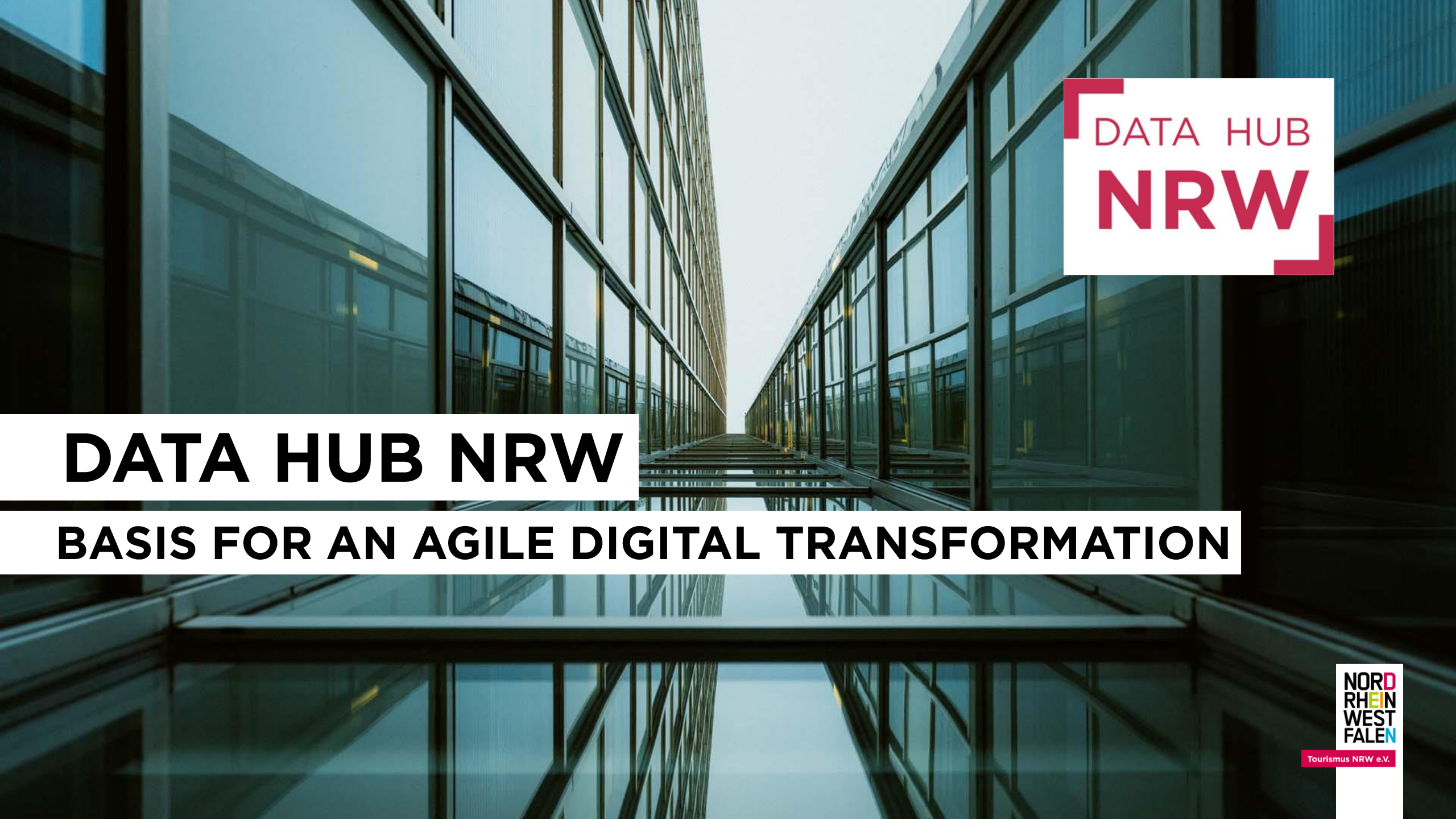

DATA HUB NRW

BASIS FOR AN AGILE DIGITAL TRANSFORMATION

NORD RHEIN WEST FALEN
Tourismus NRW e.V.

AGENDA

1. Why does the Data Hub NRW exist?
2. How does the Data Hub NRW work?
3. How many data sets are in the Data Hub NRW?
4. Who uses the data sets?
5. How can you use the Data Hub NRW?
6. Why are data hubs the basis for innovation?

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DATA HUB
NRW
WHY DOES THE
DATA HUB NRW EXIST?
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DIGITAL TRANSFORMATION IN TOURISM

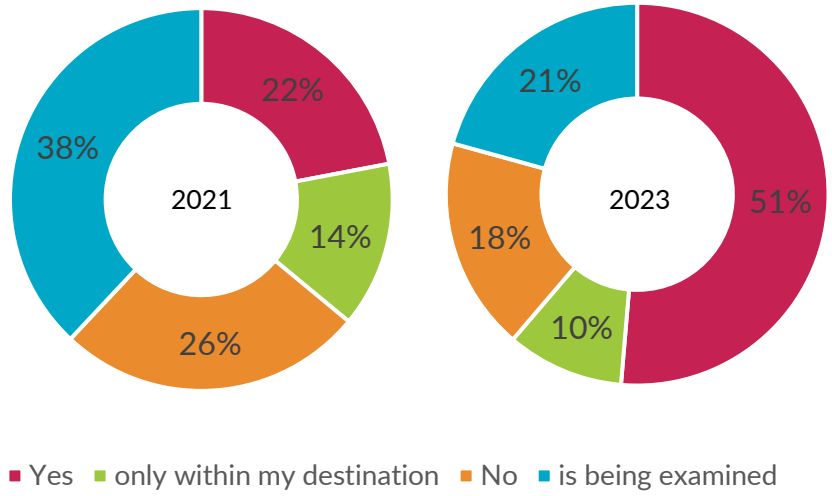
- networked guest
- destination as a competitive unit

> digitalisation of the customer journey

Pixabay

ARE THE DESTINATIONS READY AT ALL?

