



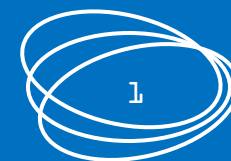
Tourism of Tomorrow
Data-Driven Destinations Hub
EU Competence centre to support data
management in tourism destinations

LAUNCH EVENT



Co-funded by
the European Union

Dolores Ordóñez
Director
AnySolution





CONSORTIA



70 support letters from 16 EU countries

PARTNERS



AFFILIATED PARTNER

ASSOCIATED PARTNERS





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





OBJECTIVE

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.





SPECIFIC OBJECTIVES

1. Build a knowledge support scheme supporting tourism destinations across the EU
2. Provide tailored-made digital solutions and data for DMOs and tourism SMEs
3. Test the developed framework through a pilot run by a critical mass of DMOs
4. Integrate results and learnings into a business plan to set up and sustain the Competence Centre
5. Up-scale beyond the partnership and build a data-driven tourism community
6. Implement the competence centre and ensure its continuity

Support data management and business intelligence for increased tourism sustainability and resilience



Enable data-driven marketing and management



Foster knowledge transfer, mutual learning and best practice in data management and data sharing through European collaboration



D3HUB FRAMEWORK

Appropriate cooperation framework

- Engage destination's Ecosystems to switch into a data-driven culture
- With systematic measurement for decision making leading to materialise Sustainability values into Action marketing and management

Tailor-made support, use cases and common dashboard

- Empowering Destinations's Ecosystems to measure and benchmark performance and impacts along the TTP
- Moving forward ahead common targets

An ecosystem of users of the European Data Space for Tourism

- Familiarised with the benefits and potential positive impacts, methodology, data sets, digital tools, players





ToT Lab model

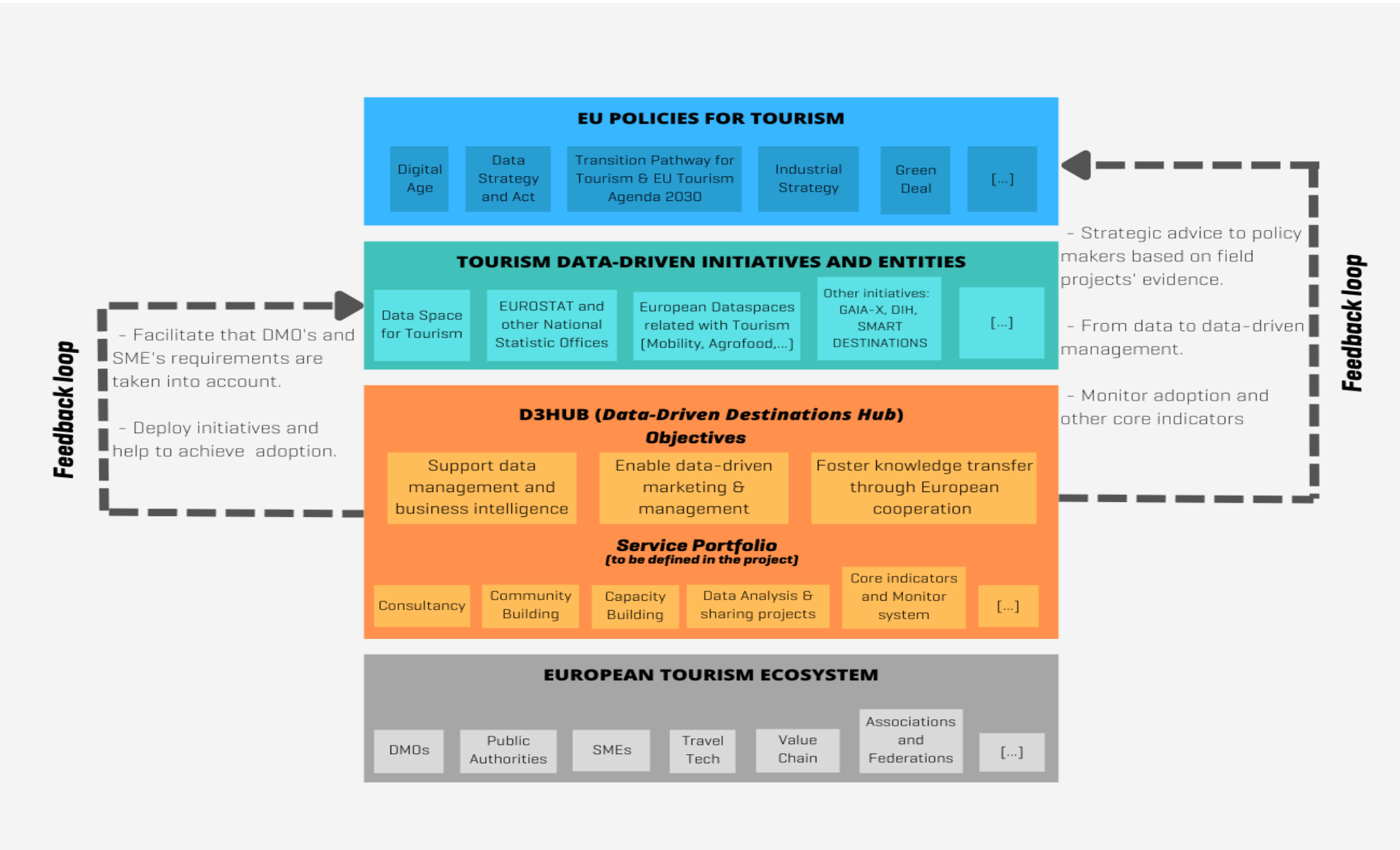


- **(i) Fast and direct impact solving real problems:** provides ad hoc consultancy services directly to technicians at the DMO level who are in charge of implementing the results;
- **(ii) Maximising existing resources:** consultancy services help to define and scope the projects and find solutions based on available data;
- **(iii) Boost network efforts and synergies:** promote collaborations between destinations with common issues;
- **(iv) Match public and private interests:** invites actively private providers (data providers) from the private sector to participate in solving specific problems;
- **(v) Strong focus on improving travel sustainability;**
- **(vi) Non-profit but financially sustainable initiative.**





OVERALL VISION





ACTIVITIES



SUPPORT SCHEME
DEFINITION



Capacity Building,
training, assessment,
mentoring...

