

IOTWeek

Dublin — June 20-23, 2022

Data-driven Transformation of the Tourism industry: “a market view” *Session IoT and Tourism Data Spaces*

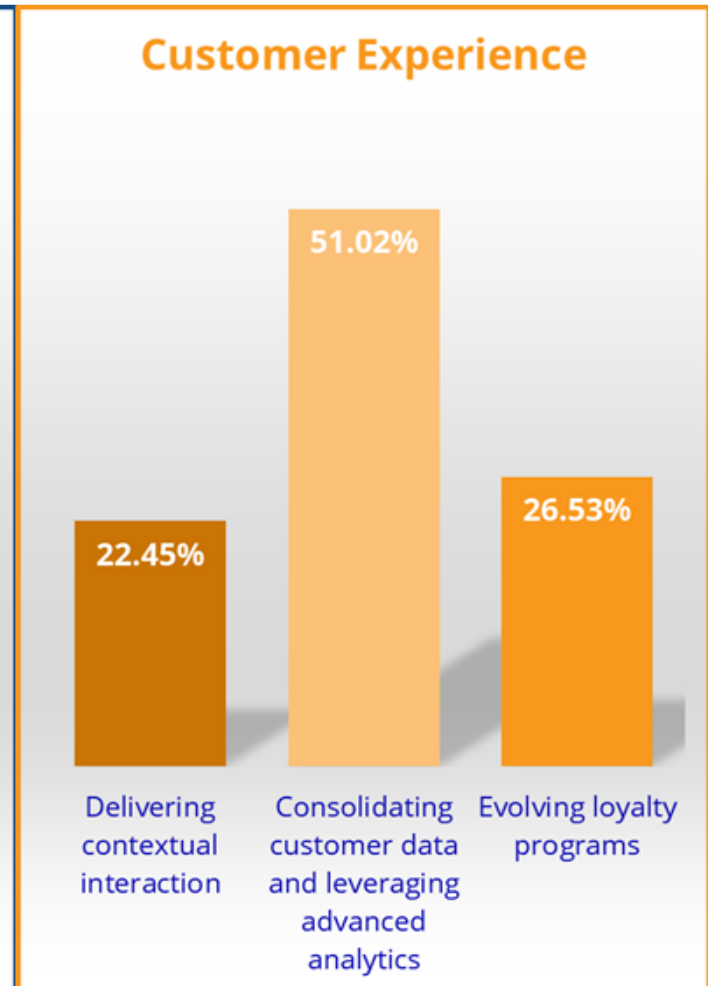
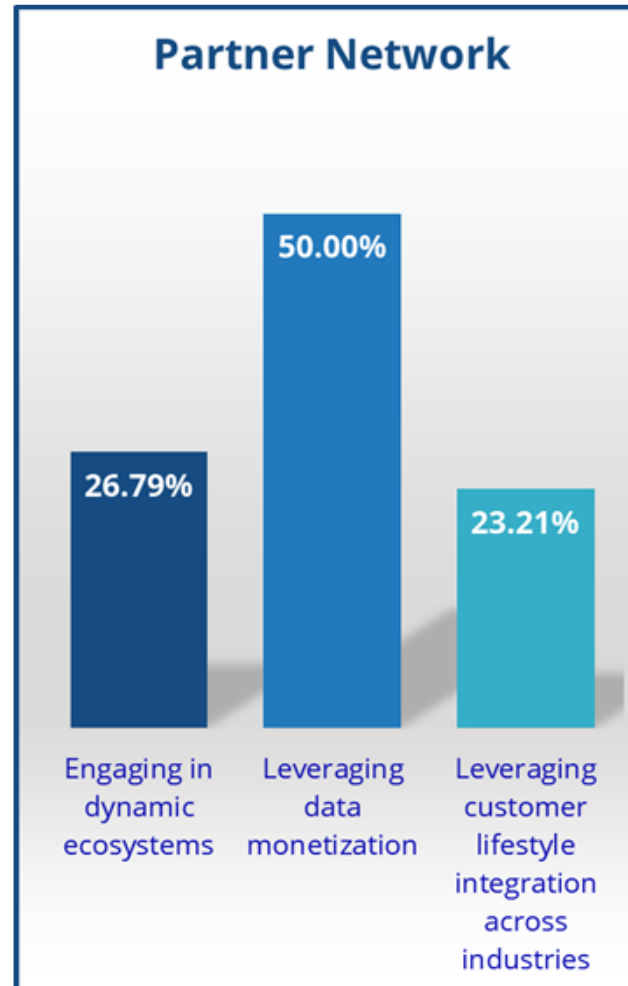
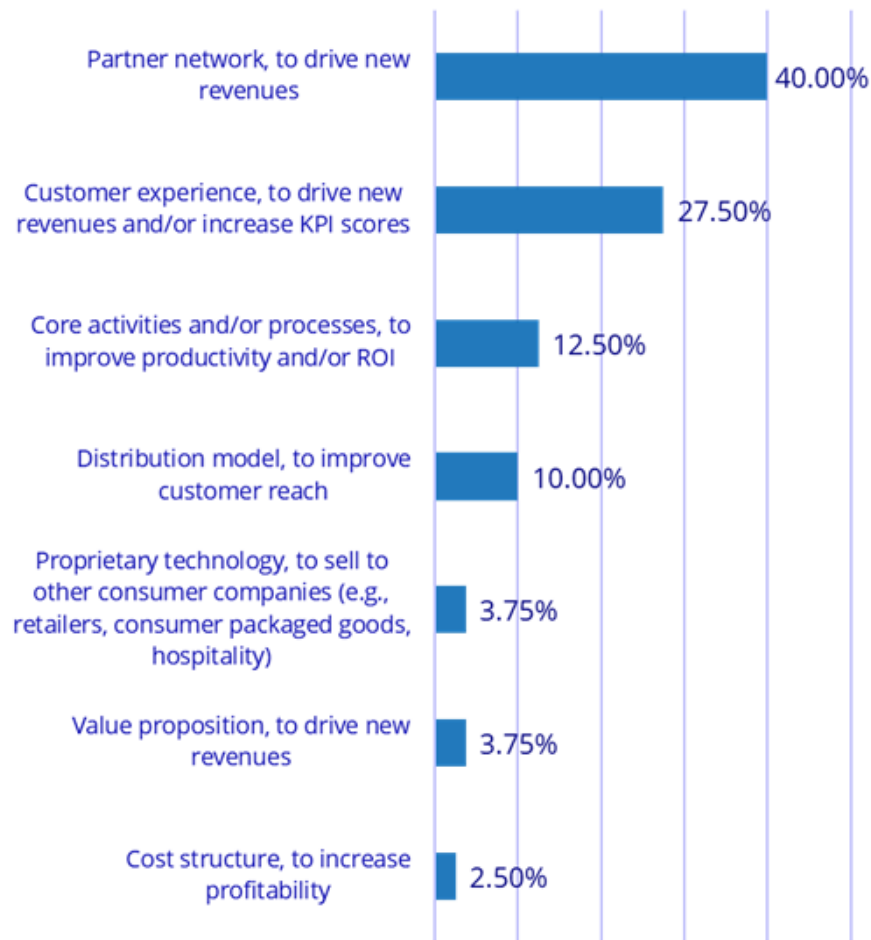
Nuria de Lama, Consulting Director IDC

