



<b>Call for proposals</b>	EU Competence Centre to support data management in tourism destinations	<b>Call ID</b>	PPPA-2022-TOTOLAB (GRO-PPA-22-13052)
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Project consortium – Coordinator: ANYSOLUTION– ANYSOL (ES)			
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## D6.2 Report on C&D&E Activities

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# List of Acronyms

Abbreviation/ Acronym	Description
DMO	Destination Management Organisation
WP	Work Package
KOM	Kick-off Meeting
SME	Small and Medium-sized Enterprises
KPI	Key Performance Indicator
LoS	Letters of Support
AI	Artificial Intelligence
EU	European Union
UN Tourism	United Nations Tourism Organisation
OECD	Organisation for Economic Co-operation and Development
BTM	Business Travel Management
FITUR	International Tourism Trade Fair
EDIH	European Digital Innovation Hub
TIS	Tourism Innovation Summit
EBDVF	European Big Data Value Forum
IDSA	International Data Spaces Association
SF-MST	Statistical Framework for Measuring the Sustainability of Tourism
T4T	Together for EU Tourism

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# Executive Summary

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This report summarises the Communication, Dissemination, and Exploitation (C&D&E) activities carried out during the first phase of the D3HUB project, funded by the European Commission under the Pilot Projects & Preparatory Actions (PPPA) Programme. It covers the period from November 15, 2023, to March 31, 2025. It presents the key results, findings, and outcomes achieved through synergies, ecosystem building, and cross-border cooperation efforts, including workshops, webinars, conferences, and the development of a stakeholder network database.

The document highlights the actions undertaken by the project and the consortium partners, showcasing both general initiatives and specific contributions.

By analysing communication and dissemination efforts and presenting preliminary impact indicators, this report demonstrates D3HUB's growing influence in building a robust ecosystem and fostering collaboration across borders.

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# 1 Introduction

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## 1.1 Purpose of the document

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This document summarises the activities carried out during the period from November 15, 2023, to March 31, 2025.

## 1.2 Structure of the document

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The document is organised as follows:

### 1. Executive Summary

A brief overview of the report's purpose, a summary of the main activities undertaken, and the overall impact of the actions implemented.

### 2. Introduction

Context of the D3HUB project and its significance. This section also outlines the purpose of the Communication, Dissemination, and Exploitation (C&D&E) activities and defines the scope of the report, covering the period from November 15, 2023, to March 31, 2025.

### 3. Communication and Dissemination Strategy

This section outlines the primary objectives of the communication strategy, identifies the target audiences, describes the communication channels employed (including websites, social media, newsletters, and press releases), and highlights the key messages promoted throughout the activities.

#### 4. Activities Undertaken:

- **Synergies and Ecosystem Building**

Description of the actions implemented to strengthen the stakeholder community, including collaborations with other initiatives and projects.

- **Cross-border Cooperation**

Overview of the activities that have fostered international collaboration, detailing joint projects with actors from different countries.

- **Events and Workshops**

A list of events organised or attended (including workshops, webinars, and conferences).

- **Publications and Dissemination Materials**

Summary of media articles, blog posts, published reports, promotional videos, and other dissemination material produced, including mentions in the press.

### 5. Results and Impact Metrics

Presentation of the key performance indicators (KPIs) used to measure the impact of the communication activities, along with statistics on social media engagement, website traffic, and overall project visibility.

### 6. Next Steps

Description of planned activities leading up to the end of the project to maintain dissemination efforts beyond the project's closure.

### 7. Conclusions

Summary of key findings, the importance of communication to the project's success, and final reflections.

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## 2 Communication and Dissemination Strategy

### 2.1 Main objectives of the communication strategy

The main objectives of the D3HUB communication strategy are to effectively communicate the project's results, findings, and outcomes to its target audiences and to enhance the visibility, outreach, and impact of its initiatives at a European level.

Specifically, the communication strategy aims to:

- **Promote the project's objectives, activities, and results** to our target audience.
- **Build and strengthen an engaged community** by creating synergies and ecosystem-building activities, supporting the establishment of networks and cross-sectoral collaborations.
- **Foster cross-border cooperation** by facilitating joint actions, events, and initiatives with stakeholders from different countries, promoting knowledge sharing and collective innovation
- **Ensure the wide dissemination of the project's developments and achievements through multiple communication channels, including** the project website, social media platforms, newsletters, webinars, conferences, and publications in specialised media.
- **Raise awareness** about the D3HUB Competence Centre and its role in enhancing data-driven decision making and innovation within the tourism sector.
- **Generate measurable impact** by tracking communication efforts through KPIs, such as audience reach, event participation, among others.

### 2.2 Target audience

- **DMOs**  
Local DMOs: smaller, community-based organisations needing foundational digital tools and strategies  
Regional DMOs: medium-sized entities requiring more advanced data management solutions.  
National DMOs: Larger organisations looking to integrate comprehensive data-driven approaches for broader impact
- **Tourism SMEs**  
SMEs involved in tourism services such as accommodation providers, tour operators, travel agencies, and tourism technology providers.  
SMES are at various stages of digital adoption, ranging from those just starting their digital journey to those seeking to enhance their existing digital capabilities.  
Equip SMEs with the necessary tools, knowledge, and support to leverage data for sustainable and competitive growth in the tourism sector.
- **Eurostat and Statistical National Offices**  
Provide high-quality, standardised data essential for developing accurate and effective tourism management strategies. Assist in the creation of sustainability indicators and metrics used for monitoring and improving tourism practices. Support the project's objective of harmonising data practices across different regions to facilitate cross-border comparisons and collaborations. Active participation in advisory boards and committees to provide insights and feedback. Contribution to the project's pilot phases by offering data and expertise to validate the developed digital solutions and frameworks. Engagement with Eurostat, which serves as a key partner in ensuring the data's coherence and quality across Europe. Collaboration with national statistical offices in participating countries to integrate regional data into the project's initiatives. By combining statistical national offices (supported the project through LoS), the D3HUB project ensures that its data-driven approaches are grounded in reliable data, enhancing the overall effectiveness and credibility of its outcomes. This collaboration is vital

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for the project's success in promoting sustainable and resilient tourism management practices across Europe. By focusing on these specified target groups, the D3HUB project aims to deliver customised solutions and support mechanisms that address the unique needs and challenges faced by DMOs and SMEs across different geographical areas and levels of digital maturity. This targeted approach ensures a more strategic and impactful implementation of the project's objectives.

- **Universities and research institutions**

Academic entities play a pivotal role in advancing the tourism sector through research, innovation, and education. By collaborating with universities and research institutions, D3HUB can conduct in-depth research and foster innovation.

- **Tourism networks and associations**

Networks and associations serve as vital conduits for collaboration, knowledge sharing, and advocacy within the tourism industry. By engaging with these entities, D3HUB can disseminate best practices, facilitate stakeholder engagement, and advocate for policy support.

## 2.3 Channels used

### 2.3.1 Website

- **D3HUB:**

The D3Hub website ([www.d3hub-competencecentre.eu](http://www.d3hub-competencecentre.eu)) was launched in January 2024 by AnySolution. The website serves as a central hub for information and engagement. While the 'Home' and 'Contact' sections have remained static to provide consistent access to general information and communication channels, other sections were dynamically updated to reflect the project's progress and activities:

- **Newsroom:** This section features press releases, blogs, newsletters, and public deliverables, ensuring stakeholders and visitors are informed about the latest developments and insights related to the project.
- **Community:** a pivotal section designed to engage users interested in becoming stakeholders. It features a form for visitors to express their interest and join our network.
- **Boards:** This area showcases the members who support our initiatives, including the Statistics and Research Board and the DMOs and Ecosystem Board.
- **Calls:** dedicated to announcing calls for experts and Destination Management Organisations (DMOs), this keeps our audience informed about opportunities for collaboration and contribution.
- **Service Portfolio:** **We present D3HUB's portfolio of services, designed to support European DMOS.** Our training approaches include webinars, peer-to-peer learning activities, one-on-one mentoring and consultation, digital tools, and documentation of best practices.
- **Events:** regularly updated to reflect the consortium's participation and presentations at various events, this section highlights our ongoing engagement with the broader tourism community.
- **Contact:** includes a form for direct communication with our team, as well as information on how to contact the coordinator via email or social media platforms.

All sections of the website and our engagement strategies were developed and updated in alignment with the project's evolving requirements. This adaptive approach ensures that our communication efforts remain relevant and effective in reaching and engaging our target audience.

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### 2.3.2 Social media

The project established a strong social media presence before its official launch, with accounts set up on LinkedIn, Facebook, X, and YouTube before November 2023 to enhance outreach. However, after several months of using X, it was ultimately decided to discontinue its use due to its poor performance.

Social media serves as the main channel for sharing project results, announcing events, and distributing press releases and blogs to ensure easy access to relevant information. Newsletters are published via the D3HUB website and social media to maximise reach.

The team aims to expand dissemination by leveraging partners' networks (project staff, organisations, other projects, and stakeholders). Social media is also used to promote consortium-organised workshops and encourage participation in surveys.

Regular updates are posted weekly to maintain engagement and keep users informed.

#### 2.3.2.1 Examples of some D3HUB posts:

- Workshop participation: online Workshop on integrating tourism indicators for sustainable development.

Date: 16.05.2024

Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 1 D3HUB LinkedIn Post on Participation in the Online Workshop on Integrating Tourism Indicators for Sustainable Development



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- Campaign: Online Launch Workshop - Setting Up the EU Competence Centre to Support Data Management in Tourism Destinations.  
Date: 25.03.2024  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 2 D3HUB LinkedIn Post on the Online Launch Workshop for the EU Competence Centre on Data Management in Tourism Destinations



- Blog post example:  
Date: 15.04.2024  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 3 Example of a Blog Post Published by D3HUB



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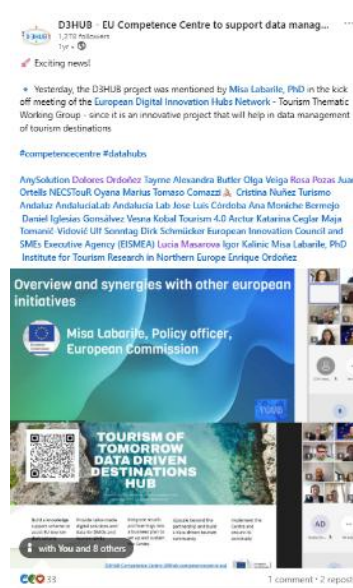
- Participation in the inaugural European Social Innovation Forum:  
Date: 18.04.2024  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 4 D3HUB LinkedIn Post on Participation in the Inaugural European Social Innovation Forum



- Mention of the D3HUB project by Misa Labarile during the kick-off meeting of the European Digital Innovation Hubs Network.  
Date: 19.04.2024  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 5 D3HUB LinkedIn Post on Project Mention by Misa Labarile During the Kick-Off of the European Digital Innovation Hubs Network



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- D3HUB project invited by the Italian Ministry of Tourism to discuss challenges and opportunities for digital adoption in the tourism sector.  
Date: 10.05.2024  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 6 D3HUB LinkedIn Post on Invitation by the Italian Ministry of Tourism to Discuss Digital Adoption in the Tourism Sector



- DIHBAI tur with Artes 5.0 hosting the AI & Robotics for Tourism webinar.  
Date: 11.07.2024  
Link: [Post](#) | [LinkedIn](#)

Figure 7 D3HUB LinkedIn Post on the AI & Robotics for Tourism Webinar Hosted by DIHBAI-TUR and Artes 5.0



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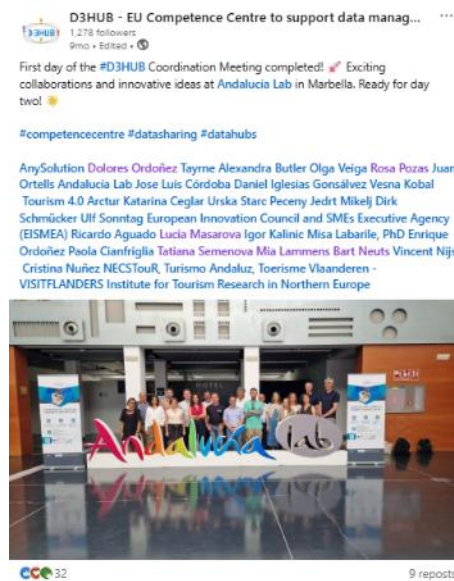


- D3HUB plenary meetings announcements.

Date: 09.07.2024

Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 8 D3HUB LinkedIn Post Announcing the coordination meeting in Marbella



- Survey on the biggest challenges facing European tourism destinations.

