

RDK

**KONFERENZ DER REGIONALEN TOURISMUSDIREKTOREN DER SCHWEIZ
CONFÉRENCE DES DIRECTEURS D'OFFICES DE TOURISME RÉGIONAUX DE SUISSE
CONFERENZA DEI DIRETTORI DEGLI ENTI REGIONALI SVIZZERI DEL TURISMO
CONFERENZA DALS DIRECTURS REGIUNALS SVIZZERS DAL TURISSEM**

HERZLICH WILLKOMMEN ZUM «DIGITAL DAY»

RDK X RDTC, 13. JUNI 2024



TRAKTANDEN.

- A. Begrüssung**
- B. Einleitung Regional Digital Tourism Community**
- C. Einblick in den Digital Trend Radar**
- D. Vertiefung Thema 1: Standardisierung und Datenaustausch**
- E. Vertiefung Thema 2: Mehrwert von First-Party-Data im Schweizer Tourismus**
- F. RDK-Projekt: Interaktionsqualitätsradar**
- G. Abschluss und Feedbackrunde**

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RDk meets RDTC

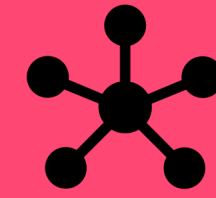
swi+zerland

Bern, 13. Juni 2024

Stefan Künzle

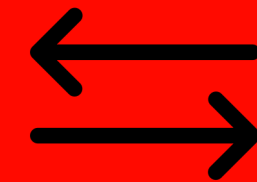
Purpose of RDTC

A platform for digital leaders from all tourism regions and ST to connect regularly.



Connect

Opportunity to exchange on digital strategies, opportunities, technologies and innovations.



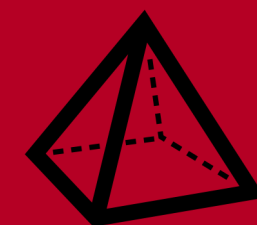
Exchange

Develop knowledge on newest trends and technologies and debate on touristic use cases.



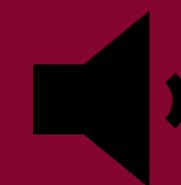
Debate

Identify opportunities for intensified collaboration and joint ventures.



Shape

Supported by a "Always On" Teams Channel for easy collaboration.



Always On

For whom?

Permanent constitution.

- All digital leaders from the 13 touristic regions in Switzerland.
- Switzerland Tourism's digital leaders.

Ad-hoc attendance.

- For selected focus topics.
- Guest speakers.



Why restricted to ST and regions only?

- Several regions have launched their own exchanges and circles on topics around digitalization and digital transformation
- ST aims to achieve alignment on national level, while the individual region is in charge for the intra-regional alignment
- With this approach, the line is drawn and responsibilities as well as expectations are clear

Regional Digital Leaders

Name	Region	Role	Contact
Alessandro Marcolin*	Valais Promotion	Marketing Director	alessandro.marcolin@valais.ch
André Gabriel*	Luzern Tourismus	Leiter Kompetenzzentrum Digitalisierung	andre.gabriel@luzern.com
Celine Briod*	Geneva Tourism & Conventions Foundation	Digital Director	celine.briod@geneve.com
Julien Christe*	Jura & Trois Lacs	Head of Digital	julien.christe@j3l.ch
Lino Gross*	Made In Bern	Leiter Digital & Kommunikation	gross@madeinbern.com
Luca Preto	Ticino Turismo	Head of Digital	luca.preto@ticino.ch
Malik Hammoutène*	Vaud Promotion	Responsable Digital	hammoutene@vaud-promotion.ch
Pascal Schwager*	Zürich Tourismus	Lead Digital	pascal.schwager@zuerich.com
Patrick Dreher	Graubünden Ferien	Direktor Innovation & Erlebnisentwicklung	patrick.dreher@graubuenden.ch
Sabrina Zubler	Aargau Solothurn	Marketing & Projektmanagement	sabrina.zubler@aargautourismus.ch
Silvio Iacconi*	Basel Tourismus	Lead Digital Transformation / Online Marketing	silvio.iacconi@basel.com
Stefan Keller*	Ostschweiz Tourismus	Geschäftsführer TSO AG	stefan.keller@tso.ch
Steve Julmy	Fribourg Région	Team Lead Digital	steve.julmy@fribourg.ch

