ETIC Innovation Fund Application Guidelines

The Innovation Fund

The Edinburgh Tourism Innovation Challenge (ETIC) is now entering its second stage. After the Challenge Weekend on the 5th to 8th October 2017, teams of tourism and technology experts were brought together to work on data-driven solutions to improve Edinburgh's tourism industry. The Innovation Fund, sponsored by ETAG and Scottish Enterprise, offers up to 5 projects £3,000 each to develop their idea further. These ideas could have been generated during the ETIC Challenge Weekend or separate to this by other organisations or teams.

Project guidelines

Projects should focus on the following key challenges:

Forecasting

Predict visitor patterns (how many?, who?, why?, when?) of the Edinburgh tourism population to help:

1. better manage city capacity to support investment decisions and,

2. to understand more about what drives visitors to Edinburgh across the year including those from emerging visitor markets (*i.e. what do they do when they are in the city, what is it that appeals to them, what is the size of the market.*)

Specifically, encourage:

I. visitors to the city during the 'quiet season' (Jan to March)

II. to increase the length of their stay during the 'quiet season'

III. projects that help plan for and navigate during Edinburgh's Festival season

Navigation & Planning

Model the movement and flow of people around the city to find ways to:

3. reduce overcrowding by encouraging people to visit different locations inside and outside of the city centre to showcase all of what Scotland has to offer.

Specifically, encourage visits:

I. across the wider City

II. to the wider city region

III. and to other parts of Scotland

4. help those visiting during the festival to plan ahead to avoid busy periods and to improve the flow of visitors around busy festival locations.

Product & Services Offer

5. use the data to help tourists to discover, understand and find the products or services that they require, desire or would find useful or entertaining whilst visiting Edinburgh.

Review criteria

The applications will be marked as per the following criteria

- **Addressing the challenges** - How well does the project address the key challenges laid out above?
- **Data innovation** - How innovative is the use of data as a solution to one of the challenges?
- **Partnerships** - Are there any partnerships cultivated?

Partnerships

Connections and partnerships with external organisations such as the tourism industry; public sector organisations such as The City of Edinburgh Council; or private organisations such as Festivals Edinburgh or any of the data providers from the Challenge Weekend, will be looked upon favourably.

Data

The Data Lab has access to datasets that may support your project. For example, if you attended the Challenge Weekend and used one of the data provider's datasets, you may be able to access this again to continue with your project. This is subject to agreement with the data providers. The ETIC partners will help you with this process.

Timeline

Application opens	26th October 2017
Applications close	5th January 2018 @ 5pm
Application review begins	8th January 2018
Final decision made and communicated to applicants	26th January 2018

Process

Applicants will complete a short form via the online submission platform, Submittable. Applicants will have to outline their project overview, deliverables, milestones, risk and potential partnerships. Applications will open on the 26th October 2017 and will close on the 5th January 2018. The applications will be reviewed by a panel including ETAG, Scottish Enterprise and The Data Lab on 22rd January 2018. The final decision will be communicated to the applicants by 26th January 2018.