Date: 25.07.2024

Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 9 D3HUB LinkedIn Post on Survey About Key Challenges for European Tourism Destinations



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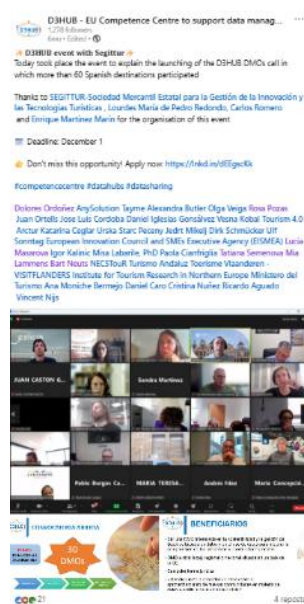
- D3HUB featured in the European Commission's July 2024 article.  
Date: 08.08.2024  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 10 D3HUB LinkedIn Post - D3HUB Featured in the European Commission's July 2024 Article



- With Segittur: Event to explain the D3HUB DMOs call, with participation from over 60 Spanish destinations.  
Date: 30.10.2024  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 11 D3HUB LinkedIn Post on Event with SEGITTUR to Present the DMOs Call, with Participation from Over 60 Spanish Destinations



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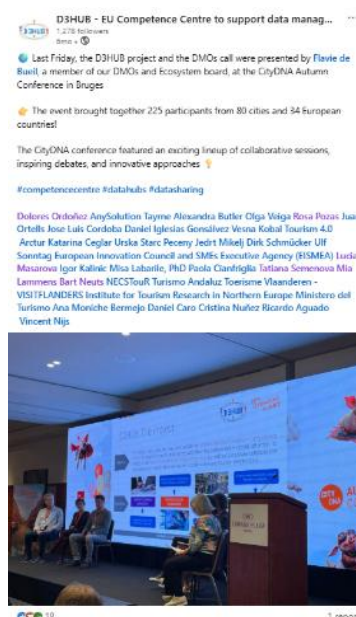
- D3HUB at ITB Berlin 2025, participating in a meeting hosted by Angela Eisenblätter (GrimmHeimat NordHessen DMO, Germany).  
Date: 06.03.2025  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 12 D3HUB LinkedIn Post on Participation at ITB Berlin 2025 in a Meeting Hosted by Angela Eisenblätter (GrimmHeimat NordHessen DMO, Germany)



- Presentation of D3HUB and the DMOs call by Flavie de Bueil at the CityDNA Autumn Conference in Bruges  
Date: 23.10.2024  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 13 D3HUB LinkedIn Post on Flavie de Bueil's Presentation of the Project and DMOs Call at the CityDNA Autumn Conference in Bruges



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- Indicators for Sustainable Tourism in Spain: These indicators will serve as the foundation for those implemented in D3HUB.  
Date: 23.09.2024  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 14 D3HUB LinkedIn Post on Sustainable Tourism Indicators in Spain as a Foundation for the Project's Implementation



- Survey campaign: Do you want to contribute to the development of the data-driven European Competence Centre?  
Date: 29.04.2024  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 15 D3HUB LinkedIn Post Launching a Survey to Support the Development of the Data-Driven European Competence Centre



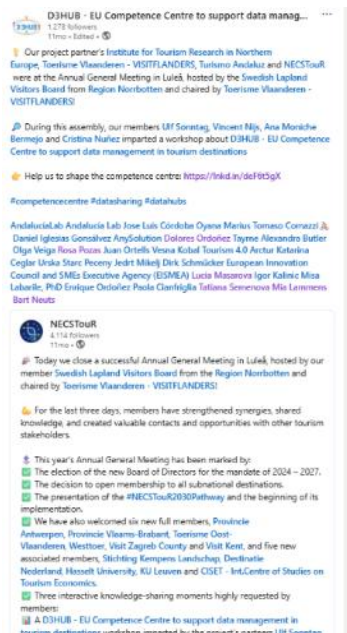
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- Workshop by project partners: Annual General Meeting in Luleå  
Date: 24.04.2024  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 16 D3HUB LinkedIn Post on the Annual General Meeting Held in Luleå by Project Partners



- D3HUB Support Scheme Workshop campaign: Generate insights from the community on perspectives for a future European Competence Centre for data-driven, smart destinations.  
Date: 12.06.2024  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 17 D3HUB LinkedIn Post on the Support Scheme Workshop to Gather Insights for a Future European Competence Centre for Data-Driven Smart Destinations



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- **Newsletter Announcement:** including featured events, registration for the Support Scheme Workshop, a survey on shaping the European Competence Centre, and blog publication.  
**Date:** 14.06.2024  
**Link:** [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 18 D3HUB LinkedIn Post Highlighting Featured Events, Support Scheme Workshop Registration, Survey on the European Competence Centre, and Blog Publication



- **D3HUB participation in the User Consultation Platform:** Highlighting the transformation of the tourism sector through data-driven innovation.  
**Date:** 08.10.2024  
**Link:** [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 19 D3HUB LinkedIn Post on Participation in the User Consultation Platform Highlighting Data-Driven Innovation in the Tourism Sector



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- DMOs campaign: running from 14 October 2024 to 15 January 2025.  
Date: 14.10.2024  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 20 D3HUB LinkedIn Post on the DMOs Campaign Running from 14 October 2024 to 15 January 2025



- D3HUB DMOs call launched by the European Commission at the tourism stakeholder event  
Date: 14.10.2024  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 21 D3HUB LinkedIn Post on the DMOs Call Launched by the European Commission at the Tourism Stakeholder Event



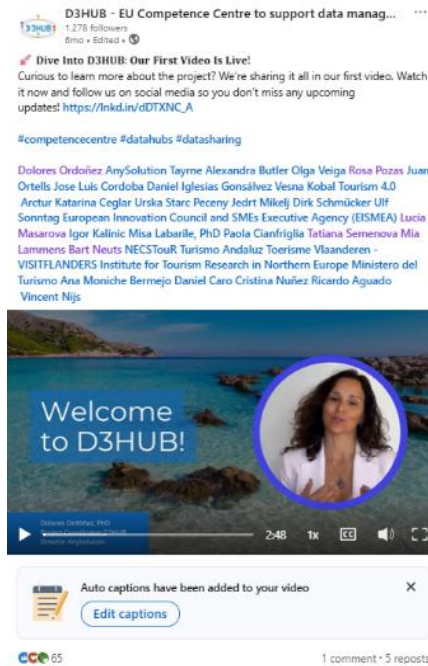
Document name:	D6.2 Report on C&D&E Activities					Page:	23 of 76
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- Youtube video post: Brief explanation of D3HUB and announcement of the DMOs call  
Date: 23.10.2024  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 22 D3HUB LinkedIn Post Featuring a YouTube Video: Brief Explanation of D3HUB and DMOs Call Announcement



- Q&A webinar for DMOs call  
Date: 11.11.2024  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 23 D3HUB LinkedIn Post on Q&A Webinar for the DMOs Call



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- FITUR Event Post: Opportunity to meet some of the 40 selected destinations for the peer-learning programme.  
Date: 24.01.2025  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 24 D3HUB LinkedIn Post on FITUR Event: Opportunity to Meet Some of the 40 Selected Destinations for the Peer-Learning Programme



- Announcement of selected DMOs: social media post featuring a map with colour-coded selected destinations.  
Date: 15.01.2025  
Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 25 D3HUB LinkedIn Post Announcing Selected DMOs with a Colour-Coded Map of Destinations



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- D3HUB at ENTER25 Conference: Partner Dirk (NIT) presented the paper “Prepared for the Smart Future”? Empirical results on data literacy and information needs of European DMOs”, co-authored with Daniel Iglesias, Dolores Ordoñez and Urška Starc Peceny.

Date: 20.02.2025

Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 26 D3HUB LinkedIn Post on ENTER25 Conference: Presentation of Research on Data Literacy and Information Needs of European DMOs

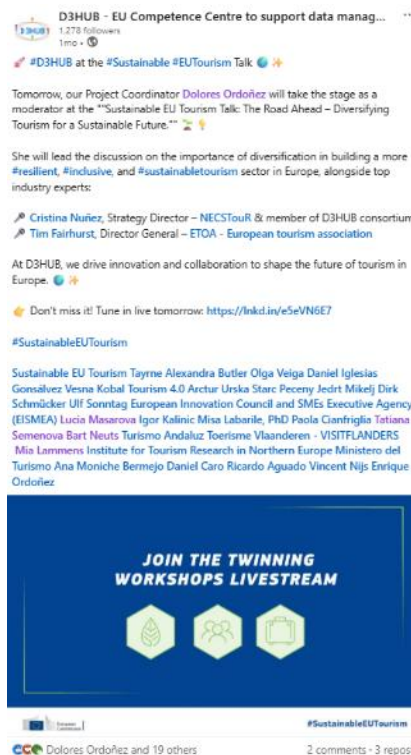


- Participation in Sustainable EU Tourism Workshop

Date: 10.03.2025

Link: [Post](#) | [Feed](#) | [LinkedIn](#)

Figure 27 D3HUB LinkedIn Post on Participation in the Sustainable EU Tourism Workshop



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### 2.3.2.2 Examples of partners' posts:

- **Relevant actions by AnySolution:**

- **EU Tourism Platform:** AnySolution has formulated pledges stating that we are working with the EU Smart Tourism Destination Strategy. We have also declared that AnySolution is contributing to the generation of sound tourism data spaces. Additionally, there is a pending pledge awaiting publication that directly mentions the D3HUB project. We have also published in the news section about the DMOs call to encourage applications.
- **Webpage:** [AnySolution's webpage](#) has a specific entry on its website to present the project.
- **LinkedIn:** Most of the posts from the D3HUB account are shared via the AnySolution account. Below are some examples of posts uploaded directly to the AnySolution account that mention D3HUB.

Table 1 Example of posts posted by AnySolution on its LinkedIn account

Title	Link	Date
Join the Smart Destination Day	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7308030723288948737">https://www.Linkedin.com/feed/update/urn:li:activity:7308030723288948737</a>	17/03/2025
Looking back at an inspiring Data Spaces Symposium	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7307430521968484352">https://www.Linkedin.com/feed/update/urn:li:activity:7307430521968484352</a>	17/03/2025
Feria Internacional de Destinos Inteligentes	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7307115485832142848">https://www.Linkedin.com/feed/update/urn:li:activity:7307115485832142848</a>	16/03/2025
Day 2 of the Data Spaces Symposium is here	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7305565915125813248">https://www.Linkedin.com/feed/update/urn:li:activity:7305565915125813248</a>	12/03/2025
Exciting News from the Data Spaces Symposium	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7305277462815346689">https://www.Linkedin.com/feed/update/urn:li:activity:7305277462815346689</a>	11/03/2025
Dolores Ordoñez will be taking the stage as a moderator at the SustainableEU Tourism Talk	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7304893817118187521">https://www.Linkedin.com/feed/update/urn:li:activity:7304893817118187521</a>	10/03/2025
Supporting Tourism Destinations in Their Green	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7303399142930747392">https://www.Linkedin.com/feed/update/urn:li:activity:7303399142930747392</a>	06/03/2025

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<b>&amp; Digital Transition with a Data-Driven Approach</b>		
<b>Plenary Meeting in the stunning city of Rome</b>	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7302281640699940864">https://www.linkedin.com/feed/update/urn:li:activity:7302281640699940864</a>	28/02/2025
<b>AnySolution at BTM2025</b>	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7300498745316536321">https://www.linkedin.com/feed/update/urn:li:activity:7300498745316536321</a>	26/02/2025
<b>What an incredible experience at ENTER25 eTourism Conference</b>	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7299725649747832834">https://www.linkedin.com/feed/update/urn:li:activity:7299725649747832834</a>	24/02/2025
<b>Exciting collaborations for EU Tourism are on the horizon</b>	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7294750485801017345">https://www.linkedin.com/feed/update/urn:li:activity:7294750485801017345</a>	10/02/2025
<b>Huge success at the D3HUB - EU Competence Centre to support data management in tourism destinations launch event with the DMOs</b>	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7293643420399525888">https://www.linkedin.com/feed/update/urn:li:activity:7293643420399525888</a>	07/02/2025
<b>Reunión del Grupo de Trabajo de Turismo en Gaia-X   FITUR2025</b>	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7288483246785384448">https://www.linkedin.com/feed/update/urn:li:activity:7288483246785384448</a>	24/01/2025
<b>Foro techYdestino en FITUR2025</b>	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7287873955355353088">https://www.linkedin.com/feed/update/urn:li:activity:7287873955355353088</a>	22/01/2025
<b>Today, we joined the webinar "Unlocking the</b>	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7267916171721494528">https://www.linkedin.com/feed/update/urn:li:activity:7267916171721494528</a>	28/11/2024

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<b>Power of Data to Shape the Future of Travel</b>		
<b>AnySolution is participating in the Seventh International Conference SmartTourism .BG</b>	<a href="https://www.LinkedIn.com/feed/update/urn:li:activity:7267558759722323970">https://www.LinkedIn.com/feed/update/urn:li:activity:7267558759722323970</a>	27/11/2024
<b>Turismo, el equilibrio necesario</b>	<a href="https://www.LinkedIn.com/feed/update/urn:li:activity:7267548465533014017">https://www.LinkedIn.com/feed/update/urn:li:activity:7267548465533014017</a>	27/11/2024
<b>EDIH_Network Summit 2024 in Brussels</b>	<a href="https://www.LinkedIn.com/feed/update/urn:li:activity:7267184975790186498">https://www.LinkedIn.com/feed/update/urn:li:activity:7267184975790186498</a>	26/11/2024
<b>AnySolution participa en el Sun&amp;Blue Congress 2024</b>	<a href="https://www.LinkedIn.com/feed/update/urn:li:activity:7265320062138404864">https://www.LinkedIn.com/feed/update/urn:li:activity:7265320062138404864</a>	21/11/2024
<b>Attention, destinations! D3HUB launched a special call for DMOs</b>	<a href="https://www.LinkedIn.com/feed/update/urn:li:activity:7261750803235753985">https://www.LinkedIn.com/feed/update/urn:li:activity:7261750803235753985</a>	11/11/2024
<b>TIS Event</b>	<a href="https://www.LinkedIn.com/feed/update/urn:li:activity:7255499036063911939">https://www.LinkedIn.com/feed/update/urn:li:activity:7255499036063911939</a>	25/10/2024
<b>EBDVF24</b>	<a href="https://www.LinkedIn.com/feed/update/urn:li:activity:7247612224859496450">https://www.LinkedIn.com/feed/update/urn:li:activity:7247612224859496450</a>	10/03/2024
<b>Últimos días para completar la encuesta lanzada por D3HUB</b>	<a href="https://www.LinkedIn.com/feed/update/urn:li:activity:7233739580284276736">https://www.LinkedIn.com/feed/update/urn:li:activity:7233739580284276736</a>	26/08/2024
<b>El proyecto D3HUB - EU Competence Centre to support data management in tourism destinations ha lanzado la</b>	<a href="https://www.LinkedIn.com/feed/update/urn:li:activity:7229033844920770561">https://www.LinkedIn.com/feed/update/urn:li:activity:7229033844920770561</a>	13/08/2024

