flights
 - Harbour liner traffic
 - Cruises
 - (Suomenlinnan lauttamäärät)
 - (Visa travel data)
 - (HSL – public transportation)
 - (Telia, Elisa, ForwardKeys tms liikkumisen data tulevaisuudessa)

- **Attractions**

- Visitor numbers – the main attractions
 - (Museum visitors)

- **Pacing/forecasting**
 - Summary
 - Accommodation reservation channel capacities
 - Flights ForwardKeys
 - Cruises
 - Trends
 - google search
 - google trends
- **Digital channels and marketing** (see separate detailed word in tietoikkunat-page)
 - Summary
 - MyHelsinki.fi key figures
 - Social media key figures
 - Digital marketing key figures
 - Social media organic timeline
 - website MyHelsinki.fi
 - Facebook
 - Instagram
 - LinkedIn
 - Twitter
 - Google Ads
 - (International media monitoring)
 - Digital customer journey

- ***Sustainability***

- Key numbers-dashboard
- Environment
- Inclusivity
- Index & certifications
- Tourism safety

- **Smart tourism**

- Key numbers-dashboard
- TPR, LinkedEvents, DataHub, STF, TS
- bislenz user amounts
- Visit Finland survey about digitalization and data management
- (EU tourism dashboard digitalization index Helsinki)
- (Helsingin offeing in OTA-channels)

- **Helsingin tekijät -operator network**
 - (Key numbers-dashboard)
 - Helsingin tekijät -operator network (amount and type of members)
 - Stakeholder communication
 - (LinkedIn analytics)
 - (Newsletter analytics)
 - (Hel.fi analytics)
 - Domestic media metrics
 - Events -how many participants to events
- ***Library***
- ***Data import***
- **Settings**

Users

City of Helsinki

DMO and Helsinki Partners

Tourism Companies

Schools and Universities

Media

NGO's

Visit Finland

Etc.

Contacts



**Jukka
Punamäki**

Senior Advisor, Tourism

<https://www.hel.fi/en/business-and-work/businesses-and-entrepreneurs/helsinki-tourism-operators>



Q&A



Thank you!



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Time for a break!



Smart Tourism Destinations – Peer Learning Session #1

TOURISM IMPACT MODEL
MAJA PIŠKUR, Municipality of Postojna



intellera
consulting

pwc

CARSA



TIS TOURISM
INNOVATION
SUMMIT

The best innovation in
AI and Data Analytics
Award 2020

Gospodarska
zbornica
Slovenije



Chamber of Commerce
and Industry of Slovenia

Golden plaque for
best innovation of
North Primorska 2020

Our challenge

Tourism Impact Model (TIM) is an award-winning tool using real data to create an objective picture of the impact of tourism in a certain micro-location. It analyses different societal aspects: from environment, economy and culture to collaboration and produces an automatically generated report based on more than 300 indicators.

Municipality of Postojna was one of 3 pilot municipalities who went through the process of destination assessment.

This was a pilot action, thus we haven't defined any specific challenges at the beginning of the process.

We just follow our moto to create and promote a green and sustainable tourist destination.

Our solution

The TIM assessment tool allows an automatically generated report based on more than 300 indicators.

INDICATORS:

- environment and space,
 - public transportation,
 - waste/water management,
 - tourist visitors, ...
-
- TYPE OF DATA: statistic data, data form our own evidenc, financial data, ...
 - Data sources: local stakeholders, local service providers, national statistics office, municipality data
 - Procedures and skills involved: ADVANCED skills for finding data
 - Partners (if any) – Zavod Znanje Postojna, public institute, ARCTUR

new

AIR QUALITY
Satellite data

Benefits

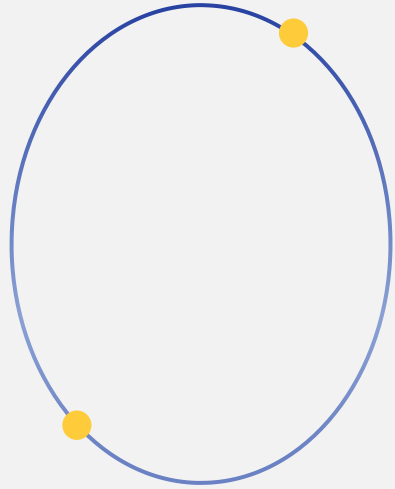
NEW INVESTMENTS:

- Traffic counters located at Postojna-Predjama = CO2 footprint measurement
- CO2 counters (to be implemented – now just as a pilot)
- Measuring system in ecological islands - waste management
- Tourist tax – direct implementation in the municipal yearly budget as a source of financing new investments –
GOAL: targeted spending of the tourist tax

