Develop a data platform, which allows destination management and relevant tourism ecosystem actors to explore, integrate, and analyse data in order to get insights to the tourism activity during normal and possible crisis periods

Level	National
To whom is directed	National Tourism Organisations (NTO), Regional Destination Management Organisations (DMO)
Who should be involved?	National Tourism Authorities (NTA), Regional Tourism Authorities (RTA), Regional and Local Destination Management Organisations (DMO), Tourism Professional Associations and Organisations, Tourism Businesses
Time bound	Medium-term
Effort	High Effort

| Why? | The tourism ecosystem needs **available, reliable, centralised, frequently updated data sources and indicators to make informed decisions to manage the destination, monitor strategic development and to forecast/predict in advance and monitor the impacts (e.g., severity and length) of a crisis event.**

Many destinations face significant challenges in **data collection and analysis.** The potential of big data remains largely untapped, as many organisations lack the necessary mechanisms for effective data collection and analysis. This issue is compounded by a **lack of advanced systems and technology.** This is particularly the case of regional and local destination management organisations and SMEs.

Such systems are essential to aggregate data from different sources, perform comprehensive analyses, and correlate different indicators. Furthermore, there is a lack of incorporation of new technologies, such as AI, which could significantly enhance decision-making processes and the development of predictive models. These models would be crucial for effective destination management, crisis preparedness and management, offering insights that enable proactive measures and swift responses.

Additionally, **the tourism ecosystem suffers from a noticeable absence of open data platforms, which would enable information sharing among various stakeholders.** The public and private sectors often operate in silos with minimal data exchange, hindering comprehensive analysis and informed decision-making. This fragmentation not only limits the ability to promptly identify and respond to trends and risks, but also undermines the overall resilience and competitiveness of the tourism industry.

It is, therefore, important to **develop data collection & analysis platforms with tools to collect, integrate, transform, correlate and analyse data and generate insights, to support destination management and provide intelligence to the tourism ecosystem via an open data platform.** |
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High-level implementation steps and options	*Establish the necessary technical infrastructure to create an intelligence platform for the destination* • Build the necessary infrastructure to collect, store, and analyse data from various sources. *Create a centralised tourism data platform to aggregate real-time data, serving as an early warning system and providing comprehensive insights for decision-making and destination management* • Create a centralised tourism data platform that aggregates real-time data from various sources such as the ones identified in the previous recommendation. This platform can be used both as an early warning system providing alerts about the variation of certain indicators and providing comprehensive insights to support destination management. • The solution should enable: o **Data Collection, Storage, and Analysis**: gather, store, and analyse an extensive and diverse set of data from different information sources, centralised in an analytical platform, facilitating access and consultation by different stakeholders. o **Real-Time Destination Monitoring:** obtain a real-time view of the destination through the monitoring of relevant indicators for its management, such as those related to the destination's tourism demand and supply, as well as its resilience and sustainability. o **Early warning systems**: within the data space to detect potential crises. These systems should be capable of promptly alerting relevant stakeholders to enable swift action to be taken. o **Tools for scenario planning and simulation**: that allow stakeholders to model different crisis scenarios and test their response strategies, improving preparedness and resilience. o **Destination Insights**: generate insights that are useful for destination management, supporting real time decision-making and strategy development. o **Tourism Recovery Analytics:** post-crisis, analyse data to assess the impact on tourism and identify recovery trends. This information can guide recovery strategies and help prioritise areas that need immediate attention and support. o **Stakeholder Information Dissemination**: Provide relevant information to stakeholders – regional and local DMOs and tourism businesses - within the tourism ecosystem, increasing their capacity.

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High-level implementation steps and options	*Develop predictive models that forecast tourist flows based on various factors, including seasonality, events, and potential crises, enabling better planning and management* • Use collected data to develop predictive models that can forecast potential crises and their impacts. • Use predictive models in simulations to test preparedness and response strategies. • Regularly evaluate and refine models based on feedback and evolving challenges. *Adopt new digital tools, including an AI copilot to support data analysis and provide insights to support decision-making* • Adopt new digital tools, including an AI copilot to support data analysis and provide insights to support decision-making. This AI solution can help in decision-making by predicting outcomes based on historical data and current trends. *Enhance data access and sharing with tourism stakeholders* • Make data available to all tourism stakeholders through an open platform. • Develop interactive dashboards for real-time data access and analysis tailored to the different needs and usage of different profiles. *Develop Data Governance Policies* • Implement robust data governance structures to oversee data quality, privacy, and security. • Define clear roles and responsibilities for data management. *Train the tourism ecosystem to build data analysis capacity* • Design a toolkit of indicators and metrics to improve understanding and interpretation of data. • Conduct workshops and training sessions to enhance stakeholders' skills in data-driven decision-making and crisis preparedness.