DESTINATIONS THAT MAKE THEIR DATA FREELY AVAILABLE FOR FURTHER USE



Quelle: DMO Digital Monitor 2021 und 2023 | Deutscher Tourismusverband und BTE Tourismus- und Regionalberatung

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MAIN-ISSUES

82 % Lack of human resources

44 % Lack of financial resources

34 % Dependence on (technical) administrative structures

32 % Lack of know-how or digitisation competence

32 % Lack of strategic foundations

Quelle: DMO Digital Monitor 2021 und 2023 | Deutscher Tourismusverband und BTE Tourismus- und Regionalberatung

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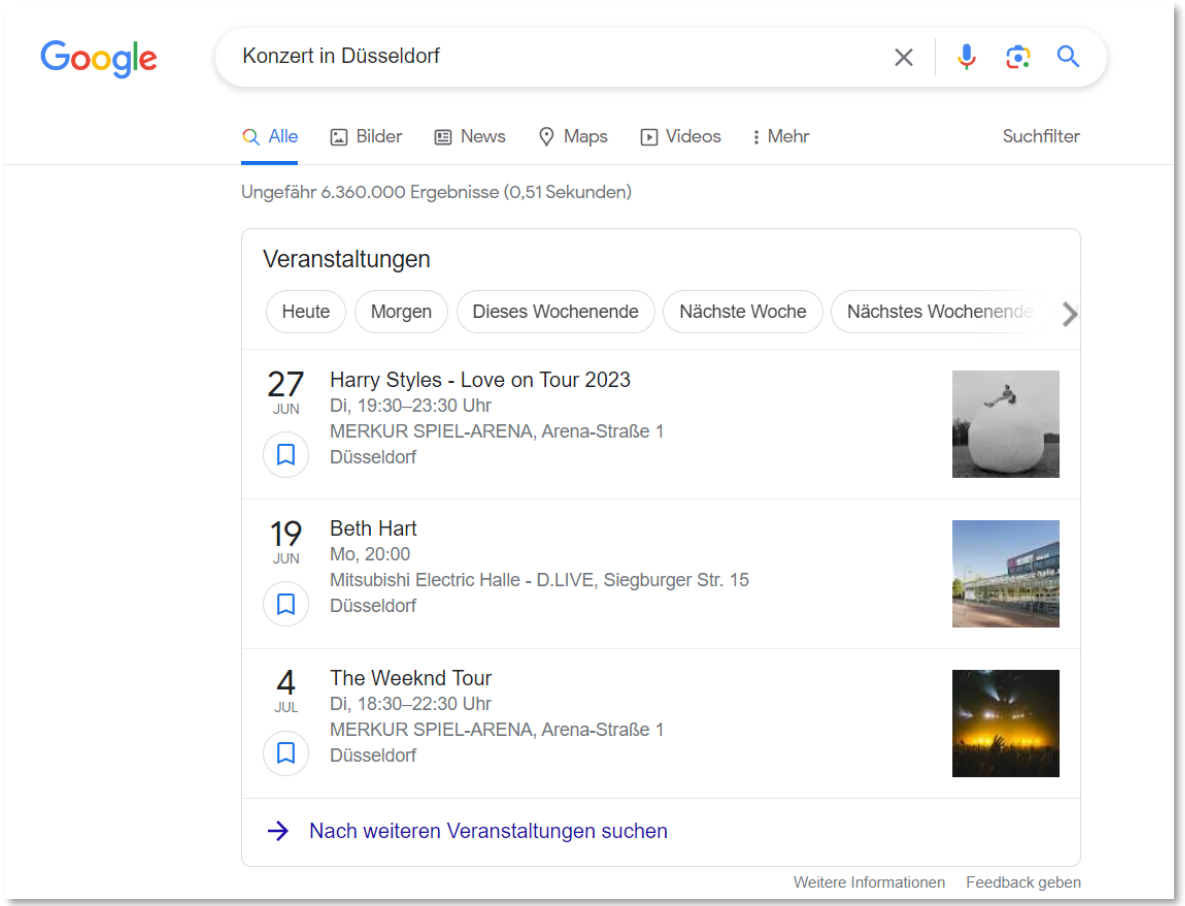
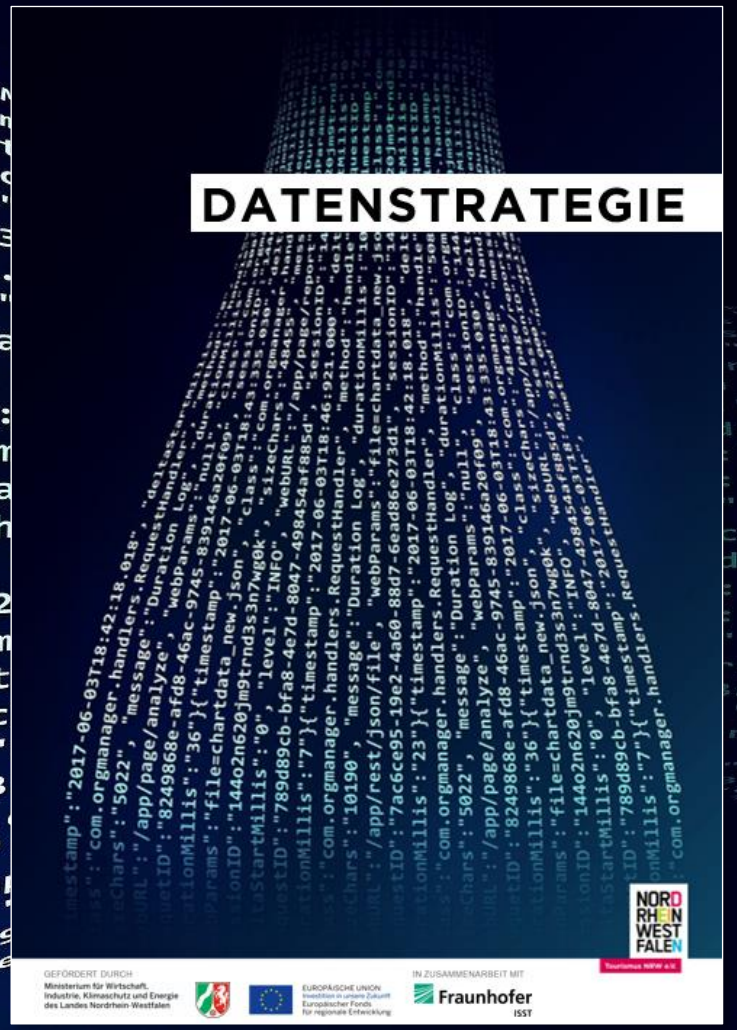
BASIS FOR THE DIGITAL TRANSFORMATION: MACHINE READABLE DATA



