TOURISM HACKDAYS

Lucerne University of Applied Sciences and Arts

HOCHSCHULE LUZERN

tourist office lab

Open Data .ch

HotellerieSuisse

Welcome

Session will start in



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Your Moderators

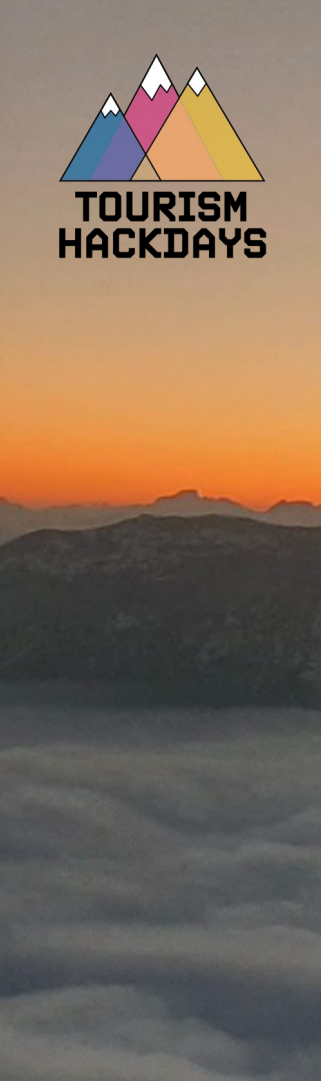




TOURISM HACKDAYS

Pictures and Videos





Innovationfestival / Hackdays

27./28. Oktober 2017	Open Data Hackathon Tourism in Arosa
29./30. Nov. 2019	Open Data Hackdays Tourism
13./14. Aug. 2020	Milestone-Innovationfestival
27./28. Nov. 2020	Open Data Hackdays Shape My City
28./29. April 2021	**Hackdays Tourism**
26./27. Nov. 2021	Open Data Hackdays Sports

Many other Hackdays on opendata.ch

A warm welcome from



Rafael Enzler
Head of Tourist Office Lab



Ueli Schneider
Head of Business Development hotelleriesuisse



Andreas Brandenberg
Head of MSc in Applied Information and Data Science

OC-people



Maud Châtelet



Andreas Liebrich



Lisa Fickel



Reto Rüegg



Pascal Humbel



Jeannette Ulrich



Dominik Knaus



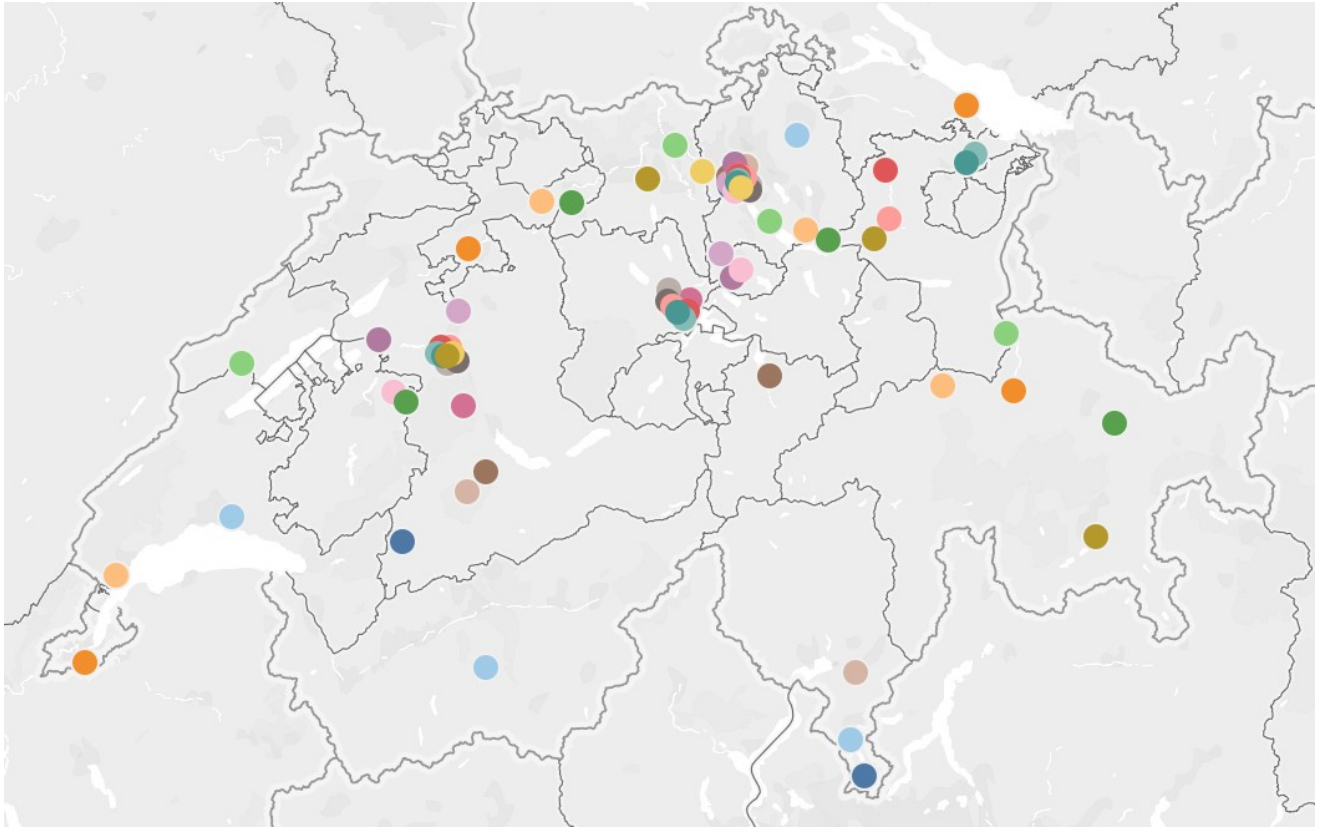
Sara Moser



Stefan Hüttenmoser

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133 Participants come from:



Coaches

https://innovationfestival.ch/en/coaches/

TOURISM HACKDAYS
Innovationsfestival für den Schweizer Tourismus

KOMPETENZEN

- BUCHUNGSTECHNOLOGIEN
- COACH UND MENTOR
- DESIGN THINKING
- DIGITALISIERUNG
- DIGITAL MARKETING
- DIGITAL PRODUCT DEVELOPMENT
- DIGITAL STRATEGY
- E-COMMERCE
- GROWTH HACKING
- LEAN DEVELOPMENT
- MARKETING
- MODERATION
- OUT OF THE BOX THINKING
- SERVICE INNOVATION
- STRATEGISCHE PLANUNG
- TOURISMUSMARKETING
- UNTERNEHMERISCHES DENKEN UND HANDELN

Hier siehst du alle Coaches, ihre Kompetenzen und Kontaktdaten. Am Besten kontaktiert ihr die Coaches frühzeitig und klärt, in welchem Umfang sie euch unterstützen können. Die Coaches haben teilweise auch andere Verpflichtungen und stehen nicht immer sofort zur Verfügung. Herzlichen Dank an alle Coaches für das Engagement!