Lessons learned and replicability

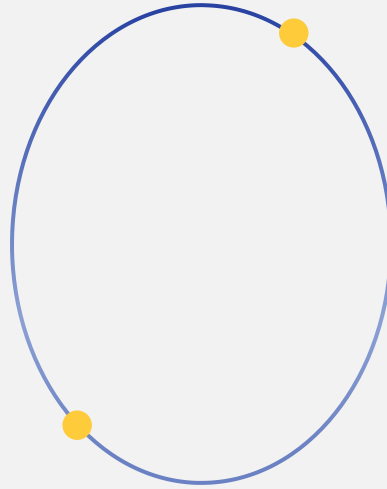


Contacts



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**URŠKA
STARC
PECENY**

Provider's role
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In case you want to give to the audience the possibility to know more on your case, please provide here sources and/or references

Q&A



Thank you!



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REPUBLIKA SLOVENIJA
MINISTRSTVO ZA KOHEZIJO IN REGIONALNI RAZVOJ

Iceland
Liechtenstein
Norway grants

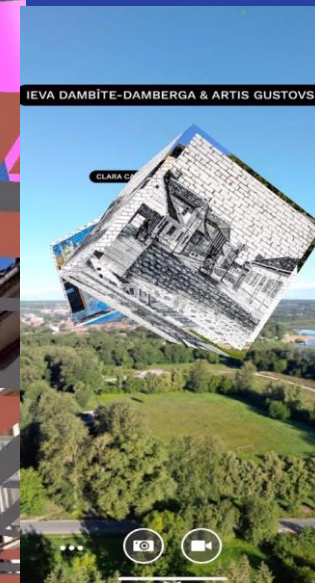
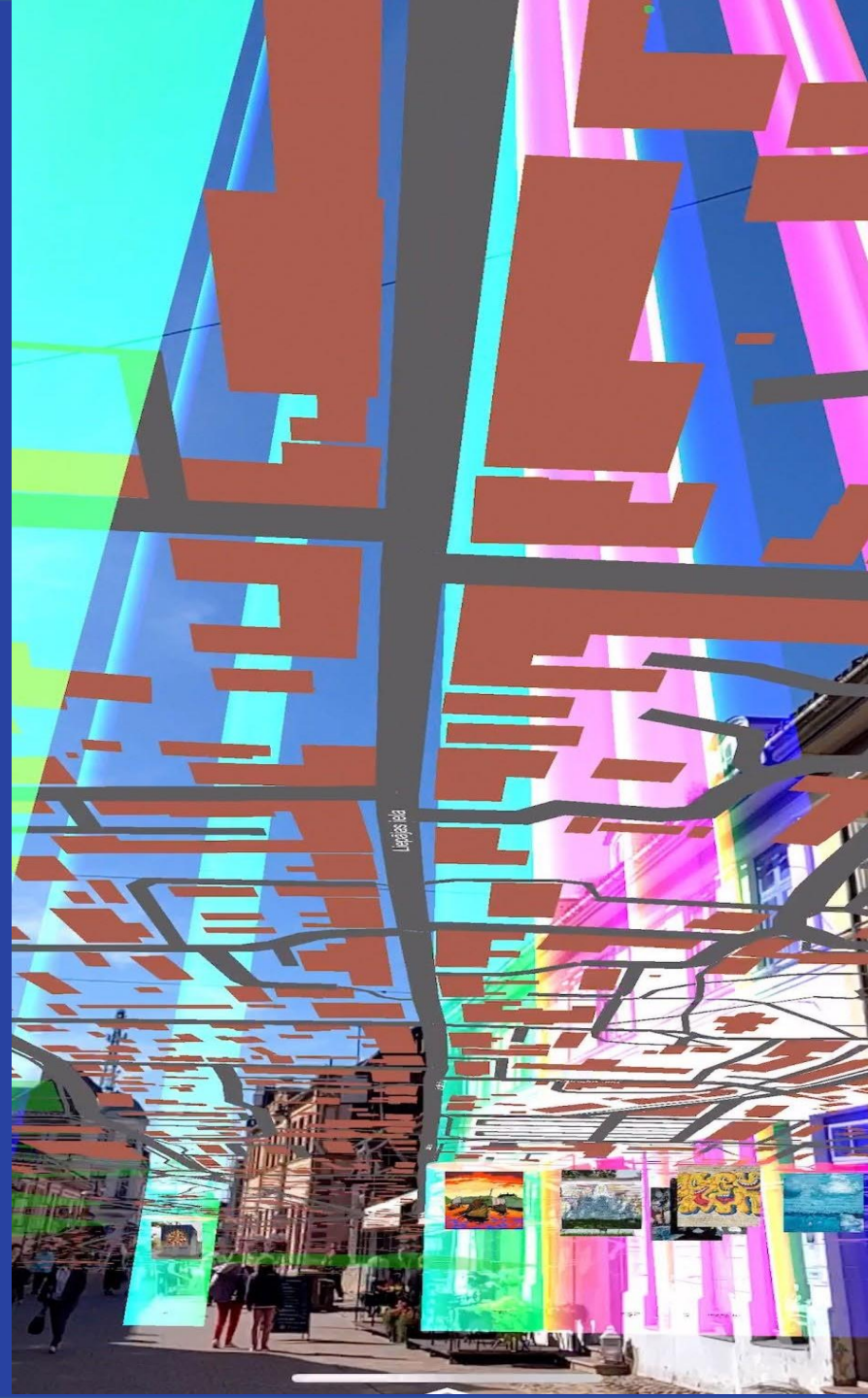
PREDJAMA SUSTAINABLE