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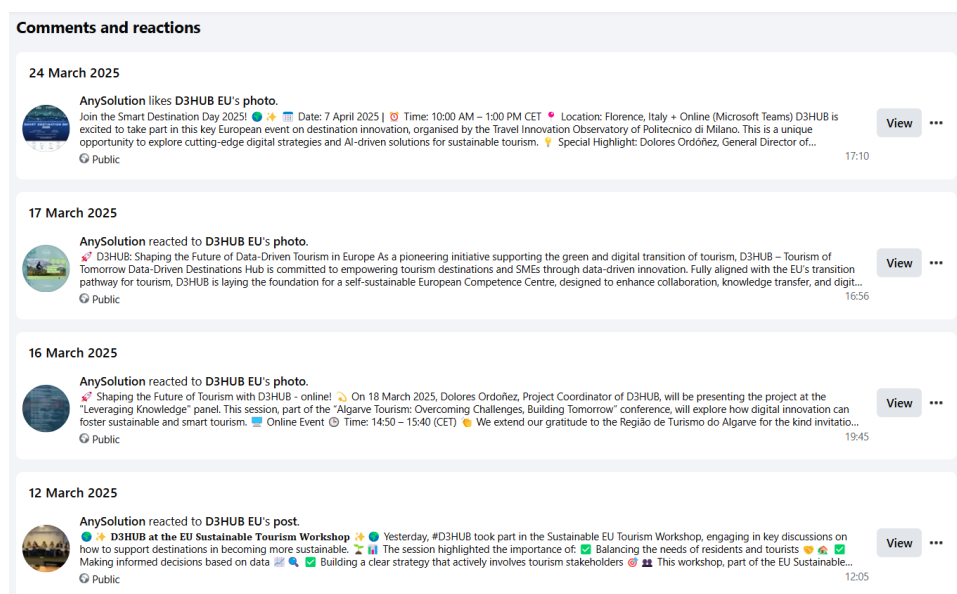


siguiente encuesta		
AnySolution está asistiendo a la jornada sobre espacios de datos	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7219631141912219648">https://www.Linkedin.com/feed/update/urn:li:activity:7219631141912219648</a>	18/07/2024
Yesterday concluded the Coordination Meeting of the European project D3HUB	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7217075232786833410">https://www.Linkedin.com/feed/update/urn:li:activity:7217075232786833410</a>	10/07/2024
Online Workshop to launch D3HUB	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7188951473928491010">https://www.Linkedin.com/feed/update/urn:li:activity:7188951473928491010</a>	24/04/2024
Baleares es uno de los destinos que acumula un mayor conocimiento turístico	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7181179031973724160">https://www.Linkedin.com/feed/update/urn:li:activity:7181179031973724160</a>	04/03/2024

○ Facebook:

All posts on D3HUB's Facebook account have been reposted by AnySolution and also liked. Some examples are shown below:

Figure 28 example of posts reposted by AnySolution on the Facebook account



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- **Relevant actions by ARCTUR**

- **Webpage:** [Tourism 4.0](#) webpage has a dedicated landing page for D3HUB and so does [ARCTUR](#)'s webpage.
- **LinkedIn:** Most of the posts from the D3HUB account are shared via the Tourism 4.0 and sometimes also ARCTUR account. Below are some examples of posts uploaded directly to the Tourism 4.0 or ARCTUR accounts that mention D3HUB.

Table 2 Example of posts and reposts by Arctur on its LinkedIn account

Post	Link	Date
<b>Resilience and Innovation Summit Sarajevo</b>	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7206342706950729728">https://www.Linkedin.com/feed/update/urn:li:activity:7206342706950729728</a>	11/6/2024
<b>Optimizing Digital Tools for Tourism</b>	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7214254097191870464">https://www.Linkedin.com/feed/update/urn:li:activity:7214254097191870464</a>	3/7/2024
<b>Cultural Heritage and Digitalization</b>	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7242623674086821891">https://www.Linkedin.com/feed/update/urn:li:activity:7242623674086821891</a>	19/9/2024
<b>UNIDO – Bridge for Cities</b>	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7252555666278547456">https://www.Linkedin.com/feed/update/urn:li:activity:7252555666278547456</a>	17/10/2024
<b>Innovation in Tourist Destinations</b>	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7257822246432370688">https://www.Linkedin.com/feed/update/urn:li:activity:7257822246432370688</a>	31/10/2024
<b>Lecture at a University</b>	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7263220459641475073">https://www.Linkedin.com/feed/update/urn:li:activity:7263220459641475073</a>	15/11/2024
<b>D3HUB partner meeting Rome</b>	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7301165773320851457">https://www.Linkedin.com/feed/update/urn:li:activity:7301165773320851457</a>	28/2/2025
<b>Tourism Indicators: State of the art &amp; Future</b>	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7314917907723882496">https://www.Linkedin.com/feed/update/urn:li:activity:7314917907723882496</a>	7/4/2025

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<b>Ecoforum</b> <b>Herceg Novi</b>	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7315984424154611712">https://www.Linkedin.com/feed/update/urn:li:activity:7315984424154611712</a>	10/4/2025
---------------------------------------	---	-----------

- **Facebook:** Almost every post on D3HUB Facebook has been liked by and reposted to Tourism 4.0 Facebook or ARCTUR Facebook.
- **News articles:** ARCTUR and Tourism 4.0 websites have been updated with news articles about the project throughout the project.

Table 3 Example of news articles by Arctur on its website

Title	Link	Date
<b>D3hub kick off meeting</b>	<a href="https://www.arctur.si/en/rd-projects/d3hub/d3hub-kick-off-meeting/">https://www.arctur.si/en/rd-projects/d3hub/d3hub-kick-off-meeting/</a>	22.1.2024
<b>Survey to shape the future of European tourism</b>	<a href="https://tourism4-0.org/d3hub-project-launches-survey-to-shape-the-future-of-european-tourism/">https://tourism4-0.org/d3hub-project-launches-survey-to-shape-the-future-of-european-tourism/</a>	7.5.2024
<b>Survey to shape the future of European tourism</b>	<a href="https://www.arctur.si/en/rd-projects/d3hub/d3hub-survey/">https://www.arctur.si/en/rd-projects/d3hub/d3hub-survey/</a>	7.5.2024
<b>Launch of second newsletter</b>	<a href="https://tourism4-0.org/d3hub-launches-second-newsletter/">https://tourism4-0.org/d3hub-launches-second-newsletter/</a>	26.6.2024
<b>Launch of second newsletter</b>	<a href="https://www.arctur.si/en/rd-projects/d3hub/d3hub-launches-second-newsletter/">https://www.arctur.si/en/rd-projects/d3hub/d3hub-launches-second-newsletter/</a>	26.6.2024
<b>D3hub coordination meeting</b>	<a href="https://tourism4-0.org/d3hub-coordination-meeting/">https://tourism4-0.org/d3hub-coordination-meeting/</a>	10.7.2024
<b>D3hub coordination meeting</b>	<a href="https://www.arctur.si/en/rd-projects/d3hub/d3hub-coordination-meeting/">https://www.arctur.si/en/rd-projects/d3hub/d3hub-coordination-meeting/</a>	10.7.2024
<b>Survey</b>	<a href="https://tourism4-0.org/d3hub-launches-survey/">https://tourism4-0.org/d3hub-launches-survey/</a>	26.7.2024
<b>Survey</b>	<a href="https://www.arctur.si/en/rd-projects/d3hub/d3hub-launches-survey/">https://www.arctur.si/en/rd-projects/d3hub/d3hub-launches-survey/</a>	26.7.2024

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<b>Call for DMOs</b>	<a href="https://tourism4-0.org/a-call-to-european-dmos-embrace-innovation-sustainability-and-data-driven-tourism/">https://tourism4-0.org/a-call-to-european-dmos-embrace-innovation-sustainability-and-data-driven-tourism/</a>	24.10.2024
<b>Call for DMOs</b>	<a href="https://www.arctur.si/en/rd-projects/d3hub/a-call-to-european-dmos/">https://www.arctur.si/en/rd-projects/d3hub/a-call-to-european-dmos/</a>	24.10.2024
<b>Pilot Phase</b>	<a href="https://tourism4-0.org/d3hub-launches-peer-learning-programme-with-40-tourism-destinations-across-europe/">https://tourism4-0.org/d3hub-launches-peer-learning-programme-with-40-tourism-destinations-across-europe/</a>	15.2.2025
<b>Pilot Phase</b>	<a href="https://www.arctur.si/en/rd-projects/d3hub/d3hub-launches-pilot-phase-with-40-tourism-destinations-across-europe/">https://www.arctur.si/en/rd-projects/d3hub/d3hub-launches-pilot-phase-with-40-tourism-destinations-across-europe/</a>	15.2.2025
<b>Partner meeting in Rome</b>	<a href="https://tourism4-0.org/driving-innovation-in-tourism-d3hub-partners-convene-in-rome/">https://tourism4-0.org/driving-innovation-in-tourism-d3hub-partners-convene-in-rome/</a>	3.3.2025
<b>Partner meeting in Rome</b>	<a href="https://www.arctur.si/en/rd-projects/d3hub/d3hub-partners-convene-in-rome/">https://www.arctur.si/en/rd-projects/d3hub/d3hub-partners-convene-in-rome/</a>	3.3.2025

- **Relevant actions by Andalucía – TURAND:**

- **Webpage:** <https://www.turismoandaluz.com/proyectos-europeos/d3hub-centro-europeo-de-competencia-en-datos-turisticos>

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○ **LinkedIn:**

Table 4 Example of posts reposted by Andalucía-TURAND on its LinkedIn account

Title	Link	Date
LinkedIn		
Call for participation in D3HUB enquiry	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7190996835006631937">https://www.Linkedin.com/feed/update/urn:li:activity:7190996835006631937</a>	30/04/2024
Presentation D3HUB at NECSTouR AGM 2042	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7198600234648666112">https://www.Linkedin.com/feed/update/urn:li:activity:7198600234648666112</a>	21/05/2024
Successful D3HUB Event Support Scheme Workshop - EU Competence Centre to support data management in tourism destinations	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7211640301352869889">https://www.Linkedin.com/feed/update/urn:li:activity:7211640301352869889</a>	26/06/2024
Coordination Meeting of the European Project D3HUB - EU Competence Centre to support data management in tourism destinations.	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7214938613543796736">https://www.Linkedin.com/feed/update/urn:li:activity:7214938613543796736</a>	27/06/2024

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<b>First day of the coordination meeting of D3HUB - EU Competence Centre to support data management in tourism destinations in Andalucía Lab</b>	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7216485131912417280">https://www.Linkedin.com/feed/update/urn:li:activity:7216485131912417280</a>	09/07/2024
<b>First session of the D3HUB Project Meeting in Marbella. Moving forward in the creation of a European Competence Centre for Smart Destinations.</b>	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7216561764790878208">https://www.Linkedin.com/feed/update/urn:li:activity:7216561764790878208</a>	09/07/2024
<b>Together for EU Tourism T4T – reference to D3HUB</b>	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7251509580176785408">https://www.Linkedin.com/feed/update/urn:li:activity:7251509580176785408</a>	14/10/2024
<b>Call for DMOs - D3HUB</b>	<a href="https://www.Linkedin.com/posts/turismo-y-deporte-de-andalucia_competencecentre-datahubs-datasharing-activity-7251519259250413568-jrCG?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAAFiGYi8BEKWfDBTsCcVMYzLMNJOhIKcPYJM">https://www.Linkedin.com/posts/turismo-y-deporte-de-andalucia_competencecentre-datahubs-datasharing-activity-7251519259250413568-jrCG?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAAFiGYi8BEKWfDBTsCcVMYzLMNJOhIKcPYJM</a>	14/10/2024
<b>Do you know the TOURISM OF TOMORROW LAB - D3HUB project? Its aim is to create a self-sustainable European Competence Centre to support tourism destinations.</b>	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7256761413191262208">https://www.Linkedin.com/feed/update/urn:li:activity:7256761413191262208</a>	28/10/2024

