D3HUB Stakeholder Survey 2024		
	Revealed title	Data-Driven Destinations Hub survey
	Data collection method	Online self-completion
	Field phase	April 25 – May 31, 2024
	Primary target groups	Local, regional and national DMO
	Secondary target groups	Tourism associations, research institutions, solution providers, others
	Sampling scheme	P1: Self-selected preregistration P2: Organisational addresses of DMO Ax: Anonymous links
	Data collection languages	English, French, Spanish, German, Italian
	Survey software	EU Survey
	Project language	English
	Project	D3HUB, PPPA-2022-TOTOLAB, Grant 101139342
	Responsible	NIT, D-Kiel, Dirk Schmücker, dirk.schmuecker@nit-kiel.de

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Reading help
Question numbers and filters are set in **BLUE BOLD CAPITALS** (not shown on screen).
Technical (programming) instructions are in BLUE CAPITALS (not shown on screen).
Sections are in **BLACK BOLD CAPITALS** (not shown on screen).
Question text is **bold**, instructions in *italics*.
Use the navigation view to see the structure of the document.

Invitation (e-mail to pre-registered users, P1)

Data-driven destination management, survey invitation

Dear Sir or Madam,

our project, Data-Driven Destinations Hub (D3HUB), is planning a European Competence Centre for data-driven, smart destinations. We are entering into an extended consultation phase with Destination Management Organisations and other relevant stakeholders throughout Europe. You are receiving this invitation because you registered through our website https://www.d3hub-competencecentre.eu/.

The Competence Centre will evolve into a central knowledge hub that supports Destination Management organisations and the touristic ecosystem with their data-driven transformation. Today, it is still in its conceptualisation phase. This is your chance to make yourself heard. What are the data and information needs of your organisation? What services should the competence centre provide for your organisation?

Click here to take the survey

You can help make the Competence Centre work the way you want it. So that you can make the most out of it once it is established. The survey will take 7–10 minutes to complete.

Thank you for your co-operation!
The D3HUB team

Invitation (e-mail to organisational addresses, P2)

Data-driven destination management, survey invitation

Dear Sir or Madam,

our project, Data-Driven Destinations Hub (D3HUB), is planning a European Competence Centre for data-driven, smart destinations, commissioned by the European Commission. We are entering into an extended consultation phase with Destination Management Organisations and other relevant stakeholders throughout Europe. You can find more information on the project on our website https://www.d3hub-competencecentre.eu/.

We are writing to you because we have identified your organization as a relevant DMO. Who should answer this survey? Please forward this invitation **to the person in your organisation overseeing strategic planning and implementation of data-driven destination management schemes**.

The Competence Centre will evolve into a central knowledge hub that supports Destination Management organisations and the touristic ecosystem with their data-driven transformation. Today, it is still in its conceptualisation phase. This is your chance to make yourself heard. What are the data and information needs of your organisation? What services should the competence centre provide for your organisation?

Click here to take the survey

You can help make the Competence Centre work the way you want it. So that you can make the most out of it once it is established. The survey will take 7–10 minutes to complete.

Thank you for your co-operation!
The D3HUB team

Reminder (e-mail)

Dear Sir or Madam,

you receive this e-mail because you registered through our website. Some days ago, we invited you to take our survey. Your answers will help us to conceptualise the competence centre corresponding to your data and information needs. This message is to remind you of the survey in case that you did not yet participate.

Click here to take the survey

Thank you for your co-operation!
The D3HUB team

Introduction Screen

Welcome to the Data-Driven Destinations Hub (D3HUB) survey. We are planning a European Competence Centre for data-driven, smart destinations, and we need your opinion to find the best possible solution. This survey takes an organisational perspective, so please try to answer for your organisation as a whole.

The following survey will take 7–10 minutes to complete. We do not record any personal information from you. In case that the organisation you represent will be identifiable, we will take care that only non-identifiable results will be published.