Smart Tourism Destinations – Peer Learning Session #1

Metaverse AR Solutions in Smart Tourism Destinations

Artis Gustovskis
The Case of Kurzeme/Kuldīga



Our challenge

We **have implemented** a few **AR Metaverse solutions** for tourists in the city Kuldiga, but we wish

- to go further, **develop solution** deeper:
- we wish **exchange experience** with other Destinations:
- create the **joint future projects** in **AR/VR/Metaverse + AI**

Our solution

Describe the data-driven solution you have adopted to face the problem described in the previous slide.

Remember to indicate:

- **Augmented Reality APP** (i.e. SAN app and ART+ app)
- **Building AR/VR solutions + Artificial Intelligence**



Benefits from AR Metaverse by AI

***Enhanced user experience:** Metaverse solutions provide a unique and immersive experience to users. They enable users to interact with digital content in a more engaging and interactive way, leading to a more memorable and enjoyable experience.

***Increased engagement:** Metaverse solutions can help businesses increase user engagement with their products or services. By providing a more interactive and personalized experience, users are more likely to spend time engaging with the content and coming back for more.

***Improved collaboration:** Metaverse solutions allow users to collaborate and interact in a virtual environment, regardless of their physical location. This can be particularly useful for remote teams or individuals who need to work together on a project.

***New revenue streams:** Metaverse solutions can open up new revenue streams for businesses. For example, virtual storefronts can allow businesses to sell digital goods and services to users within the metaverse.

***Opportunities for innovation:** Metaverse solutions provide an opportunity for businesses to innovate and experiment with new ideas. By leveraging the latest technology and trends, businesses can create unique and compelling experiences for users.



Shape Robotics



Benefits

What objectives have you achieved?

- Virtual information & galleries for tourists
- Metaverse is about **accessibility for all 24/7** tourist information and all kind of **AR/VR Tours** for visitors

Future developments

- We wish to **enlarge it** together with other Smart Destinations

Mention any further activity for which you would like to match with partners

- EU calls and **joint projects**



Who we are looking for

Why are you looking for partners?

- To enlarge our AR solutions and experience

What would you bring to the new team/collaboration?

- we hope it would be interesting for other destinations too

Which competences/skills are you looking for?

- AR/VR/Metaverse incl. **UnrealEngine** and **Unity** experience

What would be the benefits for potential partners?

- **Joint EU projects** especially because AR/VR/Metaverse is a one of the **TRENDS** and **priorities of EU Tourism Towards 2030**



Contacts



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Gustovskis**

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Kuldīga Digital Innovation Hub
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<https://www.facebook.com/photo?fbid=6281449051873791&set=pcb.6281455401873156>