GLOBAL VISION:

IoT TODAY AND BEYOND

IOTForum

Data Will Drive Business Transformation for Hospitality



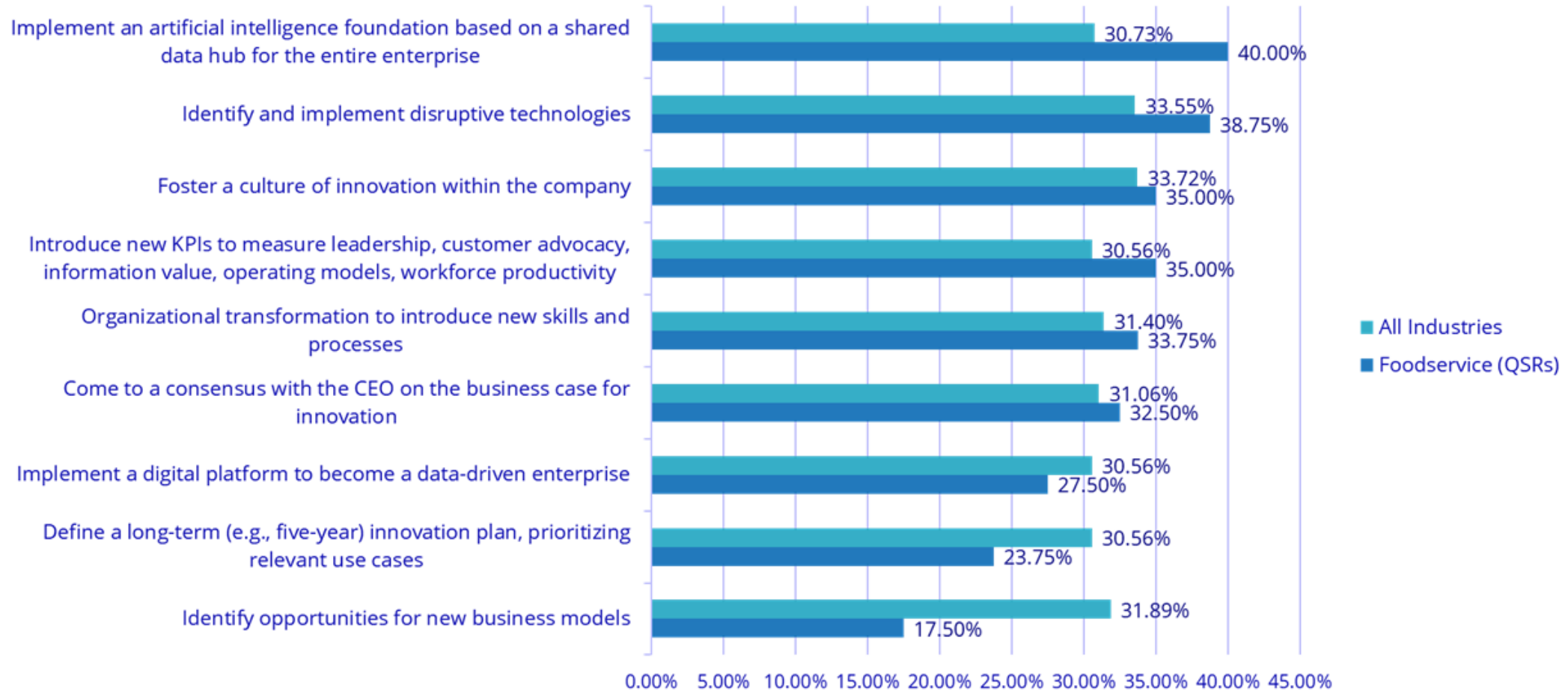
(Source: IDC EMEA, Global Retail Innovation Survey, June 2020, Total N =620; Eating and drinking establishments (QSR, etc.) N=80)