ON SCREEN, EACH SECTION WILL BE DISPLAYED SEPARATELY. THERE WILL BE A "NEXT" BUTTON AFTER EACH SECTION.

A: ORGANISATIONAL DATA

A1   TO ALL

Which type of organisation do you represent?
Please choose the most appropriate answer

1. Destination Management Organisation (DMO), local level (e.g. city, town or community)
2. Destination Management Organisation (DMO), regional level
3. Destination Management Organisation (DMO), state/national level
4. Destination Management Organisation (DMO), European/supranational level
5. Tourism industry association, local, regional or state/national level
6. Tourism industry association, European/supranational level
7. Tourism service provider, e.g. for accommodation, transportation or leisure services
8. Solution provider, e.g. consulting, software or marketing solutions
9. Research institution
10. Statistical office
11. Other (please specify)

A2   DMOS ONLY, A1 = 1-3

How many overnights were counted in your destination in the previous year, 2023?
This will help us to assess the importance of tourism in your destination. Please include all segments, domestic and international.

Overnights 2023

A3   REGIONAL AND LOCAL DMOS ONLY, A1 = 1-2

What kind of landscape best describes your destination?
Choose all that apply.

1. City
2. Urban-rural mix
3. Coastal
4. Mountain
5. Rural nature

A4A   TO ALL

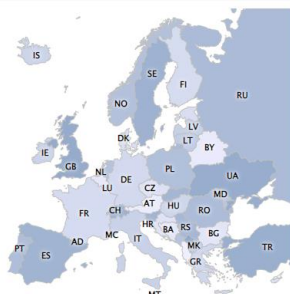**Where is your organisation headquartered?**
1. In Europe
2. Outside Europe

A4B   ONLY IF IN EUROPE, A4A = 1

In which country is your organisation headquartered?
Please select one European country from the map

[place European map here]

A5   DMOS ONLY, A1=1-3

In which of these fields is your DMO actively engaged?
Choose all that apply

1. Planning/servicing tourism infrastructure
2. Promotion and marketing
3. Support for policy makers
4. Sustainable transformation of the destination
5. Digital transformation of the destination
6. Measuring & Analysis
7. Direct co-operation with tourism businesses (accommodation, transport, leisure)
8. Classification, licensing & quality control of tourism businesses
9. Regulation of the industry
10. Product development
11. Financial support for tourism businesses

ARRANGE ITEMS IN RANDOM ORDER

B: ORGANISATIONAL EXPERTISE

B1   DMOS ONLY A1 =1-3

Which of the following information can you easily obtain for your destination?
Please check all that apply

1. Monthly number of overnight tourists (including establishments outside the accommodation statistics)
2. Monthly number of daytrips
3. Accommodation establishment registry
4. Registry of tourism businesses
5. Monthly employment figures in tourism
6. Number of enterprises and resources with service quality or sustainability certifications

7. Yearly data on residents' perception of tourism
8. None of the above

B2   **TO ALL**

How do you rate your organisation's skills and expertise in the context of data-driven, smart destinations?
Please use the slider to move between the two answers.

Behind comparable organisations.
…
Ahead of comparable organisations.

USE 11 POINT SLIDER (−5 … 0 … +5) WITH STARTING POINT IN THE MIDDLE

B3   **DMOS ONLY A1 =1-3**

Does your organisation have a Smart Destination Strategy?
Please choose the most appropriate answer

1. Yes, we have a specific Smart Destination Strategy
2. Yes, Smart Destination elements are part of our destination strategy
3. No

B4   **TO ALL**

To what extent does your organisation consume, produce and provide tourism destination related data?
Please rate each row on a scale from 0 = never to 10 = extensively.

1. Consume: We use data from other organisations
2. Produce: We produce data for our own purposes
3. Provide: We provide data to other organisations

Answers
    0: Never
    …
    10: Extensively

B5   **TO ALL**

What are the Key Performance Indicators (KPI) of your organisation, if any?
Please name up to five KPIs. If you do not work with KPIs, please leave the fields blank.

