

CREATING MEANINGFUL EXPERIENCES



# Programme

• Introduction ~ Teodora Marinska	5 min
• Speakers	20 min
• Workshop Round 1 – Data & Desire Inventory	10 min
<ul> <li>Workshop Round 2 – Obstacle &amp; Strategy Summary</li> </ul>	10 min
<ul> <li>Workshop Round 3 – Scenarios in Data Exchange</li> </ul>	20 min
• Pitches	10 min



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## Speakers

### **Chiara Tomasi**

Trainline

### **Marie Doblhofer**

Wiener Tourismusverband







In 3 Rounds

Workshop

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# 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

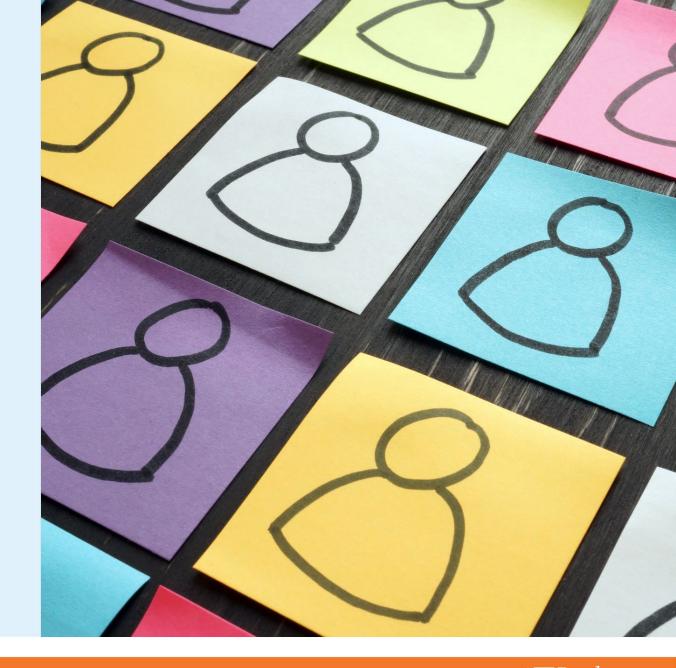




# Workshop Round 2

#### **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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