

Invitation to join the innovation and
co-creation project

DIGITALISATION FOR ATTRACTIVE PLACES

TOURISM

2020

#PLACEDIGITALISATION

Invitation to join *Digitalisation for Attractive Places: Tourism*

An **innovation** and co-creation project
on how to use **digital transformation**
and **service design**,
focused at making **cities** and **regions**
more **attractive for tourists and**
visitors.

Taking digitalisation for places to the next level

Tourism is one of the industries and aspects of a place – a city or region – that is undergoing heavy digitalisation. It is also one of the fastest growing industries in the world and a major employer. At the same time, competition between tourism destinations is fierce and many destinations struggle with scarce resources.

Last year, we ran the first edition of the project *Digitalisation for Attractive Places* together with 35 people from 12 different Nordic regions and municipalities. The participants learned about tools and strategies for digitalisation, such as Service Design, co-created new tools and prototyped and innovated new digital solutions.

We collected the project learnings in a toolbox for inspiration and knowledge sharing. If you are curious, [here is the handbook!](#)

Why tourism? One of the main conclusions from the 2018 project was: many tourist destinations need to re-think and innovate how they work with digitalisation – therefore, **in 2020 will focus on digital tourism.**



From place digitalisation – to tourist destination digitalisation

In 2020, we will help Nordic cities and regions **Digitalise Tourist Destination Development & Marketing**.

Questions to be addressed: How to lead and manage the digitalisation of your destination for visitors? What are the best methods for innovating and developing new solutions? How can it be done with scarce resources?

In this Nordic project we focus on challenges, qualities and ambitions related to tourist destination development & marketing – and use innovative methods such as Service Design and change leadership.

We now invite 15-20 destinations, cities and regions in the Nordic countries to this innovation and co-creation project.



An aerial photograph of a city, likely London, with a green color overlay. The image shows a dense urban landscape with various buildings, streets, and a river in the lower-left corner. The text is overlaid on the left side of the image.

Project Brief

Digitalising Tourism

Destination Development & Marketing

Project purpose and benefits

The project will help cities, regions and destinations to become digital tourism frontrunners and take the lead in advancing digital innovation.

This will be done in the following ways:

- **Learn and get inspired from the best** – study best practises and tools for digitalisation of cities and regions, as well as from the global tourism industry.
- **Learn from and inspire each other** – you are not alone. Share experiences – both good and bad – with your Nordic peers.
- **Workshop and co-create** – we are practical people who build things. You'll learn how to use innovative approaches and work methods such as Service Design and change leadership.

- **Learn about potential digital solutions** and their implementation.
- **Prototype new solutions**, following a Service Design roadmap with coaching support from the project management.

Your End Result: A concrete project, inspired and coached that you can continue to implement.

Important questions that will be addressed during the project:

- **Collaboration:** How can different destination stakeholders – such as municipalities/regions, business, academia and social entrepreneurs – collaboratively employ digital transformation in order to create more attractive places for visitors?
- **Vision and strategy:** How can different digital initiatives be connected into a single framework and overarching vision?
- **Change leadership:** How can the change needed to adopt new technologies and solutions be managed and lead? How can resistance to new technologies be overcome?
- **Custom-made or existing solutions?** How to find the balance of creating your own platforms and apps versus using existing, often global ones, such as TripAdvisor, Booking.com or Airbnb?
- **Learning and innovation:** How can the public sector organisations support especially small tourism businesses learn about, adopt and innovate new digital solutions and the use of methods such as Service Design?
- **Open data:** How can places make open data available to stakeholders and target groups? What are the risks and pitfalls? How can collaboration be encouraged and risks be mitigated?
- **Technologies:** Which are the technologies available that can help create new services and solutions that improve place attractiveness?

The Process – 4 Steps to Success

Our process to help you define, explore and start off your project successfully.

