DESTINATIONS INSIGHT

Digital Resilience Dashboard for Tourism Destinations

Overview

Core Optimisation has developed the first comprehensive self-assessment tool at person and business level to future proof your digital maturity, skills, and impact. Destinations Insight our "digital resilience" tool, where dashboards empower national and regional tourism authorities in assessing the digital maturity and capabilities of businesses, regions, and the overall destination. The dashboard will provide tourism leaders with a data-driven, easy-to-understand view of their destination's digital IQ.

The purpose of this dashboard is to serve as a strategic planning and decision-making tool, enabling tourism authorities to benchmark their performance, identify gaps, and develop targeted action plans to enhance their destination's digital readiness and competitiveness.

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The digital resilience assessment will evaluate destinations across the following core competency areas:

Key Focus Areas

Business Digital Maturity Assessment:

Evaluating the tourism sector's digital maturity across 5 key pillars: Leadership, Technology, Customer Experience, Operational Capability and People.

Employee Digital Skills Assessment:

Measuring the digital skills, knowledge, and comfort levels of employees across the tourism sector.

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DELIVERABLES

Comprehensive Digital Maturity Pillar Assessment:
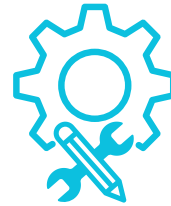
- Leadership
- Customer Experience
- Operational Capability
- Technology
- People

Comprehensive Digital Skills Pillar Assessment:

- Education
- Business Strategy
- Pricing & Distribution
- Website & Apps
- Digital
- Technology

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FEATURES

Comprehensive Assessments	**Maturity Score**
Interactive Visualisations	**Analytics**
Benchmarking Capabilities	**Destination Benchmarking**
Regional Benchmarking	**Sectoral Benchmarking**
Digital Skills Progression Overview	**Digital Maturity Progression Overview**
Predictive Analytics	**Trend Analysis**
Improvement Opportunities	**Customised Recommendations**

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BENEFITS FOR TOURISM AUTHORITIES

By implementing this digital resilience dashboard, tourism authorities can expect to:

- Gain a data-driven, holistic understanding of their destination's digital capabilities and readiness.

- Identify areas for improvement and investment to enhance the overall digital competitiveness.
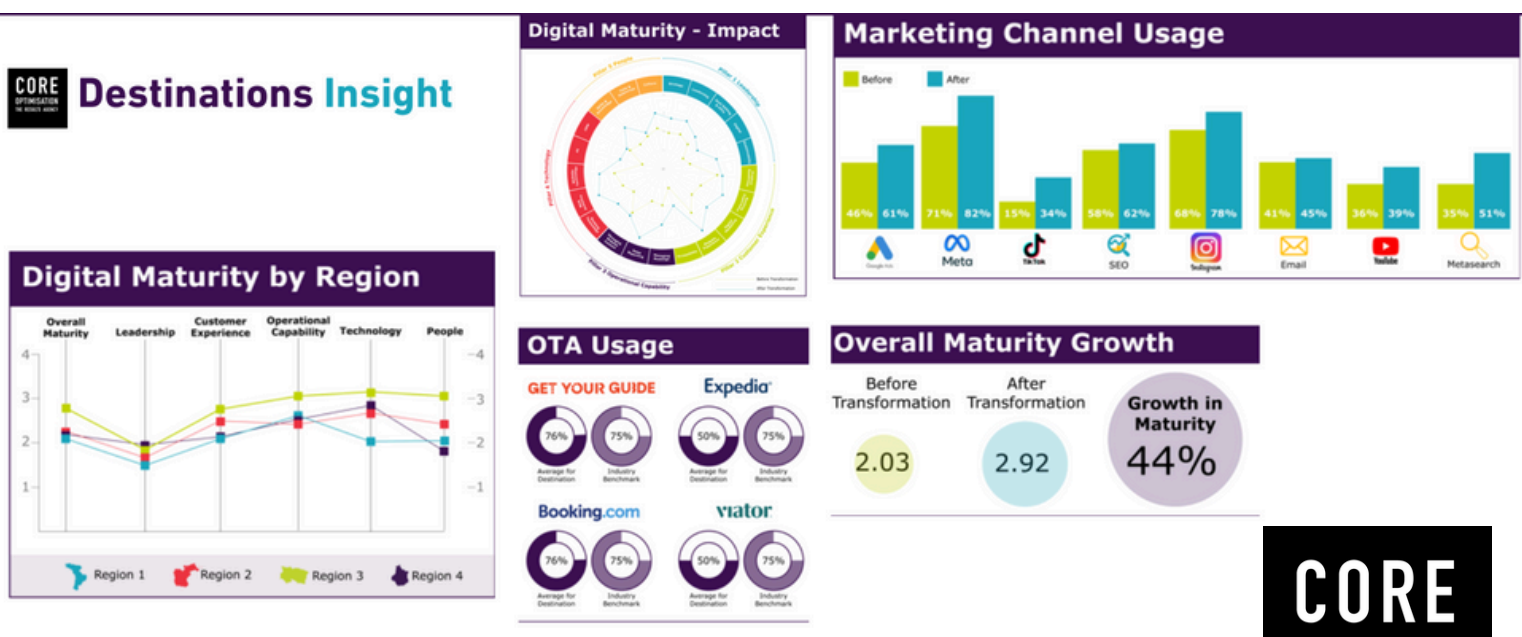
- Develop targeted strategies and initiatives to drive digital transformation across the tourism ecosystem.

- Showcase their digital maturity to visitors, investors, and other stakeholders.

- Make more informed, evidence-based decisions to futureproof their destination's tourism industry.

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BENEFITS FOR TOURISM OPERATORS

In addition to the benefits for tourism authorities, the digital resilience dashboard can also provide significant value to individual tourism operators within the destination:

- Gain insights into the destination's digital infrastructure and technology adoption, helping operators make informed investment decisions.

- Benchmark their own digital capabilities against industry standards and identify areas for improvement.

- Access data and analytics to better understand visitor behaviors, preferences, and pain points.

- Collaborate more effectively with the destination's tourism authorities to drive digital transformation.

- Stay informed about the destination's digital strategy and initiatives, enabling them to align their own efforts.

- Showcase their digital prowess to attract visitors and position themselves as innovative, tech-savvy businesses.

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BENEFITS FOR TOURISM WORKERS

The implementation of the digital resilience dashboard can also bring tangible benefits for tourism workers within the destination:

- ✓ Gain insights into the destination's digital infrastructure and technology adoption, helping operators make informed investment decisions.

- ✓ Benchmark their own digital capabilities against industry standards and identify areas for improvement.

- ✓ Access data and analytics to better understand visitor behaviors, preferences, and pain points.

- ✓ Collaborate more effectively with the destination's tourism authorities to drive digital transformation.

- ✓ Stay informed about the destination's digital strategy and initiatives, enabling them to align their own efforts.

- ✓ Showcase their digital prowess to attract visitors and position themselves as innovative, tech-savvy businesses.

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About Us

Founded in 2015 Core Optimisation are an Irish based Digital Transformation Specialist for the tourism sector.

What our Clients say about us

"Core optimisation are a fantastic digital transformation partner for Failte Ireland, working collaboratively together over the past three years. Their methodology, strategic approach and team of digital and technology experts have elevated our visitor experience industry at scale and we have seen impactful and measurable results."

Orla O'Keeffe
Head of Industry Digitalisation, Failte Ireland

CONTACT US

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