



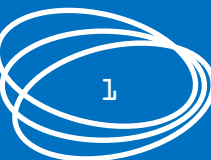
Tourism of Tomorrow
Data-Driven Destinations Hub

EU Competence centre to support data
management in tourism destinations

DMOs peer learning programme launch event



Co-funded by
the European Union





CONSORTIA



70 support letters from 16 EU countries

PARTNERS



AFFILIATED PARTNER

ASSOCIATED PARTNERS





SUPPORTING ENTITIES



STATISTICS AND RESEARCH BOARD

DMOS AND ECOSYSTEM BOARD



TOURISM COMMUNITY



D3HUB VALUES

The tourism of tomorrow will be sustainable or will not be

A better place to live is a better place to visit

Tourism should become a driving force for social wellbeing and equal regional development

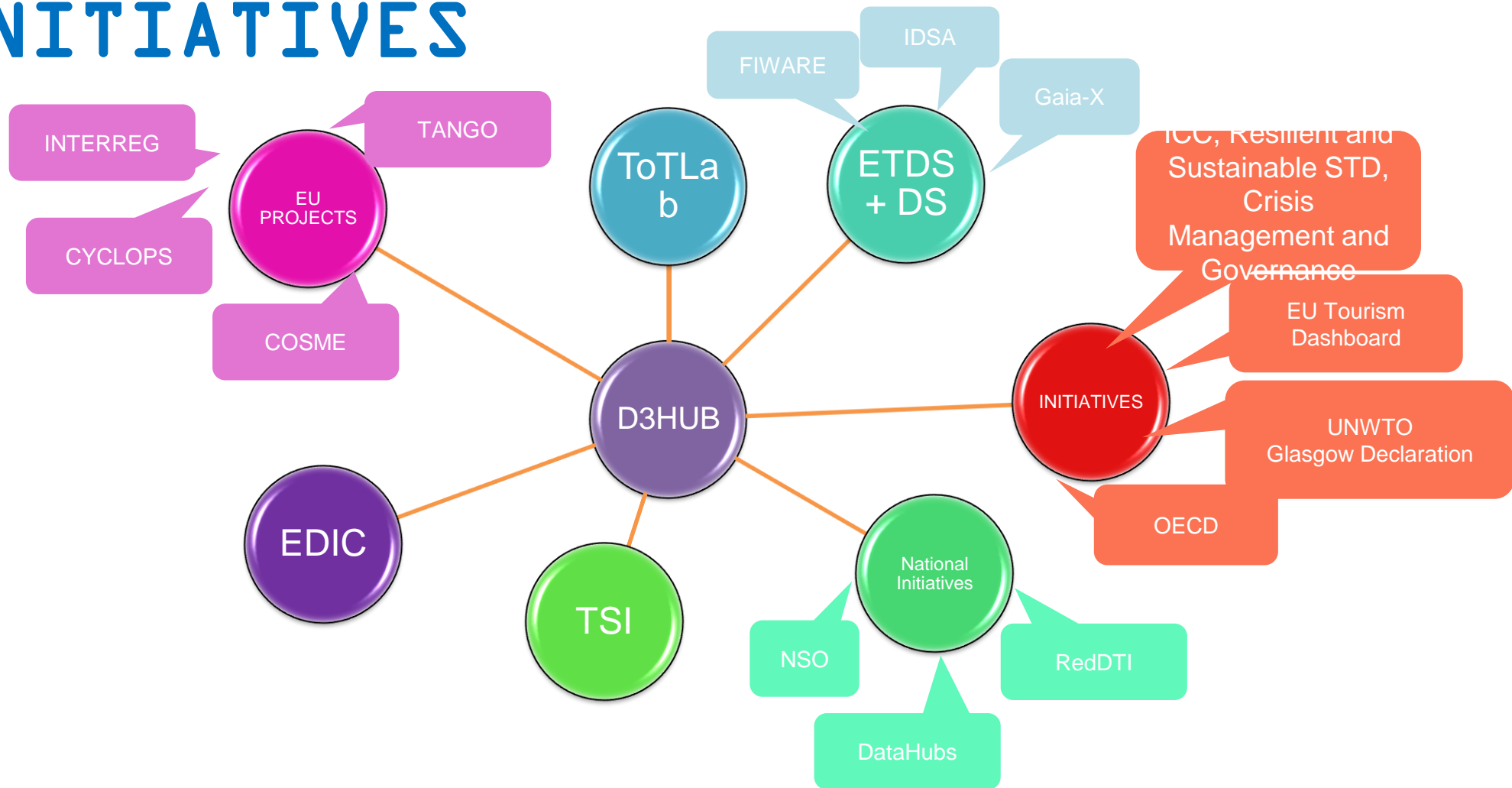
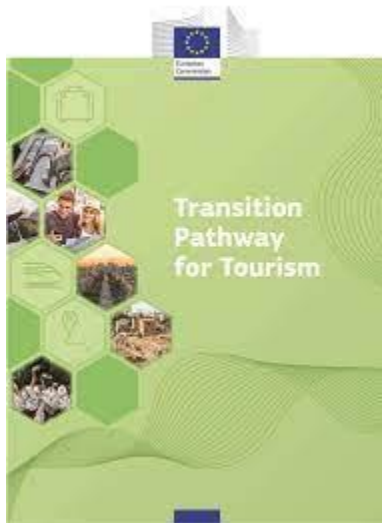
Climate emergency: Tourism becomes the solution and not the problem