Top Strategic Interests to Ensure Competitive Advantage or Exploit Changing Market Conditions by 2024



Source: Future Enterprise Resiliency & Spending Survey, IDC, February, 2021. Total n=738, Hospitality & Travel n=78

Data First Step to Execute Innovation Strategies



(Source: IDC EMEA, Global Retail Innovation Survey, June 2020, Total N =620; Eating and drinking establishments (QSR, etc.) N=80)

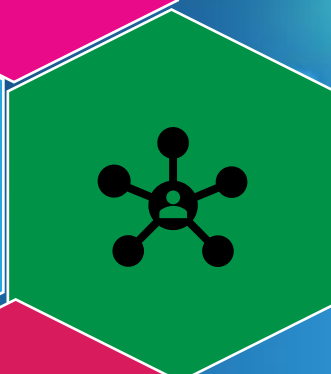
Decision-making processes are automated through artificial intelligence



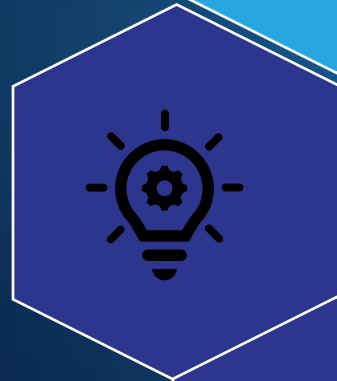
40%

Data-driven decision making is common at a companywide level.

44%



Artificial intelligence is being optimally used for data-driven business model innovation.



29%

Artificial intelligence capabilities are embedded within the core capabilities of the commerce platform.

29%



QSRs Prioritize Automating & Democratizing Data

IDC Guidance & Recommendations for Digital, Data-Driven CX

Make Data Part of Innovation Culture

Define an **innovation strategy** that addresses not only technology, but execution and impact to customers and employees by layering data in all touchpoints. Empower every department to have a stakeholder/champion responsible for contributing to innovation strategy definition and execution.

Infrastructure

Reevaluate the **digitization** status your organization's infrastructure to support **digitalization**. Key elements to consider for robust CX infrastructure: support **mobility, open integrations (APIs)** and **securing all data access points**.

Technology

The top priority for technology investments should enable **data gathering and analysis from across the enterprise** in real-time. These investments should consider current and future **AI/ML** capabilities.

ID New Revenue Streams

Invest in **new business models** creating digital-platform-driven assets that are able to quickly pilot and implement concepts and scale innovation. Leverage physical spaces as active sources of **streamed data**.

Co-Innovation

Explore opportunities to **co-innovate** with IT vendors and service providers to identify areas of joint value creation.

Data Spaces for a competitive Tourism Industry: challenges

- Data will power new AI applications and there is consensus on the need to generate, access and use data, but, what about sharing data? Others' data sounds fine, and the data of my company?
- More focus needed on data monetization, business models and ROI examples → as engine for willingness to invest
- Ecosystem implies collaboration and this requires interoperability among stakeholders
 - For sure in the context of the domain
 - But also at cross-sectorial level (link to other sectors of the economy)
- Open and democratic (small players should also be involved and value shared among all actors)
- Where are we now? (high-value data sets, data capture technology deployment, maturity of ecosystem, cross-border services...)



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Thank you!

Find more:

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