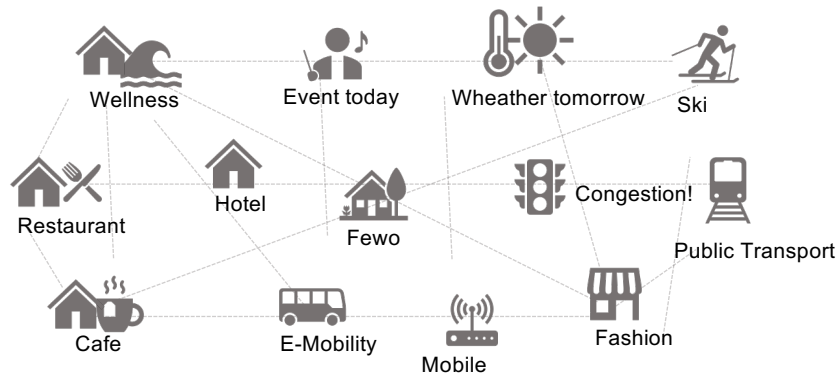# Austria Experience Data Management

Data-based tourism management
to increase regional added value and maintain competitiveness
through the use of technology
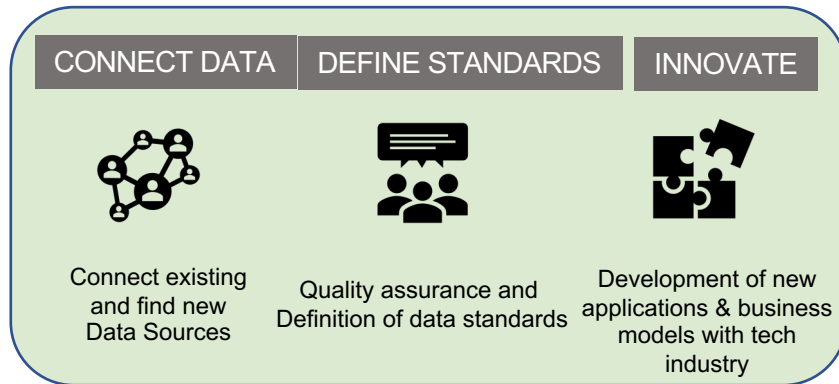
Austrian National Tourism Organisation
Federal State Tourism Organisation
Regional Tourism Organisation

Destination consist of many Data Silos

Wellness · Event today · Wheather tomorrow · Ski · Restaurant · Hotel · Fewo · Congestion! · Public Transport · Cafe · E-Mobility · Mobile · Fashion

What can we do?

Will the kids like it?

Complex research for the visitors

Who has an overview? How many ski busses will we need today? How can we avoid congestion?

Lack of complete overview for Destination Management

Austria Experience Data Management (AEDM)

CONNECT DATA · DEFINE STANDARDS · INNOVATE

Connect existing and find new Data Sources

Quality assurance and Definition of data standards

Development of new applications & business models with tech industry

Startups, developers, web agencies develop new applications for guests and locals based on AEDM!

AEDM enables evidence-based management & control of the destination to increase regional value creation and holistic resource management.

THANK YOU!