ST Digital Leaders

Name	Role	Contact
Christian Huser*	Manager Business Intelligence	christian.huser@switzerland.com
Katharina Frede*	Marketing Distribution Manager	Katharina.frede@switzerland.com
Estefan Justo*	Head of Digital Platforms and Products	estefan.justo@switzerland.com
Joanna Wencel-Kandziora*	Head of CRM	joanna.wencel@switzerland.com
Pascal Bieri*	Head of MySwitzerland	pascal.bieri@switzerland.com
Stefan Künzle*	Chief Digital Officer	stefan.kuenzle@switzerland.com

Milestones

29. November 2023	Virtual Kickoff-Meeting
30. April 2024	Physical Meet-Up in Geneva
13. June 2024	Digital Day @ RDK
1-2 additional virtual meetings in 2024	

Leverage the Community!

We are happy to help you!

- Assess new digital technologies
- Get feedback on projects and evaluations
- Evaluate ideas
- Get a second opinion

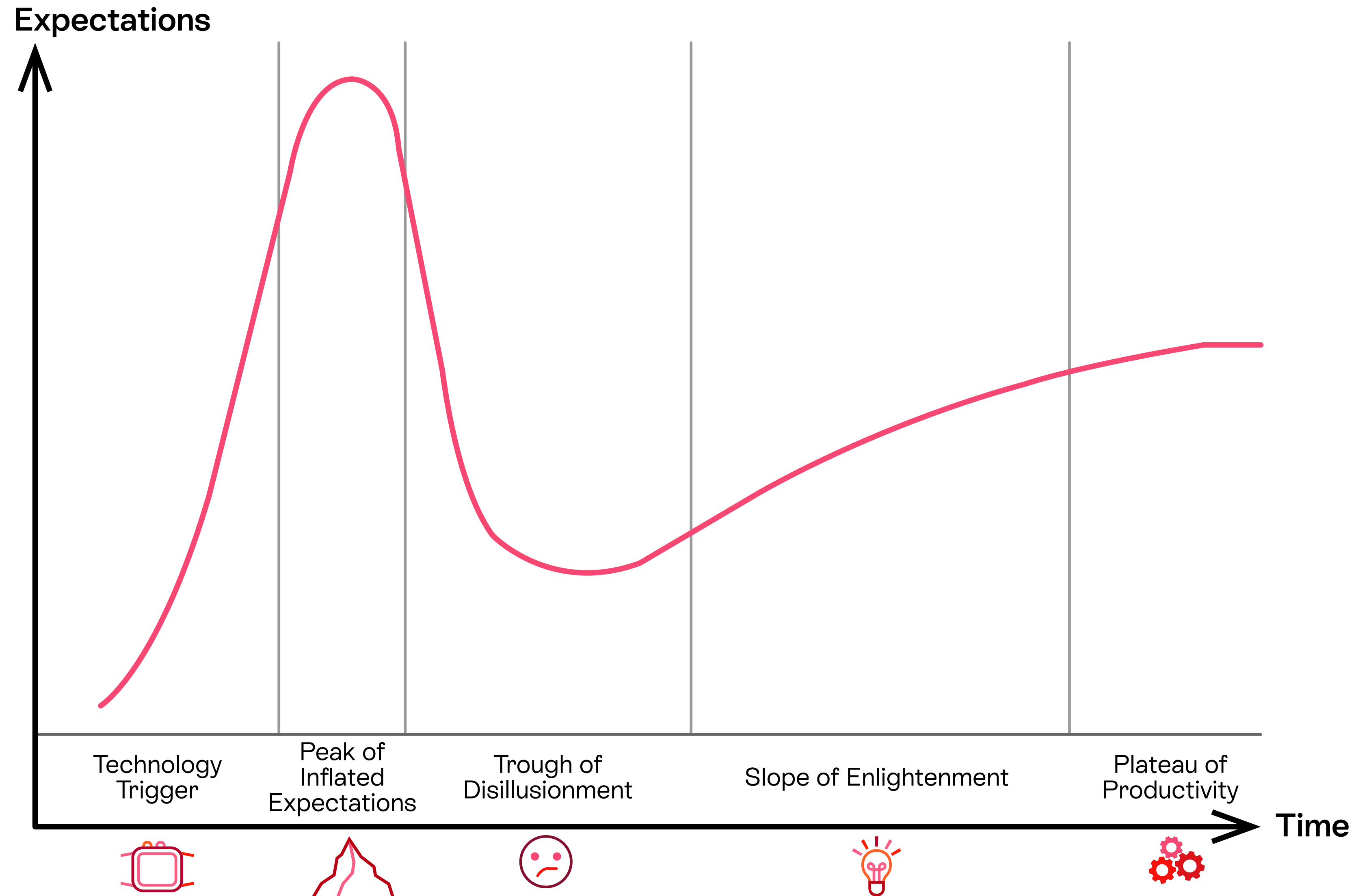
Your active contribution helps us develop and grow!