TIZIANO NESSI

Product Manager
Hospitality.digital – METRO AG

Sprache : EN, IT, DE, FR

#DESIGN THINKING #DIGITAL PRODUCT DEVELOPMENT #DIGITAL STRATEGY #GROWTH HACKING #LEAN DEVELOPMENT



OLIVER TAMAS

Director Digital Marketing & E-Commerce
Switzerland Travel Centre AG

Sprache : DE, EN

#BUCHUNGSTECHNOLOGIEN #DIGITAL MARKETING #DIGITALISIERUNG #E-COMMERCE #MARKETING #TOURISMUSMARKETING



GERRY ROMANESCU

Managing Director
G&B Travel and Hospitality Partners Switzerland

Sprache : DE, EN, FR

#COACH UND MENTOR #MODERATION #OUT OF THE BOX THINKING #STRATEGISCHE PLANUNG #UNTERNEHMERISCHES DENKEN UND HANDELN



DOMINIK KNAUS

Projektleiter und Lehrbeauftragter für Service Innovation & Design
Fachhochschule Graubünden, Institut für Tourismus und Freizeit

Sprache : DE, EN

#DESIGN THINKING #SERVICE INNOVATION

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Sponsored Present

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ADELBODEN LENK KANDERSTEG

IBM

Lucerne University of Applied Sciences and Arts
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HUG

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Word Cloud



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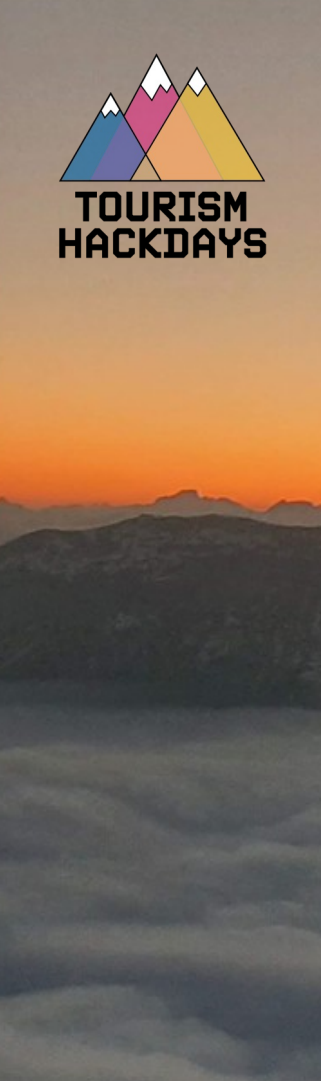
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Schedule & Map





Rough Schedule of Hackdays

- Kick-off and Group building
- Start Hackdays April 28, 09:00 in Zoom
- Start Presentations April 29, 14:00 in Zoom
- After Presentations Virtual Apéro April 29

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Challenge Pitches

Data-based Challenges

How to Pitch

Important for the presenting person:

- 3 minutes per challenge pitch.
- We call for the next 3 pitches series to get ready.
- Presenters, please be ready and turn on your microphone
- The moderation switches the slides
- Discussions about every challenge will take place in breakouts after all presentations

Important for participants:

Note the challenge number you are interested in

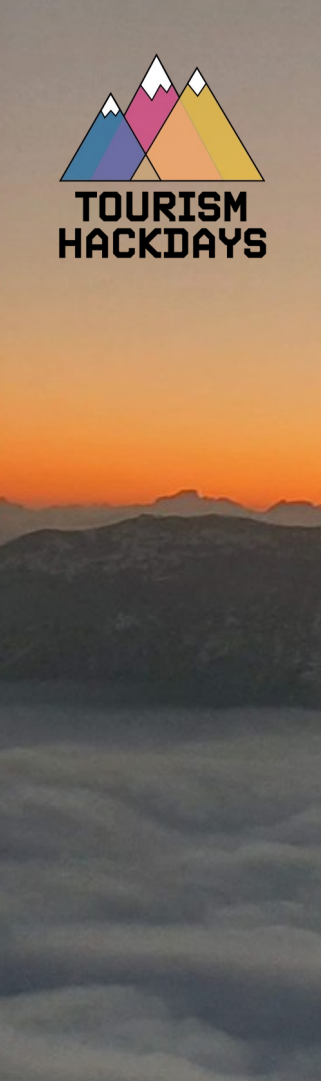
Data-based Challenges

1	Measuring Tourism in Public Space	Jürgen Hofer	Director	Solothurn Tourism
		Norbert Schmid / Reto Gertsch	Geschäftsleiter / Head of Wiriehornbahn	Diemtigtal
2	Visualizing Frequencies @ BikeKingdom	Pascal Krieger	Brand Manager Bike Kingdom	Lenzerheide Marketing und Support AG
3	Pricing / Occupancy / Price elasticity in holiday apartments	Beat Blumenthal	Leiter Gäste Service	Heidiland
		Thomas Rechberger	CEO	Support Engadin St. Moritz AG
		Stefan Rhyn	Leiter Guest Relations	Gstaad Saanenland
4	Grand Tour Navigation	Maria Sägesser	Head of Product Development and Innovation	Schweiz Tourismus
5	Sights Around Me	Markus Dittli	Head of Digital Platform & Projectmanagement	Schweiz Tourismus
6	Finding similar tours and integrate open reviews	Martin Soutschek / Dina Carabas		Outdooractive / ORA

Challenge #1

Tourists in Public Space

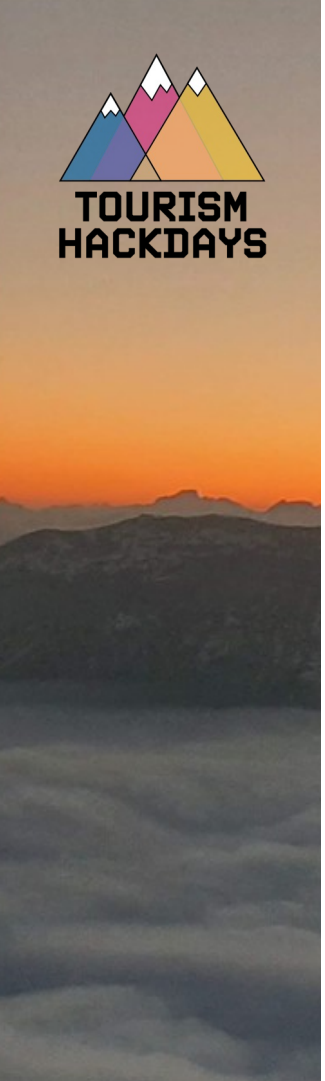




Motivation

#1

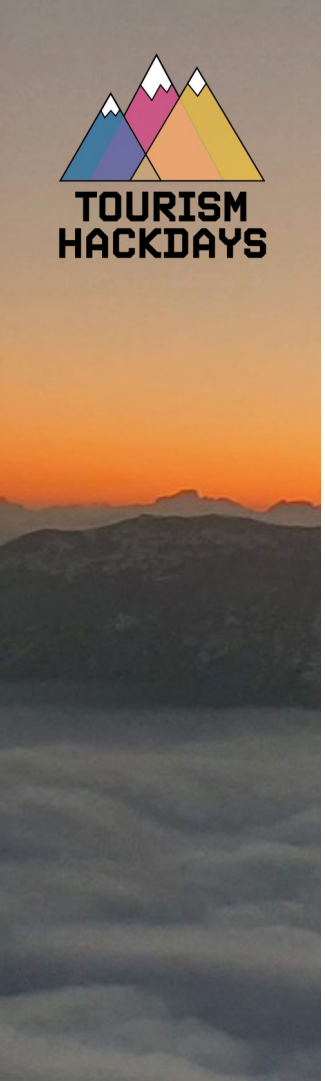
- Data from different sources is available but not combined to get the full picture
- We want to measure the frequency of guests. This should help with decision making. Justify for political decisions.
- Use insights for resource management and improved efficiency



Goal

#1

- Utilize data to analyze and visualize frequencies and dependencies
- Outlook for further analysis / data requirements (what data might be useful)



Dataset

#1

- Diemtigtal: SKIDATA, Restaurant Turnover, Social Media, Snow Conditions, Value Study
- Solothurn: SKIDATA, WLAN, Social Media, Google Analytics
- Intervista: POI (Parking and cable railways)