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<b>Communication of the 40 destinations selected to take part in the pilot programme of the D3HUB project - EU Competence Centre to support data management in tourism destinations.</b>	<a href="https://www.Linkedin.com/posts/turismo-y-deporte-de-andalucia_competencecentre-datahubs-datasharing-activity-7285710944578473985-DPNs?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAAFiGYi8BEKWfDBTsCcVMYzLMNJOhIKcPYJM">https://www.Linkedin.com/posts/turismo-y-deporte-de-andalucia_competencecentre-datahubs-datasharing-activity-7285710944578473985-DPNs?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAAFiGYi8BEKWfDBTsCcVMYzLMNJOhIKcPYJM</a>	16/01/2025
<b>Destinations On Air, a pioneering initiative by Turismo de Andalucía as part of Fitur 2025, interview with Dolores Ordoñez. Mention of D3HUB.</b>	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7287534417755959296">https://www.Linkedin.com/feed/update/urn:li:activity:7287534417755959296</a>	21/01/2025
<b>NECSTouR meeting at FITUR 2025, mention D3HUB</b>	<a href="https://www.Linkedin.com/posts/turismo-y-deporte-de-andalucia_andalusiancrush-andaluciafitur2025-destinosonair-activity-7288255217006006273-y2kd?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAAFiGYi8BEKWfDBTsCcVMYzLMNJOhIKcPYJM">https://www.Linkedin.com/posts/turismo-y-deporte-de-andalucia_andalusiancrush-andaluciafitur2025-destinosonair-activity-7288255217006006273-y2kd?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAAFiGYi8BEKWfDBTsCcVMYzLMNJOhIKcPYJM</a>	23/01/2025
<b>Selected pilot destinations of the European project D3HUB - EU Competence Centre to support data management in tourism destinations. They are in the Andalusia pavilion at FITUR with the project management.</b>	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:7288532722770206720">https://www.Linkedin.com/feed/update/urn:li:activity:7288532722770206720</a>	24/01/2025
<b>Meeting of partners of the D3HUB - EU Competence Center to support data management in tourism destinations in Rome</b>	<a href="https://www.Linkedin.com/posts/turismo-y-deporte-de-andalucia_d3hub-competencecentre-datahubs-activity-7299811640676356099-MS5q?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAAFiGYi8BEKWfDBTsCcVMYzLMNJOhIKcPYJM">https://www.Linkedin.com/posts/turismo-y-deporte-de-andalucia_d3hub-competencecentre-datahubs-activity-7299811640676356099-MS5q?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAAFiGYi8BEKWfDBTsCcVMYzLMNJOhIKcPYJM</a>	24/02/2025

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<b>Meeting of the Culture and Tourism expert group within S4 Andalucía 2021-2027, promoting innovation and sustainability in Andalusian tourism and culture. Presentation of D3HUB.</b>	<a href="https://www.Linkedin.com/posts/turismo-y-deporte-de-andalucia_s4andalucia-turismosostenible-innovacionturistica-activity-7305210720017694721-3zAj?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAAFiGYi8BEKWfDBTsCcVMYzLMNJ0hIKcPYJM">https://www.Linkedin.com/posts/turismo-y-deporte-de-andalucia_s4andalucia-turismosostenible-innovacionturistica-activity-7305210720017694721-3zAj?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAAFiGYi8BEKWfDBTsCcVMYzLMNJ0hIKcPYJM</a>	11/03/2025
<b>Sustainable EU Tourism, Shaping the Tourism of Tomorrow Workshop: Smart Solutions - Pathways to Sustainable Tourism</b>	<a href="https://www.Linkedin.com/posts/turismo-y-deporte-de-andalucia_turismoandaluciaeu-smartsolutions-eutourism-activity-7309859137838833665-rKrx?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAAFiGYi8BEKWfDBTsCcVMYzLMNJ0hIKcPYJM">https://www.Linkedin.com/posts/turismo-y-deporte-de-andalucia_turismoandaluciaeu-smartsolutions-eutourism-activity-7309859137838833665-rKrx?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAAFiGYi8BEKWfDBTsCcVMYzLMNJ0hIKcPYJM</a>	24/03/2025
X		
<b>Partner Meeting D3HUB in Rome</b>	<a href="https://x.com/andalucianet/status/1894043961326518668">https://x.com/andalucianet/status/1894043961326518668</a>	24/02/2025
FACEBOOK		
<b>Presentation D3HUB at NECSTouR AGM 2042</b>	<a href="https://www.facebook.com/andalucianetwark/posts/pfbid02jeiyYkVygfbtsn2JCZp6crsgGLijBtNQFnCBMahoMAHHSGUNjjBE9r6RgLcUCjusl">https://www.facebook.com/andalucianetwark/posts/pfbid02jeiyYkVygfbtsn2JCZp6crsgGLijBtNQFnCBMahoMAHHSGUNjjBE9r6RgLcUCjusl</a>	21/05/2024

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- **Relevant actions by NECSTouR:**

NECSTouR has actively supported the dissemination of the project by liking, reposting, and publishing dedicated posts from their official accounts. NECSTouR uses LinkedIn strategically to engage key European stakeholders in tourism destination management, marketing, and data analysis, helping to create a strong ecosystem for the Climate Change Cluster to grow. By actively connecting with leading organisations and destinations across Europe, NECSTouR promotes collaboration around #Sustainabledevelopment, #tourisminnovation, and #datadrivendecisionmaking.

Some examples are shown below:

Table 5 Example of posts posted by NECSTouR on its LinkedIn account

Title	Link	Date
<b>Second Webinar Cluster 3 Climate Change Cluster</b>	<a href="#">Link</a>	16/03/2025
<b>Second Webinar Cluster 2: Balance between residents and tourists</b>	<a href="#">Link</a>	11/03/2025
<b>Promotion of D3HUB at the Sustainable EU Tourism workshop series</b>	<a href="#">Link</a>	13/03/2025
<b>Plenary in Rome</b>	<a href="#">Link</a>	26/02/2025
<b>Promotion of D3HUB at EESC Hearing on "Tourism in the EU: social sustainability as a driver for the long-term competitiveness of the sector"</b>	<a href="#">Link</a>	18/10/2024
<b>Promotion of D3HUB at the Annual General Meeting of NECSTouR</b>	<a href="#">Link</a>	23/05/2024
<b>Launch of the D3HUB Competence centre</b>	<a href="#">Link</a>	11/12/2023

NECSTouR has also been routinely reposting posts on the D3HUB LinkedIn page.

Some examples are below:

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Figure 29 Examples of NECSTouR Reposts on LinkedIn



Figure 30 Examples of NECSTouR Reposts on LinkedIn

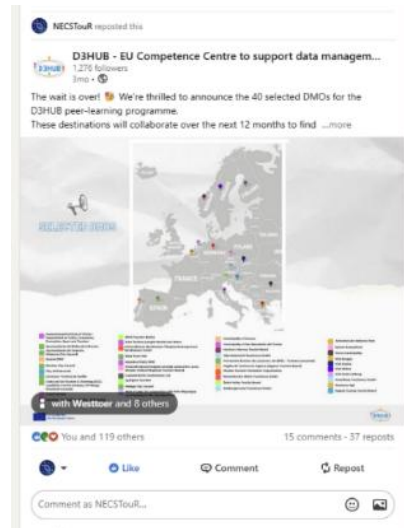
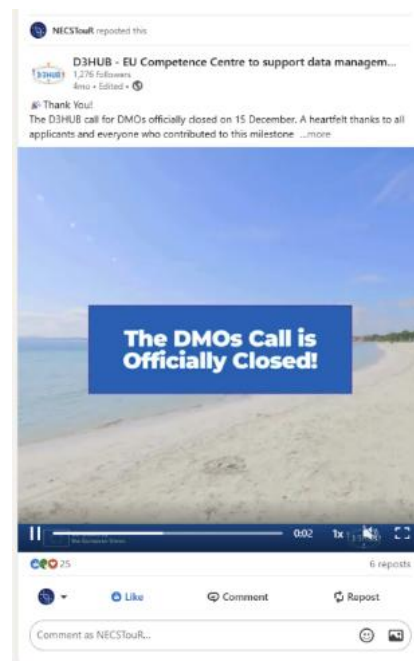


Figure 31 Examples of NECSTouR Reposts on LinkedIn



Figure 32 Examples of NECSTouR Reposts on LinkedIn



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Figure 33 Examples of NECSTouR Reposts on LinkedIn



Figure 34 Examples of NECSTouR Reposts on LinkedIn



Figure 35 Examples of NECSTouR Reposts on LinkedIn

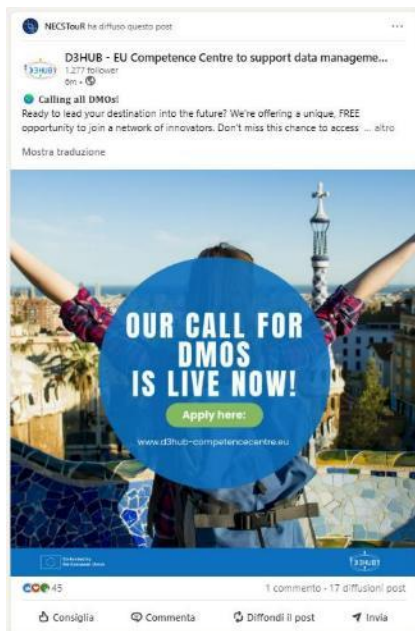


Figure 36 Examples of NECSTouR Reposts on LinkedIn



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Figure 37 Examples of NECSTouR Reposts on LinkedIn

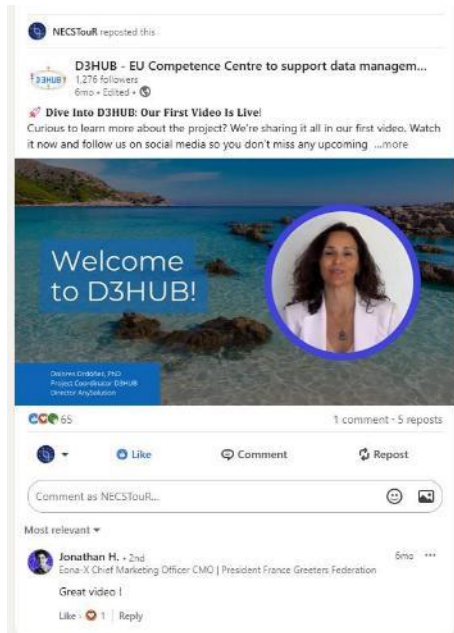


Figure 38 Examples of NECSTouR Reposts on LinkedIn

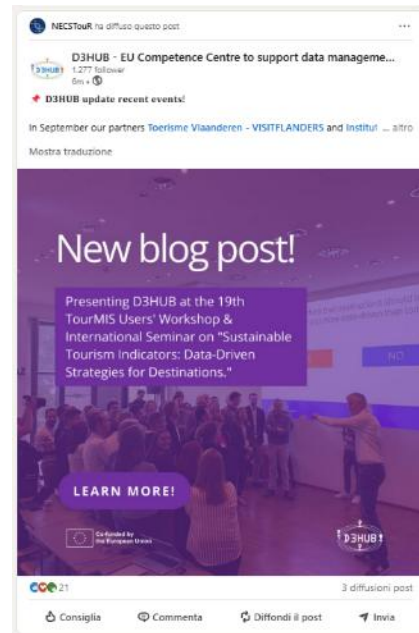


Figure 39 Examples of NECSTouR Reposts on LinkedIn



Figure 40 Examples of NECSTouR Reposts on LinkedIn



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Figure 41 Examples of NECSTouR Reposts on LinkedIn



Figure 42 Examples of NECSTouR Reposts on LinkedIn



Figure 43 Examples of NECSTouR Reposts on LinkedIn



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- **Relevant actions by NIT:**

Actively sharing and reposting the D3HUB LinkedIn posts. Spread the word about the call for pilot DMOs through social media and email, focusing on Northern and Eastern networks (Oct./Nov.24).