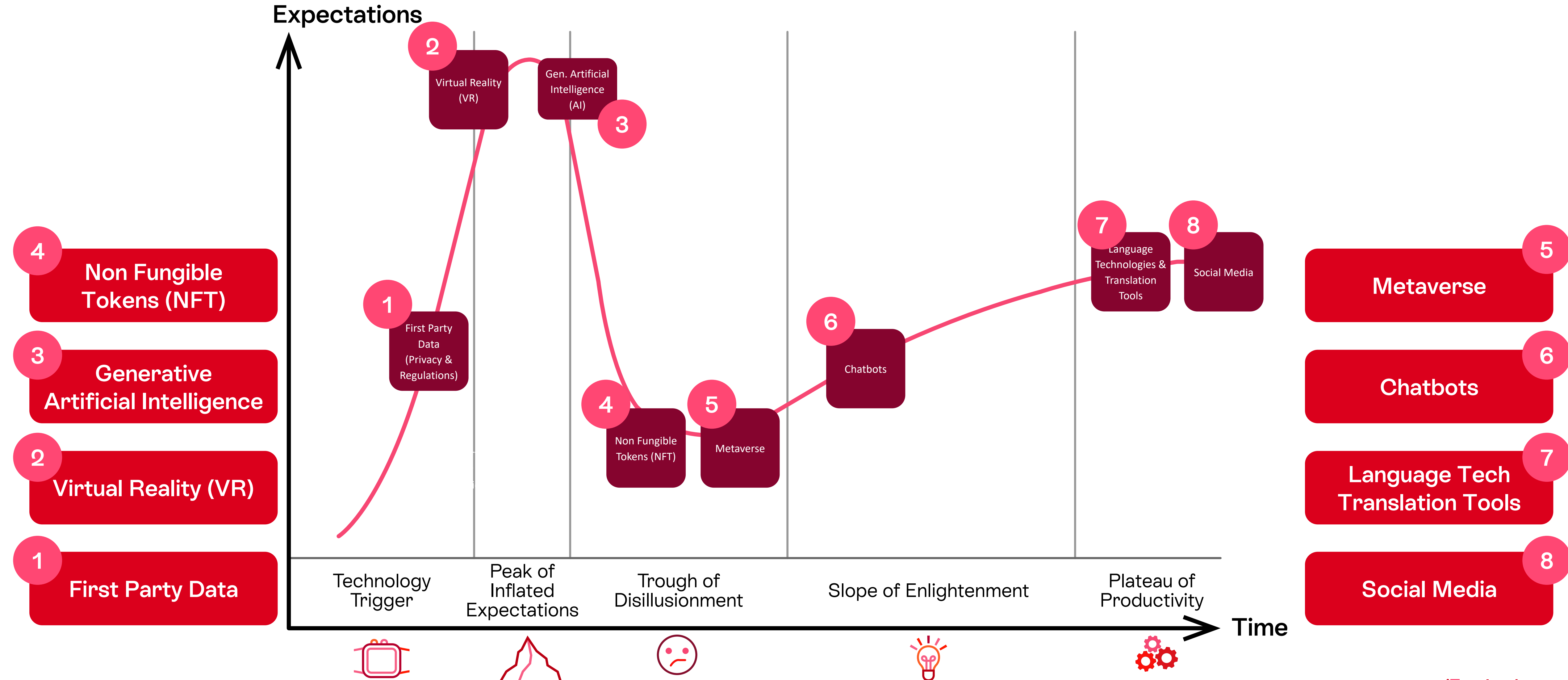


Digital Technology Radlar

Principles



Digital Tech Radar: Current Evaluation



First party data

- Significant impact on marketing efficiency and effectiveness
- Gained importance in context of data protection initiatives
- Is equally the driver for personalized experiences
- Learn from leading companies Spotify and Netflix

Deep dive during “Traktandum E”



Virtual reality

- Into transition towards Mixed Reality (Virtual, Augmented)
- Highly depending on devices (affordability, availability, quality, convenience)
