

Is the skiing weekend in the bag?

Tirol Werbung gets a central coronavirus dashboard for tourism companies and holidaymakers up and running in just four weeks

Reference project:



“The dashboard helps tourism companies and holidaymakers get reliable information on the current situation and therefore be able to plan their business activities or trips accordingly.”

Armin Möller, Innovation & Data, Tirol Werbung

In the 2018/19 tourism year, the Austrian state of Tyrol notched up almost 50 million overnight stays and welcomed over 12 million visitors. With 55,000 employees, the tourism and leisure sector accounts for almost one-quarter of full-time jobs in the state. It is even more significant for Tyrol in terms of value creation: at 4.5 billion euros, every three euros is earned through tourism. That makes the sector a significant economic motor for the region – which is a favorite destination of European ski enthusiasts in the winter months. The global coronavirus pandemic has been highly detrimental to the tourism industry, and Tyrol is no exception.

Given the second wave of infections currently unfolding, Tyrol's state governor commissioned Tirol Werbung, a semi-governmental umbrella organization, with creating a digital coronavirus dashboard for the region's 35 tourism associations, enabling them to get clear daily updates on the infection situation. It didn't take long for T-Systems to construct just such a dashboard together with Tirol Werbung. Tourists from abroad (including from Germany and Switzerland) – as well as local hotels and restaurants, and domestic tourists – can get corresponding information on the websites of the different tourism associations.

At a glance

- Coronavirus pandemic impacts tourism in Tyrol
- Lack of clear information on current situation
- The dashboard pools official information and analyzes (and includes the Austrian government's traffic-light system for risk areas)
- Transparency and planning certainty for holidaymakers and tourism businesses alike
- Project planned and implemented in four weeks
- Expanded version for state governor's coronavirus situation center

Reference in detail

The challenge

A dramatic drop in tourist numbers due to travel restrictions and daily changes in government rules for dealing with the virus have resulted in a great deal of uncertainty among tourism association members, e.g. hotels, restaurants, and leisure facilities. However, it is not only providers are unsettled; so are tourists from other European countries, who do not know whether they are allowed to vacation in Tyrol at all and, if so, on what conditions. "We need clear information that is updated every day," says Armin Möller, who is responsible for Data and Innovation at Tirol Werbung. "Only if both sides – providers and guests – are fully informed, can they plan their business activities and their vacations." And that means pooling information from different official sources in Austria and abroad. This information creates an overall picture that the dashboard must present in a clear and comprehensive form so that both sides can achieve planning certainty. With a view to protecting Austrian citizens, a modified version of the dashboard will also be developed to provide input for decision-makers in the regional coronavirus situation center.

The solution

Tirol Werbung approached T-Systems with its request in September. Just a few days later, the implementation phase commenced. As Armin Möller notes: "We were won over by T-Systems' ability to deliver comprehensive technical expertise and by the profound

experience it had gained developing the coronavirus tracing app in Germany. The company was also commissioned to develop the EU Gateway, which enables the coronavirus tracing apps of different European countries to interact." T-Systems' expertise in managing cloud infrastructure, Big Data analytics, and data management were of particular interest for the coronavirus dashboard. T-Systems built the coronavirus dashboard on the basis of Azure and PowerBI. It is a complete solution that is provided to the customer as a managed service. That means the dashboard can be fully scaled up should demand for the service grow. The dashboard consolidates up-to-date information from a variety of sources, evaluating and presenting it in a clear and comprehensible manner. This information concerns the situation in Tyrol itself: Where are high-risk areas? What restrictions apply? How many new infections have been reported? But it also includes evaluations, such as how the disease is spreading in the region and how many people have been tested – and also gives the number of positive tests. In addition, the dashboard provides information from visitors' home countries – e.g., which countries consider Tyrol to be a high-risk region for travel. This is supplemented by central data from the Austrian government on hygiene measures and rules for behavior in the country as well as any government restrictions in force – including their repercussions for tourism. The public version of the dashboard is freely available online at www.tirolwerbung.at.

Customer benefits

T-Systems implemented the coronavirus dashboard in just one month. "The service provides businesses with reliable, up-to-date information from a single source," summarizes Armin Möller. They can obtain a clear picture of the current situation and forecast the potential knock-on effects for the ski season – and for their businesses. The same goes for tourists: They can find out when it makes sense to visit Tyrol and can plan a ski trip at short notice. They also know what requirements, if any, they have to meet. That makes the application an indispensable aid when planning a trip to Tyrol during the ski season. It also helps protect both tourists and the local inhabitants. A version under development for the state governor's coronavirus situation center will offer even more information. As a result, the decision-makers in the situation center receive a unique automated and data-based overview of the current situation. To this end, the expanded version will also include information on the situation in schools and retirement homes as well as the basic reproduction number. Epidemiological models and availability figures for protective masks round off the information offered by the application, providing an excellent basis for decision-making.

Further advantages:

- Consistent information
- Scalable platform
- Expandable to include additional analyses and data
- End-to-end solution as a managed service

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