Here you can find some examples that have been liked or shared from the personal accounts of NIT partners:

Table 6 Example of posts published by NIT through its partners' personal LinkedIn accounts

Title	Link	Date
ENTER eTouris m Confere nce	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:729826823198577459">https://www.Linkedin.com/feed/update/urn:li:activity:729826823198577459</a> 2	21.02. 2025
Partner s Meetin g in Rome	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:730022017018933657">https://www.Linkedin.com/feed/update/urn:li:activity:730022017018933657</a> 7	20.02. 2025
Partner s Meetin g in Rome	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:730021998334571724">https://www.Linkedin.com/feed/update/urn:li:activity:730021998334571724</a> 8	20.02. 2025
D3HUB at ENTER2 5	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:729790137730381414">https://www.Linkedin.com/feed/update/urn:li:activity:729790137730381414</a> 4	19.02. 2025
Celebra ting Women and Girls in Science	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:729534968454024806">https://www.Linkedin.com/feed/update/urn:li:activity:729534968454024806</a> 4	12.02. 2025
Announ cing selecte d DMOs	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:728530903457487667">https://www.Linkedin.com/feed/update/urn:li:activity:728530903457487667</a> 2	15.01. 2025
DMOs call: Deadlin e extend ed	<a href="https://www.Linkedin.com/feed/update/urn:li:activity:726745383466955571">https://www.Linkedin.com/feed/update/urn:li:activity:726745383466955571</a> 2	27.11. 2024

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<b>Q&amp;A Webinar on DMOs Call</b>	<a href="https://www.LinkedIn.com/feed/update/urn:li:activity:726024073359963750">https://www.LinkedIn.com/feed/update/urn:li:activity:726024073359963750</a> Z	07.11.2024
<b>First Post about DMOs call</b>	<a href="https://www.LinkedIn.com/posts/dirkschmuecker_competencecentre-datahubs-datasharing-activity-7251508678497898497--9OE?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihv4FSNYIFPOQk">https://www.LinkedIn.com/posts/dirkschmuecker_competencecentre-datahubs-datasharing-activity-7251508678497898497--9OE?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihv4FSNYIFPOQk</a>	14.10.2024
<b>D3HUB General Meeting in Malaga</b>	<a href="https://www.LinkedIn.com/posts/dirkschmuecker_d3hub-activity-7215216037200306176--Wal?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihv4FSNYIFPOQk">https://www.LinkedIn.com/posts/dirkschmuecker_d3hub-activity-7215216037200306176--Wal?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihv4FSNYIFPOQk</a>	09.07.2024
<b>Online Launch Workshop</b>	<a href="https://www.LinkedIn.com/posts/dirkschmuecker_competencecentre-datahubs-activity-7188124343904665600-wpmr?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihv4FSNYIFPOQk">https://www.LinkedIn.com/posts/dirkschmuecker_competencecentre-datahubs-activity-7188124343904665600-wpmr?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihv4FSNYIFPOQk</a>	22.04.2024
<b>Q&amp;A Webinar on the DMOs Call</b>	<a href="https://www.LinkedIn.com/posts/ulf-sonntag-1885505_competencecentre-datahubs-datasharing-activity-7259881757989068801-n27Z?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihv4FSNYIFPOQk">https://www.LinkedIn.com/posts/ulf-sonntag-1885505_competencecentre-datahubs-datasharing-activity-7259881757989068801-n27Z?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihv4FSNYIFPOQk</a>	12.11.2024
<b>D3HUB survey</b>	<a href="https://www.LinkedIn.com/posts/ulf-sonntag-1885505_competencecentre-datasharing-datahubs-activity-7193176887458680832-LFo1?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihv4FSNYIFPOQk">https://www.LinkedIn.com/posts/ulf-sonntag-1885505_competencecentre-datasharing-datahubs-activity-7193176887458680832-LFo1?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihv4FSNYIFPOQk</a>	12.06.2024

- **Relevant actions by MITUR:**

MITUR has been actively involved in communication efforts. They leveraged its official social media channels and institutional platforms to disseminate project updates.

Table 7 Example of posts published by MITUR through its partners' personal LinkedIn accounts

Title	Link	Date
<b>Fifth newsletter out</b>	<a href="https://www.LinkedIn.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_competencecentre-datahubs-datasharing-activity-7312413314045612032-6orS?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihv4FSNYIFPOQk">https://www.LinkedIn.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_competencecentre-datahubs-datasharing-activity-7312413314045612032-6orS?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihv4FSNYIFPOQk</a>	31.03.2025
<b>Twinni ng workshop ops livestream</b>	<a href="https://www.LinkedIn.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_d3hub-sustainable-eutourism-activity-7304827838321377280-Rlj3?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihv4FSNYIFPOQk">https://www.LinkedIn.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_d3hub-sustainable-eutourism-activity-7304827838321377280-Rlj3?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihv4FSNYIFPOQk</a>	10.03.2025

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<b>Partners meeting in Rome</b>	<a href="https://www.linkedin.com/posts/tatiana-semenova-b3610539_d3hub-competencecentre-datahubs-activity-7299792729536929793-2y1p?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwYBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk">https://www.linkedin.com/posts/tatiana-semenova-b3610539_d3hub-competencecentre-datahubs-activity-7299792729536929793-2y1p?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwYBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk</a>	20.02.2025
<b>DMOs Call extended</b>	<a href="https://www.linkedin.com/posts/tatiana-semenova-b3610539_competencecentre-datahubs-datasharing-activity-7267133406361108480-TtPn?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwYBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk">https://www.linkedin.com/posts/tatiana-semenova-b3610539_competencecentre-datahubs-datasharing-activity-7267133406361108480-TtPn?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwYBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk</a>	15.11.2024
<b>D3HUB DMOs call webinar in Italian language</b>	<a href="https://www.linkedin.com/posts/tatiana-semenova-b3610539_dmos-innovation-tourismdevelopment-activity-7264591657700884480-C1lU?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwYBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk">https://www.linkedin.com/posts/tatiana-semenova-b3610539_dmos-innovation-tourismdevelopment-activity-7264591657700884480-C1lU?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwYBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk</a>	18.11.2024
<b>Support Scheme Workshop</b>	<a href="https://www.linkedin.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_competencecentre-datasharing-datahubs-activity-7208414355959255042-Ezip?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwYBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk">https://www.linkedin.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_competencecentre-datasharing-datahubs-activity-7208414355959255042-Ezip?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwYBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk</a>	20.06.2025
<b>Internal open data day</b>	<a href="https://www.linkedin.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_tourism-datasharing-datahubs-ugcPost-7170833990055108610-8dMY?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwYBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk">https://www.linkedin.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_tourism-datasharing-datahubs-ugcPost-7170833990055108610-8dMY?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwYBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk</a>	05.03.2024
<b>Pre Kom D3HUB</b>	<a href="https://www.linkedin.com/posts/tatiana-semenova-b3610539_asjuba-activity-7140717364739842048-Pb6H?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwYBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk">https://www.linkedin.com/posts/tatiana-semenova-b3610539_asjuba-activity-7140717364739842048-Pb6H?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwYBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk</a>	13.12.2023

- **Relevant actions by FLANDERS:**

FLANDERS has been actively disseminating the D3HUB progress since the beginning of the project through their communication channels.

Table 8 Example of posts published by Flanders through its partners' personal LinkedIn accounts

Title	Link	Date
<b>Women &amp; Girls in Science</b>	<a href="https://www.linkedin.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_womeninscience-competencecentre-datahubs-activity-7295094235786059778-hDky?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwYBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk">https://www.linkedin.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_womeninscience-competencecentre-datahubs-activity-7295094235786059778-hDky?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwYBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk</a>	11.02.2025

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<b>D3HUB survey</b>	<a href="https://www.LinkedIn.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_competencecentre-datahubs-datasharing-ugcPost-7228760543153594370-VBsW?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk">https://www.LinkedIn.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_competencecentre-datahubs-datasharing-ugcPost-7228760543153594370-VBsW?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk</a>	12.08. 2024
<b>Support Scheme Workshop</b>	<a href="https://www.LinkedIn.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_competencecentre-datasharing-datahubs-activity-7208414355959255042-Ezip?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk">https://www.LinkedIn.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_competencecentre-datasharing-datahubs-activity-7208414355959255042-Ezip?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk</a>	17.06. 2024
<b>First D3HUB newsletter out</b>	<a href="https://www.LinkedIn.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_competencecentre-datasharing-datahubs-ugcPost-7178667969822998528-yXie?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk">https://www.LinkedIn.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_competencecentre-datasharing-datahubs-ugcPost-7178667969822998528-yXie?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk</a>	25.03. 2024
<b>Women &amp; Girls in Science</b>	<a href="https://www.LinkedIn.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_womeninscience-womenindata-activity-7161644078508576769-PVc8?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk">https://www.LinkedIn.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_womeninscience-womenindata-activity-7161644078508576769-PVc8?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk</a>	11.02. 2024
<b>Become stakeholder and survey</b>	<a href="https://www.LinkedIn.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_become-stakeholder-survey-ugcPost-7204859482542145536-Lgpp?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk">https://www.LinkedIn.com/posts/d3hub-eu-competence-centre-to-support-data-management-in-tourism-destinations_become-stakeholder-survey-ugcPost-7204859482542145536-Lgpp?utm_source=share&amp;utm_medium=member_desktop&amp;rcm=ACoAACAwyBoB9dHxPHZ3QgWPaihV4FSNYIFPOQk</a>	07.06. 2024

- **Relevant Actions by DG Grow:**

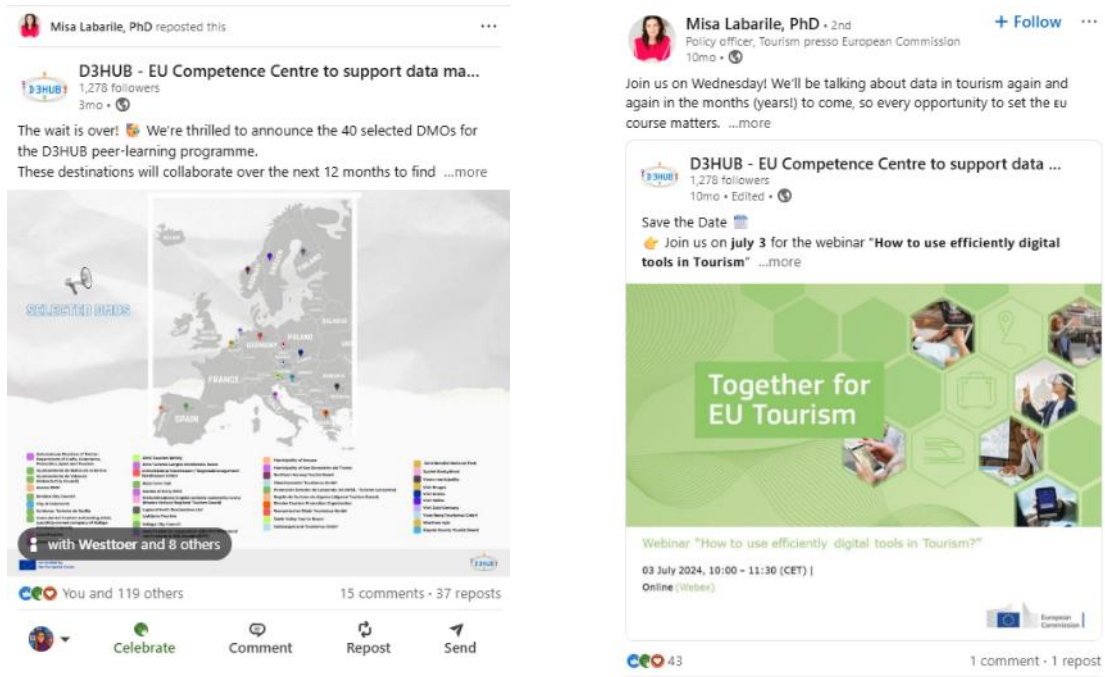
DG Grow (through Misa Labarile) [launched the D3HUB DMOs call at the Tourism Stakeholder event](#). Misa Labarile also shared the map of the 40 selected destinations on LinkedIn and other posts:

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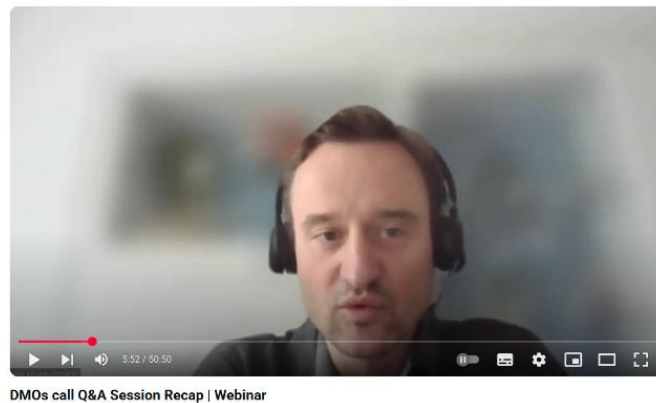
Figure 44 Example posts reposted by DG GROW on LinkedIn



- **Actions by EISMEA:**

EISMEA promoted the call for DMOs internally. The EEN and EYE programmes both published and disseminated it through their channels. It was also presented at an internal meeting with Catalanian authorities. Additionally, EISMEA participated in the D3HUB general presentation and the DMOs call, which took place on 15 November 2024.

Figure 45 example of EISMEA's participation in webinar organised by D3HUB



- **Actions by DMOs and boards:**

The DMOs and boards involved in the project have actively contributed to the communication and disseminations efforts. They have followed the D3HUB project's official social media channels, regularly engaging with published content by liking, sharing, and commenting on posts. In addition to their interactions with the project's official communications, several DMOs and boards have also created and published their own posts across their respective platforms, specifically mentioning and promoting D3HUB initiative. These actions have significantly enhanced the project's visibility within different networks and communities.

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### 2.3.3 Newsletters

#### 2.3.3.1 Newsletters sent by D3HUB

A total of nine newsletters are planned for the project. So far, five have been sent, with 272 subscribers.

1. [First newsletter](#) – 25 March 2024

Focus: introduction to the project

Topics covered: The two KOMS of the project, objectives, consortium presentation, past and upcoming D3HUB events, and registration for the D3HUB kick-off workshop.

2. [Second newsletter](#) – 14 June 2024

Topics covered: event highlights, registration for the D3HUB scheme workshop, link to the survey launched to shape the European Competence Centre, and links to two newly published blogs.

3. [Third newsletter](#) – 8 November 2024

Topic covered: Special edition announcing the open call for DMOs and the corresponding Q&A session.