- Apple's market entry is promising (after success stories iPod, iPhone, iPad, Apple Watch)
- Is this the window to a metaverse?

Rising opportunities for tourism marketing, though hype inflation peak not yet reached



Generative AI

- Medial dominated technology for the last two years
- Still very much hyped, but productivity is kicking in
- Regulations (on macro and micro level) on the rise, slowing down adoption
- Driver of scattered information consumption with disruptive character

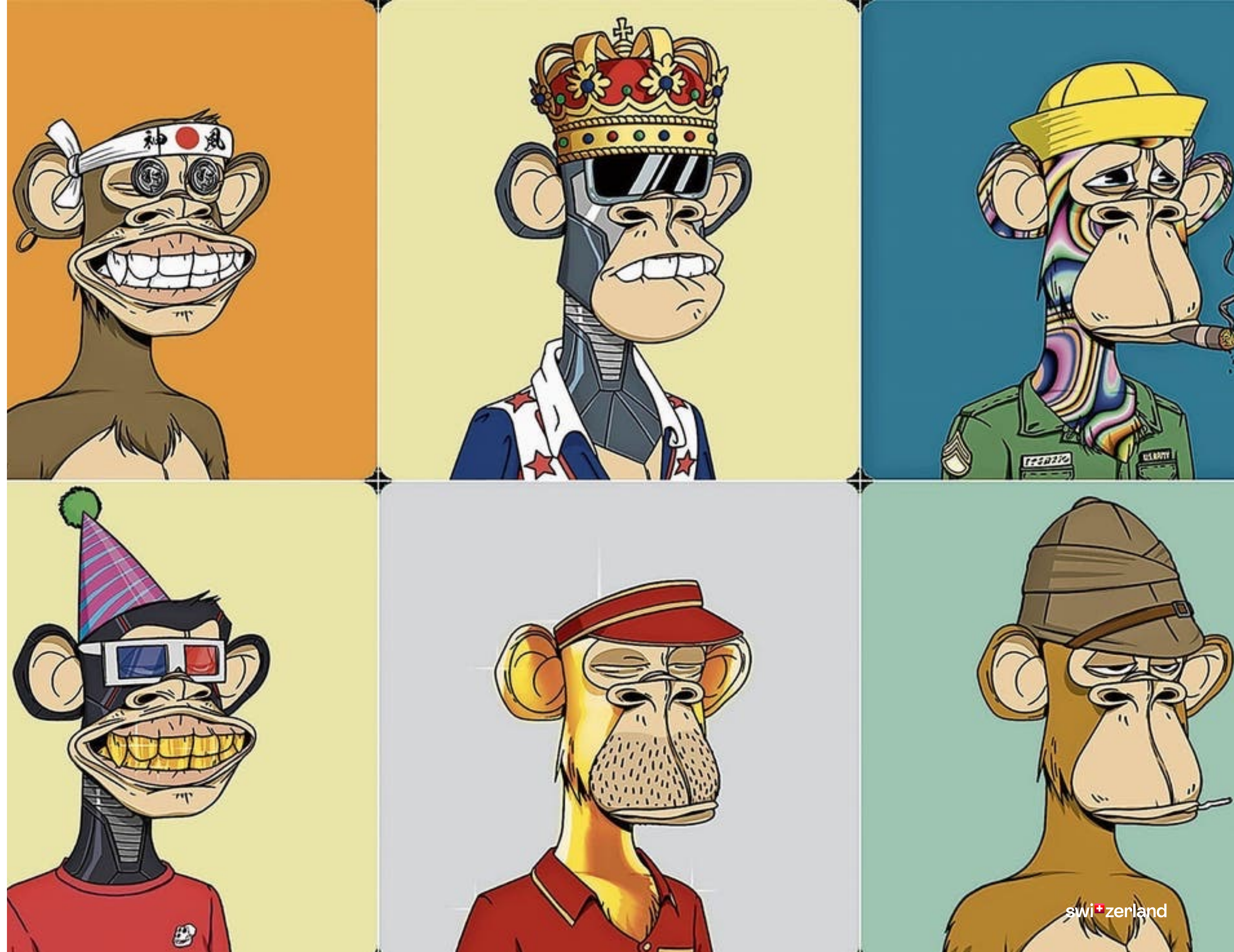
Generative AI disrupts the way our guests get inspired and informed.