Quelle: Google

DATA STRATEGY



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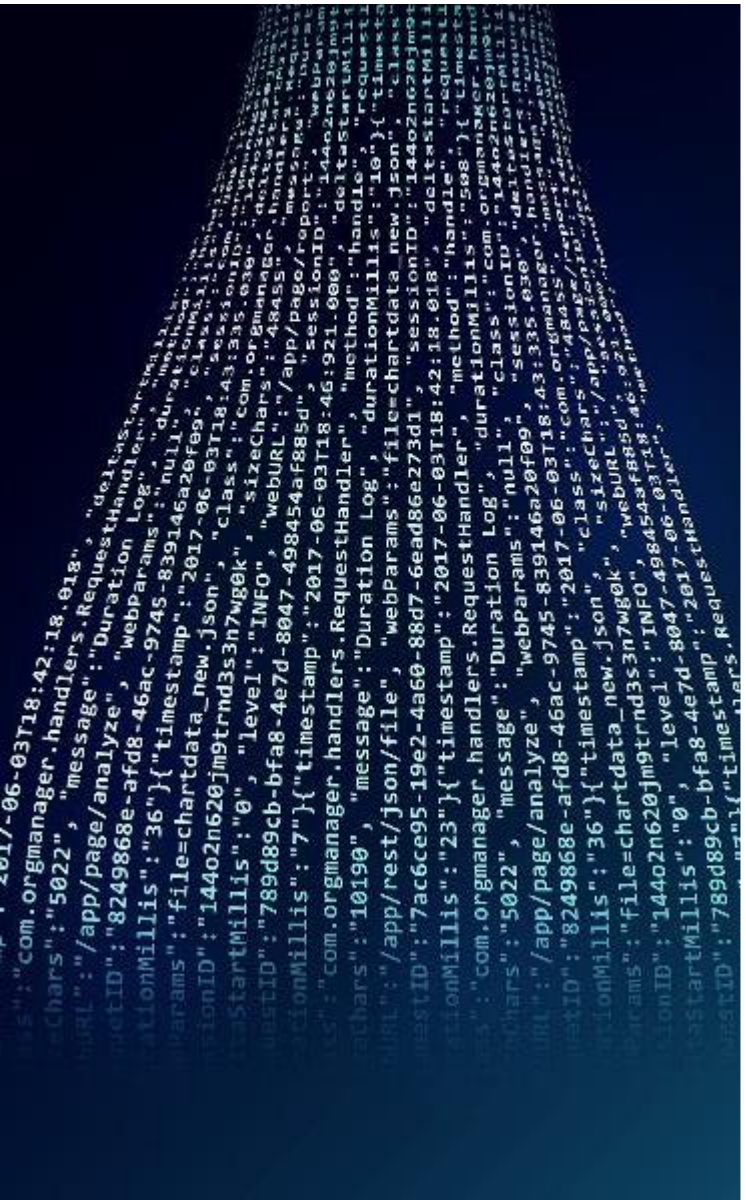
DATA STRATEGY



Grundlage für die digitale Transformation

1. The data strategy is the result of the EFRE-project “Touristisches Datenmanagement NRW: offen, vernetzt, digital”.

2. The strategy provides an answer to the question of how data management is to be organised across the various levels in an area federal state.

3. With the development of a data strategy, North Rhine-Westphalia is a pioneer in German tourism.

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DATA HUB
NRW
HOW DOES THE
DATA HUB NRW WORK?
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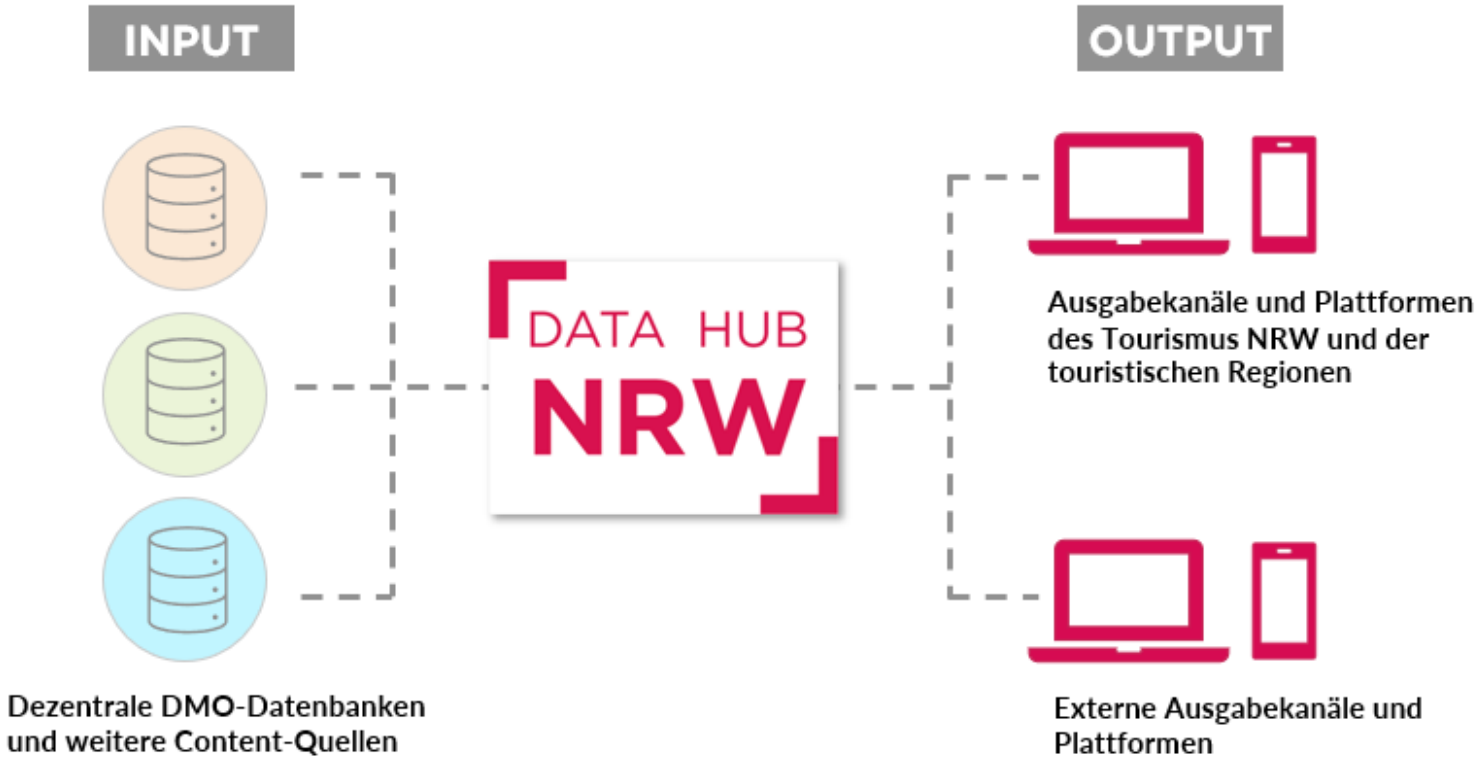
DATA MANAGEMENT CREATES MACHINE-READABLE DATA



