NVG Data Stewardship Service

What is the NVG Data Stewardship Service?

Data Stewardship involves the entry of property and venue information into a central database which can then be used by the destination in their tourist information centres (TICs) and TICs nationwide, to power websites, mobile websites and touch-screen kiosks.

By choosing NVG to provide your Data Stewardship Service you will benefit from:

- Richer data – our Data Stewards are intimate with the data structure and highly experienced at managing data.

- Our experience of working with the trade – with back up from our experienced business engagement team.

- Cost & time efficiencies – you will save the cost of recruiting a Data Steward internally, purchasing the licenses and the ongoing training required, giving you more time to concentrate on your day job.

What we ask from you:

To make our Data Stewardship Service successful, we rely on good communication with our destination partners.

We will begin our Data Stewardship Service by talking to you about your destination, your trade and any experience you have had with business engagement in your area. We then encourage ongoing communication as to what is important to you as a destination, who we should target and any new businesses in your area that we should approach.

Also you'll need to:

- Inform your trade as to who we are and what we are doing, before we commence the service. This ensures a smooth transition, and that when we contact your trade they know who we are.

- When planning a website with sections that need to be populated with specific data, let us know straight away so that we can concentrate our efforts on ensuring you have the data you need, in time for when you need it.

What you will receive

NVG will enter property and venue information into a central data pot from which you can use it in TICs, to power websites, mobile websites and touch-screen kiosks. As part of our Data Stewardship Service we will give the trade the choice as to whether they then update their information online or via the annual solicitation.

Our service will include:

- Annual Data Collection – via questionnaire (pre-populated if we have existing data)

- Trade engagement – including informing the businesses of how they can use Guestlink (our property management system) to update their own details online.

- Data Moderation – on behalf of the destination we will ensure that destination-specified information given by the trade is moderated for accuracy.

Our system is designed for you to be able to manage your destination's events online in an easy, intuitive way. However, if you would like NVG to manage all of your events data then we can (for an additional fee):

- Send annual solicitation questionnaire to venues to obtain details of major events

- Inform event hosts of how they can use Guestlink to update their own details online – as part of an engagement plan delivered by our Business Engagement Team.

- Add event information to the database on an ad-hoc basis by email or telephone request