KPI 1–5

C: STATUS QUO

C1 TO ALL

How often does your organisation use data of the following spatial levels?
Please rate each level. Please consider the last five years.

1. Worldwide data
2. European (supranational) data
3. National data
4. Regional or local data

Frequency
1. Never
2. Annually or less frequently
3. Monthly
4. Weekly or more frequently
5. Real time

USE TEXTSLIDER

C2 DMOS ONLY, A1 = 1-3

How often do you use these types of data?
By "use" we mean to get the data and process them in some way. Please consider the last five years.

1. [ACC] Data from official accommodation statistics (arrivals, overnights, etc.)
2. [STAT] Other official statistical data (except accommodation statistics)
3. [SURV] Survey data, e.g. guest surveys, consumer surveys etc.
4. [POI] Static data on PoI (Points of interest) in our destination
5. [FLOW] Visitor flow data, e.g. from counters, sensors or entrance surveys
6. [ONL] Data from online marketing activities, e.g. website usage, social media interaction, feedback & rating or online advertising
7. [OFFL] Data from offline marketing activities, e.g. distribution of print material or offline advertising
8. [R&B] Data on reservations and bookings in accommodation establishments
9. [ECON] Data on the economic impact of tourism, e.g. revenue, income or labour market
10. [ECOL] Data on the ecological impact of tourism, e.g. energy consumption or emissions
11. [SOC] Data on the social impact of tourism, e.g. resident surveys or complaints

Frequency
1. Never
2. Annually or less frequently
3. Monthly
4. Weekly or more frequently
5. Real time

How helpful are these data for your organisation?
Please rate each data type on a scale from 1 = not at all helpful to 5 = very helpful.

SAME LIST AS IN C2

Helpfulness
1.   Not at all helpful
2.   ...
3.   ...
4.   ...
5.   Very helpful

USE TEXTSLIDER
EXCLUDE THE ITEMS WHICH ARE "NEVER" USED IN C2

C4   TO ALL

Do you know and use these data and knowledge sources?
Please rate each data source individually. Please consider the last five years.

1.   Eurostat Database on tourism statistics
2.   EU Tourism Dashboard
3.   UN Tourism Data Dashboard
4.   European Digital Readiness Index Self-assessment tool
5.   National/regional/local tourism dashboard
6.   National/regional tourism statistics
7.   European Data Spaces Support Centre
8.   European Data Portal data.europa.eu
9.   Tourmis platform tourmis.info
10. Commercial data platforms for accommodation or transport data (e.g. STR, Amadeus)

Knowledge and Usage
1.   Do not know that it exists
2.   Know that it exists, but do not use it
3.   Use it from time to time
4.   Use it frequently

ARRANGE ITEMS IN RANDOM ORDER

DA   TO ALL (TEXT SCREEN)

In the next few questions, we would like to discuss some aspects of your needs in more detail. We will use the categories in the picture to evaluate in which points of the process you need support.

- DATA & STATISTICS means the access to raw data or aggregated statistics.
- TOOLS means access to the software tools and platforms needed to analyse or visualize data and statistics.
- EXPERTISE means the availability of human resources to professionally handle tools and data/statistics, including legal aspects.
- INSIGHTS means the ability of the organisation to generate knowledge and insights from data and statistics so that the right steps can follow.
- ACTION means the ability of the organisation to actually put the insights into action and implement adequate measures.