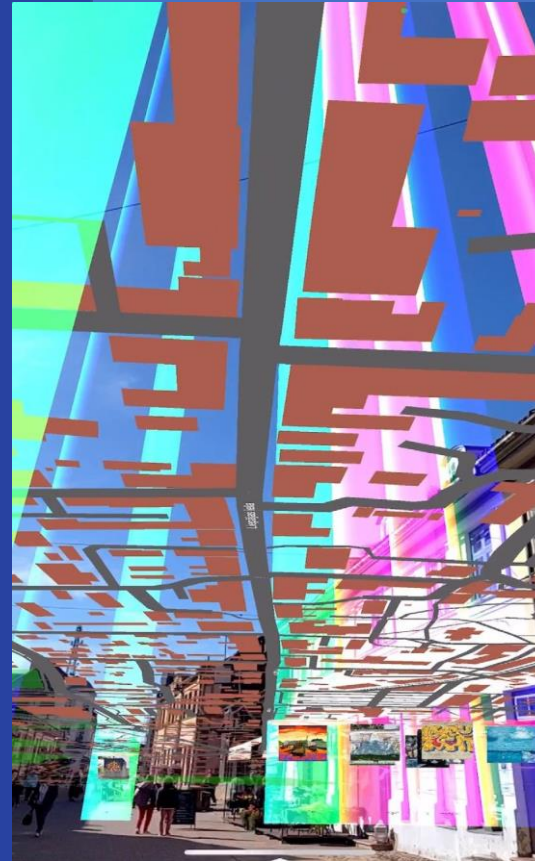
https://www.facebook.com/reel/824539831976009/?s=single_unit



Q&A



Thank you!



Smart Tourism Destinations Project



Consultation on Smart Tourism recommendations



CARSA



Key project phases

3 phases

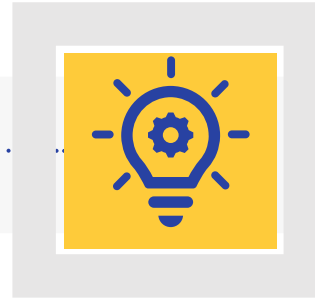
Study “Mastering data for tourism by EU destinations”
(Phase 1)



Completed
(Mar 2021 – Mar 2022)

- Identify **how tourism data is used**
- Map **good practices** from around the world
- Launch an **Open Call** to recruit **10 experts**
- Launch an **Open Call** to involve **48 EU destinations**

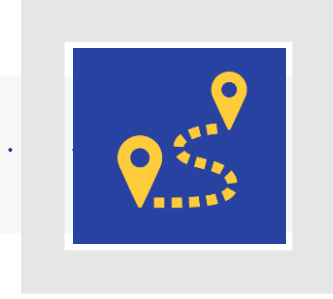
Development of data mastering tools for EU destinations
(Phase 2)



ONGOING
(Apr 2022 – Jul 2023)

- Drafting of an **‘EU Guide’** and a **‘Toolkit’** for mastering data for EU destinations
- **Destination’s Journey:** coaching and capacity building activities based on the tools developed
- Creation of a **‘Community of practice’**

Recommendations for follow-up actions
(Phase 3)



ONGOING
(Jan 2023 – Aug 2023)

- Set of **recommendations** on future actions to support tourism ecosystem developing data management capabilities
- **Final Event** and project closure

Have your say!

Aim of the consultation

- We are drafting the project's **final recommendations** targeting the **European Commission**, the **EU Member States** and the destinations (especially the **Destination Management Organizations DMOs**)
- **These recommendations should identify actions to initiate or enhance in the future to support tourism destinations developing data management capabilities**
- To make **effective recommendations**, we would like to explore destinations' point of view



What we will do

We will ask you questions about:

- Your **barriers** towards smart tourism
- The **kind of support** you would need
- Effective **incentives**
- **Who** should provide support
- **Research topics** to be explored



How we will do it



Answer **polls** that will pop-up on your screen

If you close the poll by mistake without answering, you can find it again in the chat



Post questions and comments in the **chat**

Have your say!

Question 1

Which are the main barriers to improve your tourism data management capabilities?

- Lack of funds
- Lack of available data infrastructure
- Difficulty in managing contracts/procurement/suppliers (data providers)
- Lack of data skills
- Lack of awareness of the importance of using data within the organisation
- Scarce stakeholders' awareness (policy level/other stakeholders)
- Lack of inspiring examples/best practices of the use of data
- Difficulty in setting the boundaries between tourism sector and connected sectors (e.g. mobility, cultural heritage...) creating issues to governance and mandate



How to



Rank the option in **descending order** of importance (1° position = most important)



Post your comments in the **chat**

Have your say!

Question 2

Which type of support would you need for developing your approach towards data management for tourism?

- Support for the development of competencies (trainings, coaching...)
- Awareness raising campaigns targeting relevant stakeholders (knowledge sharing)
- Additional funds
- Enhanced availability/accessibility of data or infrastructure



How to



Rank the option in **descending order** of importance (1° position = most important)



Post your comments in the **chat**

Have your say!

Question 3

Which is the most effective incentive to enhance tourism data management capabilities of your destination?