We have to measure in order to make the necessary transition and improve management: data-driven approach





SYNERGIES WITH OTHER EXISTING INITIATIVES





ACTIVITIES



SUPPORT SCHEME
DEFINITION

Data Management, data sharing,
tourism indicators, dashboard...



TECHNOLOGICAL
FRAMEWORK



TEST AND VALIDATION
FRAMEWORK



Pilot implementation, testing and
validation

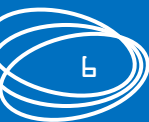
Events, web, newsletters, social
networks, synergies...



COMMUNICATION, DISS &
NETWORKING



IMPLEMENTATION OF THE EU COMPETENCE CENTRE





Welcome to D3HUB's pilot programme!

This document will provide you with all the information you need on the one year D3HUB programme you are about to start. It offers you a detailed description of the programme's structure, activities, mentoring, training and more.

D3HUB, the EU Competence Centre for Data Management in smart destinations is a 3 years project funded by EISMEA with the aim to **design, test, pave the way and sustain a self-sustainable European Competence Centre to support tourism destinations and their ecosystem (with special attention to SMEs) in their data-driven green and digital transition as well as to increase collaboration and knowledge transfer between tourism stakeholders and tourism destinations.**

The programme, based on a DMOs' needs and requirements analysis will offer training, networking opportunities, access to digital tools and new skills related to data management for DMOs and their ecosystems.

As a DMO you are going to start a journey in which you will receive training as a group from experts, you will learn from peers interested in similar challenges and plan together for a long-lasting change based on a data-driven approach.

Welcome to the D3HUB programme. We will support you to become smarter and more sustainable thanks to the use of data!





Who participates in the D3HUB programme?



40 selected DMOs, representing:

- **16 countries**
- Regional : 20
- Local level : 18
- National level: 2



Internal experts: professionals from the D3HUB Consortium representing the following entities:

- AnySolution
- Turismo Andaluz
- NECSTOUR
- NIT
- Flanders
- ARCTUR
- Italian Ministry of Tourism



External experts: professionals that will be selected based on the needs and requests of the DMOs





What are you going to receive?



Individual interview to understand your needs



Access to digital tools- dashboard



Sample cases and best practices



One to one coaching



Inter-cluster workshops- peer to peer learning



Continuous support throughout the process



Cross-cluster workshops - peer to peer learning



Networking opportunities



D3HUB is supporting DMOs in their green and digital transition based on a data-driven approach

What will DMOs have achieved by the end of the programme?



