



Tourism of Tomorrow  
Data-Driven Destinations Hub

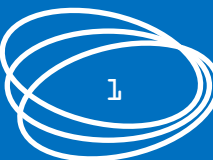
EU Competence centre to support data  
management in tourism destinations

Supporting emerging  
destinations to attract  
quality and sustainable  
tourism cluster



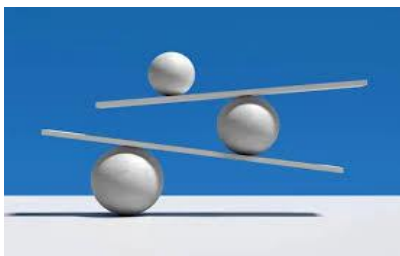
Co-funded by  
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# Four clusters selected based on data



Managing the balance between residents and visitors



Climate 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



# Calendar





# Supporting emerging destinations to attract quality and sustainable tourism

Preliminary  
plan of topics





# Who participates in this cluster?

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

Observer:  
Municipality Aveiro



# How to Attract Quality Visitors

- Introducing the core question: Not just more visitors, but better ones.
- Let's explore what 'quality visitors' really means for emerging destinations.





# What Makes a Visitor 'Quality'?

- Higher value per visit (longer stays, more spend)
- Cultural and environmental alignment
- Visits during off-peak seasons
- Respectful and responsible behavior
- ...





# Why It Matters for Emerging Destinations

- Prevent overtourism before it starts
- Maximize benefit with limited capacity
- Strengthen local identity and resilience
- Build a loyal, values-aligned audience





# Shifting the Strategy

- Data-informed segmentation
- Matching experiences with visitor profiles
- Promotion beyond the high season
- Collaboration with local stakeholders





We invite you to reflect

- Who are YOUR quality visitors?
- What can your destination offer them?





# Tourism of Tomorrow

## Data-Driven Destinations Hub

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