Press "Next" when you are ready for the next question
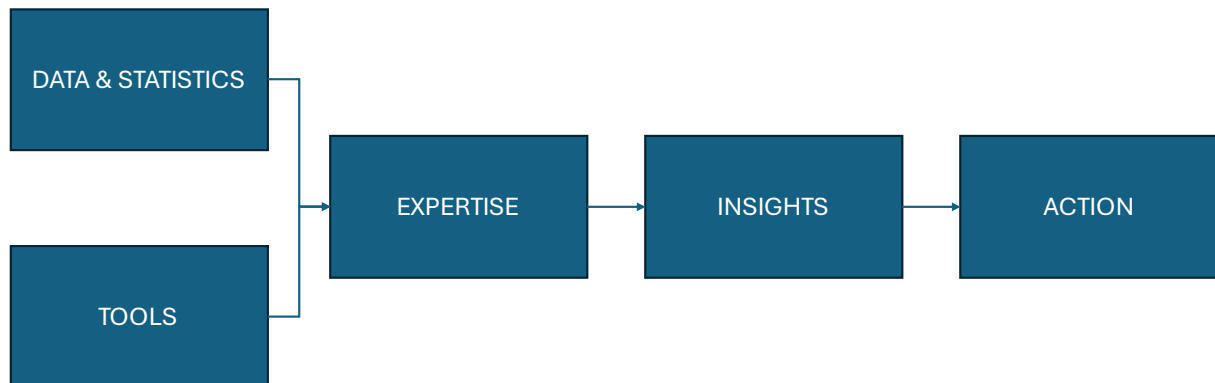
D1   TO ALL

How much support does your organisation need in each of the steps in the process?
Please rate for each aspect from 1 = need no support to 5 = need very much support. You can use the values in between to grade your opinion.

1. DATA & STATISTICS
2. TOOLS
3. EXPERTISE
4. INSIGHTS
5. ACTION

Rating

1. Need no support
2. ...
3. ...
4. ...
5. Need very much support

D2   TO ALL

Support can be offered in different formats. How do you rate the formats in the list below?
Please rate for each format from 1 = not at all favourable to 5 = very favourable.

1.   Interactive online webinar in small groups of 5–8 people
2.   Online presentation
3.   Written tutorial
4.   Video tutorial
5.   Interactive digital courses (MOOC), including video presentations and self-assessments
6.   Seminar in person somewhere in Europe
7.   Seminar in person close to my office
8.   Individual consultation by video call
9.   Benchmarking with others through a database or dashboard
10. Learning from best practices
11. Interactive Dashboard
12. Raw data for own analysis
13. Bespoke report on individual solutions

Rating

1.   Not at all favourable
2.   …
3.   …
4.   …
5.   Very favourable

ARRANGE ITEMS IN RANDOM ORDER

D3   TO ALL

Finally, we have generated a number of support ideas which the future Competence Centre might provide. Please select all ideas and offers that the Competence Centre should offer.

The Competence Centre should offer …

1. … support on how to design and implement destination-wide data dashboards.
2. … support on how to measure the sustainability performance of destinations.
3. … statistical data from accommodation statistics broken down by NUTS 3 units.
4. … support on how to implement an action plan based upon the available data.
5. … a catalogue of data, statistics and tools and their costs.
6. … support on legal aspects of data-driven destination management, in particular data protection rules.
7. … support on how to access open data using APIs.
8. … support on how to measure the performance of online advertising and social media activities.
9. … collection of hands-on examples with success factors for smart tourism destinations.
10. … support on how to implement VR/AR (virtual/augmented reality) technologies in tourism destinations.
11. … support on how to make use of the European Data Space for Tourism and other data spaces.
12. … an overview of digital payment services for tourism destinations.
13. … support on the statistical analysis of data.
14. … learning from best practices.
15. … a talent map showing colleagues from DMOs who are experts in a specific field.
16. … none of the above.

USE CHECKLIST
MAKE LAST ITEM EXCLUSIVE

D4   TO ALL

Do you have any additional suggestions as to what services the future Competence Centre should offer?

Suggestions

E: FINAL QUESTIONS

E1   TO ALL

Space for further comments and suggestions.

Notes and comments

Thank you page

You have reached the end of the survey. Thank you for participation! We highly appreciate your contribution. News on the D3HUB project can be found on our website https://www.d3hub-competencecentre.eu/.