NFT

- After a massive hype, NFT have clearly reached the valley of disillusionment
- Besides light houses in art business, no sustainable success seen
- Still, technology has great potential for various use cases (loyalty, identity, track and trace etc.)
- It is to be expected that we see NFT's again under the hood of something more useful

Although NFT is promising technology, it's currently not the time to act as a marketer



Metaverse

- Have you purchased any plots in Metaverse?
- Clearly reached the hype, when virtual land was sold at ridiculous prices
- Accelerated through gaming industry (which is still thriving), it has not yet reached the level of the new web
- Yes, there will be a spatial internet, but not likely as we originally envisioned

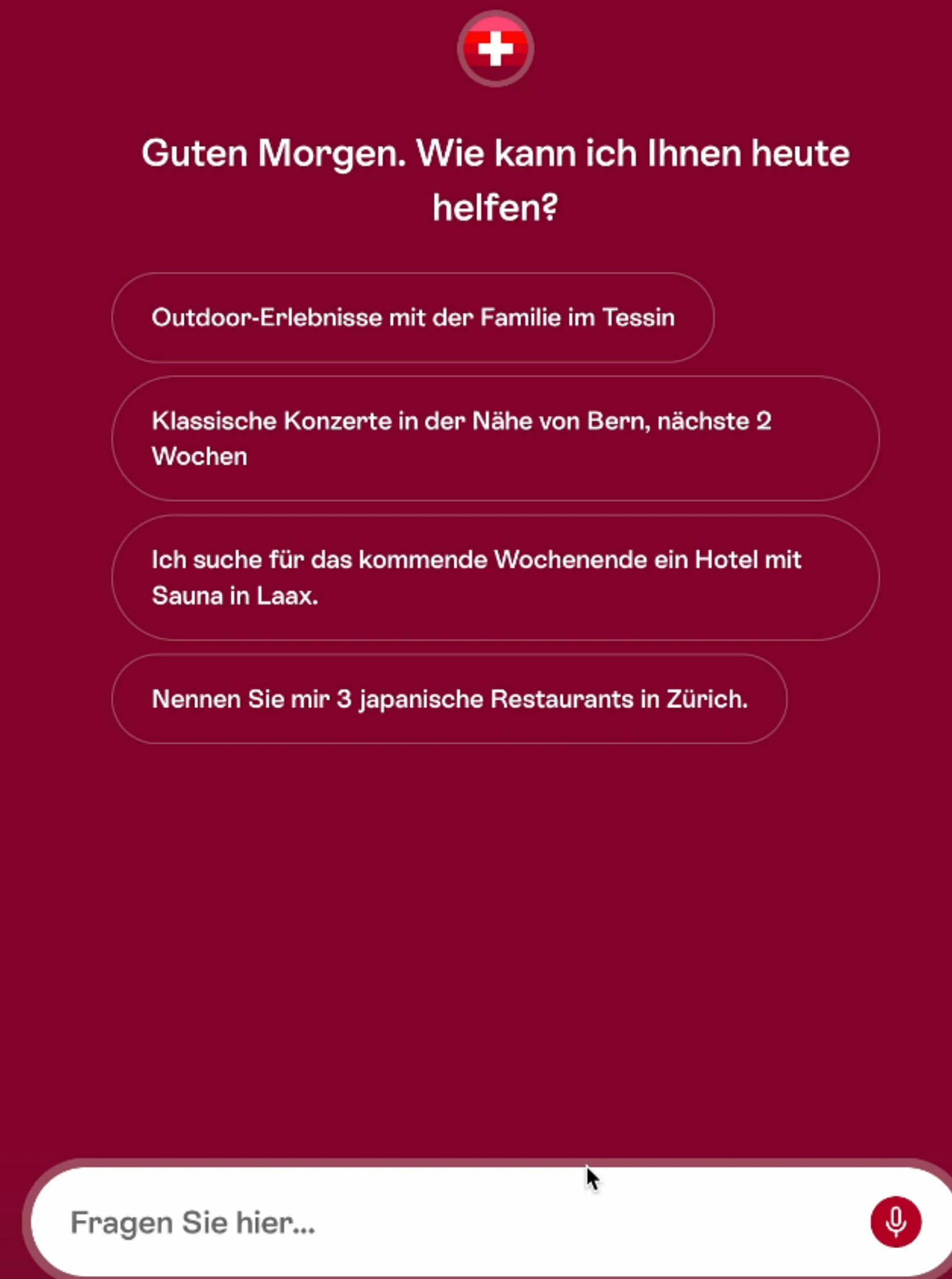
Marketeers shall prepare for the spatial internet by building muscles in 3D content production