- Competition among destinations at EU or national level (e.g., awards, prices, rankings...)
- Obligations (e.g., compulsory requirements for receiving funds/applying to projects, EU and national laws...)
- Soft incentives (e.g., availability of free supporting materials, data, info-sessions, etc...)



How to



Single choice: choose **only** the preferred option



Post your comments in the **chat**

Have your say!

Question 4

The most effective support should be provided by...

- Your Member State (tourism ministry or other institution at national/federal level)
- European Commission
- Your Region (public administration at regional level)
- Service providers (private sector)
- Other → Specify in chat



How to



Single choice: choose **only** the preferred option



If you chose «**other**», please specify your idea in the **chat**

Have your say!

Question 5

The European Commission finances **research and innovation projects** in different fields through different programmes, such as the Horizon Europe program and Digital Europe Program. Member States do the same – through different programmes depending on the country.

Applied or basic research activities could enhance innovation in the tourism sector, including the digitalisation of the sector and the better use of data within it.

What research areas would require further initiatives and investment to address future challenges?



How to



Open question: write your idea in the **chat** and speak up when the moderator calls!



- Post your suggestions in the **chat**, you can also **like** other's ideas 
- If the moderator calls you, you can **unmute your microphone**

Smart Tourism Destinations Project

Materials for you!
Antonio Peláez Verdet – University of Malaga



Materials available for you



Study "Mastering data for tourism by EU destinations"

Knowledge base on how data is being used by destinations and other actors in the tourism industry



EU Guide on data for tourism destinations

A concise guide to disseminate the basic concepts on data management for smart tourism

All EU languages

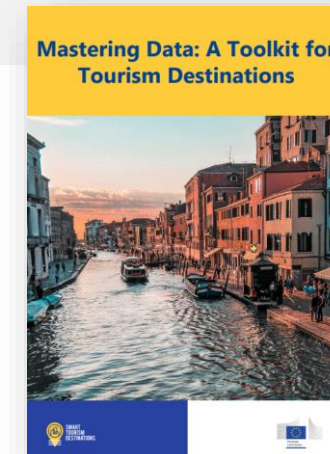


Mastering Data: A Toolkit for Tourism Destinations

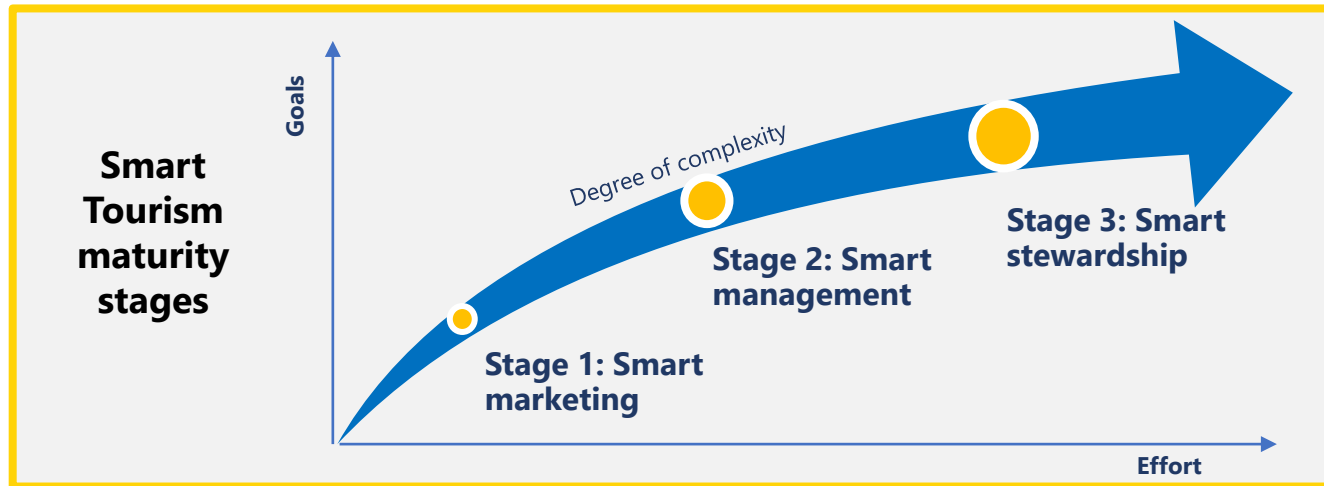
A toolkit for mastering data, describing how to improve destination's smart tourism capacities

All EU languages

New!



Key concepts of the Toolkit: the maturity model and the pillars of a Smart Tourism approach



The 5 pillars at the basis of a Smart Tourism approach and defining a destination Smart tourism maturity



Our Smart Tourism **maturity model** and the **underlying key pillars** provide the **analytical framework of the Toolkit and for our upcoming activities** within the Destination's Journey.