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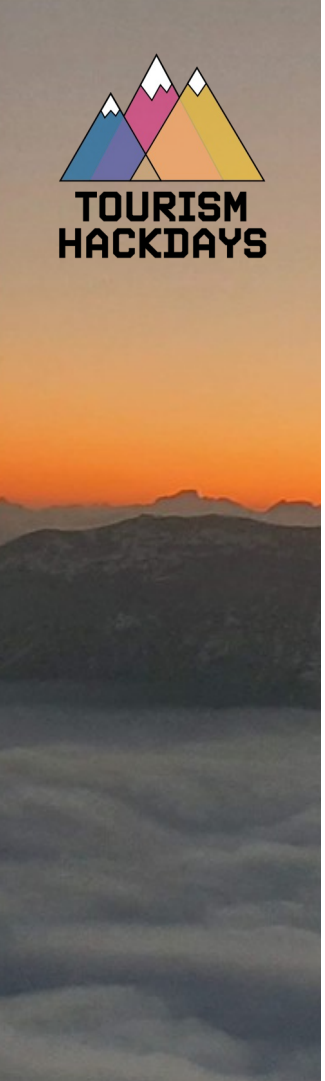
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Challenge #2

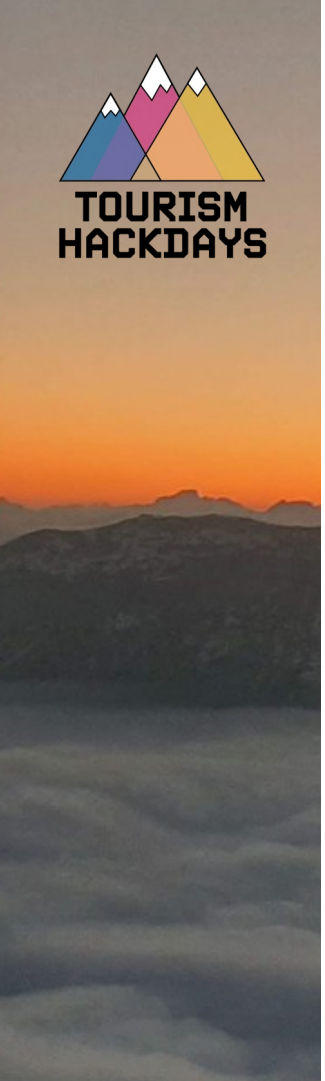
Visualization of mountain bike frequency





Motivation #2

- Distribute Mountainbikers evenly for the various trails
- Investigate customers interests
- Which trails are interesting for which customer group
- Data driven infrastructure improvement



Goal

#2

- Visualise trail use on maps
- Creation of a user-based annual review
- Measure trail popularity based on frequency

Dataset #2

- Bike Kingdom app (48000 downloads; 14% of users record the trails they ride. (.gpx Data)
- Turnstile data of the mountain railways
- Ride Magazin Survey
- Weather Data API
- Overnight Stays
- Annual Bike Sales (MTB-Verband)

⇒ Fill in form about handling data

Challenge #3

price elasticity of holiday apartments



Motivation

#3

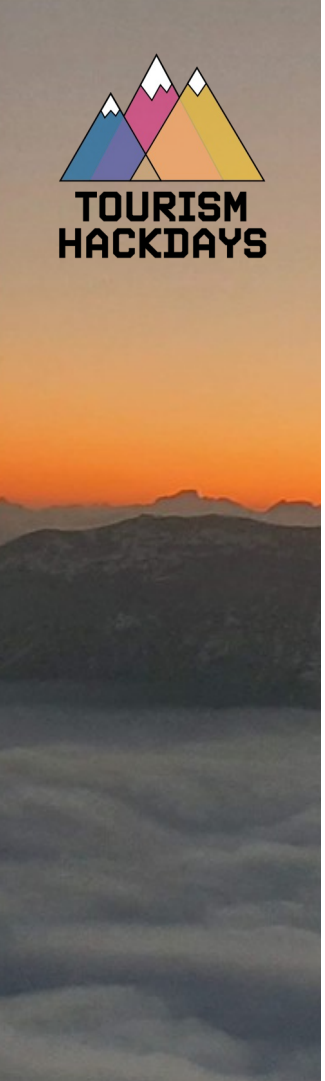
- holiday apartments rented out by private owners

⇒ high insecurity regarding pricing

- apartments mainly rented by families/couples

⇒ high elasticity of demand (school holidays)

- owners contact us to get tips and information, but no quantitative analysis is available yet



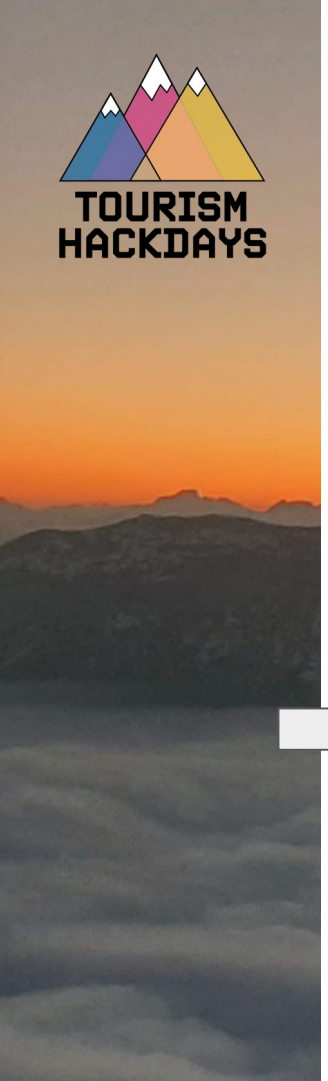
Goal

#3

- analyse, visualize and compare the price elasticity of the Swiss holiday apartment market of selected destinations
- possible factors:
  - school holiday seasons
  - bank holidays / local events
  - midweek vs. weekend
  - seasonal demand
  - weather
  - price discounts

Dataset #3

- personal, pseudonymised booking records from 1.1.2016 – 31.12.2020
- 69 communities/places belonging to regions
  - Heidiland
  - Gstaad/Saanenland
  - Engadin St. Moritz
- over 15’000 records
- sensitive data
  ⇒ fill in form about handling data



Data-based Challenges

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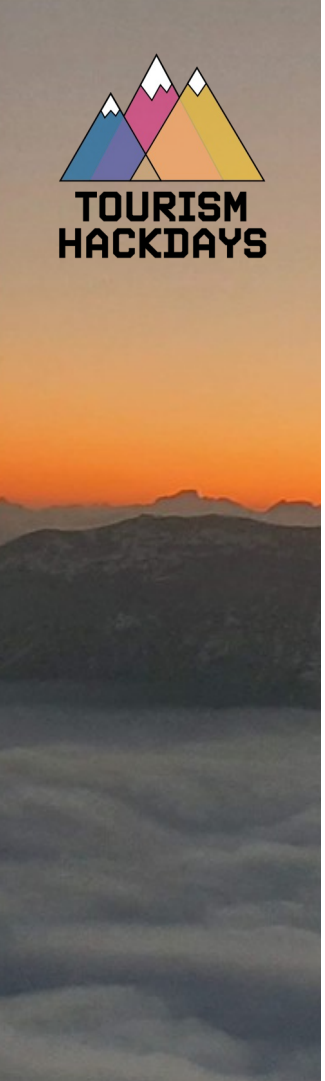
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Challenge #4

