

From silos to synergies

Unlocking data exchange potential between
tourism and transport sectors

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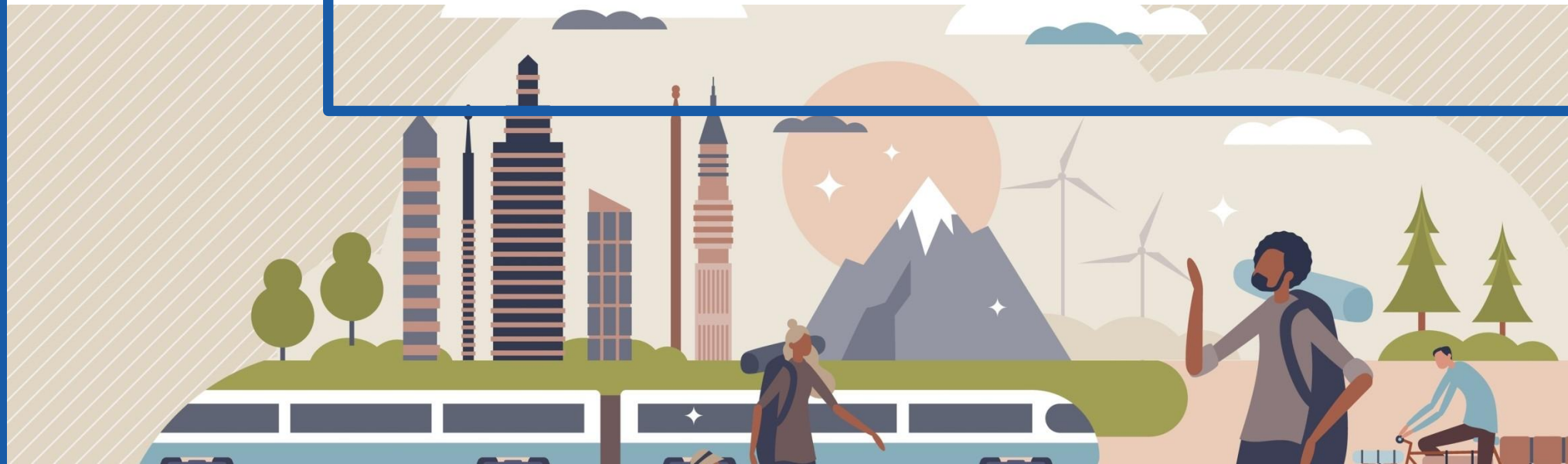
Key message

"Improving data sharing and collaboration between the tourism and transport sectors goes **beyond technology**—it requires addressing the **organizational, institutional, and cultural** barriers that often stand in the way of true cooperation"

How to go from silos to synergies?



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Prioritise what matters most

- Mapping data needs and gaps is important ...
- ... but without clear prioritization, we end up with (endless) wish lists data.
- Use policy priorities to identify overlapping needs in tourism and transport sectors.



Build a foundation of trust for data sharing

- Data sharing requires motivation; stakeholders need clear incentives ("what's in it for them").
- Building trust is essential through regular, both formal and informal, engagement.
- Continuously re-assess and re-align needs over time.