For **each pillar**, in the Toolkit you will find:

- ✓ A **description of the key attributes** of a Smart Tourism Destination, depending on its maturity, to support you defining your goals and develop your roadmap.
- ✓ A list of initial **concrete tips, tools and resources**, to support you getting Smart(er)

How to use the toolkit



A tool for you

You can then refer to the toolkit to **prepare for our different activities** and find initial guidance, including tips on how to conduct the self-assessment, start defining your roadmap, and on useful resources to improve under each pillar.



Our support

Our webinars, workshops, and coaching activities will further expand and build upon the contents of the toolkit.

If while reading the toolkit you feel you are missing some background information, do not forget to check also the **Guide on Data Mastering!**



Let's work together

As we progress through our activities, do not hesitate to share your feedback with us!

If there is something in the toolkit that captures your attention, let us know and we can further explore this in our activities. In the same way, we will be happy to clarify questions and doubts and cover additional topics that you feel are missing.

Materials available for you – Pillars in practice



Smart Tourism Pillars in Practice I – Indicators & Governance

New!

Short factsheets focused on the topics analysed and introduced during webinar 1



Smart Tourism Pillars in Practice II – Data management & Technology

Coming soon

Short factsheets focused on the topics analysed and introduced during webinar 2



Smart Tourism Pillars in Practice III – New skills Development, Leadership, Jobs & Capacity

Coming soon

Short factsheets focused on the topics analysed and introduced during webinar 3

Pillar 1 'Strategy and Governance' in practice
Defining roles along the data cycle for smart tourism

What? This fact sheet introduces how smart data management and governance models addressing a number of key issues can be used to ensure and open up the effective use and responsibility of data along the data cycle. A clear governance model is essential to ensure data is used effectively, responsibly and ethically.

Why? The data cycle for smart tourism involves a range of data and information reflecting on how to increase the effectiveness of smart tourism services. This can be used to ensure the appropriate and ethical use of data and information in the context of a smart tourism service.

How? This factsheet provides a range of information and guidance on how to ensure the effective use of data and information in the context of a smart tourism service. It includes a range of information and guidance on how to ensure the effective use of data and information in the context of a smart tourism service.

BACI matrix
This matrix is used to identify the roles and responsibilities of the data cycle and to ensure that the data cycle is used effectively, responsibly and ethically.

Use with other Smart Tourism Pillars
This factsheet is part of a series of factsheets that provide information and guidance on how to ensure the effective use of data and information in the context of a smart tourism service.

Pillar 2 'Data Management and Tech. Solutions' in practice
Ensuring data becoming a data-driven destination

What? This factsheet introduces how smart data management and governance models addressing a number of key issues can be used to ensure and open up the effective use and responsibility of data along the data cycle. A clear governance model is essential to ensure data is used effectively, responsibly and ethically.

Why? The data cycle for smart tourism involves a range of data and information reflecting on how to increase the effectiveness of smart tourism services. This can be used to ensure the appropriate and ethical use of data and information in the context of a smart tourism service.

How? This factsheet provides a range of information and guidance on how to ensure the effective use of data and information in the context of a smart tourism service. It includes a range of information and guidance on how to ensure the effective use of data and information in the context of a smart tourism service.

Use with other Smart Tourism Pillars
This factsheet is part of a series of factsheets that provide information and guidance on how to ensure the effective use of data and information in the context of a smart tourism service.

Pillar 3 'The future of work' in practice
Developing new skills

What? This factsheet introduces how smart data management and governance models addressing a number of key issues can be used to ensure and open up the effective use and responsibility of data along the data cycle. A clear governance model is essential to ensure data is used effectively, responsibly and ethically.

Why? The data cycle for smart tourism involves a range of data and information reflecting on how to increase the effectiveness of smart tourism services. This can be used to ensure the appropriate and ethical use of data and information in the context of a smart tourism service.

How? This factsheet provides a range of information and guidance on how to ensure the effective use of data and information in the context of a smart tourism service. It includes a range of information and guidance on how to ensure the effective use of data and information in the context of a smart tourism service.

Use with other Smart Tourism Pillars
This factsheet is part of a series of factsheets that provide information and guidance on how to ensure the effective use of data and information in the context of a smart tourism service.

How to use the Pillars in practice



Ready to use

The “Pillars in practice” docs are **guided templates** to carry out practical tasks toward the definition of the smart tourism roadmap.



