

Huizhou, China

The challenge: Design a strategy for the City of Huizhou to measure and grow its tourism economy by using analytics to drive improvements and innovation in tourism services.

Context

Huizhou's rich cultural history and beautiful natural landscape make it a top domestic tourist destination.

In 2014, Huizhou achieved a GDP of RMB 300.07 billion, ranking fifth in Guangdong Province for economic aggregate.

Huizhou needs to develop quantitative methods and apply a data-driven approach to reflect the scale of local tourism and to better manage its GDP contribution.

The City needs to develop a systematic approach for managing existing tourism projects and a common framework to guide future tourism development.

Findings

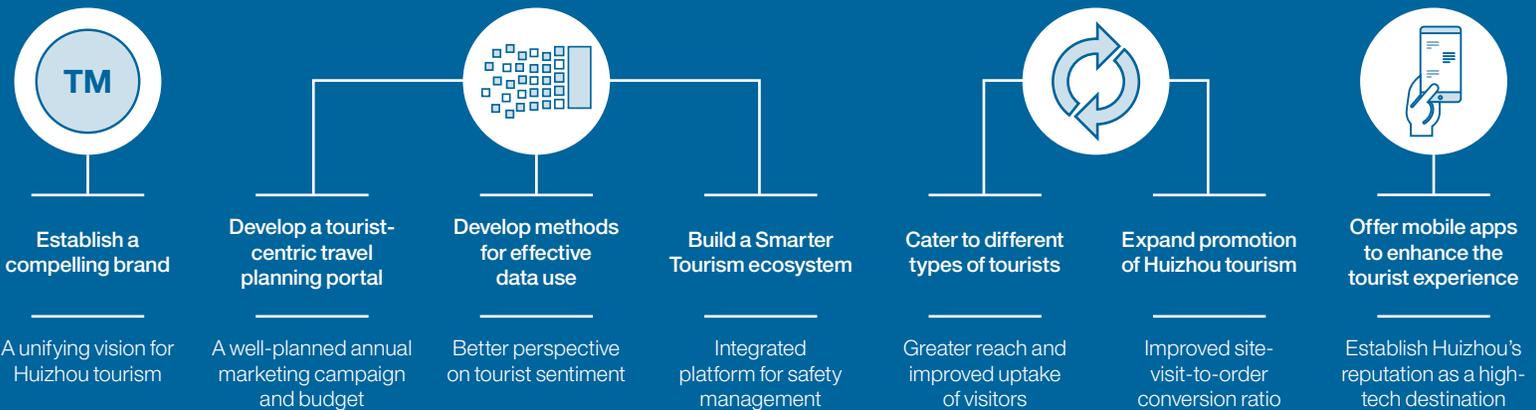
A siloed and inconsistent approach to data collection is compromising the City's ability to understand and manage its tourism industry.

Huizhou needs to take a tourist-centric approach to the planning, development and delivery of its tourism experience.

The long-term vision for a successful Huizhou tourism industry depends on cooperation from tourists, the local community, businesses and the government.

By adopting best practices, Huizhou can ensure unity across all stakeholders to develop and promote tourism.

Summary of recommendations



Vision

The City of Huizhou has a strong platform on which to build a world-class tourism industry. By focusing on improving the tourist experience, using data more effectively and building a "Smarter Tourism" ecosystem,

Huizhou can make significant improvements to the way it promotes itself. If Huizhou implements this systematic, structured and integrated strategy, the City will create a vibrant and thriving tourism industry.