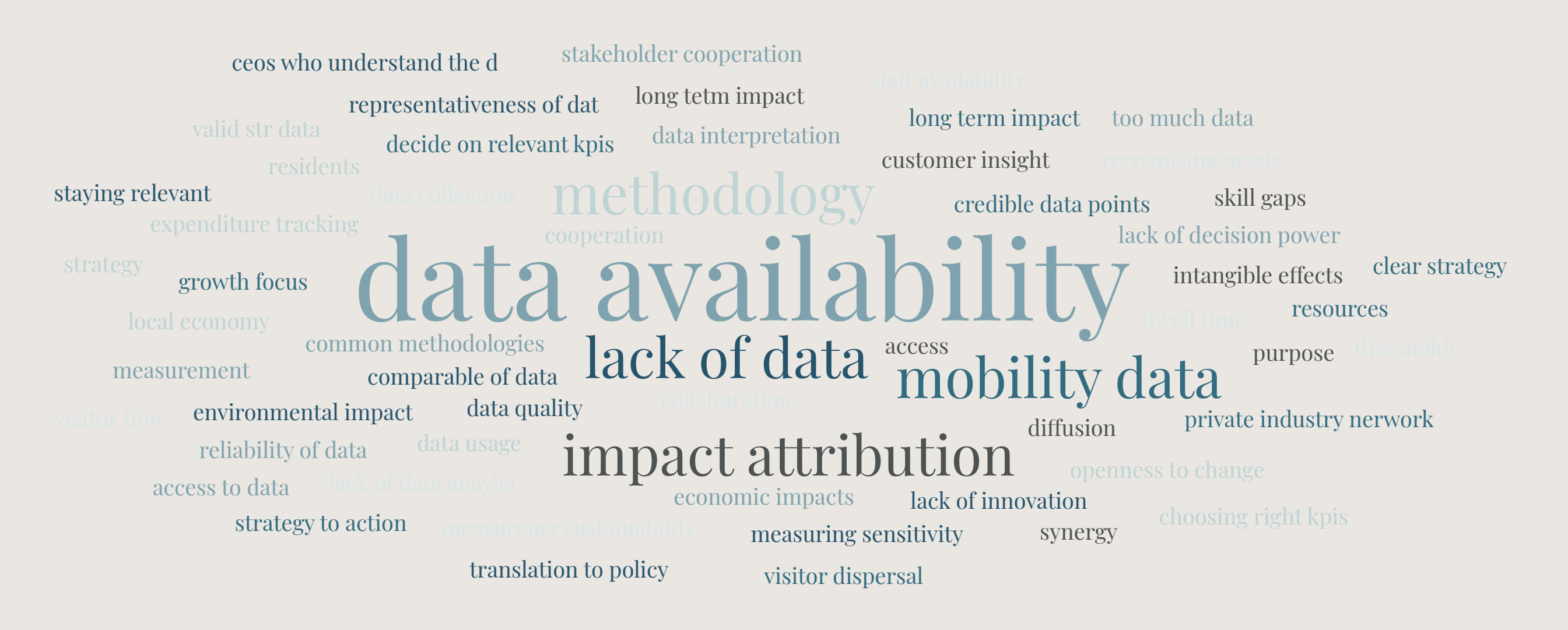


Based on your discussions, what are the biggest challenges for NTOs/DMOs in generating and measuring meaningful impacts in the management of tourism?



What is one idea that you will take back to your destination?

TRAIN DATA

Sharing, sharing,
sharing

Focus on measures that
you can measure

Don't collect data you
cannot manage.

To measure impact – have
very narrow and clear
goals, e.g. increase
overnights in certain
regions in February.

Measure what you can
change!

Don't take away the human
side by replacing them
with automation. You need
human interaction to be
inspired and get new ideas.

Knowing what you
measure for!

What is one idea that you will take back to your destination?

Tourism's effecting
quality of life

Sharing ideas, knowledge,
and remembering the
purpose of why you're in
tourism

Data quality is crucial

How to gather and analyse
data to build better
understanding of impact of
tourism across many
sectors.

network research

Combine more data

Potential of synthetic
tourists to take qualitative
information from

Convince mobile data
providers to cooperate
and offer joint data.

What is one idea that you will take back to your destination?

A few basic simple indicators clearly connected to strategy, like in Switzerland

Making better use of the data that IS available or can be collected

Focus on the data you really need and work with

Focus more on data collection methods to have most reliable data

Which data are really helpful and needed to do strategical decisions and which are just additional information. Task for me to look at the data and select between must have and nice to have data

The quality to process research for trustable data for long-term purposes.