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





SUPPORTING ENTITIES



STATISTICS AND RESEARCH
BOARD

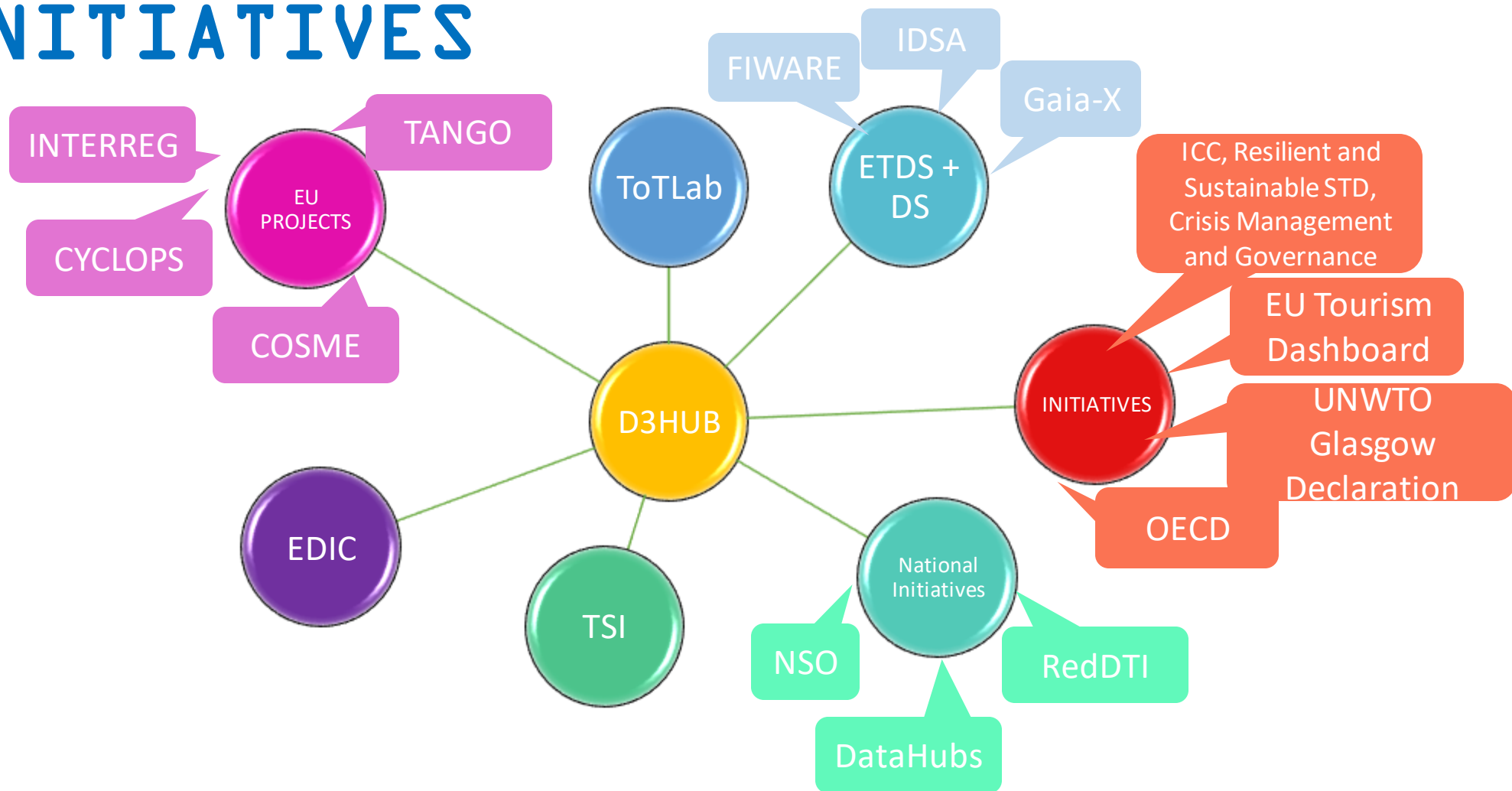
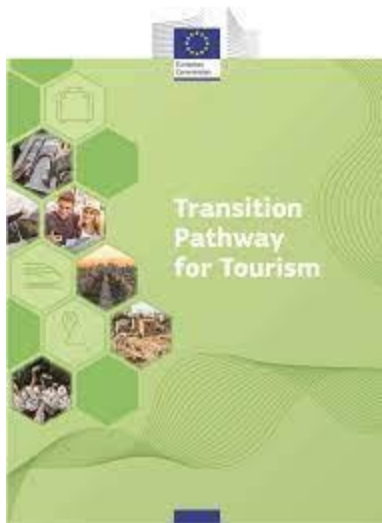
DMOs BOARD



TOURISM COMMUNITY



SYNERGIES WITH OTHER EXISTING INITIATIVES





DMOs CALL – STAY TUNNED!

30
DMOs

Guidance

Training

Capacity
Building

Digital
tools





<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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PROJECT COORDINATOR

Dolores Ordoñez

✉ dom@anysolution.eu

🌐 AnySolution

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THANK YOU!

dom@anysolution.eu