Case Study Map

Use this template to gather a general overview of the different case studies covered during the third module of the Sustainability Leadership Programme.

For each case study, you can find a brief description of what they cover and the key takeaways that can be extracted from them.

You'll also find a blank space under each of the case studies that you can use to ideate with your team on how some of the learnings could be applied to your DMO or ideas you'd like to gather for future planning.

How to complete the template?

Before reading a case study

Before reading a case study, if your time availability is limited, make sure to read the description and key takeaways of the different case studies to focus on those that can be most useful for your DMO.

During the reading of a case study

Add sticky notes of a specific colour of those aspects that can be most useful within your organisation in the ideation area to later come back to them.

You should use this colour throughout the Mural so everyone can keep track of their ideas.

After the reading of a case study

Come back to the notes you have taken throughout the reading.

Gather your team and discuss how the key ideas could be implemented

PILOT

Case Study Title

Improving DMOs' Competitiveness & Evaluation Through PMSs

Brief Description Through this case study you'll be able to understand how the collaboration

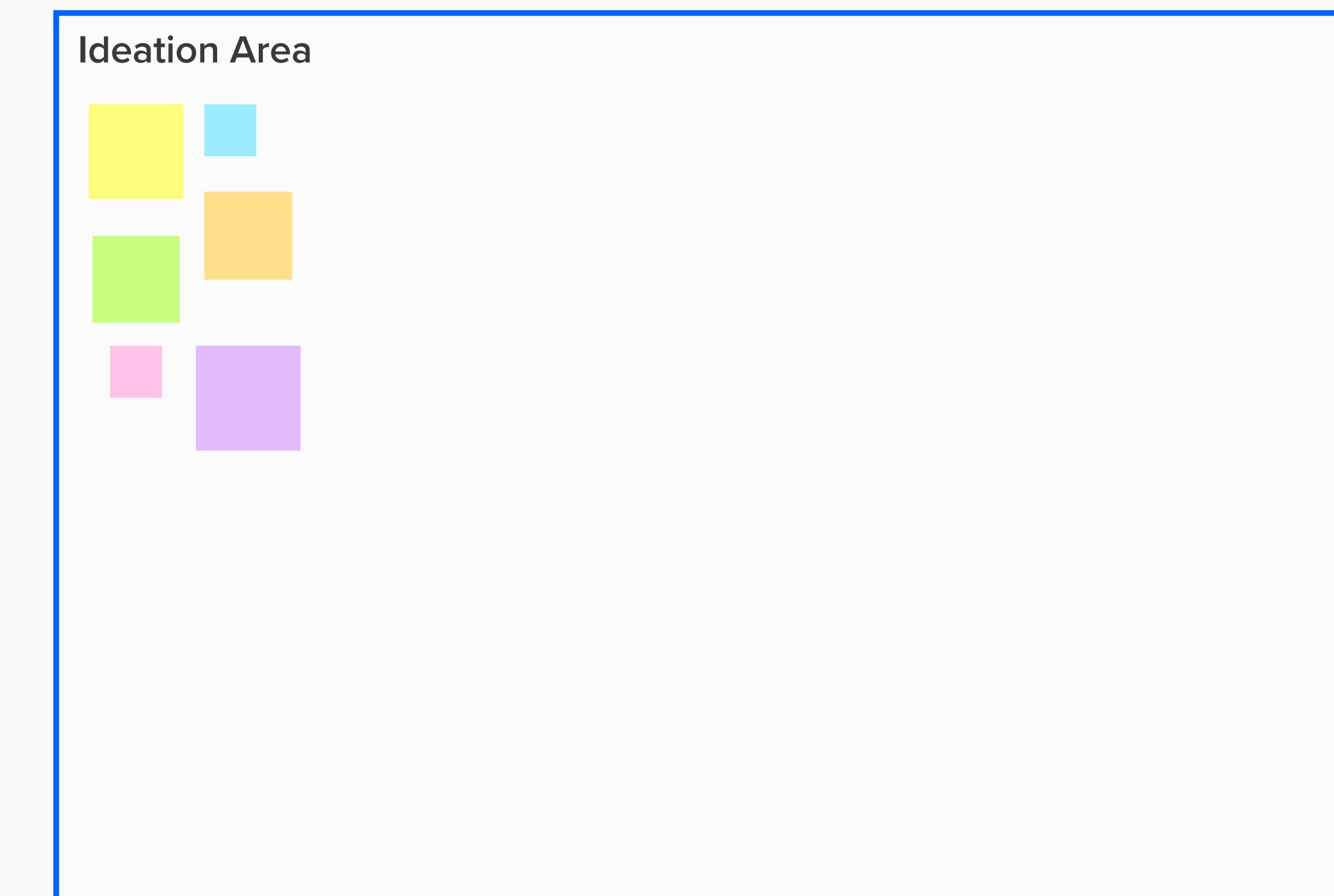
entire regions to improve their competitiveness based on data indexes. **Key Takeaways**

Projects like PiLOT demonstrate the advantages that arise from the collaboration between multiple sectors in tourism. Data indexes allow for the comparison of tourism performance across

different regions and at the national level. In addition, having access to these allows to evaluate the DMO's performance via KPIs.

between different tourism organisations can result in initiatives that allow

· It's important to be aware that data on its own is not the optimum goal, but that it provides stakeholders with the tools to build efficient strategies.



Thompson Okanagan Tourism Association

Case Study Title

Brief Description

A Data-Driven Approach to Manage the Destination

This case study will allow you to get a comprehensive understanding of how a regional organisation can build a centralised data hub with the objective of strengthening the destination's data capacity as a whole to better manage it.

Key Takeaways

· It's essential to break down the barriers of the destination and find a pathway to navigate the many challenges along the way.

