

During this course you will hear how a variety of businesses in the tourism sector use data. Each section encourages you to consider real world examples and to reflect upon your own use of data. This activity map will help you to organise your notes so that you can work towards creating your own data strategy

### Finding and using my current data

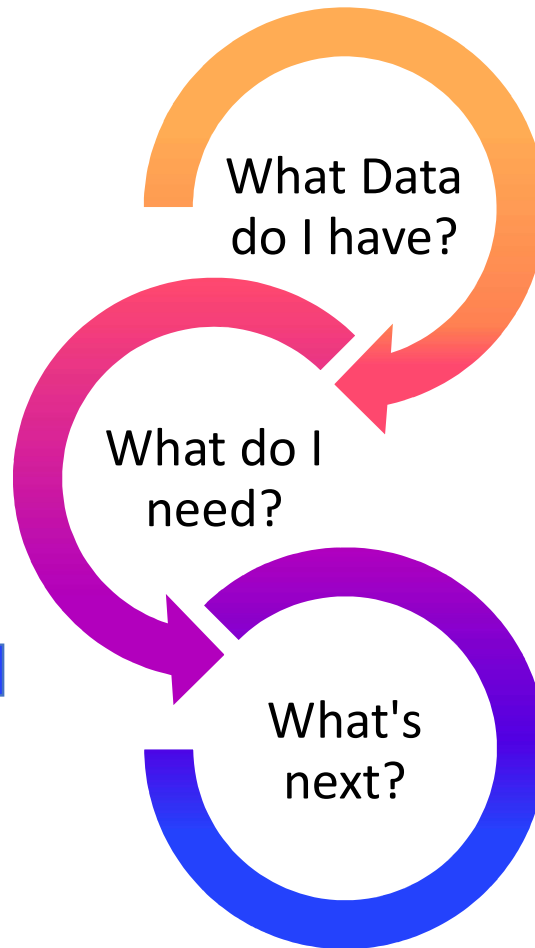


- Week 1 Start thinking about your data
- Week 2 Customer experience mapping
- Week 3 Reflecting on your customer data
- Week 3 Data skills and staffing

### Towards a data strategy



- Week 2 Problem solving with data
- Week 3 Using data to target marketing
- Week 4 What do you want from your data?
- Week 5 Collaboration in your region
- Week 5 Creating a data-driven culture



### Additional data resources or data skills



- Week 2 SWOT analysis and attitudes to data
- Week 3 Interrogating your data knowledge
- Week 5 Why share your data?