"Care once, play everywhere"

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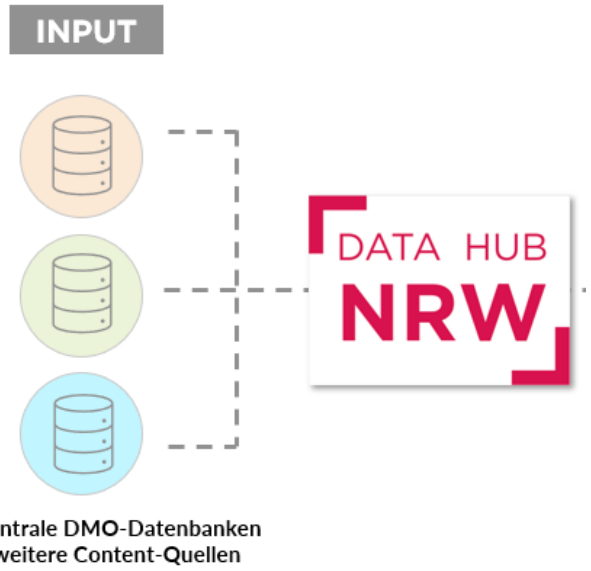
HOW DOES THE DATA HUB NRW WORK?

- Data silos of individual platforms are combined on the hub
- Connection of the databases of the tourism regions in NRW + further content sources



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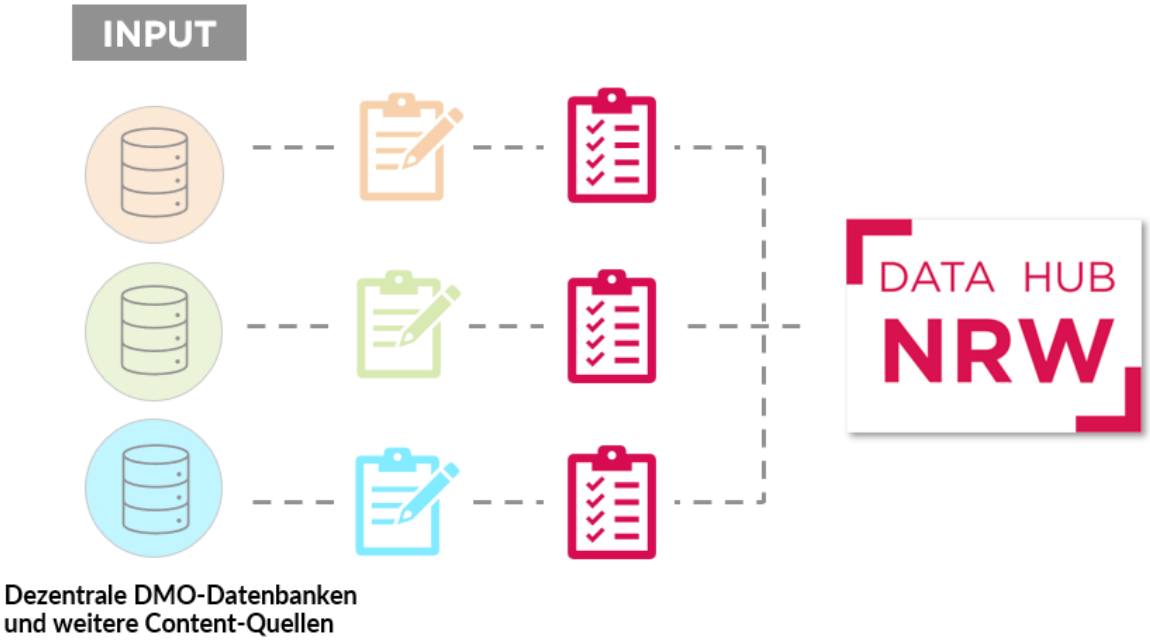
WIE FUNKTIONIERT DER DATA HUB NRW?

- A licensing system for Open Data and international usability
- Uniform data standards for machine readability
- Uniform data quality criteria for reliability
- Clear responsibilities (data culture + cooperation)



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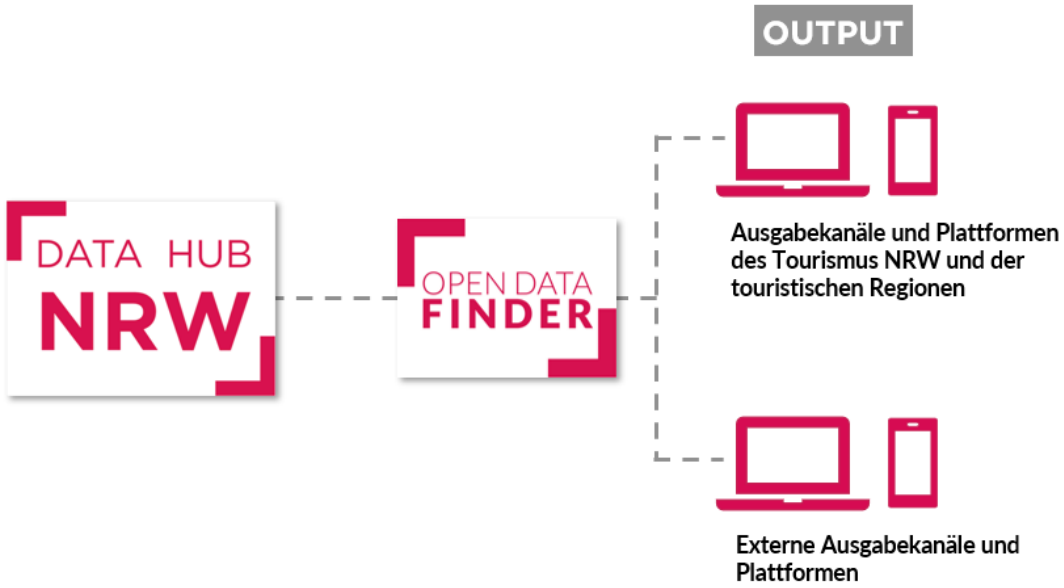
WIE FUNKTIONIERT DER DATA HUB NRW?

