Implementing Lean Destination Management with Strategic Visitor Flow (SVF) analysis.

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Abstract

This presentation illustrates the transformation process of the FRIBOURG REGION (Switzerland) from a traditional, geographically and politically structured, hierarchical federation to a lean destination competence network. The St. Gallen DMO 3.0 management model is used as an alternative, dual operating system. Key insights from working with mavens and experience-driven story telling are discussed. The presentation continues with the introduction of an innovative guest card. The (big) data accumulated from the use of these cards by the visitors visualizes their behavior and the corresponding Strategical Visitors Flows (SVF).

Key words: : SVF, Big Data, Network analysis, St. Gallen DMO 3.0 management model