



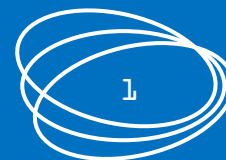
Tourism of Tomorrow

Data-Driven Destinations Hub

EU Competence centre to support data  
management in tourism destinations

# GENERAL PRESENTATION and DMOs' CALL

Dolores Ordóñez  
Director  
AnySolution



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# AGENDA

12.00 h Welcome, **Ricardo Aguado**, EISMEA

12.10 h. General Presentation of D3HUB project, **Dolores Ordóñez**, Director AnySolution

12.25 h. Presentation of Training Journey, Sustainable EU Tourism project, **Beatrice Dorenti**, Senior Associate Intellera

12.35 h Presentation of the call of DMOs

12.45 h Q&A



# CONSORTIA



## PARTNERS



## AFFILIATED PARTNER

70 support  
letters from 16  
EU countries

## 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

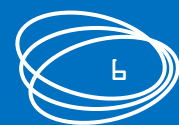
**To design, test, pave the way and sustain a self-sustainable European Competence Centre to support tourism destinations and their ecosystem (with special attention to SMEs) in their data-driven green and digital transition as well as to increase collaboration and knowledge transfer between tourism 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





# 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

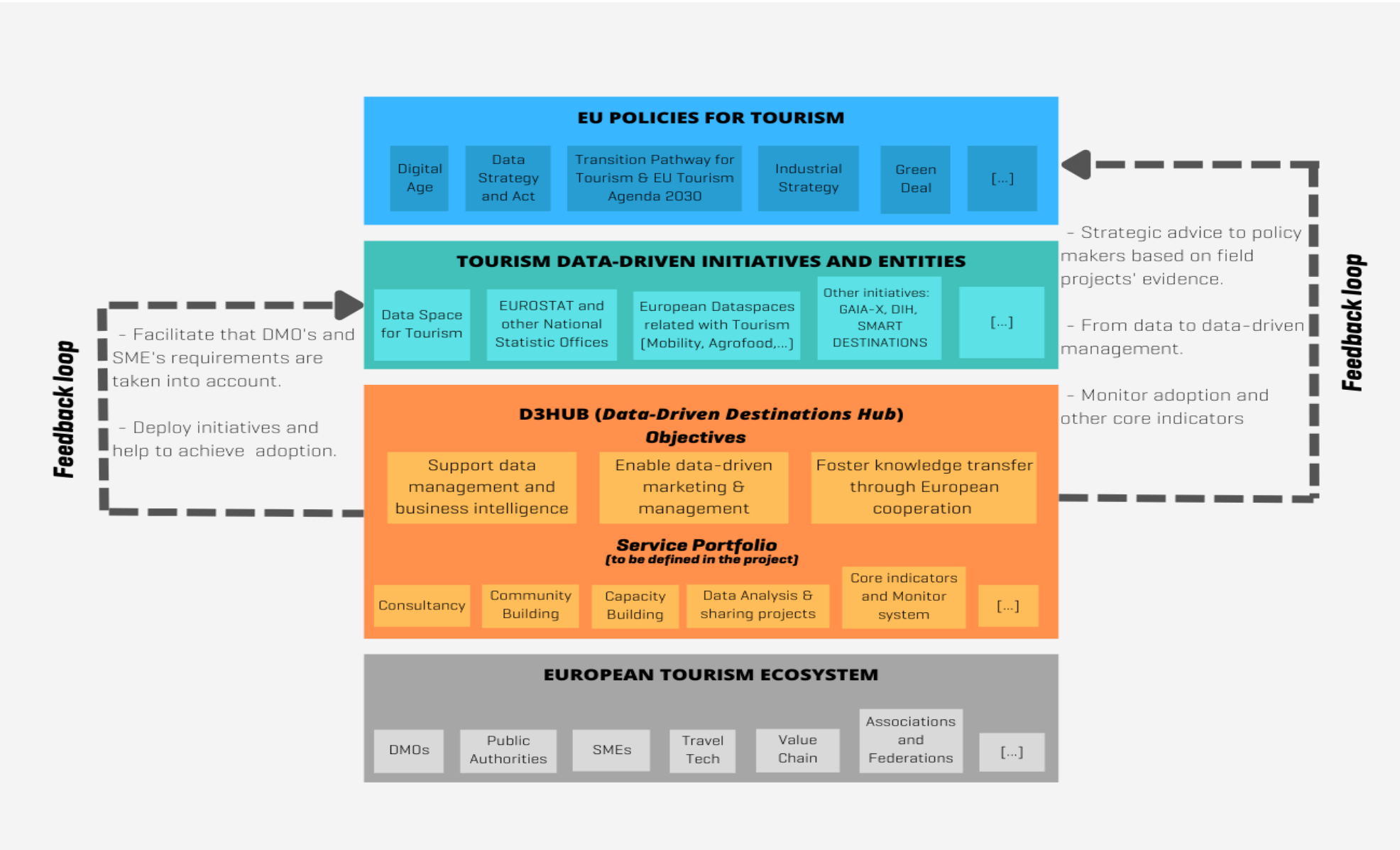
## An ecosystem of users of the European Data Space for Tourism