Grand Tour Navigation

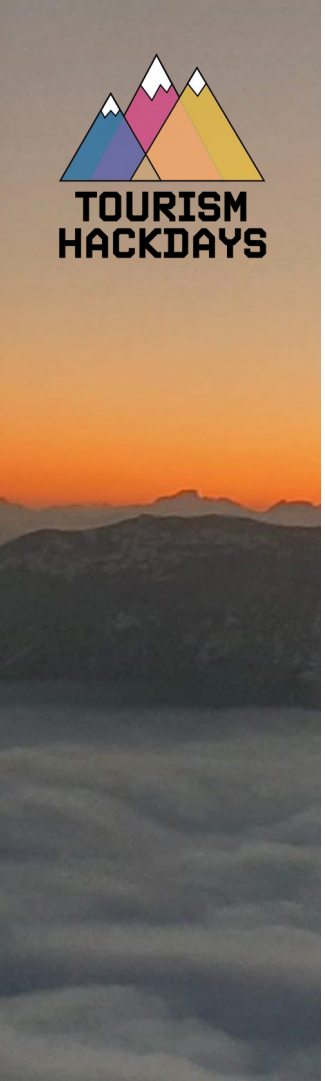




Motivation

#4

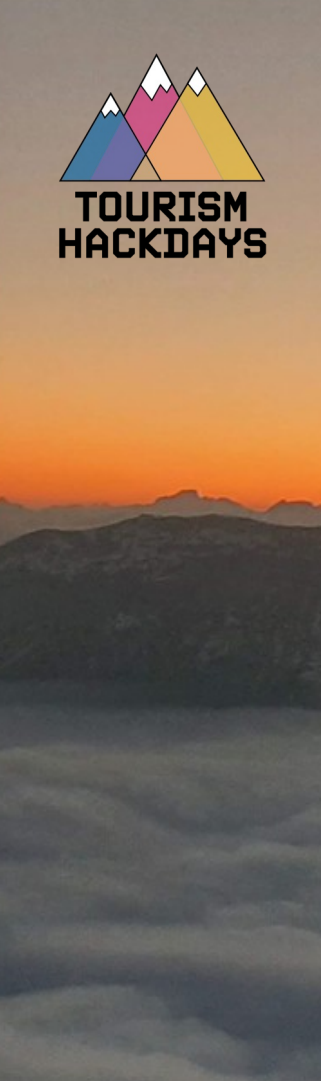
- Driving abroad or in unknown areas is always tricky. We want to give our visitors the best guidance
- Signalling of the Grand Tour isn’t 100% reliable, feedbacks from guests have shown that you can miss junctions. We want to bring visitors back onto the route, if they aren’t on track
- Signalling of the Grand Tour is available in only one direction. Finding a solution will help us to promote the route also in the opposite direction



Goal

#4

- Turn-by-turn navigation based on the GPX route for the Grand Tour
- Giving the visitor the possibility to use turn-by-turn navigation back to the original route, if they have left the original route



Dataset

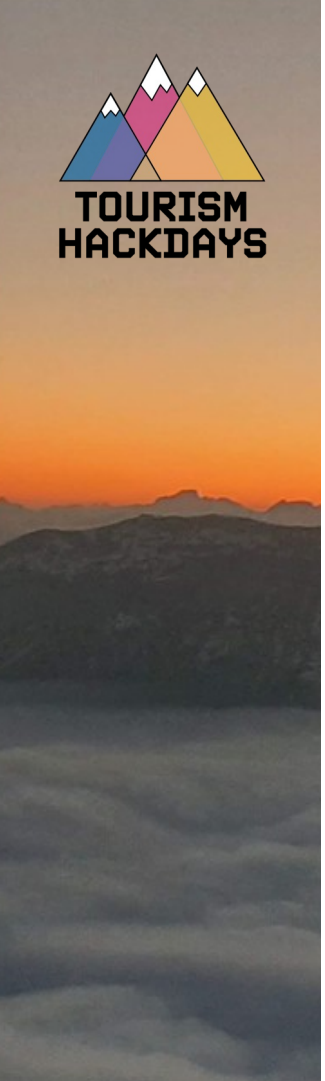
#4

- GPX-Route(s) according to https://www.myswitzerland.com/de-ch/erlebnisse/erlebnisfahrten/auto-motorrad-grand-tour/fakten-zur-grand-tour-of-switzerland/karte-navigation/
- OpenStreetMap or Google Maps

Challenge #5

ST: Around me Experiences

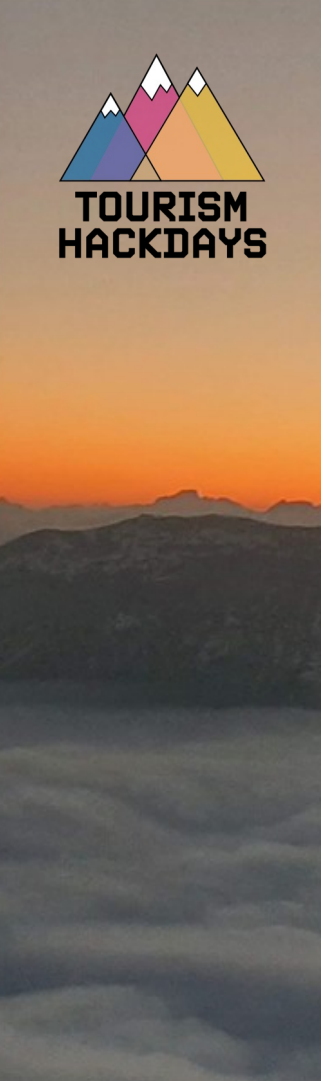




Motivation

#5

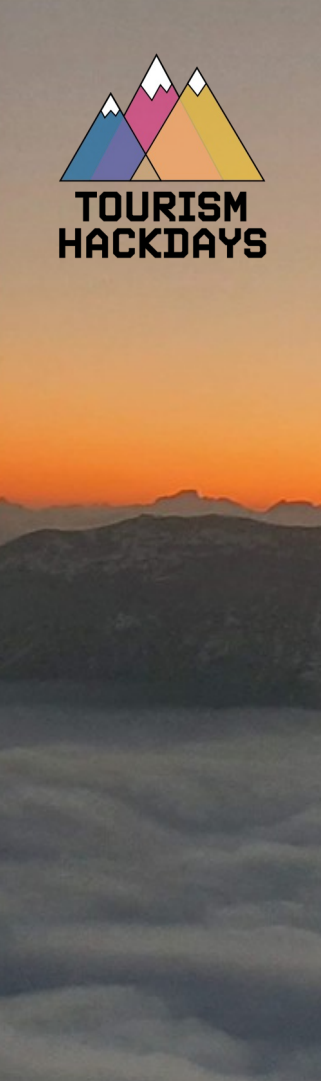
There are plenty of experiences in Switzerland that people don’t know, even if they have passed them several times without knowing it. We want to give our guests (and of course Swiss inhabitants) the possibility to explore experiences nearby, which can be accessed within a certain amount of time.



Goal

#5

- Visualize the experiences on a map which are reachable within 1 hour
- Giving the user the possibility to define if they’re travelling by car or by public transport
- Create a prediction for a visitor, based on it’s moving behaviour



Dataset

#5

- Open Data API from Switzerland Tourism, https://www.myswitzerland.io for Experiences & Places information
- Open Street Map or Google to find out how long does it take to get there

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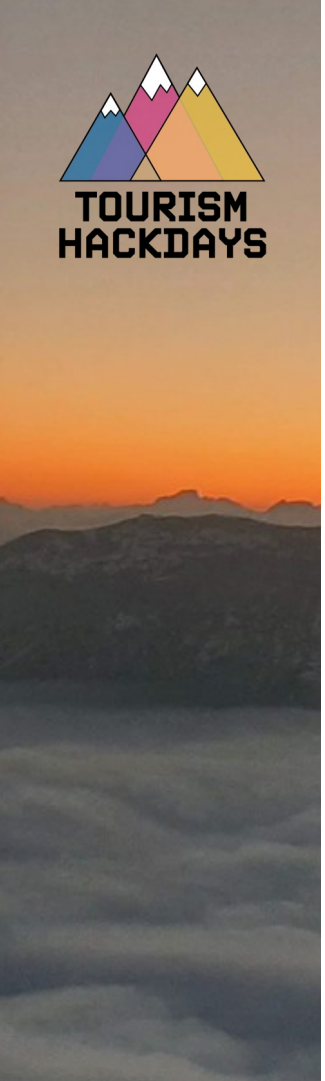
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Challenge #6
OPEN TOUR REVIEWS