- Use of the open data from the Data Hub NRW possible for everyone
- Access to the data via the Open Data Finder

tourismusverband.nrw/open-data-finder



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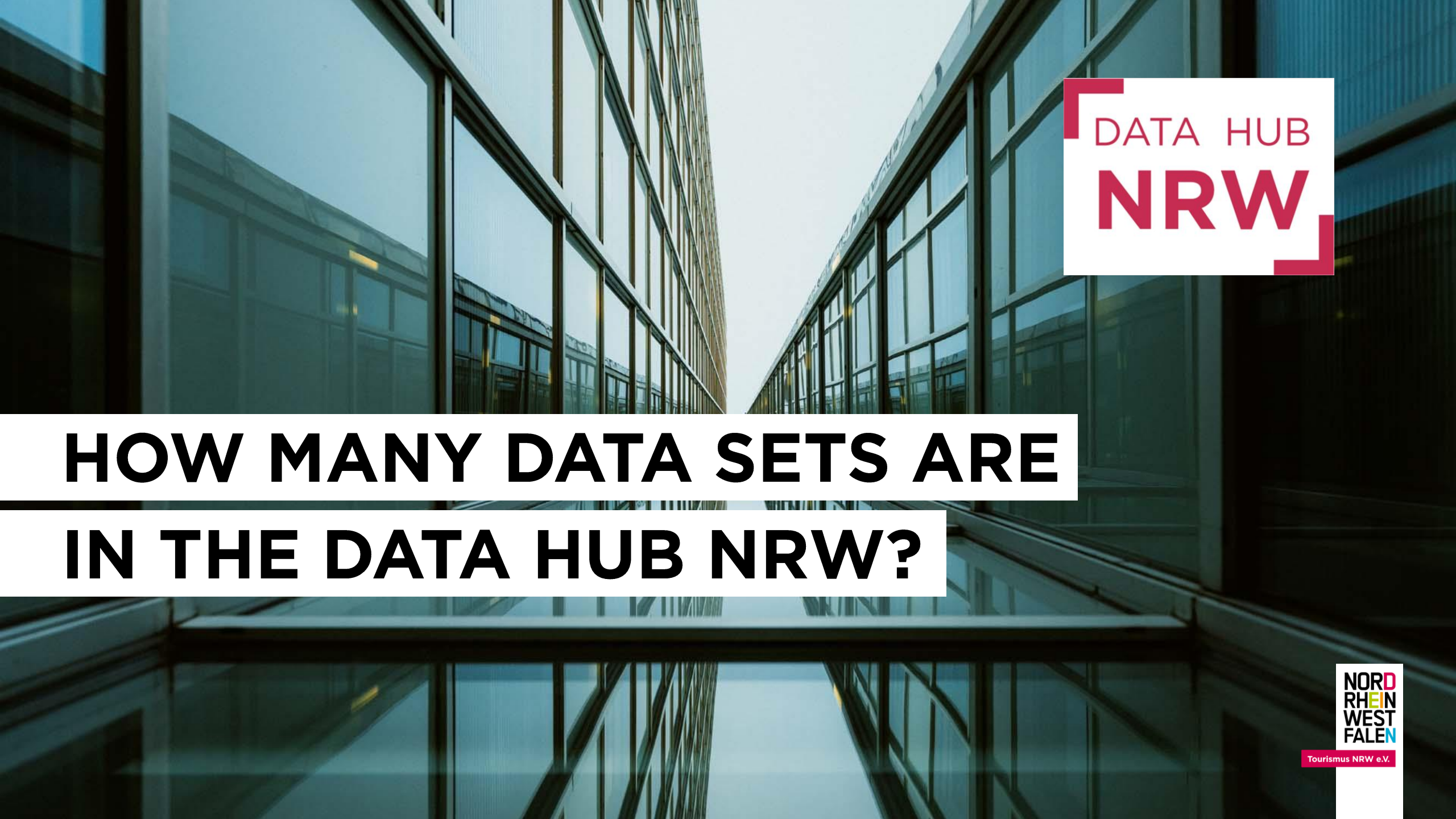
DATA HUB
NRW
HOW MANY DATA SETS ARE
IN THE DATA HUB NRW?
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WEST
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DATA SETS

- The Data Hub NRW has been listed on Open.NRW - the Open Data Government Portal of North Rhine-Westphalia - since November 2021.
- Rating awarded as 5-star Open Data set (openness scale or also 5-star Open Data model).
- Currently the only 5-star data set from over 5,200 available data sets.

14.267	9.156	Points-of-Interest
5.641	2.928	Roads-of-Interest
2.600	1.314	Gastronomy
1.682	507	Lodging Businesses
3.364	1.163	Events

↖ 14th Sep 2023

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DATA HUB
NRW
WHO USES THE DATA?
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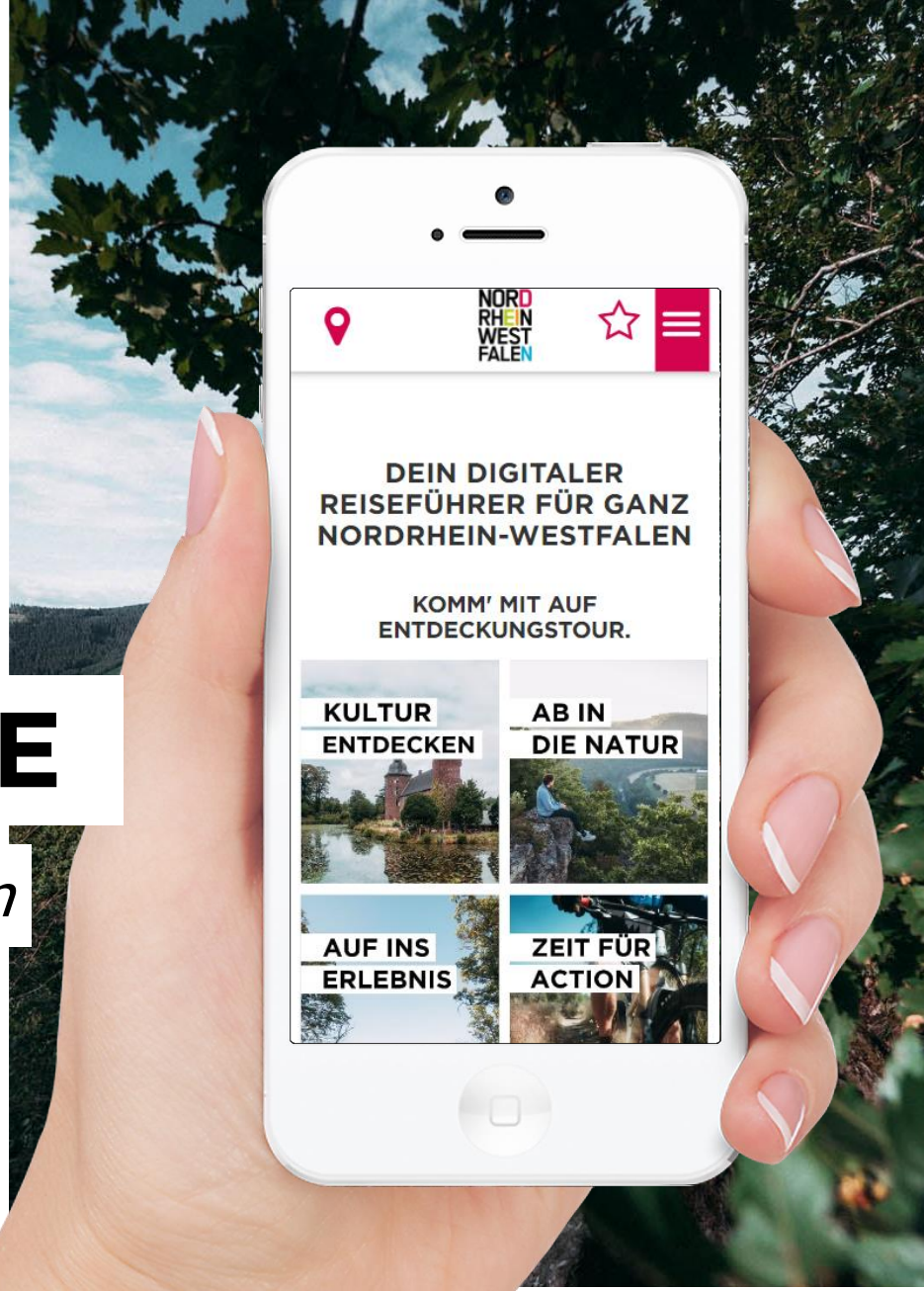