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





# 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

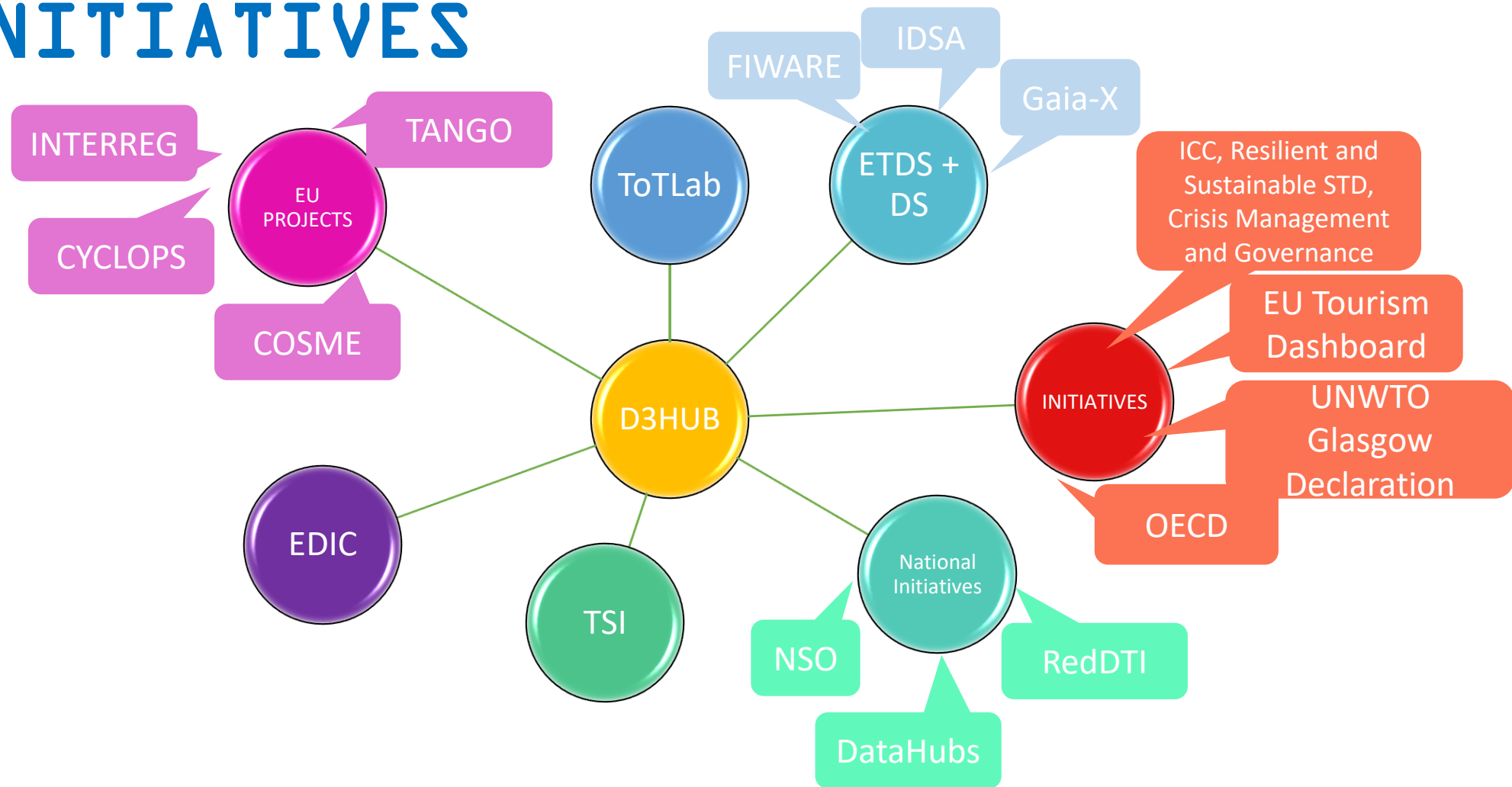
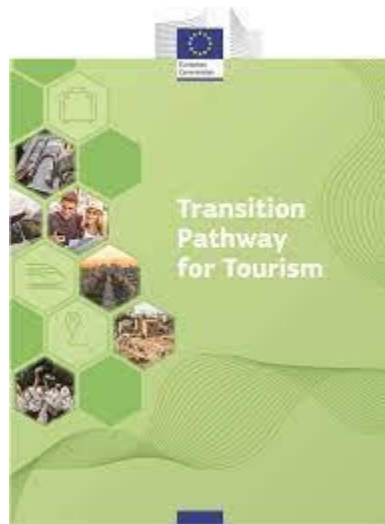
DMOs and Ecosystem  
BOARD



TOURISM COMMUNITY



# SYNERGIES WITH OTHER EXISTING INITIATIVES







<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](mailto:dom@anysolution.eu)

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# DMOs CALL – STAY TUNNED!

