



## Helping a tourism client expand the capacity of their data and analytics team to service requests from the business teams.

### Operate | Capacity as-a-Service Offering

#### The challenge

- The client wanted to increase the capacity of their data and analytics team by integrating skilled insight experts from Deloitte. Their objective was to empower business stakeholders with timely, impactful insight reports and ad hoc analyses. They aimed to provide evidence-backed recommendations to business unit heads, trade partners, and marketing teams to improve core KPIs. Additionally, they sought to support the CEO's office with ad hoc requests and enhance board meetings with impactful analysis and insight reports. This challenge required a strategic approach to boost their data capabilities and deliver valuable insights for decision-making.

#### Our solution

- Deloitte strengthened the client's Data & Insights team with technical resources skilled in insight generation to enhance their capacity to serve business teams. The client assumed responsibility for these resources and deliverables. Deloitte's experts embedded within the client's team delivered insightful recommendations using various client resources, such as visitor satisfaction, brand health tracking, tourists' mobility and demographics, trade partner networks, CRM and marketing, and tourism research reports. This empowered business stakeholders to take timely actions backed by comprehensive insight reports across key areas, leveraging Deloitte's collective expertise.

#### The outcomes

Deloitte managed to deliver significant benefits to the client:

- Increased Tourism Net Promoter Score
- Timely delivery of strategic KPI reports to the CEO
- Ad hoc analyses for business units
- Improved trade partner performance
- Enhanced market effectiveness performance report
- Measured initiative ROI
- Improved user experience, Increased efficiency & transparency in HR processes
- National holiday calendar impact report
- Comprehensive event performance and pricing analysis