4. [Fourth newsletter](#) – 17 December 2024

Topics covered: video produced by the D3HUB consortium, summary of all events where D3HUB was presented, finding and results, new blog posts, key milestones for DMOs, and the announcement of the call closure on 15 December, with a link to the webinar hosted by D3HUB.

5. [Fifth newsletter](#) – 28 March 2025

Topics covered: featured blog post, event highlights, the launch of the D3HUB pilot programme and link to the website with the 40 selected DMOs, plenary meeting in Rome, upcoming events.

#### 2.3.3.2 Newsletters sent by project partners:

- **NIT:** Helped disseminate the project by sending invitations to interact with the project twice through a German-speaking newsletter (10,000+ recipients), once in March and once in October 2024. Also launched a newsletter in TN-Deutschland in connection with the Data-Driven Destinations Survey.
- **ARCTUR:** has launched 3 newsletters from the start of the D3HUB project within the Tourism 4.0 initiative. First one was in [June 2024](#), second in [September 2024](#) and third one in [December 2024](#). All newsletters are available in Slovene and English.  
The first newsletter in June 2024 featured D3HUB as an introduction to the project and ushered people to take the survey about the competence centre.  
The second one in September featured the Marbella partner meeting in July and already teased the idea of selection of 30 destinations.  
The third one in December featured the call for destinations to submit their challenges and presented D3HUB as a project with available tools and trainings to improve tourism management and foster innovation.  
The Tourism 4.0 newsletter reached about 1.000 people in the Slovene and European (also some worldwide) area.
- **NECSTOUR:** has actively promoted the D3HUB project through its biweekly members-only newsletter *Life in Brussels*, which reaches 450–500 members. The project has been featured in 14 editions of the newsletter, alongside targeted emails and external communications. NECSTouR has shared updates, surveys, info sessions, and calls for

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participation, such as board formation and pilot destination selection, and has also issued and circulated the project's initial press release to both members and international media. Some examples of the Newsletters shared with the members may include:

- [First Newsletter](#) published on the 14<sup>th</sup> November 2023
- [Second Newsletter](#) published on the 13<sup>th</sup> December 2023
- [Third Newsletter](#) published on the 31<sup>st</sup> December 2024
- [Fourth Newsletter](#) published on the 10<sup>th</sup> April 2024
- [Fifth, Sixth and Seventh Newsletter](#) published on the 16<sup>th</sup>, the 30<sup>th</sup> of October and the 13<sup>th</sup> of November 2024
- [Eighth Newsletter](#) published on the 17<sup>th</sup> December 2024
- [Ninth Newsletter](#) published on the 22<sup>nd</sup> January 2025
- [Tenth Newsletter](#) published on the 5<sup>th</sup> February 2025
- [Eleventh Newsletter](#) published on the 5<sup>th</sup> March 2025
- [Twelfth Newsletter](#) published on the 19<sup>th</sup> March 2025

#### 2.3.4 Press Releases

The first press release was published on 6 December, covering the Kick-off meeting in Brussels. It was titled: "The new D3HUB project kicks off to provide sustainable data-driven solutions to destinations". The press release was structured with an introduction to the project, followed by an overview of its six key objectives and a mention of all the partners forming the consortium.

This press release was uploaded to the project website, shared on social media, and published in Travel Daily News. Its publication was particularly valuable, as it helped increase the project's visibility and reach within the international travel and tourism community.

#### 2.3.5 Key messages promoted

- **Empowering Tourism Destinations:** D3HUB is establishing a self-sustainable European Competence Centre to support tourism destinations and their ecosystems, focusing on SMEs.
- **Enhancing collaboration:** The project fosters increased collaboration and knowledge transfer among tourism stakeholders, aiming to build a robust data-driven tourism community across the European Union.
- **Tailored Digital Solutions:** D3HUB provides customised digital solutions and data for Destination Management Organisations (DMOs) and tourism SMEs, enhancing their competitiveness and sustainability.
- **Pilot Testing with DMOs:** The project is conducting pilot tests with a significant number of DMOs to validate and refine its framework, ensuring practical applicability and effectiveness.
- **Commitment to Sustainability:** D3HUB is committed to making tourism a driving force for social well-being and equitable regional development.
- **Stakeholder Engagement:** The project actively seeks to involve stakeholders in shaping the future of tourism, encouraging participation in the vibrant D3HUB community
- **EU Partnership:** Co-funded by the European Union, D3HUB aligns with EU tourism policies to promote sustainable and competitive tourism practices.

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## 3 Activities carried out

### 3.1 Synergies and ecosystem building

#### 3.1.1 Actions undertaken to strengthen the stakeholder community

D3HUB has implemented several initiatives to fortify the stakeholder community within the tourism sector:

- **Workshops and surveys:** The project has organised workshops and disseminated surveys to ensure the Competence Centre addresses the real challenges and needs of the sector.
- **Stakeholder engagement:** By engaging with a diverse array of stakeholders, including Destination Management Organisations (DMOs), Small and Medium-sized Enterprises (SMEs), and public-private entities, D3HUB has fostered a collaborative environment conducive to knowledge sharing and mutual learning.

#### 3.1.2 Collaborations established with other initiatives and projects

D3HUB has established collaborations with various European projects and initiatives to enhance its impact:

- **Interreg (Sustainable EU Tourism), Horizon Europe (TANGO, CycLOps), COSME (Phoenix 4.0),** these collaborations have facilitated the exchange of best practices and resources, enriching the project's approach to sustainable tourism development.
- **European Digital Innovation Hubs (EDIH):** participation in the EDIH network has allowed D3HUB to contribute to the digital transformation of the tourism sector, aligning with the EU's transition pathway for a resilient, green, and digital tourism ecosystem.
- **Technical Support Instrument (TSI):** Engagement with TSI projects has supported the development of coherent systems for measuring and monitoring tourism sustainability at regional levels, aiding destination management.
  - MITUR: Synergies with TSI22 and TSI23 projects.
  - TURAND: Support to Spain's Tourism Ecosystem

The TSI Project, funded by the European Commission and implemented with the OECD, supports Spain on four key regions: Andalusia, Catalonia, Navarra, and the Region of Valencia, which are all NECSTouR members.

It tackles data gaps and limited technical capacity by developing common sustainability indicators, aligned with national and EU-level strategies.

The project contributes to the EU Green Deal, Tourism Transition Pathway, and UN Sustainable Development Goals, reinforcing resilience and smart growth in the tourism sector.

[https://www.oecd.org/en/publications/measuring-and-monitoring-the-sustainability-of-tourism-at-regional-level-in-spain\\_7f116e7f-en.html](https://www.oecd.org/en/publications/measuring-and-monitoring-the-sustainability-of-tourism-at-regional-level-in-spain_7f116e7f-en.html)
- **Together for EU Tourism, T4T:** D3HUB integrates the work of the T4T Expert Group on mainstreaming sustainability indicators into its strategy, ensuring alignment with the European Commission's Transition Pathway for Tourism. The T4T discussions – focused on enhancing tourism statistics through harmonized data collection, improved accessibility, and integration of sustainability indicators- directly inform D3HUB's indicator framework. As an active participant in this dialogue alongside actors such as UN Tourism, EUROSTAT, DG GROW, and DF REFORM, D3HUB leverages these synergies to develop a robust measurement approach grounded in the SF-MST and tailored to the need of EU destinations.

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### 3.1.3 Creation of intersectoral cooperation networks

D3HUB has been instrumental in creating intersectoral cooperation networks:

- **Tourism of Tomorrow Lab:** in collaboration with Necstour, D3HUB has contributed to the Tourism of Tomorrow Lab, focusing on developing data-driven solutions to support innovation and digital transformation in tourism
- **European Tourism Data Space Initiatives:** The project has engaged with initiatives such as DEPLOYTOUR, FIWARE, IDSA, and Gaia-X to promote data interoperability and sharing across sectors, enhancing the digital infrastructure of tourism destinations.

### 3.1.4 Examples of best practices in synergies

D3HUB has exemplified best practices in fostering synergies:

- **Collaboration with OECD and UN Tourism:** By working alongside organisations like OECD and the UN Tourism, D3HUB has aligned its strategies with global standards and insights, promoting sustainable tourism practices.
- **Adherence to the Glasgow Declaration:** the project has committed to the Glasgow Declaration's climate action goals, integrating sustainability into its core objectives and encouraging stakeholder to do the same.
- **Collaboration UN Tourism:** D3HUB builds its indicator proposal on the foundation of the set presented for discussion within the UN Tourism Expert Group, in which members of the partnership and advisory board actively participate. Based on this core set, D3HUB develops its measurement strategy in alignment with the Statistical Framework for Measuring Sustainability of Tourism (SF-MST).

## 3.2 Cross – border cooperation

### 3.2.1 Activities that have promoted internal cooperation

To enhance internal cooperation, D3HUB has undertaken the following activities:

- **Coordination meetings:** regular meetings, both online and face to face to discuss the establishment of a European Competence Centre, facilitating strategic planning and collaboration.
- **Joint Workshops:** collaborative workshops have been organised to address common challenges and share solutions, strengthening internal networks and cooperation.

### 3.2.2 Joint projects with actors from different countries

D3HUB has engaged in joint projects with international actors:

- **European Tourism Dashboard:** Participation in the development of the EU Tourism Dashboard has enabled the project to contribute to a unified platform for monitoring tourism performance across Europe.
- **Resilient and Sustainable Smart Tourism Destinations:** collaborations with initiatives focused on crisis management and governance have enhanced the project's ability to support destinations in becoming more resilient and sustainable.

### 3.2.3 Impact of transnational collaboration on the project's objectives

Transnational collaboration has significantly advanced D3HUB's objectives:

**Enhanced Knowledge Exchange:** Collaborations with diverse European regions have enriched the project's knowledge base, leading to more comprehensive and effective strategies.

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**Resource Optimisation:** sharing resources and expertise across borders has optimized the utilization of available tools and technologies, improving the project's efficiency.

**Policy Alignment:** engagement with international bodies has ensured that's D3HUB's initiatives are aligned with broader European tourism policies, enhancing the project's relevance and impact.

### 3.3 Events and workshops

#### 3.3.1 List of organised and attended events

As part of our commitment to fostering synergies, building a strong ecosystem, and enhancing cross-border cooperation, we have actively engaged in a diverse range of events aimed at disseminating the results, findings, and outcomes of our project. These activities, including workshops, webinars, conferences, and strategic meetings, have provided a platform for knowledge exchange, stakeholder engagement, and collaborative opportunities.

The following table presents a comprehensive overview of the key events in which the project has participated. Through these engagements, we have not only communicated the project's advancements but have also strengthened connections with industry stakeholders, academia, policymakers, and tourism professionals. These initiatives have contributed significantly to raising awareness, driving innovation, and fostering a more data-driven approach within the tourism sector.

Table 9 List of events organised and attended by partners

Name of event	Date	City, country	Project partner	Type of event	Type of participation
2023					
<b>Slovenian Tourism Days</b>	15.11.2023	Nova Gorica, Slovenia	ARCTUR	Tourism fair, IT Tour, 70+ tourist dest. present, 70+ tourism SMEs, ministries,...	own stand, discussions with DMOs, Slovenian National Tourist Board, ministries, tourism and hi-tech SMEs
<b>VI INTERNATIONAL CONFERENCE SMARTOURISM.BG</b>	21.11.2023	online (Sofia, Bulgaria)	ARCTUR	conference	presentation 45 min, Tourism 4.0, presenting D3Hub project to the Bulgarian Association of Hospitality Management Schools, National Board of Tourism, Bulgarian Hotel and Restaurant Association, Faculty of Economics and

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						Business Administration Sofia University, European Confederation of Outdoor Employers
<b>Guest lecture at Faculty for commercial and business studies</b>	21.11.2023	online (Celje, Slovenia)	ARCTUR	academia	lecture for master students (app 20) about Tourism 4.0, data, innovations, big data, AI; presenting D3Hub project	
2024						
<b>Crisis Management and Governance in Tourism Workshop</b>	15.01.2024	Velenje	ARCTUR	Workshop for DMOs	presentation of D3Hub, gathering information from the DMO about their digital. level, use of data, skills, etc	
<b>Cultural DeTour project meeting</b>	16.01.2024	Nova Gorica	ARCTUR	intern. partners, R&D org., culture, tourism background	presentation of the D3Hub project, key target groups, partners, expected results	
<b>Web3Tour project meeting</b>	17.01.2025	Nova Gorica	ARCTUR	intern. partners, R&D org., culture, tourism background	presentation of the D3Hub project, key target groups, partners, expected results	
<b>Managers of Smart Tourism Destinations project meeting</b>	23.01.2025	Nova Gorica	ARCTUR	intern. partners, R&D org., culture, tourism background	presentation of the D3Hub project, key target groups, partners, expected results	
<b>Crisis Management and Governance in Tourism Workshop</b>	17.01.2024	Sevnica	ARCTUR	workshop for DMOs	presentation of D3Hub, gathering information	

