



Built  
Environment



# Workshop 4

## Unlocking Data Exchange Potential

CREATING MEANINGFUL EXPERIENCES

# Programme

- Introduction ~ Teodora Marinska 5 min
- Speakers 20 min
- Workshop Round 1 – Data & Desire Inventory 10 min
- Workshop Round 2 – Obstacle & Strategy Summary 10 min
- Workshop Round 3 – Scenarios in Data Exchange 20 min
- Pitches 10 min





Tourism



# Introduction

Teodora Marinska – Visit Europe

CREATING MEANINGFUL EXPERIENCES

# Speakers

**Chiara Tomasi**

Trainline

**Marie Doblhofer**

Wiener Tourismusverband





# Workshop

In 3 Rounds

CREATING MEANINGFUL EXPERIENCES



# Workshop Round 1

## Data & Desire Inventory

- Write down on Post-its
  - *What data you have available*
  - *What data you'd like to have*
- Stick your Post-its on the A3 paper
- Share your data desires with the group
- Mix & Match data to needs



# Workshop Round 2

## Obstacle and Strategy Summary

- Write down on a Post-it
  - The main obstacles in data exchange
  - The strategies to overcome them
- Stick them on the big A3
- Share your findings
- Identify shared obstacles
- Identify useful strategies



# Workshop Round 3

- Use Round 1 & 2 post-its to come up with a solution
- Form an 'ideal example'
- Base your findings on feasibility

Managing tourism flows to a popular region during peak season

Reducing GHG emissions in a cross-border route

Developing a low-carbon itinerary for youth travellers



# Pitch

Share you findings



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