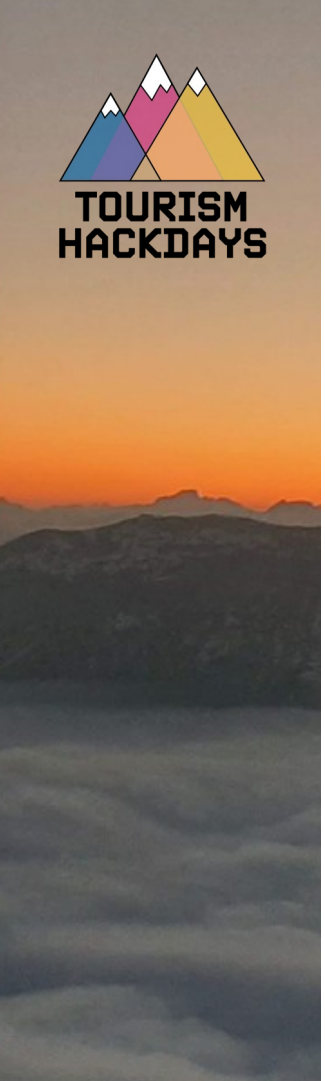




Motivation

#6

- **Online reviews** for places have become crucial for tourism, helping people to make better choices
- For **tours**, people cannot benefit from sharing experiences as there are (almost) no reviews
- Enabling people to share reviews of tours as **open data** that can be used by different platforms will benefit tourists and local tourism



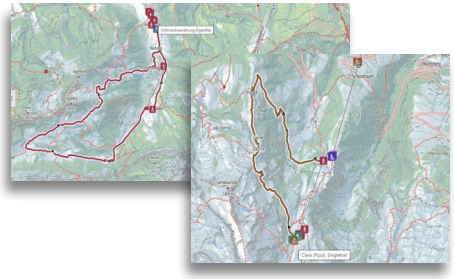
Goal

#6

- Define & implement a concept to **identify when tours from different platforms are “similar enough”** to be matched for aggregating ratings
- **Demonstrate with a prototype** how open reviews & ratings could be implemented by hacking the Heidiland Tour Portal website
- Develop a **strategic approach for scaling** the concept across major outdoor platforms & tourism websites

Dataset

#6



- **Tour data** from large platforms
  - Outdooractive
  - SchweizMobil
  - Komoot
- **Tools**
  - Heidiland Tour Portal
  - Outdooractive API
  - Open Reviews API and web widget
- **Technical support** (Outdooractive, ORA) and tourism expertise (Heidiland)

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Challenge Pitches

Non-data-based Challenges

Non-Data-Based Challenges

22	Alternative types of Accommodation	Onna Rageth
21	Resilience in the Tourism Industry	Mik Häfliger
12	Covid-Info-Plattform: Travelling in Switzerland	Jan Biller / Oliver Tamas
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17	Staff Training	Lukas Kalbermatten
18	Overview of IT-Tools along the value chain	Michael Boehler
19	Overview of training and development opportunities	Michael
20	How can we promote Sustainable Tourism in Travel?	Fiona Müller

Challenge #22

Alternative types of accommodation

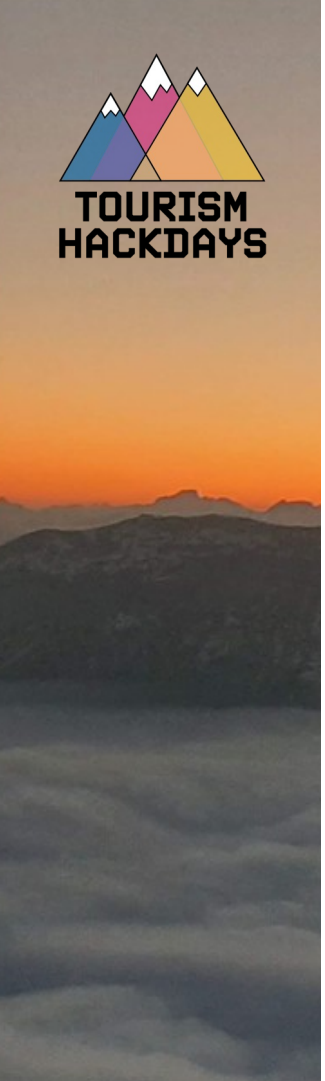


Motivation

#22

- alternative types of accommodation are e.g. Tiny Houses, which combine accommodation with a staging of experiences
  - upcoming trend **but** still not used to its full potential in Switzerland

- hybrids between classical accommodation and experience design could function as a valuable product for off-seasonal tourism
  - figures from France show that Tiny Houses are extremely popular (almost fully booked all year)



Goal

#22

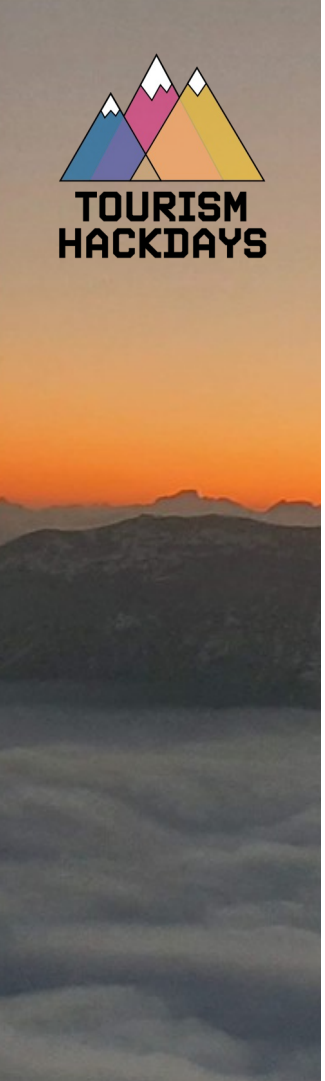
Answer the following questions:

- What kind of “Tiny Houses” are possible in Switzerland? In what regions do they make the most sense?
- What are the legal restrictions of Tiny Houses?
  - building regulations, safety measurements, etc.
- How should Tiny Houses be positioned alongside normal accommodations such as hotels, holiday homes, etc.? How should they be managed?

Challenge #21

Resilience in the Tourism industry



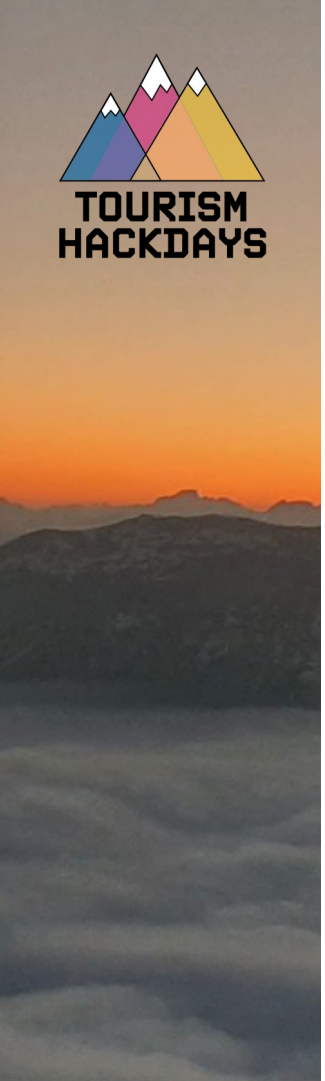


Motivation

#21

- in the past 4 years we went through 4 different kind of crisis:
  - No snow in winter / too hot summer, even in the mountains…
  - Swiss franc / EURO shock
  - Terrorism in Europe
  - Corona pandamy

- With each crisis coming up we were surprised and didn’t have a recipe ready to turn it into a chance / an opportunity!