NRW FÜR DIE HOSENTASCHE

Dein digitaler Reiseführer für ganz Nordrhein-Westfalen

ENTDECKE.DEIN-NRW.DE

Gefördert durch: Ministerium für Wirtschaft, Industrie, Klimaschutz und Energie des Landes Nordrhein-Westfalen

EUROPÄISCHE UNION
Investition in unsere Zukunft
Europäischer Fonds
für regionale Entwicklung

WHO USES THE DATA?

Maqnify Erlebnisguide

ADAC Trips App

CityKey App

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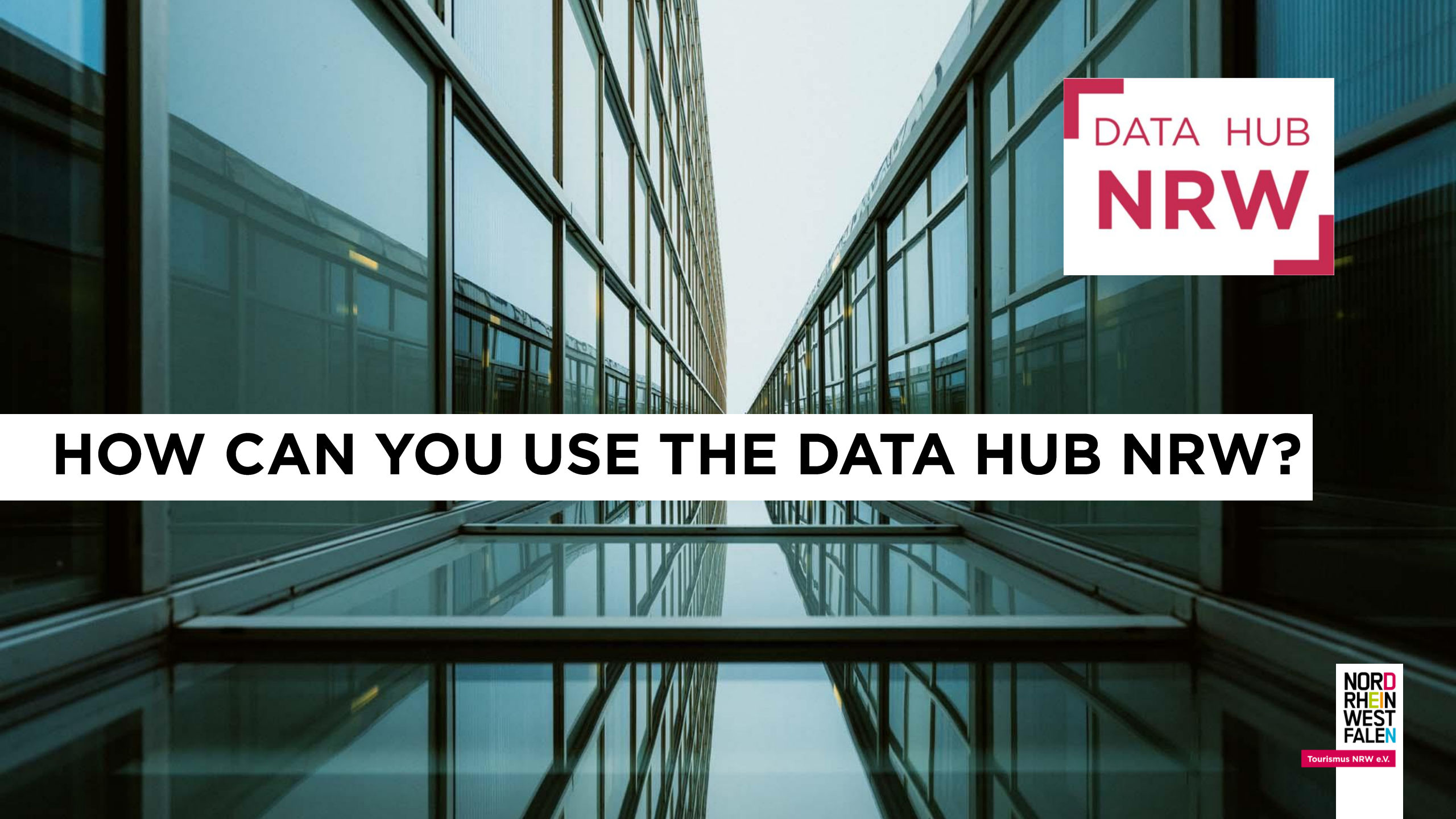

DATA HUB NRW

HOW CAN YOU USE THE DATA HUB NRW?