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						from the DMO about their digital. level, use of data, skills, etc
<b>National strategic meeting about data spaces</b>	19.01.2024	Ljubljana	ARCTUR	invitation only strategic meeting, organized by Ministry for digital transformation Slovenia		presentation of D3hub to the ministries, National statistic office, R&D org., academia
<b>FITUR</b>	24-26.01.2024	Madrid	AnySolution, Turismo y Deporte Andalucia, Necstour	Forum. FiturTechY		presentation of D3HUB at FiturTechY.
<b>Crisis Management and Governance in Tourism Workshop</b>	30.01.2024	Brežice	ARCTUR	workshop for DMOs		presentation of D3Hub, gathering information from the DMO about their digital. level, use of data, skills, etc
<b>Slovenian EU Space office</b>	13-02-2024	Vitanje	ARCTUR	moderation of a workshop, B2B meetings, organized by Ministry for Economy, Sport and Tourism		presentation of the D3Hub project, key target groups, partners, expected results
<b>CONVENTA fair</b>	21-22-02-2024	Ljubljana	ARCTUR	B2B conference fair, DMOs visitors, SMEs - hotels visitors		presentation of the D3Hub project, key target groups, partners, expected results
<b>Inclusive Border Cycling project meeting</b>	27-02-2024	Gyor, Hungary	ARCTUR	intern. partners, DMOs, R&D org., culture, tourism background		presentation of the D3Hub project, key target groups, partners, expected results

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<b>TOURBIT Accelerating the Digital Uptake of Tourism SMEs</b>	01.03.2024	Barcelona	ARCTUR	Tourism SMEs, tourism offices	presentation of the D3Hub project, key target groups, partners, expected results
<b>Guest lecture at Faculty for Tourism and Hospitality Maribor</b>	07.03.2024	Maribor, Slovenia	ARCTUR	academia	lecture for BA students (app 15) about Tourism 4.0, data, innovations, presenting D3Hub project
<b>The 12th Annual Conference of Europe's Sciences and Arts Leaders and Scholars</b>	11.03.2024	Online (Maribor, Slovenia)	ARCTUR	academia	presentation of the D3Hub project
<b>Data Spaces Symposium</b>	12- 14.03.2024	Germany	AnySolution	premier global event dedicated to the future of data spaces	Presentation of D3HUB
<b>2-year anniversary of the Transition Pathway for Tourism</b>	15.03.2024	Brussels	ARCTUR	DMOs, SMEs, tourism stakeholders; organized by DG Grow	B2B meetings with stakeholders, informing them/discussion about the D3Hub project and possible cooperation
<b>Workshop: Mainstreaming Tourism Indicators for Sustainable Development</b>	22.03.2024	Online	Turismo y deporte Andalucia, Necstour, AnySolution	Online seminar	Experts have discussed how to shape the future of European tourism through data-driven strategies. D3HUB was one of the key topics of the debate.
<b>Cross ReTour project meeting</b>	19- 20.03.2025	Kiel, Germany	ARCTUR	intern. partners,R&D	presentation of the D3Hub project, key

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					org., tourism background	target groups, partners, expected results
<b>Fareturismo</b>	21.03.2024	Rome, Italy	MITUR	National event		presentation of the D3Hub and other MiTur's project concerning skills
<b>Guest lecture at Faculty for Tourism Brežice</b>	28.03.2024	Brežice, Slovenia	ARCTUR	academia		lecture for BA students (app 20) about tourism trends, discussion about data, competences that are required in tourism, digitalisation, innovations, presenting D3Hub project
<b>European Social Innovation Forum</b>	15.04.2024	Brussels	ARCTUR	DMOs, R&D org., ministries, EU represent.		Arctur had own pitch - shared insights into the D3Hub concept and underscored the significance of digital accessibility.
<b>Ideas and innovation pathways for sustainable tourism</b>	04.04.2024	Online	AnySolution	workshop organised by Clust-ER Turismo and Art-ER.		Presentation of D3HUB
<b>Online Launch Workshop: Setting up the EU Competence Centre to support data Management in Tourism Destinations - D3HUB</b>	23.04.2024	Online	AnySolution	Own workshop.		Presentation of D3HUB with project coordinator Dolores Ordoñez and Misa Labarile (DG Grow)
<b>Visit Flanders Advisory Board meeting</b>	14.03.2024	Brussels	Toerisme Vlaanderen	Advisory Board Meeting		Presentation of D3HUB for Advisory Board

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						of Visit Flanders by Steven Valcke
5D culture project meeting	09- 10.04.2024	Ferrara, Italy	Arctur	Intern. partners,R&D org., tourism background	Presentation of the D3Hub project, key target groups, partners, expected results	
Webinar “Setting uo the EU Competence Centre to support Data Management in Tourism Destinations – D3HUB	23.04.2024	online	NECSTouR	ToTLab premium members	Presentation of the D3HUB project, key target groups, partners, expected results	
NECSTouR GM	21.05.2024	Lulea Sweden	ANDALUCIA, FLANDERS, NECSTOUR, NIT	Imparted Workshop by NIT, Visit Flanders, Turismo y deporte Andalucía, Necstour	Presentation of D3HUB	
TwinIt	14.05.2024	Brussels	ARCTUR			
Workshop supporting the tourism ecosystem	16.05.2024	Rome	MITUR	Workshop	Presentation of D3HUB project	
Ecoforum	20- 22.05.2024	Zlatibor, Serbia	ARCTUR	DMOs, ministries, local tourist boards, SMEs, academia, R&D org.	presentation of Tourism 4.0, innovations, D3Hub project, B2B meetings with tourism stakeholders	
Press Conference Slovene Tourist Board	22- 05.2024	Lipica, Slovenia	ARCTUR	DMOs, stakeholders, Slovene tourist board	Presentation of the D3HUB project	
Data2sustain Digital- driven Sustainable Tourism	28.05.2024	Online	AnySolution	Webinar	Presentation of the D3HUB project	

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<b>HSLU Resilient Tourism Falgship</b>	04.06.2024	Lucerne University	AnySolution	Conference	Presentation of the D3HUB project
<b>Resilience and Innovation Summit</b>	06-07.06.2025	Sarajevo, Bosnia and Herzegovina	ARCTUR	Summit	Presentation of the D3HUB project
<b>GDS Forum &amp; CityDNA Autumn Conference</b>	15-18.10.2025	Bruges	Flavie, Board DMOs D3HUB	Conference	Presentation of the D3HUB project
<b>Optimizing Digital Tools for Tourism</b>	03.07.2025	Online	AnySolution, ARCTUR	Webinar	Project partners Urska and Dolores moderators
<b>SUPPORT SCHEME Workshop</b>	21.06.2025	Online	NIT, all	Own workshop	Workshop to generate ideas about the vision of a future European CC
<b>AI &amp; Robotics for Tourism</b>	11-07.2024	Online	AnySolution	Webinar	Project coordinator Dolores Ordoñez, moderator
<b>"Sustainable Tourism Indicators: Data-Driven Strategies for Destinations"</b>	12-13.09.2024	Vienna	NIT, Visit Flanders	Workshop & international seminar	This session will be interactive for attendees to express their ideas on what such a competence center should provide.
<b>Tourism and Cultural heritage session, EUSPA User Consultation Platform</b>	08.10.2024	Online	AnySolution	Event	D3HUB presentation
<b>Indicators to measure and monitor the sustainability of tourism at the regional level in Spain</b>	11.10.2024	Andalucía and online	Andalucía	Event	Andalucia lab as host of this event
<b>EUROMED-Dialogue4Tourism</b>	15.10.2024	online	AnySolution	Conference	D3HUB presentation

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<b>DMOs call webinar</b>	30.10.2024	online	AnySolution with Segittur Support	Webinar	Explanatory session on the new open call at European level linked to the European Competence Centre for Destination Data Management 'D3HUB' which foresees the selection of 30 DMOs at EU level.
<b>Online information event in German language</b>	06.11.2024	online	NIT	Information event	Give information about DMOs call
<b>TIS</b>	23-25.11.2024	Seville	AnySolution	Global summit on innovation and technology for the tourism industry	D3HUB presentation
<b>Online information event in Italian language</b>	18.11.2024	Online	MITUR	webinar	DMOs call presented in Italian language
<b>Days of Slovene Tourism</b>	18-19.11.2024	Laško, Slovenia	ARCTUR	event	D3HUB presentation
<b>"Unlocking the Power of Data to Shape the Future of Travel"</b>	27.11.2024	online	AnySolution	webinar, focusing on how data sharing, according to the European Data Strategy, is being implemented by various actors in the tourism value chain.	Project and call for DMOs presentation
<b>EDIH Network Annual Summit 2024</b>	26.11.2024	Brussels	AnySolution	Annual Technology Conference.	D3HUB presentation

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<b>Cumbre de Espacios de Datos Gaia-X</b>	02.12.2024	Madrid	AnySolution	European Technology Summit.	D3HUB presentation
<b>Sun &amp; Blue</b>	20-22.11.2024	Almería	AnySolution	Sustainable Tourism Forum.	D3HUB presentation
<b>Smart Tourism BG</b>	28.11.2024	online	AnySolution	Tourism innovation conference	D3HUB and DMOs call presentation
<b>Blue Islands Innovation Summit</b>	31.10.2024	Lanzarote	AnySolution	congress dedicated to innovation and sustainability in the field of blue tourism	D3HUB presentation
<b>2025</b>					
<b>FITUR</b>	22-24.01.2025	Madrid	AnySolution, Andalucía	international tourism fair. It is one of the most important events in the sector worldwide.	Mention of D3HUB
<b>Slovenia enters ESA</b>	10.01.2025	Rimske Toplice	ARCTUR	event	Mention of D3HUB
<b>ENTER 2025</b>	18-21.02.2025	Wroclaw (Poland)	AnySolution, NIT	annual eTourism conference	Presentation and reviewed paper in Research Track; Participation in panel discussion on smart tourism destinations
<b>BTM Italy</b>	26-28.02.2025	Bari, Italy	AnySolution	international tourism fair	D3HUB presentation
<b>Workshop organised by the Joint Research Centre (JRC) and DG MOVE.</b>	07.02.2025	online	AnySolution	workshop	D3HUB mention
<b>Launch Event with DMOs</b>	03.02.2025	online	consortium	Launch event	D3HUB presentation to DMOs, clusters and next steps

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Lecture at Gea College	03.02.2025	Ljubljana	ARCTUR	lecture	D3HUB presentation and data spaces talk
"Algarve Tourism: Overcoming Challenges, Building Tomorrow" conference	18.03.2025	Algarve	AnySolution	conference	D3HUB presentation
Feria Internacional de Destinos Inteligentes	19-22.03.2025	Brazil	AnySolution	fair	D3HUB presentation
Sustainable EU Tourism Workshop	26-27.03.2025	Brussels	AnySolution, Andalucia. Arctur, NIT	workshop	moderation
TSI 22 OECD workshop on data and statistics	4-5.03.2025	Rome	MiTur	workshop	D3HBUB reference

## 3.4 Publications and dissemination materials

### 3.4.1 Articles in media, blogs, and papers

- Articles in the media:

D3HUB was featured in the European Commission's 2024 July publication, highlighting its role in the field of data-driven solutions. The article, included in the "Specific Data-Driven Solution" section, recognizes D3HUB's contribution to advancing digital transformation through innovative technologies

Figure 46 Example of D3HUB Featured in the European Commission's July 2024 Publication



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To be published: NIT drafted an article called “Computer literacy, data use and expectations for a future European competence centre: Results from surveys and workshops with European tourism stakeholders.”

- **Blogs:**

A key component of these dissemination activities is the publication of blogs. So far, seven blog entries have been published, with a total of 12 expected by the 36th month of the project—four per year. Notably, six blog posts were released during the first year. To ensure a broad representation of perspectives and expertise, the drafting process was distributed among the partners, requiring each to contribute to at least one blog post.

Below is a list of the blogs and their respective authors:

Table 10 Blogs by partners

2024	Responsible Partner	Title	Link to the website
<b>April</b>	AnySolution	<b>Generating the European Tourism Community</b>	<a href="#">Generating the European Tourism Community – D3HUB Competence Centre</a>
<b>May</b>	Necstour	<b>The EU Competence Center: a co-creation process</b>	<a href="#">The EU Competence Centre: A Co-Creation Process – D3HUB Competence Centre</a>
<b>July</b>	TURAND	<b>Exploring Bottom-Up Challenges Faced by the D3HUB</b>	<a href="#">Exploring Bottom-Up Challenges Faced by the D3HUB – D3HUB Competence Centre</a>
<b>August</b>	NIT	<b>European DMOs: Learning from best practices is the most desired support format</b>	<a href="#">European DMOs: Learning from best practices is the most desired support format – D3HUB Competence Centre</a>
<b>September</b>	Mitur	<b>Building the European Tourism Competence Centre: Institutions’ Role in the Success of the Project</b>	<a href="#">Building the European Tourism Competence Centre: Institutions’ Role in the Success of the Project – D3HUB Competence Centre</a>
<b>October</b>	Visit Flanders	<b>Presenting D3HUB at the 19th TourMIS Users’ Workshop &amp; International Seminar on “Sustainable Tourism Indicators: Data-Driven Strategies for Destinations.”</b>	<a href="#">Presenting D3HUB at the 19th TourMIS Users’ Workshop &amp; International Seminar on “Sustainable Tourism Indicators: Data-Driven Strategies for Destinations.” – D3HUB Competence Centre</a>

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2025			
February	Arctur	<b>The future of tourism: a call for innovation and collaboration</b>	<a href="#">The Future of Tourism: A Call for Innovation and Collaboration – D3HUB Competence Centre</a>

- Papers:**

To date, D3HUB has developed a paper titled “Prepared for the Smart Future? Empirical Results on Data Literacy and Information Needs of European DMOs”, prepared by Dirk Schmücker and co-authored with Daniel Iglesias, Dolores Ordoñez and Urska Starc. It was presented at the #ENTER25 eTourism Conference.