Goal

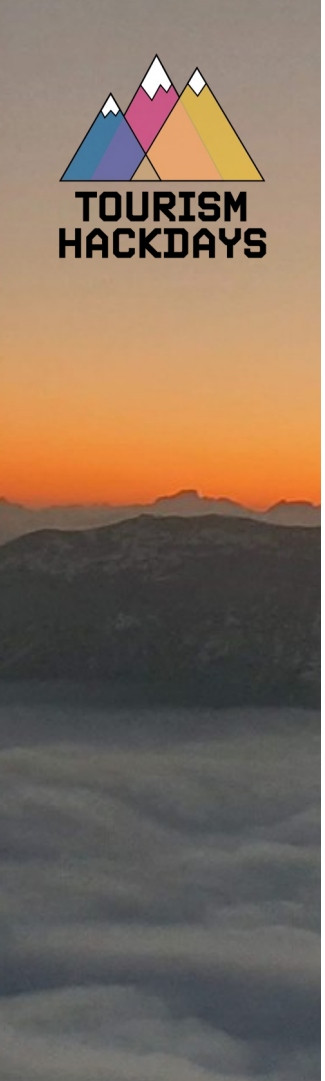
#21

- How can crisis become an opportunity? The goal is to make tourism more resilient!
- We are looking for answers to the question: “Find the recipe for a crisis-proof tourism!”
- What strategy / precautions and measures need to be taken so that the tourism industry becomes more resilient in future crises?

Challenge #12

Covid-Info-Platform: Travelling in Switzerland



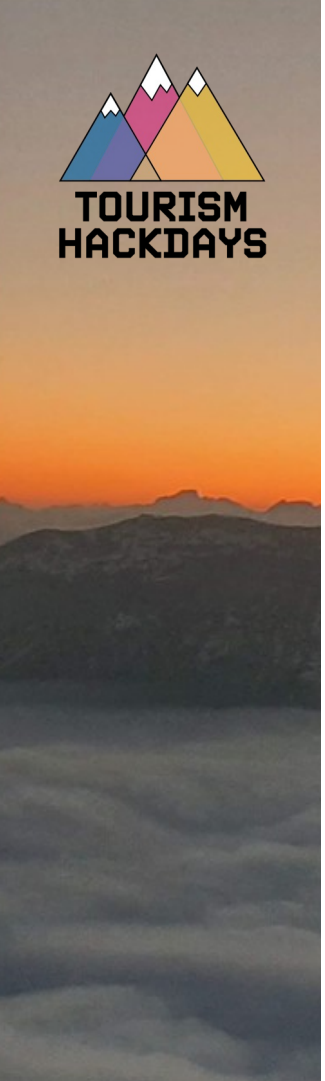


Motivation

#12

- In and after Corona times, the need for information of potential Swiss guests will increase significantly. Travellers will be confronted with countless questions.

- Since the regulations are constantly changing and very greatly from canton to canton, it will also be difficult for service providers and tour operators to keep track of the situation and be able to advise guests competently.



Goal

#12

- The aim is to show how potential visitors to Switzerland can obtain information before and during their trip to Switzerland (regulations, quarantine rules, testings, infection figures, vaccination rates, open infrastructure etc.).

- It must be ensured that the information is always up-to-date and complete (data-based).

- It will be very important to gain the trust of guests and to show that holidays in Switzerland are easy, clean and safe.

Non-Data-Based Challenges

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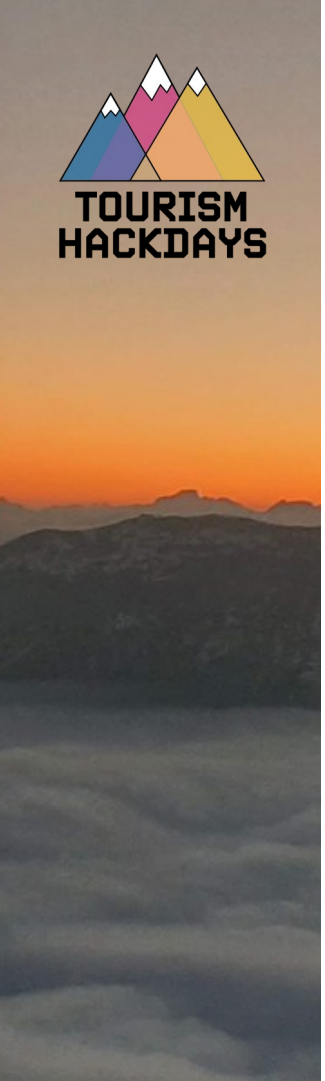
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Challenge #13

Is there a Swiss village ready to become a Digital Nomad Village?

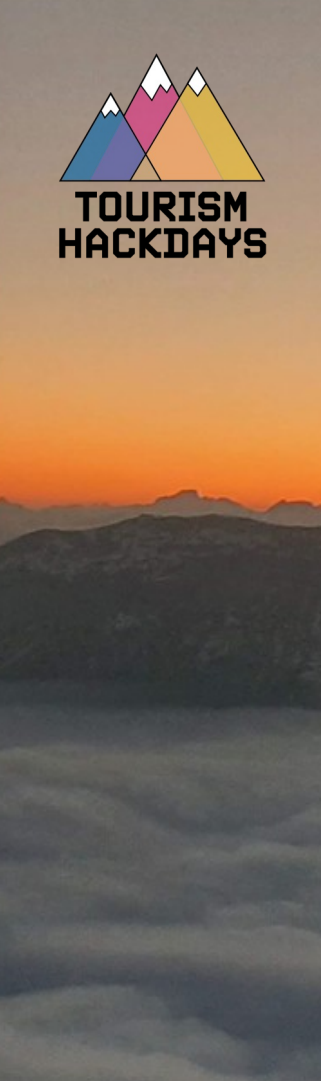




Motivation

#13

- COVID has changed the working landscape, leading the concept of home office to being a long-term solution
- This presents a huge touristic opportunity, as people search for alternative workplaces
- Ranges from International remote workers to local Swiss tourists.
- Successful co-living project underway:
  - Grimentz VS (Swissscape)
  - Mia Engiadina project



Goal

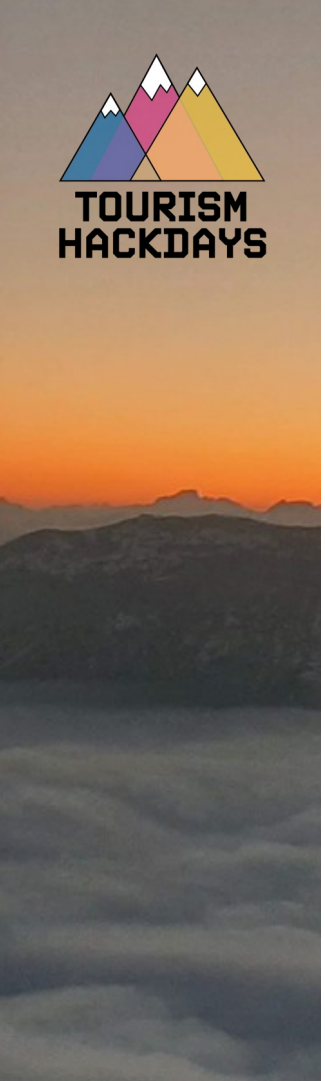
#13

- Is there a Swiss mountain village that is ready to become a digital nomad village?
- What does a remote work client do in a day?
- Tourism Managers need to be familiar with requirements of remote workers and digital nomads
- Best practice example: Gonçalo Hall, Digital Nomads Madeira Islands

Challenge #14

Value Creation for Cable Cars

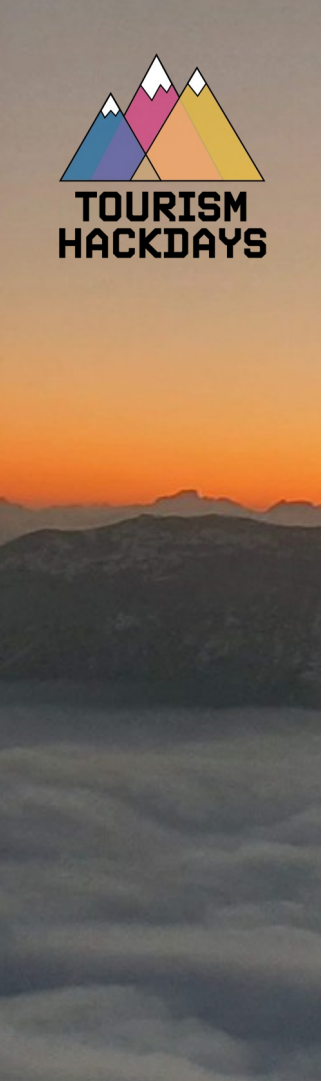




Motivation

#14

- In the canton of Uri, there are **more than 40 publicly used passenger cable cars** in a very small area.
- Many of these cable cars serve to **provide access to the mountain areas** with agricultural and alpine properties.
- For the **inhabitants, they are a lifeline with existential importance**. But the cable cars are also of **central importance in the tourism sector**, as the canton of Uri has the densest cable car network in Switzerland.