Improvement in skills

By participating in the programme's activities, the DMOs and their ecosystems will enhance their skills related to the use of data to face different challenges, learning from the experts and other DMOs



Dashboards, aligned with the EU Tourism Dashboard

The programme will support all DMOs to have strong dashboards that are aligned with the EU Tourism Dashboard and will be based on the sustainable tourism indicators



Be part of a community of the 40 first DMOs part of the EU Competence Centre

Strong community network of peers DMOs, experts and ecosystem. Through the different activities the DMOs will become part of a strong data-driven community of DMOs



What can DMOs expect from D3HUB's programme

What D3HUB offers

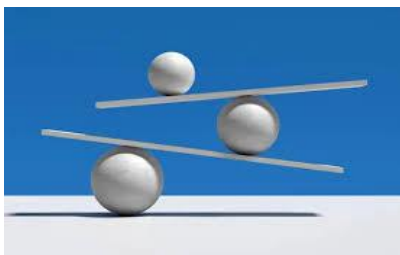
- § Guidance on how to better manage data and how to measure sustainable tourism indicators.
- § Synergies with the ecosystem, both at local level and with other DMOs
- § Be part of the DMOs' community in which share experiences and generate sound relationships

What D3HUB does not offer

- Funding: D3HUB does not provide funds to implement data driven strategies
- An in-house D3HUB team. The programme provides experts to tackle the challenges identified



Four clusters selected based on data



Managing the balance between residents and visitors



Climate change mitigation and adaptation



Redistributing tourist flows in space and time



Supporting emerging destinations to attract quality and sustainable tourism

Facing these challenges based on data, analysis and measurement



Who participates in the D3Hub programme?

Supporting emerging destinations to attract quality and sustainable tourism

- Municipality of Varna
- Rhodes
- Provinces of Parma, Piacenza and Reggio Emilia
- Scheldevallei National Park
- The islands of Sicily
- Northern Norway
- Nordhessen
- San Benedetto del Tronto

Redistributing tourist flows in space and time

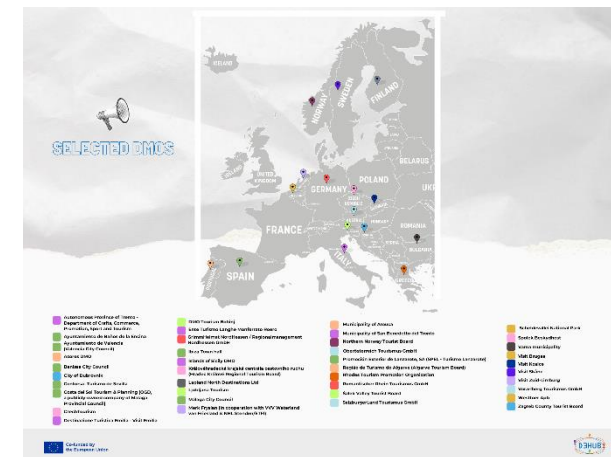
- Czechia
- Bruges
- Municipality Bohinj and also The Julian Alps Destination Network
- Benissa (Alicante)
- Zagreb County
- Ostravice, Malenovice, Staré Hamry, Krásná, Frýdlant nad Ostravicí
- Costa Del Sol, Málaga Province
- Lapland
- Turismo de Sevilla
- Málaga
- Langhe Monferrato Roero
- Zuid-Limburg

Climate change mitigation and adaptation

- Island of Lanzarote (Canary Island)
- West-Vlaanderen
- Visit València
- Province of Friesland
- Austria
- Skåne
- Municipality of Ibiza
- Hradec Králové Region
- Velenje, Šoštanj
- Autonomous Region of the Azores

Managing the balance between residents, visitors, and stakeholders

- Municipality of Arouca
- Ljubljana
- Trentino
- SalzburgerLand
- Baños de la Encina
- The romantic middle Rhine valley
- Upperaustria
- Dubrovnik
- Kosice
- Algarve region





Calendar





What does D3HUB expect from you?