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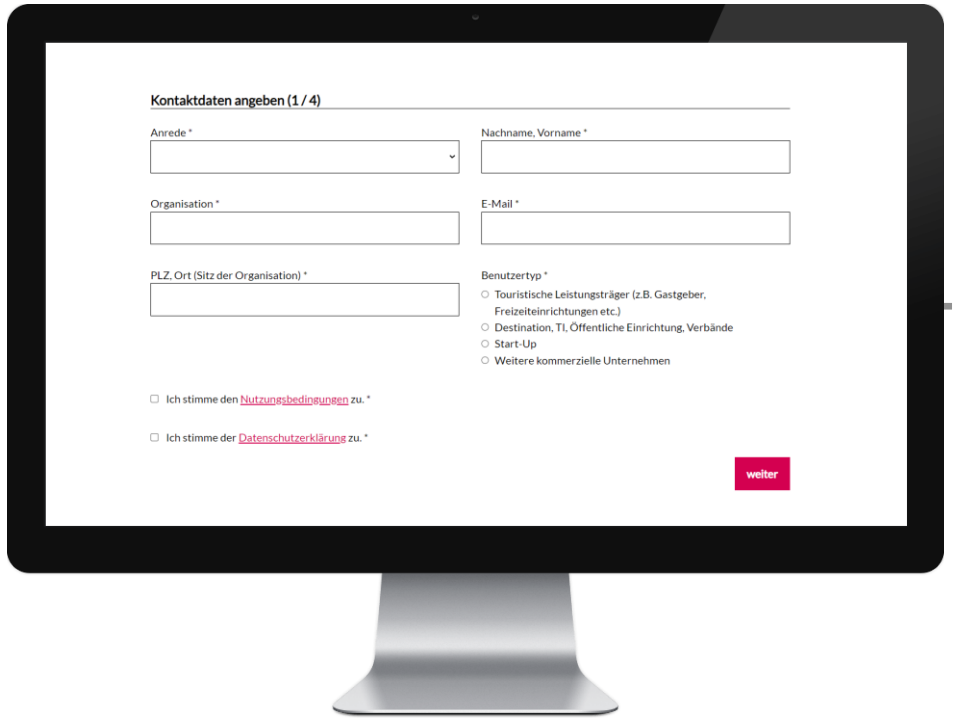
OPEN DATA FINDER



API-KEY

WIDGET-SOLUTION

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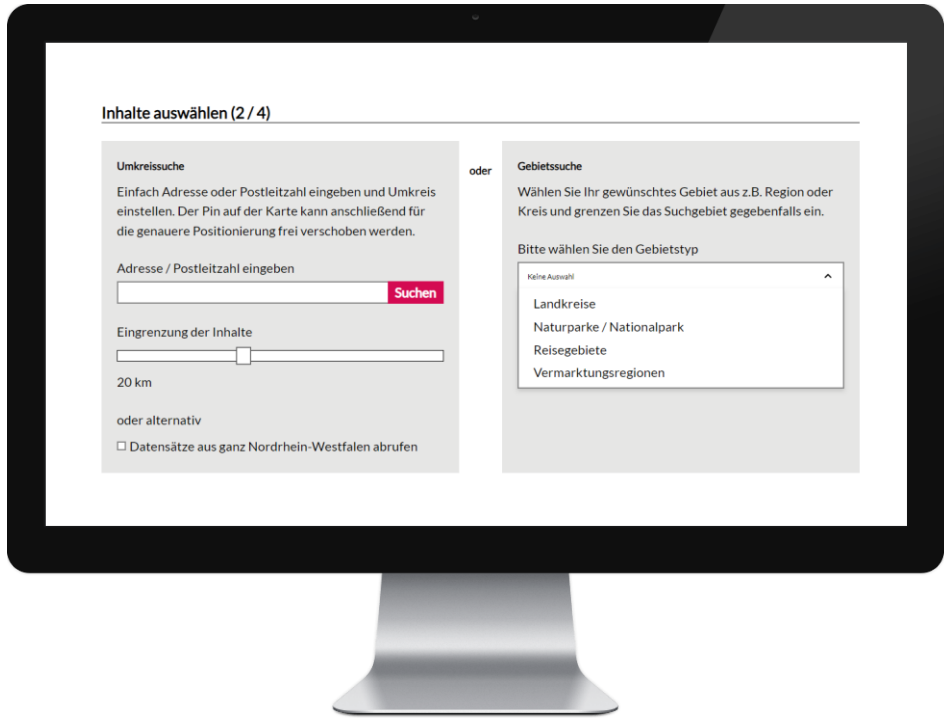
OPEN DATA FINDER



Filter options

- Perimeter search
  - *Postcode / City*
- Area search
  - *Counties and municipalities*
  - *Travel areas*
  - *Marketing regions*
  - *Nature parks / National park*