Goal

#14

- **Ideas and offers** are to be presented/developed **in order to increase the value of the small cable cars** in the canton of Uri.
- The biggest challenge is that the range of small cable cars is very wide: from the small 2-person cable car, which can be put into operation around the clock with a token, to 15-seater gondolas, which are operated and run according to a timetable.
- An overview can be found at https://www.bergbahnen.org/regionen/ch/ur

Challenge #16

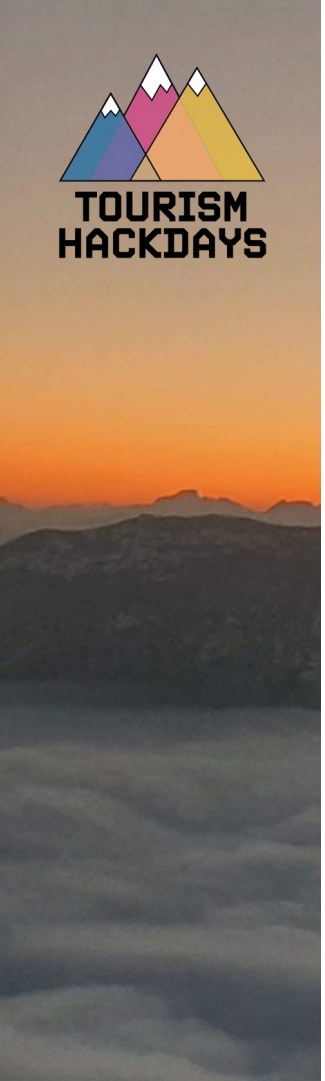
E-Mobility in the Hotel Industry



Motivation

#16

- **NEED** Until 2030: 10-15% of cars on swiss roads are expected to be electric -> Increasing demand for charging infrastructure -> as well for accommodation facilities
- **PAIN** Construction, management and administration of charging infrastructure for e-vehicles is time-consuming and cost-intensive. **This represents a major hurdle for the development of an e-charging network**



Goal

#16

The federal government is funding the expansion of charging infrastructure. We **aim** for a **business model** that

- considers this **funding options**
- brings together the **various stakeholders** such as the federal government and cantons, energy providers, infrastructure providers and the industry
- offers a **coordinating role** in the development of charging infrastructure in Swiss hotels

Non-Data-Based Challenges

22	Alternative types of Accommodation	Onna Rageth
21	Resilience in the Tourism Industry	Mik Häfliger
12	Covid-Info-Plattform: Travelling in Switzerland	Jan Biller / Oliver Tamas
13	Swiss Digital Nomad Village	Lorenz Ramseyer
14	Value Creation for Cable Cars	Diana Mattli
16	E-Mobility in the Hotel Industry	Andrea Grossenbacher
17	Staff Training	Lukas Kalbermatten
18	Overview of IT-Tools along the value chain	Michael Boehler
19	Overview of training and development opportunities	Michael
20	How can we promote Sustainable Tourism in Travel?	Fiona Müller

Challenge #17

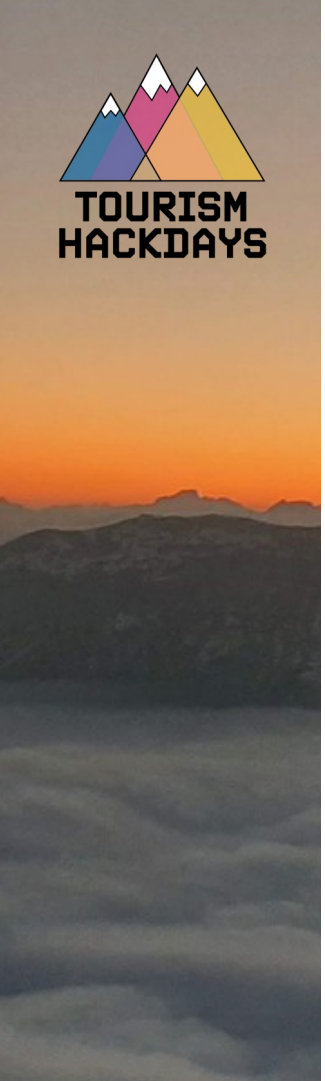
Staff Training



Motivation

#17

- The topic of training and further education of employees in small and medium-sized hotels is associated with greater hurdles, especially with regard to the necessary time and the motivation of the employees.
- In reality, it is often up to the managers to train their employees in certain central topics themselves
- The managers often also lack the time for preparation and a deep competence in content.



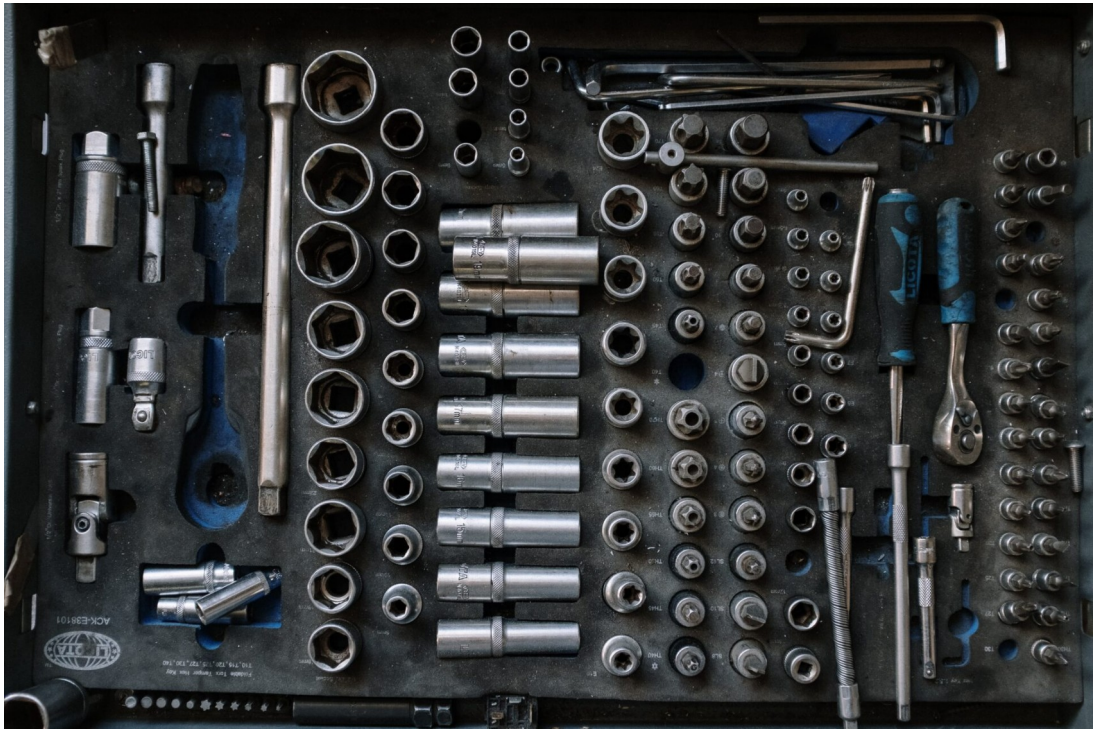
Goal

#17

- How can we manage to empower cadres of small and medium hotels to independently conduct training for their own staff in their business?

