

# Data driven hybrid Tourism policy

## Why ?

An ambitious tourism policy to boost local development

## Who ?



## Strategic vision

Shaping the tourism policy together, public and private companies by gathering personal, non personal and public datas from visitors



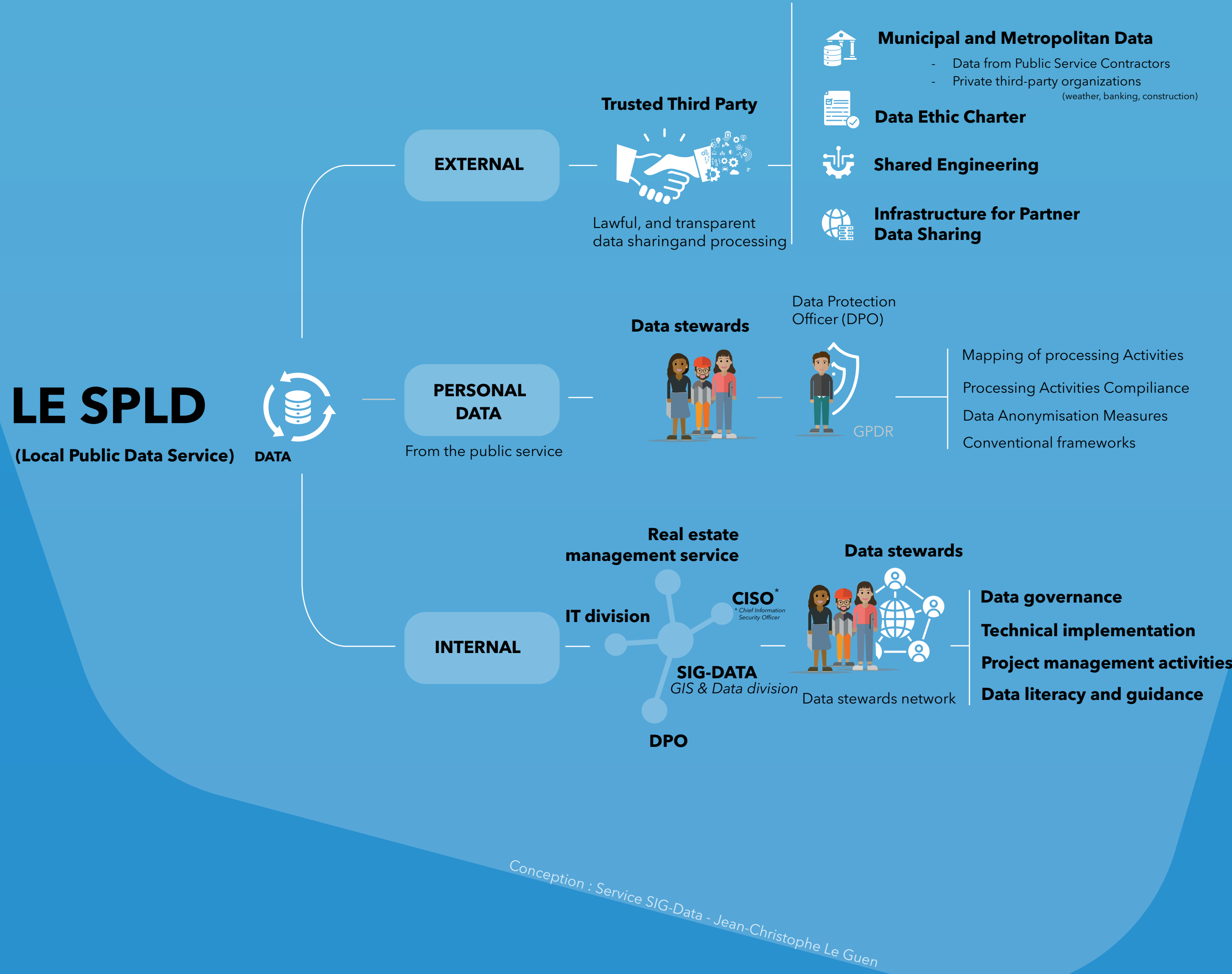
## The method

Our approach is built on six key pillars

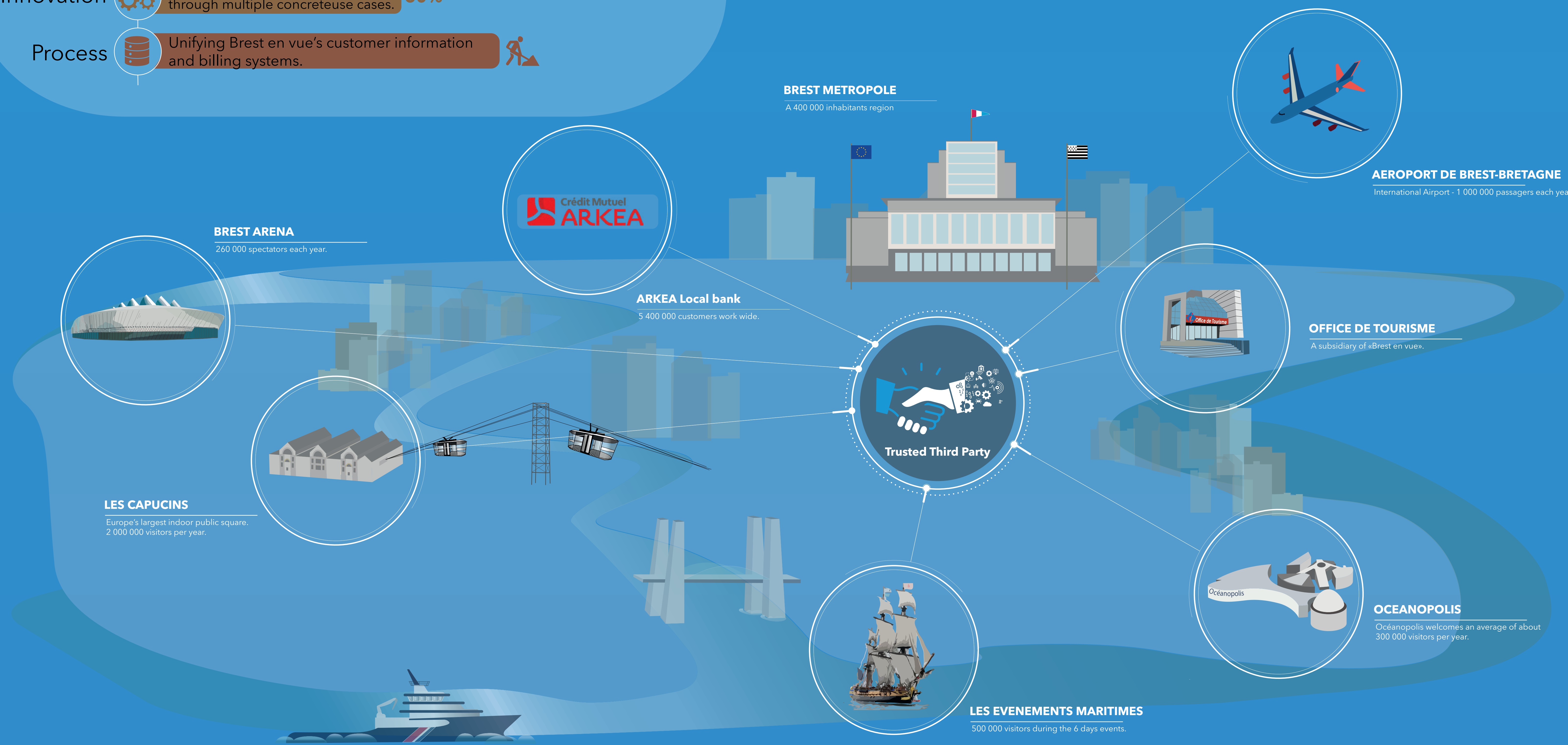
- |            |   |      |
|------------|---|------|
| Ethical    | Establishing a data governance and ethic charter.   | 100% |
| Legal      | Formalizing a public service delegation agreement between Brest métropole and Brest en vue. |      |
| Structural | Strengthening the organization by leveraging Brest métropole's GIS-Data department.         |      |
| Economic   | Designing a sustainable new business model.   | 50%  |
| Innovation | Delivering proof of concept through multiple concreteuse cases.                             | 50%  |
| Process    | Unifying Brest en vue's customer information and billing systems.                           |      |

## The process

How is built this new Public Local Service



Conception : Service SIG-Data : Jean-Christophe Le Guen



More info on the project

[www.interregnorthsea.eu/data-for-all/pilots/creating-ethical-value-added-tourist-services-through-data-altruism-in-brest](http://www.interregnorthsea.eu/data-for-all/pilots/creating-ethical-value-added-tourist-services-through-data-altruism-in-brest)