Complementary materials

10 of these tools are being developed, providing practical guidance on how to address some of the topics of the Smart Tourism Pillars

In order to better understand the context of each “Pillar in practice”, read the **Toolkit** and watch the **Webinars** available on our website

One example...



Pillar 2 "Data Management and Tech. Solutions" in practice Towards becoming a data-driven destination

Why? This template helps destinations **choose and evaluate the data** they need to gather in the process to become data-driven destinations. At any stage of its life cycle, the destination's managers would need information for making decisions, and choosing among different sources or kinds of data, according to an efficient process.

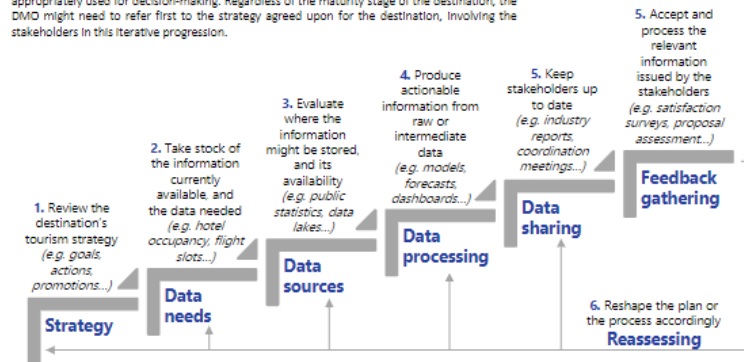
How? Acquiring information is a time-consuming process, only sometimes expensive though. However, data often needs to be processed appropriately afterwards. When considering what sort of data the destination needs, it is helpful to **have a clear idea of how it will contribute to the decision-making process**. Not any data fits the destinations' needs, and the desired data is not always available or affordable. Hence, given that the resources for allocating data are limited, destination managers should wonder which information is best among the bulk of alternatives at their reach. The following list showcases a set of preliminary considerations to choose the data needed in any destination carefully.

Tips and Guidelines

- Try to **communicate the big picture** of the industry. Make it visible to your team and the stakeholders that tourism influence goes beyond the evident cases. Therefore, collecting data indirectly related to tourism could also be interesting.
- Consider your **strategy**, your resources, the skills of your staff and your information needs carefully. Don't leap straight to too ambitious models. **Perhaps small or medium-sized schemes would fit your needs**, especially in the early stages of the process.
- Keep your decision-making process open to **any data**. Qualitative data or indirect measures (proxies) might be rather handy, even though they are not expressed in numbers. In this concern, be **aware of the biased indicators**, either quantitative or qualitative.
- **Involve the stakeholders** through a data-dissemination process, keeping it simple and jargon-free. Long reports, too technical literature or complex dashboards help less than straightforward, engaging, easy-to-read documents. The ultimate goal at this point would be to overcome the "so what" question.

A stairway to the data-driven approach

This graphic represents our proposal about the process of becoming a destination where data is appropriately used for decision-making. Regardless of the maturity stage of the destination, the DMO might need to refer first to the strategy agreed upon for the destination, involving the stakeholders in this iterative progression.



Link with other Smart Tourism Pillars: Before this factsheet, the "Strategy and Governance" (pillar 1) explained how the destinations should consolidate a clear strategy to define objectives, responsibilities and indicators. After this document, "Human Capital & Skills" (pillar 2) focus on the relevant capabilities to be developed when incorporating new data or technologies in the destination management process. Tips and guidelines can be found consulting the Toolkit for Tourism Destinations and other supporting materials available in the [digital library](#) of the Smart Tourism Destinations project website.

Smart Tourism Destinations project, 2022

Developed with the contribution of Smart Tourism Expert Mirko Lalli and based on the [Smart Tourism Destinations webinar](#) "Get inspired and pick up new tools: innovative technologies and smart solutions for tourism"



Pillar 2 "Data Management and Tech. Solutions" in practice Towards becoming a data-driven destination

Instructions: This template can help align the destination **strategy** with the data the DMO needs to make decisions. Along with it, the available **data** should be provided by identified **sources**, **processed** and **shared**. On top of that, the outcomes should generate **feedback** that the DMO should collect from the destination stakeholders.