**DEADLINE:**  
October 14th to  
December 1st

30  
DMOs

Guidance

Training

Capacity  
Building

Digital  
tools





# BENEFICIARIES

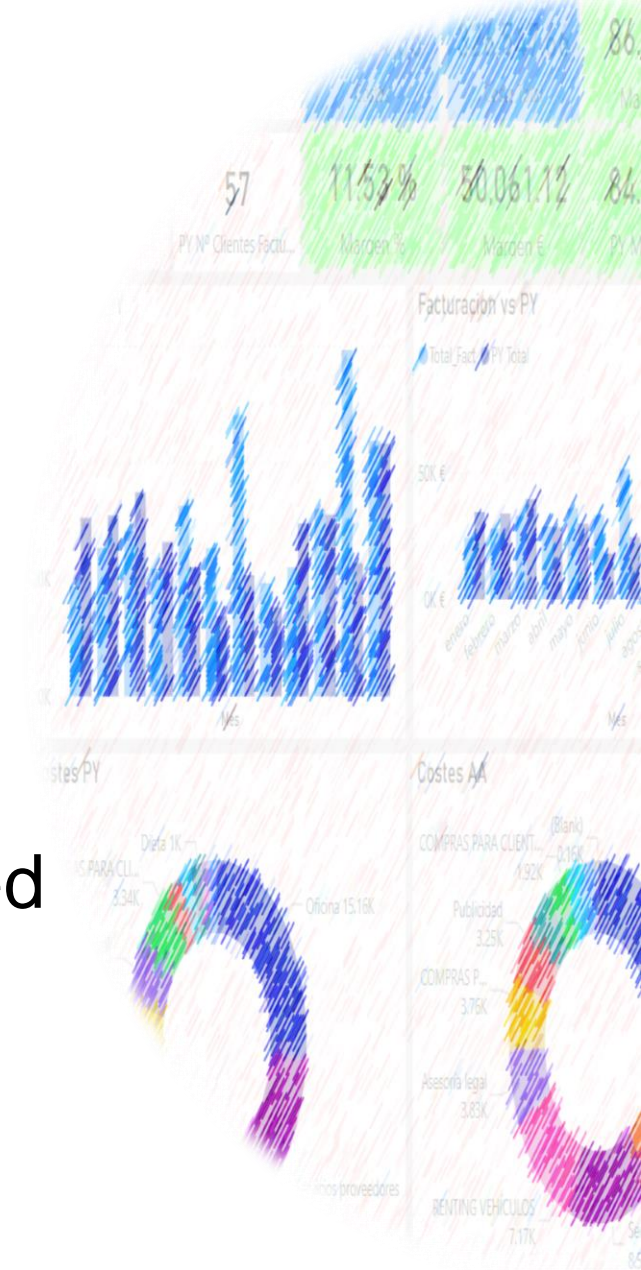
- Being a DMO interested in sustainability and data-driven destination management and the use of data to improve understanding of local issues and opportunities
- DMO at local, regional or national level located in an EU country
- Any legal form
- Willingness to learn from others about exploiting new opportunities in data and analytics in a tourism environment





# WHAT IS OFFERED?

- One-year programme
- Be part of a community of destinations committed to shaping the future of sustainable, data-driven destination management.
- Learning programme on how to collect, analyse, interpret and leverage data to address tourism-related challenges
- Pilot on sustainable tourism indicators
- Aligned with EU Tourism Dashboard







# THEMATICS

- Managing the balance between residents and visitors
- Mitigation of and adaptation to climate change
- Redistribution of tourism flows in space and time
- Supporting emerging destinations to attract quality and sustainable tourism







# REQUIREMENTS

- Fill in ALL fields of the form
- Language: English
- Letter from the head of the DMO
- Contribute in the provision of data
- Participate in all programme activities





# CALENDAR

Presentation of proposals  
14 Oct a 1 Dec

Between 2 Dec and 10  
Jan evaluation proposals

January 15th 2025  
announce 30  
selected DMOSs

February 1st 2025 to January 31st 2026 pilot implementation

Webinars  
and  
workshops

Work  
with  
experts

Dashboard  
definition

Sustainable  
tourism  
indicators

From February 1st  
2026: dashboards  
maintenance, new  
destinations



## Tourism of Tomorrow Data-Driven Destinations Hub

EU Competence centre to support data  
management in tourism destinations



# THANK YOU!

[dom@anysolution.eu](mailto:dom@anysolution.eu)