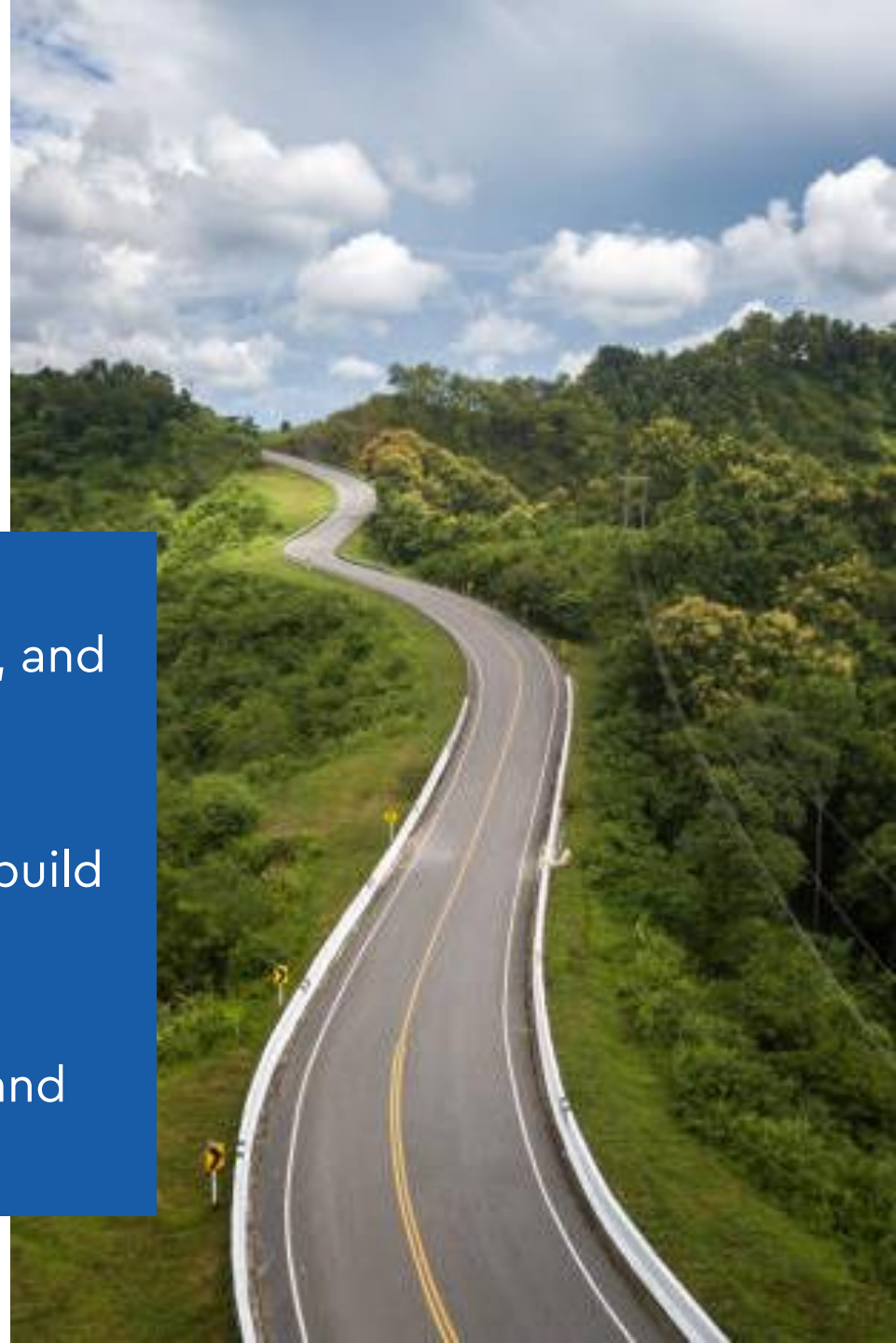
Build capacity by investing in human capital

- Building capacity is essential to turn data into actionable insights and real impact.
- Data is often a strategic priority, but many tourism destinations lack the skills and capacity to use it effectively
- Invest in human capital by offering training and hire data-skilled staff



Adopt a long-term perspective

- Overcoming technical, bureaucratic, legal, financial, and cultural barriers takes time.
- Avoid viewing data initiatives as one-off projects—build long-term programs and trajectories.
- Sustainable impact requires ongoing commitment and adaptation.



Make output findable, attractive, and user friendly

- Consider the diverse data literacy levels of the audience.
- Ensure data outputs are easy to find, visually attractive, and user-friendly.
- Always keep in mind the end-user in mind.
- Communicate and involve those who will make decision based on the data.



"Moving from isolated data projects to long-lasting, cross-sector collaborations will support sustainable tourism mobility"



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**Thank you for
your attention**



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