STRATEGY (My destination has a strategic plan in the following scopes)					
Strategic Axis 1:.....		Strategic Axis 2:.....		Strategic Axis 3:.....	
Goals	Indicators	Goals	Indicators	Goals	Indicators

DATA NEEDS (To achieve the goals, I need the following datasets:)		DATA SOURCES (The data is (M)ime/(A)vailable/(U)navailable)			
Indicator	Data associated	Data source	M	A	U

DATA PROCESSING (The techniques for processing or refining the raw or intermediate data should be carried out by...)			
Data	Technique	Periodicity	Responsible

DATA SHARING		FEEDBACK GATHERING	
Stakeholder	Data	Gathering technique	Periodicity

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Q&A

Please use the chat function

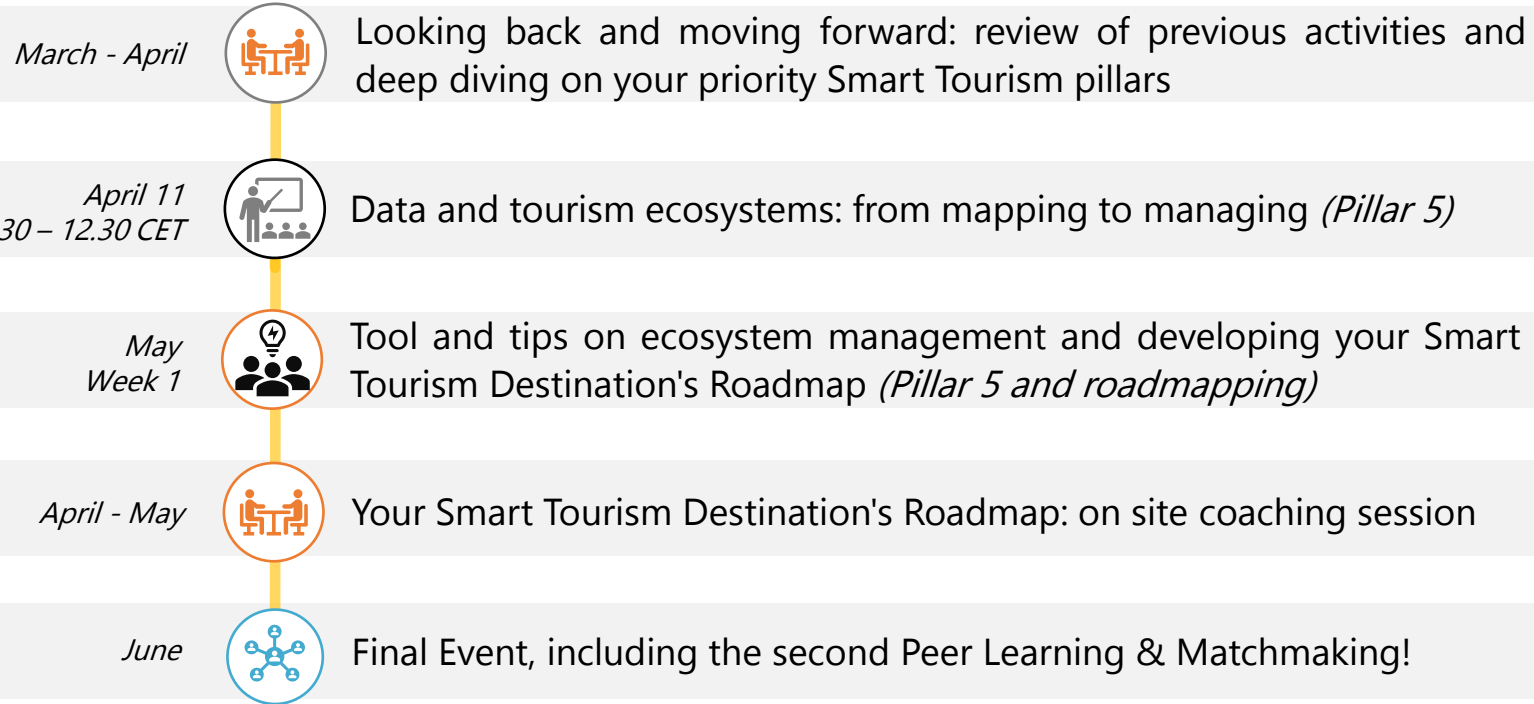


Closing remarks



SMART
TOURISM
DESTINATIONS

Next events



Key info:

- Selected Destinations have the possibility to **organise other two coaching session**. Get in touch with your Smart Tourism Coach and arrange the sessions!
- The **Project's Final Event** is currently being organised and will be an opportunity for destinations to meet each other in person to share common knowledge and practices. Stay tuned for news!



Webinars



Workshops



Coaching activities



Peer learning and matchmaking

Check our website for materials and updates

<https://smarttourismdestinations.eu/>

and follow us on LinkedIn 

<https://www.linkedin.com/company/smart-tourism-destinations-project/>



Thank you!



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