- **Commitment to the programme:** ultimately DMOs will get out what they put in. The programme requires dedication over its duration to get the most of the programme's activities
- **Dedicate coordinator:** the programme does not establish the maximum number of members of the DMOs and stakeholders that can benefit from it. To ensure a smooth implementation and clear communication channels, DMOs are requested to identify a coordinator capable to create cross departmental and interstakeholders connections, with availability to participate in all programme's activities
- **Proactively ask for help:** the needs and requirements from each DMO are completely different. The programme has defined a series of activities in order to face a number of challenges. DMOs can proactively ask for more support and explanations to D3HUB team
- **Access to data:** the ultimate goal of the programme is to support DMOs in their data management challenges, so the access to data is key. D3HUB is requested to update a dashboard to the EC with data from the DMOs



DMOs' Commitment

- Participation in the webinars, workshops, individual meetings
- Involvement key people within the DMO's team
- Involvement in defining the key needs
- Involvement in defining the indicators that are going to be piloted
- Piloting the indicators
- Providing feedback on the process



Redistributing tourist flows in space and time

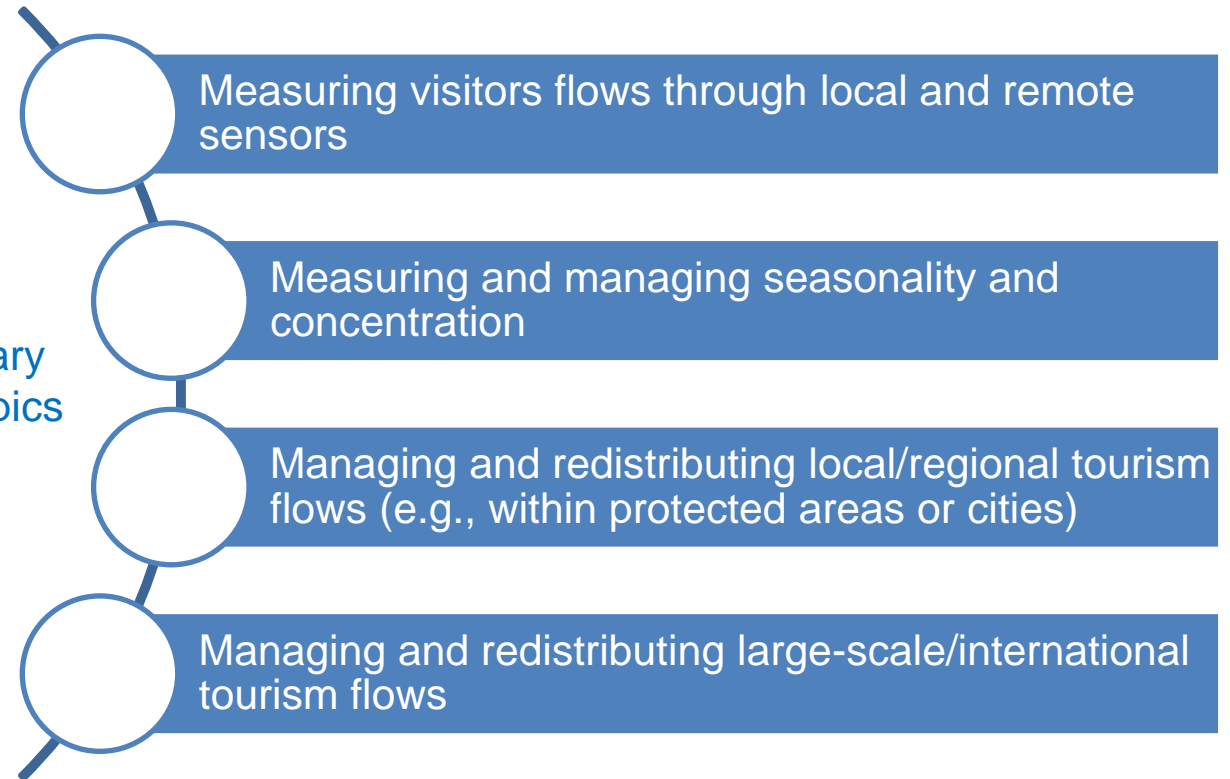


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Preliminary
plan of topics





Managing the balance between residents, visitors, and stakeholders

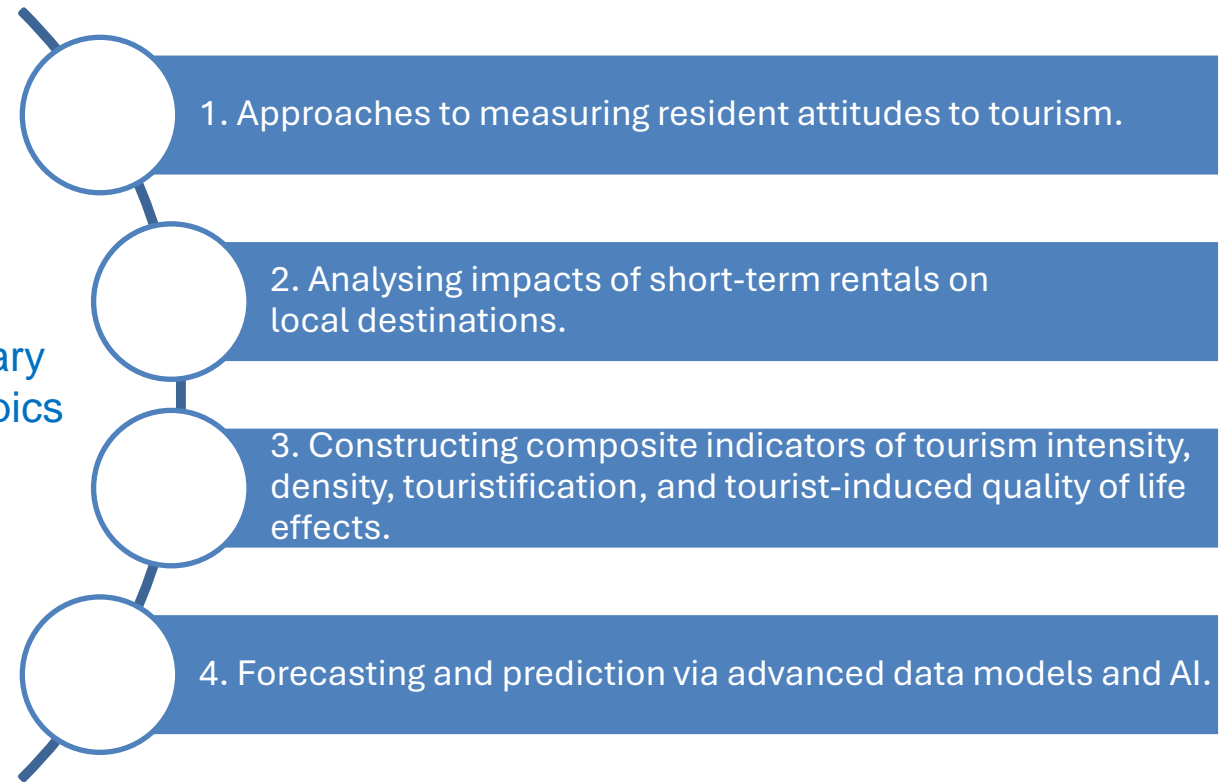


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Preliminary