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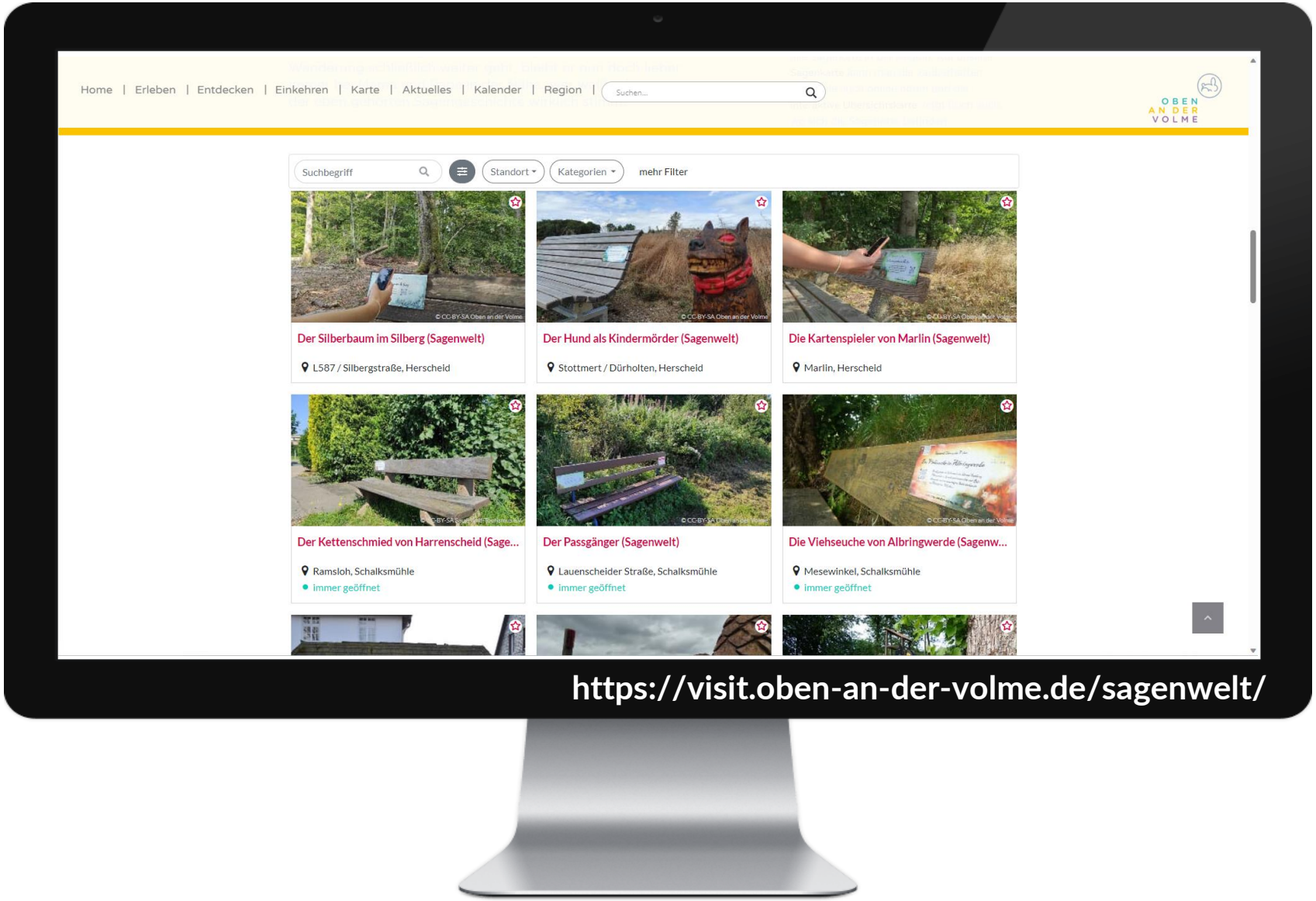
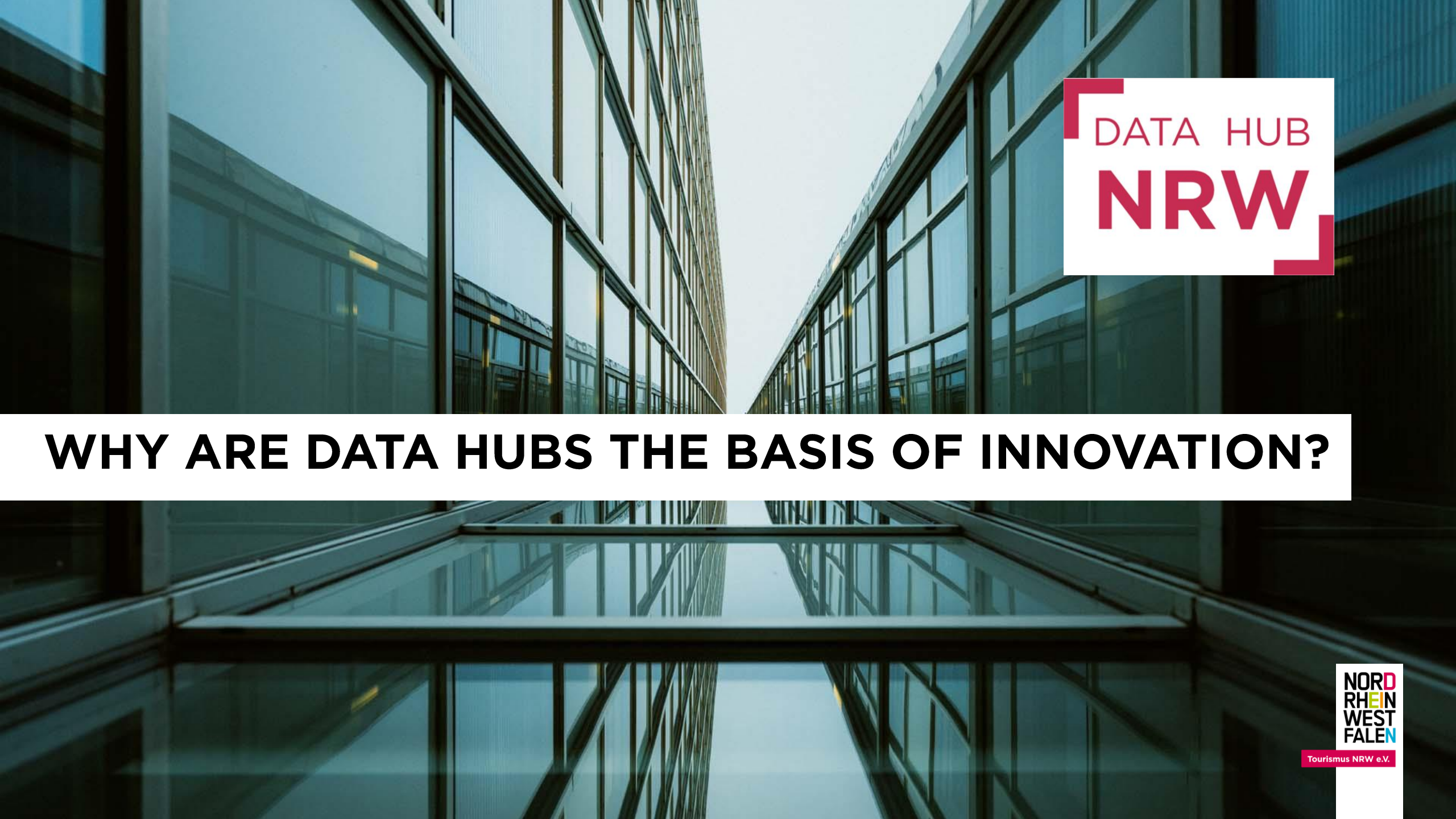
DATA HUB WIDGET



https://visit.oben-an-der-volme.de/sagenwelt/



DATA HUB NRW

WHY ARE DATA HUBS THE BASIS OF INNOVATION?

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LEARNINGS

- Uniform data standards and the opening up of data in tourism in terms of licensing law must be jointly developed, which should bring with it the corresponding visibility.

- The Data Hub NRW's stringent open data approach enables us to increase the usability of the datasets and avoid duplicate maintenance.
-
- The digital infrastructure will only benefit if sufficient digital use cases are developed, existing digital use cases are supported and destinations are encouraged to use their data independently for different channels.

- We have to use the opportunities and challenges of the digital transformation, tailored to the destination, to be successful in competition.

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FUTURE: SOMETHING THAT IS USUALLY THERE BEFORE WE EXPECT IT TO BE

Ausstellungsansicht AR Biennale, NRW-Forum Düsseldorf, Andy Picci: Is This Real? 2021, AR Sculpture, Foto Katja Illner

THANK YOU!

Pascal Helfer I helfer@nrw-tourismus.de

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