Chatbots

- Inherited from the Gen AI wave, chatbots show the path towards productivity
- The chatbot is only a milestone towards a full conversational experience
- To offer a good chatbot, own data and content must be made available structurally and in high quality
- This helps in the long run to feed other chatbots of high relevance

Get used with AI-driven chatbots, but do your home work of getting your data and content in shape



Language & Translation

- Offering digital experiences and content in any language has become a commodity
- Shift from human translator to lectorate (quality check)
- This is a spot on use case where Gen AI shows its beauty and power

Marketeers are advised to rethink their translation and internationalization approach



Social Media

- Social Media has become a commodity
- It's about the selection of the right channels for the right audience
- Also, a healthy mix of paid and organic is essential
- In Asian markets, Social Media turn into “Super Apps”, basically closed ecosystems (WeChat, Weibo, Alipay, Naver etc)
- Will that wave reach us in Europe too?

If in doubt, do less, but right. Be ware of community management. Keep your eyes open for new players





Let's discuss

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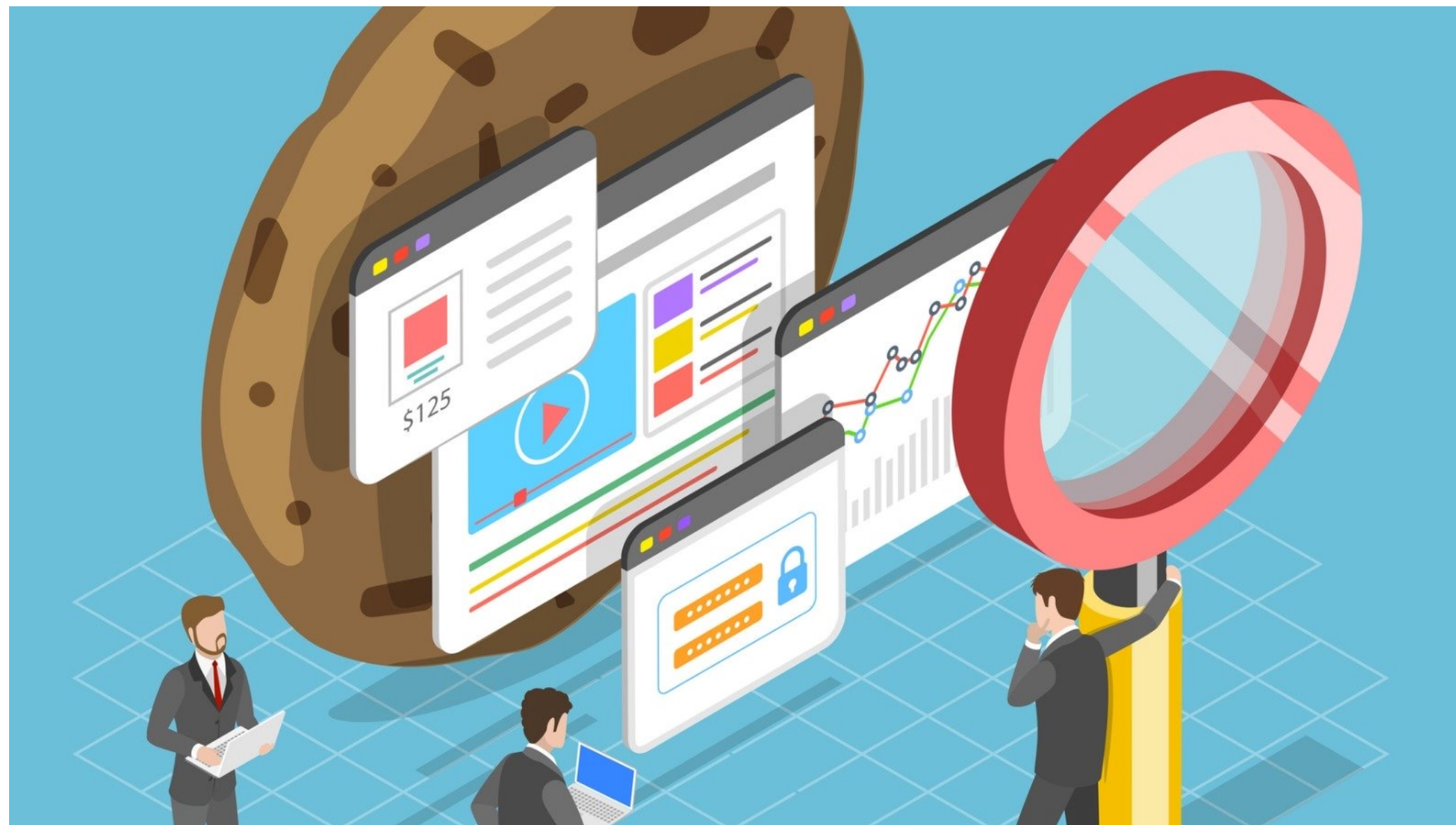
Standardisierung und Datenaustausch

Pause

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Mehrwert von First-Party- Data im Schweizer Tourismus

Cookies. Why do we need them?



- Cookies contain personal information (e.g. a user identification code, customized settings, or a record of pages visited).
- This means that cookies are currently the basis for efficient and precise target group targeting.

Whats the current challenges?

- BUT: There will no longer be cookies in the future.
- BECAUSE: The new data protection regulation provides more security for users on the WWW.
- HOWEVER: Without 3rd party cookies, online marketing as we know it now is no longer possible.



What does it mean to not be able to use Cookies anymore?



X cookies =

X Retargeting

X Personalization

X Attribution of touchpoints

X Look-Alike Models

X sensible frequency capping

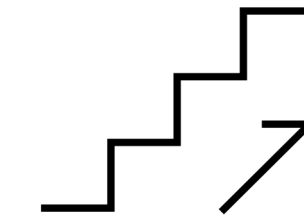
What's next?

- Google Privacy Sandbox
- Browser Fingerprinting
- Login Allianzen
- Advertising ID
- NetID
- ...



The future of digital marketing.

1st Party Data is becoming increasingly important!