plan of topics





Supporting emerging destinations to attract quality and sustainable tourism



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Preliminary
plan of topics





Climate change mitigation and adaptation

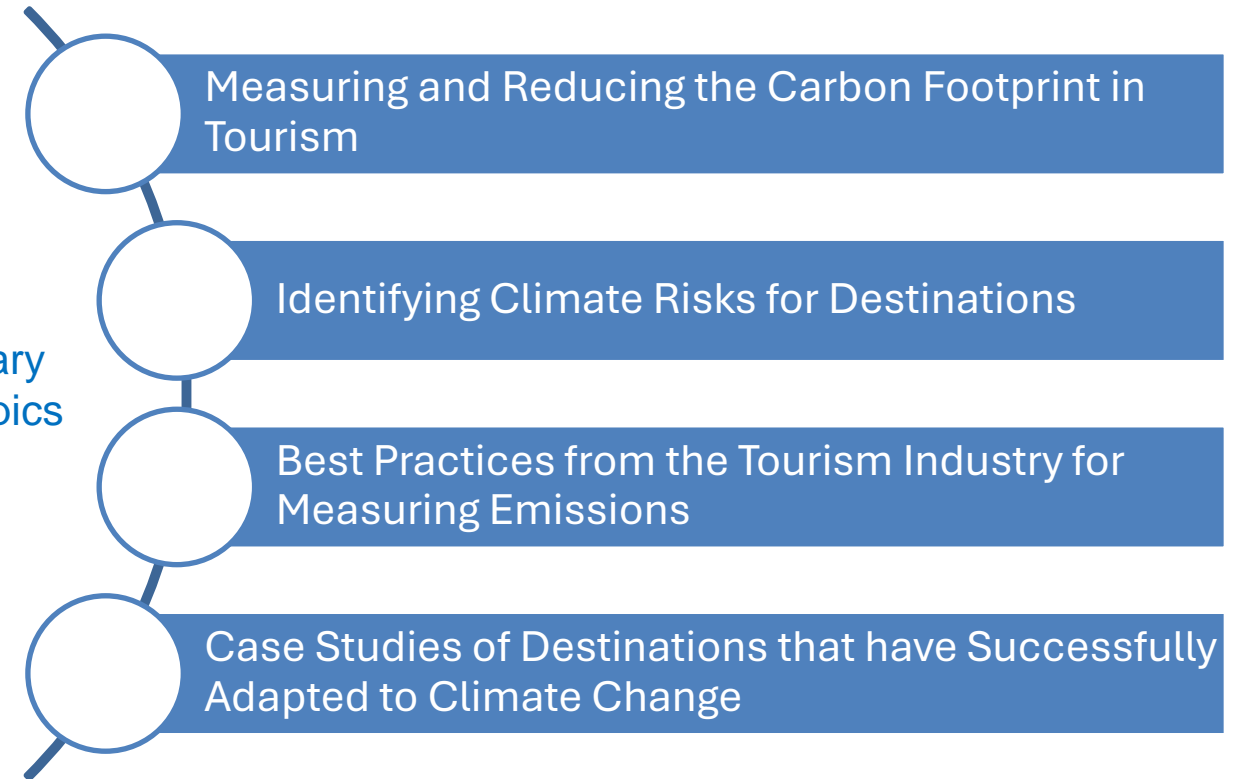


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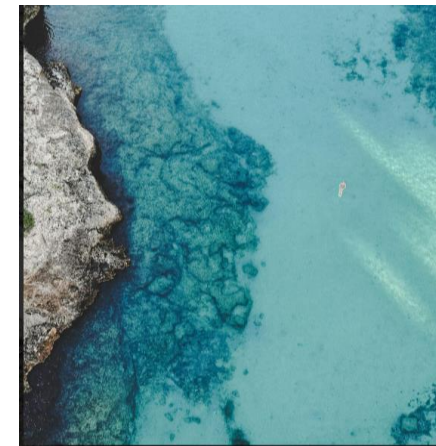
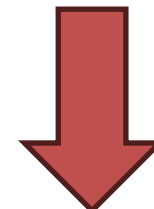
<https://www.d3hub-competencecentre.eu/>



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TOURISM OF TOMORROW DATA DRIVEN DESTINATIONS HUB

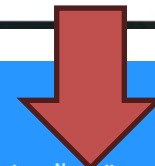
Creation of a Competence Centre to support data management in tourism destinations



BECOME STAKEHOLDER

Become member of a vibrant community that will set the bases of the Tourism of Tomorrow

[Register](#)



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