Challenge #18

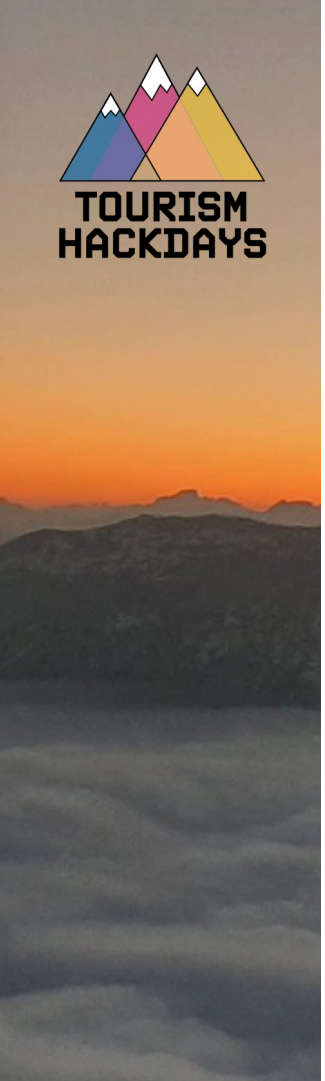
Overview of IT Tools along the value chain



Motivation

#18

- Every day, new tools are released for different areas in the operational business and the strategic development of hotels.
- There is a lack of an overview with which smaller hotels in particular can gain a quick insight into which IT tool is suitable for which area (range of functions, interfaces, price, etc.).



Goal

#18

- How can we manage to get an overview of IT tools along the value chain of small and medium sized hotels that is appropriate to their needs/levels?

Challenge #19

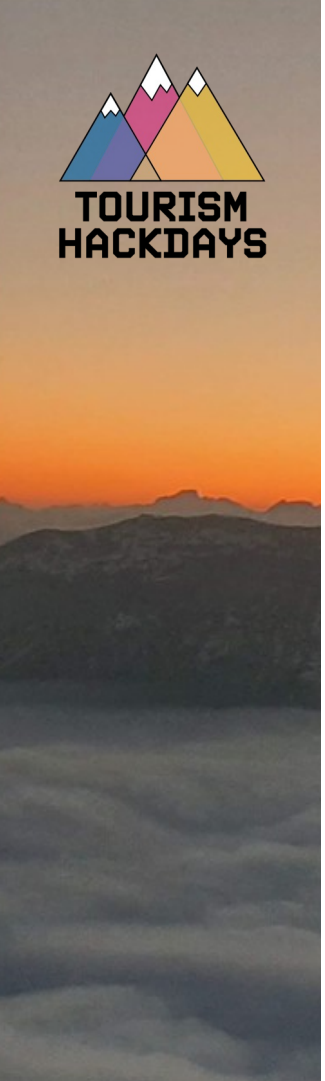
Overview of training and development opportunities



Motivation

#19

- There is a variety of digital and physical offers from private and public institutions and associations (HotellerieSuisse, GastroSuisse, cantonal associations, partner schools of the associations).
- For efficient personnel development, operators of small and medium-sized hotels in particular lack a structured overview of which training and continuing education courses are suitable for the needs of their employees.



Goal

#19

- How can we manage to create an overview of the wide range of training and further education offers for hoteliers and hotel employees?

TOURISM HACKDAYS

Lucerne University of Applied Sciences and Arts
HOCHSCHULE LUZERN

tourist office lab

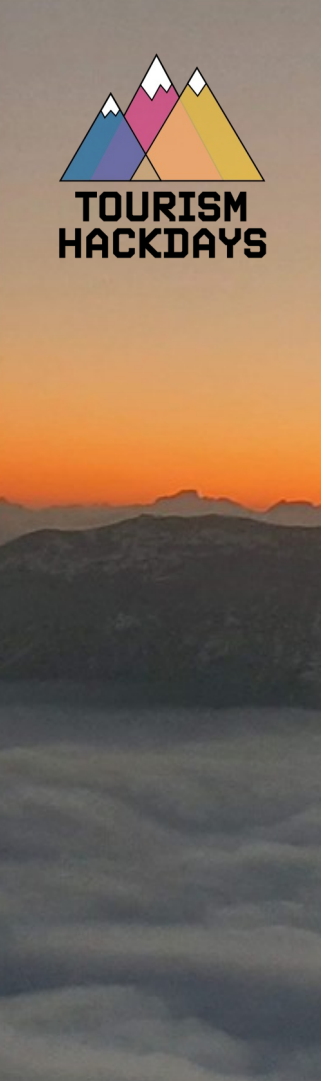
Open Data .ch

HotellerieSuisse

Challenge #20

How can we promote Sustainable Tourism in Travel

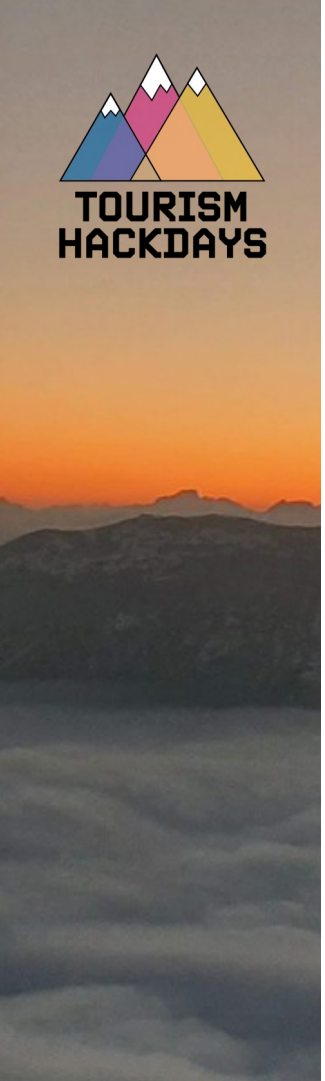




Motivation

#20

- In order to achieve the sustainability goals for tourism in Switzerland, all stakeholders along the value chain need to be involved.
- It is important to create sustainable tourism offers.
- It is crucial that travelers adapt their behaviors accordingly.
- Within organizations, sustainable behavior is already being encouraged. Hence, the question of how to recognize and strengthen sustainable actions among individual travelers in an open system (such as within a destination) arises.



Goal

#20

- Promote individual travel behavior in a way that supports the sustainability goals in Swiss tourism.
- In this challenge, the problem will be examined from the perspective of the users, i.e. from the perspective of the guests visiting Switzerland.
- Therefore, the first step is to gain a holistic understanding of the problem from the user’s point of view before developing ideas for sustainable tourism solutions.

TOURISM HACKDAYS

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tourist office lab

Open Data .ch

HotellerieSuisse

Communication



The Communication Tools



- collaborative online whiteboard
- for voting, brainstorming, information sharing, idea generation, etc.

- Do you want a Miro Board for your group?
  → Mail at: anna.dietrich@gutundgut.ch
- Miro introduction video here:
  → https://vimeo.com/367077271

Your Next Steps

Today

- Group building: Zoom
  - Challenge owners will be in Breakout-Rooms
  - Everybody can move from one Breakout-Room to another
  - Maximum group size (recommended): 5 hackers

- Do not leave Zoom session today, before having entered your name in the Google Sheet for the **one** group you would like to participate in (link see chat)

- In case of troubles come back to main room

Closing Remarks

- Good luck with the group building
- Hackday-start on Zoom (same Plenary-link), on April 28, 09.00
- You will receive an e-mail on Monday with information and links
- Thank you for attending

Zoom - break out rooms