- Data ownership
- Cross-system consent management
- Cloud environments & machine learning
 - Upscaling your own 1st-party data
 - Central to personalization and customer experience
 - Leverage for increasing efficiency and reducing costs through automation

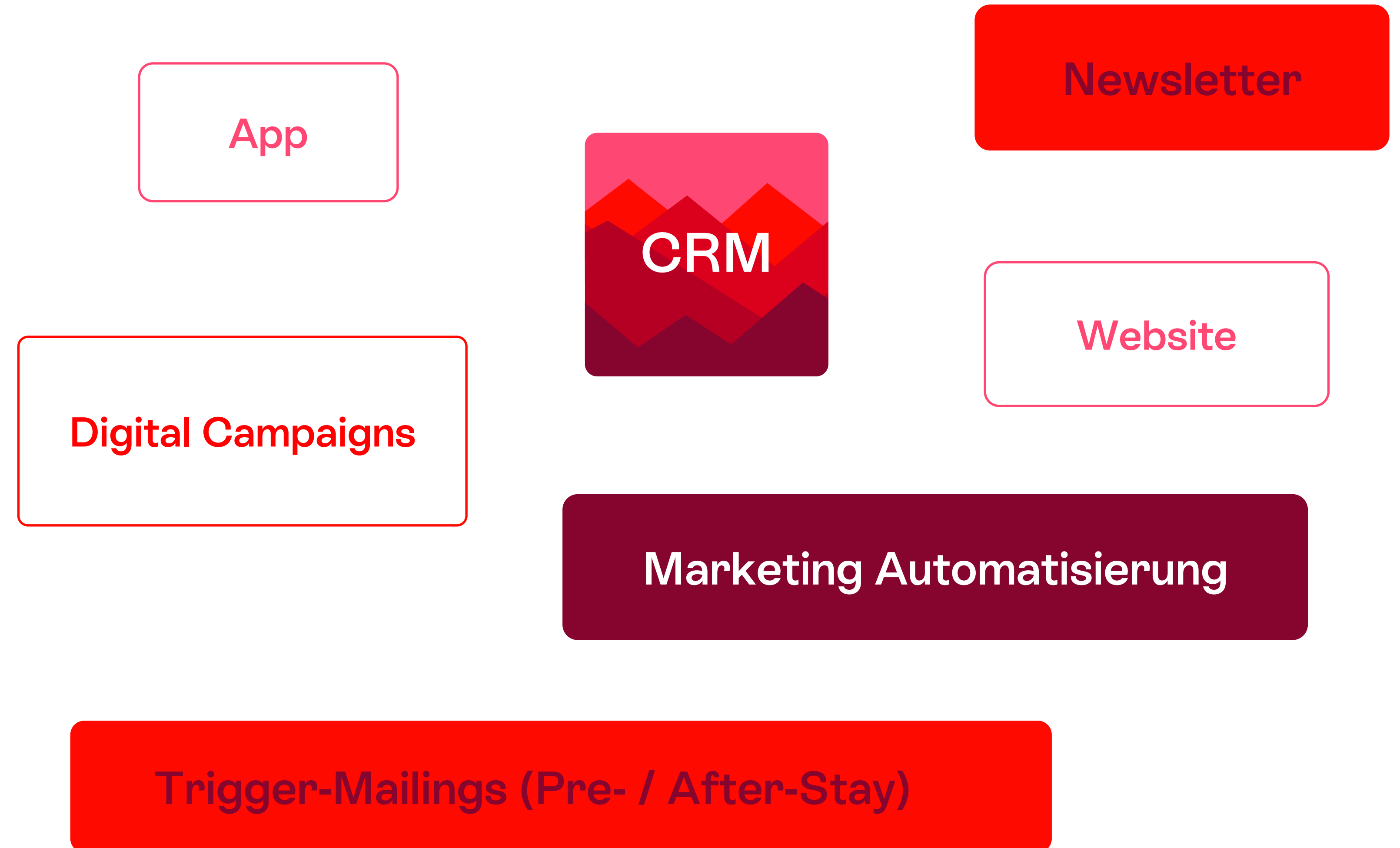
1st Party Data for the Swiss Tourism Industry

- More efficient use of federal funds (advertising budgets).
- Competitive advantage over all other tourism organizations internationally.
- Strengthening the entire Swiss tourism industry worldwide.
- Learn, develop, become better as Switzerland.
- Put the customer at the center.
- Communicate from the customer's perspective.
- Addressing target groups appropriately and thus more happy visitors.

Survey about the importance of first-party data and measurements

Ø 7.1

0 = not important at all
10 = very important





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