Discovery

(Pre-meetings and Homework)

Understand context and limitations

Lecture:

Intro to digital (learnings, what to gain) -
“WHY”

Tools and way of working - “HOW”

Project kick-off:

- Present project plan and process
- Your challenges/opportunities
- Define business needs
- Identify goals and success metrics
- Understand expectations
- Share existing material

Definition

(Workshop/Seminar day 1)

Understand the problem and define
your focus - “WHAT”

- Stakeholder mapping
- Assumption mapping
- Define and align (why, how, who, what)
- Key potential users and needs
- Map Customer Journey (from Collect data, generate insights, to potential actions/use)
- Opportunity mapping
- Define focus area

Exploration

(Workshop/Seminar day 2)

Understand the opportunities and what
the solution could be -”WHAT”

- Idea generation on value proposition
- Idea selection and refinement
- Fast prototyping
- Making decisions

Prototyping

(Coaching and Homework)

Setting up the project for success
Decide on next steps

- Set up time plan
- Design user validation actions (metrics, resources)
- Prioritize what to validate
- Coaching sessions and guidance in further prototyping / development
- Planning for follow ups, coaching and to keep accountability
- Retrospective (what was good, what failed, insights, learnings)

Trust the Process and the Process will Deliver

Timeline

| Phase | When | What |
|-------------------------------------|-------------------------|--|
| Discovery | February - May | Kick-off meetings: This a pre-project phase where all participants will go through a personal meeting. |
| Definition & Exploration | June | 2 days workshop in Malmö, Sweden |
| Prototyping | August - October | Working on your project, coaching, support and visit |
| Final seminar | November | Your plan and our co-created handbook on digitalising tourism |

What will you get from the project:

By participating, you will get specific benefits and deliverables:

- Opportunity to influence the focus of the project by proposing questions and cases to be explored.
- Participation of three people from your organisation/place in all project activities.
- Exclusive access to all best-practice case studies as well as the final toolbox on *Digitalisation for tourism destinations*.
- Continuous sharing of experiences and best practices between project partners.
- Hands-on methodological and coaching support to design your own solutions.

After the project, you will have:

- Received inspiration and new learnings on how digitalisation and digital transformation can be employed to make your place more attractive to tourists.
- Co-created, shared experiences and connected with Nordic peers.
- Tested and validated ideas and coaching on how to pilot new innovative solutions.
- Created a concrete roadmap to digital opportunities.
- Leading to the best conditions possible for launching new digital products/solutions in your city/region.

Participation fees

Project participants pay a fee according to their category and number of inhabitants of their location. Up to three participants per partner can participate in each meeting*:

| | |
|---|-----------------|
| National government agencies and ministries..... | € 10,900 |
| City/regional organisations (more than 100,000 inhabitants)..... | € 7,900 |
| City/regional organisations (between 50,000-100,000 inhabitants)..... | € 5,900 |
| City/regional organisations (less than 50,000 inhabitants)..... | € 3,900 |
| Clusters and science parks..... | € 3,900 |

*Partners that wish to bring more than three participants to a meeting can do so for a small additional fee.

If there is a match between your digital challenges and the solutions this project provide, you are welcome to join by signing up on our website.

Register here
<https://futureplaceleadership.com/projects/digitalisation/>

If you want to know more,
please **get in touch** and
we will schedule a meeting.



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About the project organisers



A digital products studio, ustwo has worked with major global brands and clients from Google to London City. With studios in London, Sydney, New York and Malmö we work together with startups, public organisations and some of the biggest brands in the world, helping them define and build the next level digital services.

In the field of emerging needs and trends, we work with solutions for how technology can transform lives for the better. We believe that besides the craft of designing and building great digital experiences, the real differentiator is HOW you do it. Collaboration and working as one team unleashes the collective genius, bringing out the strength in what we can do together.

For more information on cases and clients, please see

www.ustwo.com

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Future Place Leadership™

We are a Stockholm based Nordic management consultancy specialising in the development, innovation and marketing of places.

We help our clients become a better place for people and business. We believe that the leading places of the future manage and develop their attractiveness and connectedness, and use their resources in a sustainable manner.

Cities are and will continue to be at the forefront of innovation, economic growth and clustering of people. How to stand out? How to develop cutting edge services to meet the demands in a highly competitive international environment, where digitalisation, sustainability and brands play an increasing role? This requires innovation, marketing, but above all place leadership. We help make places great.

For more information on cases and clients, please see

<https://futureplaceleadership.com/>

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**WE HOPE TO
SEE YOU THERE**

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