· Transmit your intentions clearly to the different stakeholders, from the outset and through all the phases of the project.

Discussing expectations repeatedly will allow you to find alignment, talk about differences openly and ensure that everyone stands at the same point. Recognise the limited resources and capacity of your organisation over the



MarketingOost

Case Study Title

RDMOs in Developing Data-Driven Strategies

Brief Description Through this case study you'll be able to get an overview of how data can be

utilised to improve the destination's strategy and how, when available at hand, data can help all stakeholders make better decisions. Key Takeaways

· Structuring data in various forms allows for it to serve different purposes and to be exploited by users with digital proficiency levels.

 The portability, integrity and sharing speed of data depend on the developed data structures.

the data and make the most of the available resources.

· By integrating search engines and filtering features in data sources you allow for users to access specific content more easily. Furthermore, guidelines on how to use data hubs can be very beneficial for users to access

Ideation Area

MURMURATION

Case Study Title

Achieving Sustainability by Establishing Robust Data Measurements Brief Description

This case study will help you understand how different types of data, including scientific data, can be used to tackle sustainability issues from a triple bottom line perspective.

Key Takeaways

· Due to sustainability being a multidimensional discipline, it is required to pay attention to it from environmental, economic and social perspectives, following the triple bottom line.

 It is time to scientifically reflect on the destructive impact of human activities on the environment and reduce the destructive impact on the planet. To achieve this, scientific data can be used as indicators for preservation and conservation action plans.



GTS Altitude

Case Study Title

Understanding the Importance of Data Within The Destination's Strategy **Brief Description**

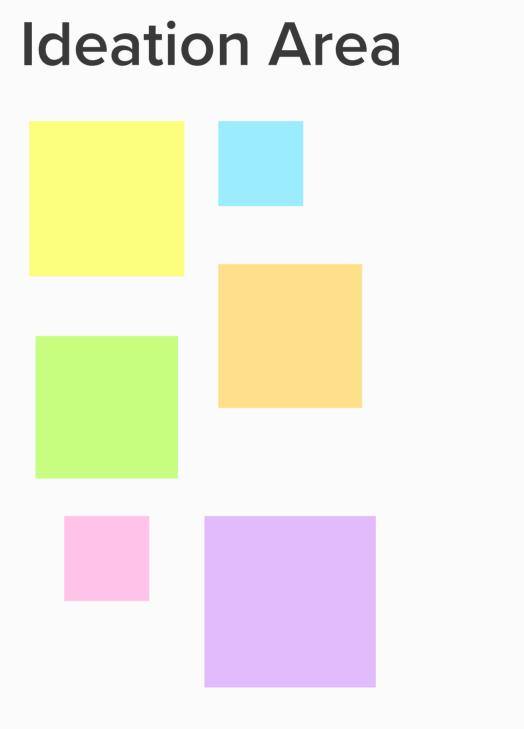
Through this case study you'll be able to understand what your DMO should look for when entering contracts with intelligence and data providers and how to best use the data obtained to best lead your strategy.

Key Takeaways

· Data should always be used as a tool to support decision-making, not as the reason to make decisions.

· It is crucial to know what is intended to achieve through our organisation's strategy before investing in data, as this will allow to obtain better and more useful data.

· When choosing a data provider, the final choice should be based on the markets they can provide information on, as data should be used to fill our knowledge gaps.



1 Observations Week 11

Use this space to write down your team's observations from the case studies provided in Week 11.



Banff & Lake Louis Tourism

Case Study Title

Marketing Destination Attractions Through Data-Driven Approaches

Brief Description

This case study will provide you with an overview of how DMOs can enhance the visitor experience by educating them, promote positive demographic spread in the destination and foster sustainable visitor behaviour through a

data-driven approach.

Key Takeaways

 The implementation of geofencing data tools paired with the utilisation of mobile location-tracking services can allow to understand and influence visitor flows.

· Educating visitors through advertising and using positive messages rather than negative ones can heavily influence visitor behaviours.

STO

Case Study Title

Destination Networks in Monitoring Sustainable Tourism Development

Brief Description

Through this case study, you'll be able to understand how, by becoming a

member of the INSTO network, destinations commit to continuous measurement efforts at the destination level, embracing the context-sensitive and dynamic nature of the concept of "sustainability" itself.

Key Takeaways

• Establishing issue areas that require attention and allowing stakeholders to

develop the indicators that they can best establish to monitor their impact will allow for more impactful results.

· Monitoring can empower stakeholders to effectively prioritise efforts and

allocate resources.

· Reporting can help us share learnings amongst the different stakeholders in the destination.

Visit Sørlandet & Dyreparken

Case Study Title

Collaborative Research to Gather Real-Time Data with Sensors

Brief Description

This case study demonstrates the value of trialling new and innovative uses of technology to bridge gaps in our understanding of the visitor experience

throughout a wide and dispersed geographic area.

Key Takeaways

· It's necessary to keep identifying opportunities to exploit new technologies in order to explore untapped opportunities thanks to digital.

· Collective intelligence can help us bring together a mix of leading-edge organisations and companies with SMEs to share learnings.

 The shared cost of the programmes and government support brings the benefits of big data within reach for all.

isit Diursland

Case Study Title

The Development of DMO Strategies through the Use of Big Data

Brief Description

communication strategy.

By reading this case study you'll be able to gather an overview of how DMOs can establish data partnerships to understand visitor movements and interests at the destination, allowing them to improve their offering and

Key Takeaways

· The establishment of partnerships between technological and tourism businesses can aid the destination's sustainable transformation.

· Gathering and analysing data within the destination can help us better understand visitors and provide better offerings to increase the attractiveness of the destination.

2 Observations Week 12

Use this space to write down your team's observations from the case studies provided in Week 12.