### 3.4.2 Videos

Effective communication and dissemination are crucial to ensuring the visibility and impact of the project. Various strategies have been implemented to engage stakeholders, share key findings, and promote collaboration across borders. This section outlines the main actions undertaken, focusing on audiovisual content and digital materials designed to enhance outreach and engagement.

From the outset of the project, five videos have been produced and shared through YouTube channels to maximise reach and engagement. These videos serve as key communication tools, showcasing project milestones, partner involvement, and relevant discussions.

Table 11 Example of the videos uploaded on the D3HUB YouTube channel

Video	Description	Link
<b>1. KOM Event in Mallorca</b>	Produced by our project coordinator AnySolution, this video Highlights from the project's kick-off meeting (KOM), featuring key partners and initial discussions.	<a href="#">D3HUB - KOM MALLORCA</a>
<b>2. Launch of the call for DMOs</b>	Uploaded on YouTube as part of the <i>Tourism Stakeholder Event</i> in Brussels. Presented by DG GROW (Misa Labarile).	<a href="#">Launch of the call for DMOs</a>
<b>3. D3HUB video presentation</b>	Produced by our project coordinator AnySolution, this video gives an introduction to the project, partners, objectives, and the competence centre's role. It also includes the launch of the DMOs call in October 2024, along with links to social media and the project website.	<a href="#">D3HUB Video Presentation</a>
<b>4. DMOs call Q&amp;A Session webinar</b>	A general information session on D3HUB and the DMOs call, followed by a Q&A segment.	<a href="#">DMOs call Q&amp;A Session Recap   Webinar</a>

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Ricardo Aguado (EISMEA) provided an introduction. The session also covered the training journey and synergies with the *Sustainable EU Tourism* project.

## 5. Empowering Smarter Tourism – Data-driven solutions for Sustainable Tourism

Produced by our partner Arctur, this video explores the transformative power of data in revolutionising tourism. It discusses real-time insights, historical trends, and the potential of open data through European Data Spaces.

[Empowering Smarter Tourism: Data-Driven Solutions for a Sustainable Future](#)

### 3.4.3 Mentions in the press

- AnySolution: The D3HUB project was mentioned in November 2024 in media by Dolores Ordoñez, project coordinator, in an article published by Diario de Mallorca. In this article, Dolores highlights the crucial role of data in the transformation and optimisation of tourism destinations. She also references the DEPLOYTOUR project, creating synergies between both initiatives in fostering data-driven solutions that enhance tourism management, promote sustainability, and improve residents' quality of life. This media covered by Diario de Mallorca contributes to increasing the visibility of D3HUB and its impact on the future of tourism data management. The release was issued in Spanish.

Figure 47 Press release Nov 24 by AnySolution project coordinator



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- MITUR: two press releases were issued. The first, published in AISE in November 2023, was titled “[D3HUB KOM: the Ministry of Tourism in Majorca](#)”. The second, published in Arena Digitale in December 2023, was titled “[The new D3HUB project launches to offer destinations sustainable, data-driven solutions](#).” Both releases were issued in Italian.

Figure 48 Extract from press release published by our partner MITUR in December 2023



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## 4 Results and impact metrics

### 4.1 KPIs used to measure the impact of communication

Table 12 KPIs used to measure the impact of communication

Task	Planned KPI	Deadline	Status Nov 23 to March 25
Website			
<b>Blog entries</b>	12/project 4/year	M36	7
<b>Unique visitors</b>	1000 3000	M18 M36	6632
Social Media Channels			
<b>Twitter (X), Facebook, and LinkedIn</b>	250 Twitter followers	M11	X no longer used
	200 Facebook "Links"		174 Facebook "Links"
	1.000 members on LinkedIn		1220 members on LinkedIn
<b>YouTube videos uploaded on partners' channels</b>	6	M36	5
<b>Impressions on average for each posting</b>	>200		>350
<b>EU Communication and Amplification Channels:</b>			
<b>Publication, attempted at the identified communication and amplification channels</b>	3/project 1/year	M36	1 pending publication
Media and Press Releases			
<b>General press releases</b>	6	M36	4 in total (1 from D3HUB, and 3 from partners)
Mailing List			
<b>Subscriptions to receive email updates on project achievements and results</b>	20 120	M12 M36	274

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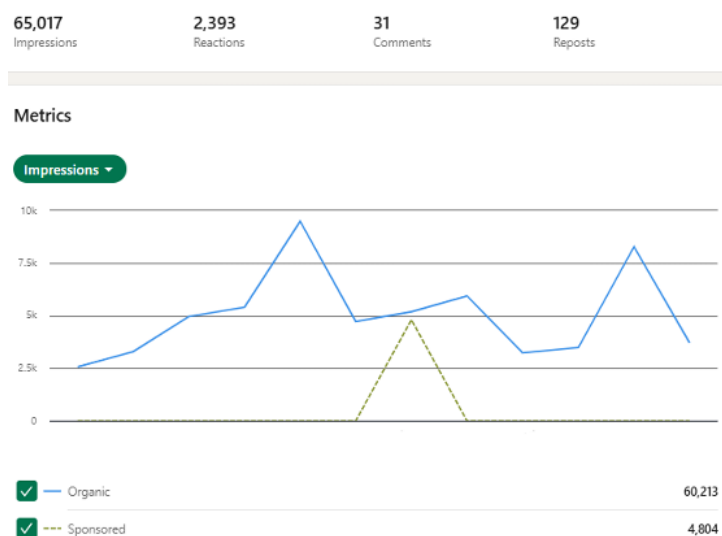
Other			
Workshop, training materials and resources, training communication package per workshop/training	1	M36	2 workshops
D3HUB dissemination materials. Public infographics, videos, newsletters	9 newsletters/3 per year 1 D3Hub Infographic	M36 after project	24 Newsletters in total: (5 from D3HUB and 19 published by partners mentioning D3HUB) 5 videos
Events and fairs at regional and international/EU level to showcase project activities/results	12/project 4/year	M36 after project	66
Clustering with other projects/entities/networks/EU/Interreg project to reinforce the project impact - Joint actions	3 joint actions	M36 after project	3: With NECSTouR TOTLab, DEPLOYTOUR and Sustainable EU Tourism

## 4.2 Social media statistics, website traffic, engagement

### 4.2.1 Social media statistics. Period 15.11.2023-31.03.2025

#### 4.2.1.1 LinkedIn

Figure 49 LinkedIn page highlights [Nov 15th. 2023 - Nov 14th, 2024]

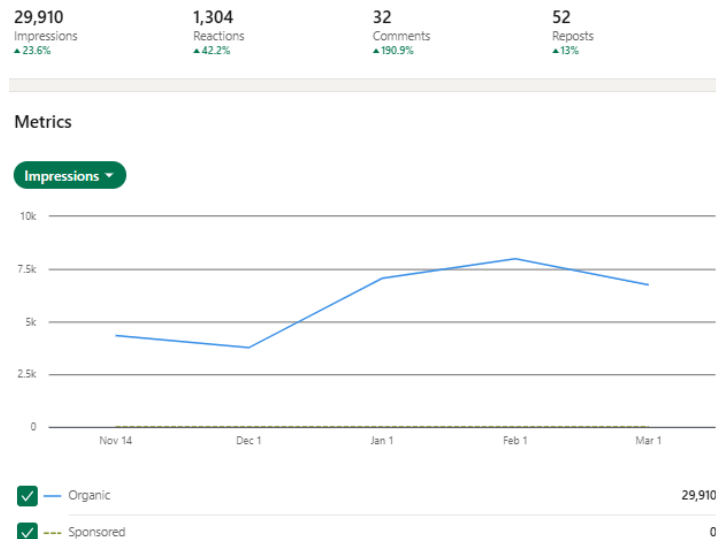


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Figure 50 LinkedIn page highlights [Nov 14th 2024 - March 31th 2025]



These images represent the total number of impressions the D3HUB LinkedIn page has had in the last twelve months. The total number of organic impressions was 90,123. While sponsored, there have been 4804 impressions. In addition, there were 3697 reactions, 63 comments, and 181 reposts. This is because a two-day campaign was launched to receive as many responses as possible to the Data-Driven Destinations Hub (D3HUB) survey. The survey aimed to collect opinions from a specific audience to find the best solution for the European Competence Centre. This campaign focused on Europe and a specific target audience: tourism specialists, managers, and directors. It had a total budget of 300 euros. The link to the campaign was the following link: [EUSurvey - Survey](#)

Figure 51 LinkedIn impression and click

Campaign Name	Off/On	Status	Key Results	Campaign Group	Spent	Cost Per Result	Impressions	Clicks	Average CTR
1 campaign	-	-	-	-	€189.11	-	4,803	33	0.69%
Website visits - Jun 12, 2024 ID: 309703504 - Sponsored Content		Completed	33 Website Visits 	D3HUB	€189.11	€5.73	4,803	33	0.69%

As can be seen in the figure, the total amount spent in these two days of campaigning was €189.11. This paid campaign garnered 4,803 impressions and 33 clicks to the survey link.

Engagement:

Figure 52 LinkedIn page engagement [Nov 15th 2023 - March 31th 2025]



The LinkedIn account for D3HUB project has achieved an engagement rate of 11.6%. When engagement on LinkedIn exceeds 10%, it typically indicates that the content is highly relevant, resonating strongly with the audience. This is a positive sign of growing interest and community interaction around the project's activities and goals.

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## Followers:

A total of 1,220 followers as of 31 March 2025. The table below shows the monthly growth in LinkedIn followers from the seventh month of the project (June 2024) through to 31 March 2025.

Table 13 Monthly LinkedIn followers from M7 to M16

Month	LinkedIn followers
M7	575
M8	632
M9	711
M10	740
M11	772
M12	921
M13	973
M14	1078
M15	1148
M16	1220

## TOP 6 Posts with the most impressions

Table 14 Example top 6 Posts with the most impressions - LinkedIn

TOP 1	TOP 2
<b>3,719 impressions, 120 likes, 15 comments and 37 shares. <a href="#">Link to the post.</a></b>	<b>2,066 impressions, 55 likes, 2 comments and 7 reposts. <a href="#">Link to the post.</a></b>



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TOP 3	TOP 4
	
<b>1,831 impressions, 33 likes and 13 reposts.</b> <a href="#">Link to the post.</a>	<b>1,678 impressions, 45 likes and 17 reposts.</b> <a href="#">Link to the post.</a>

#### 4.2.1.2 Facebook

Tableau 1 Example top 6 Posts with the most impressions - Facebook

TOP 1	TOP 2
	
<b>1207 impressions, 12 likes and 6 reposts.</b> <a href="#">Link to the post.</a>	<b>1072 impressions, 2 likes and 10 shares.</b> <a href="#">Link to the post.</a>

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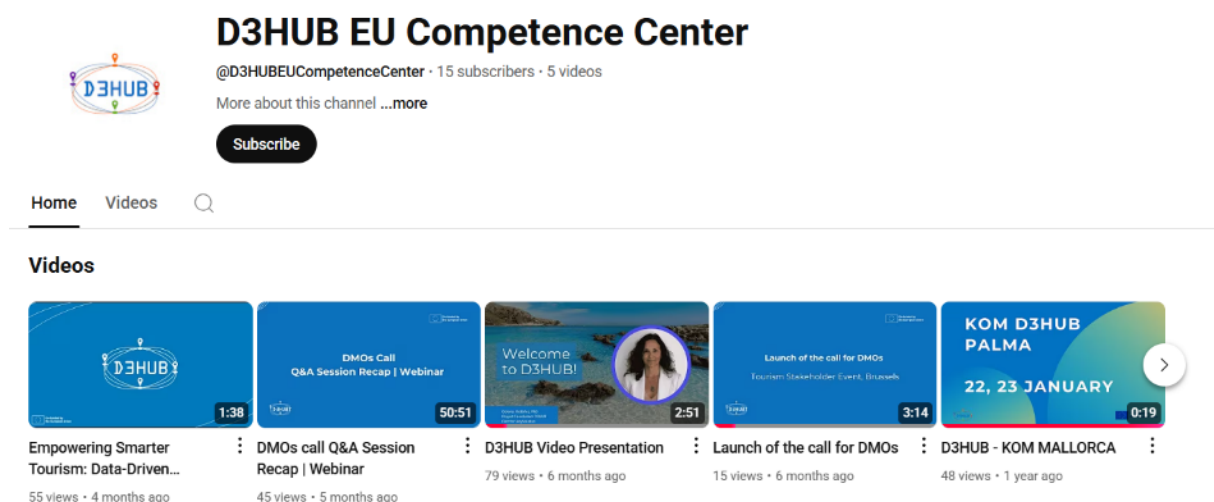


#### 4.2.1.3 X

Posting activity on X has ceased owing to consistently low engagement, limited follower growth, and disappointing performance, despite sustained efforts.

#### 4.2.1.4 Youtube

Figure 53 Snapshot of D3HUB YouTube channel videos [Nov2023-March2025]



The number of subscribers on the D3HUB YouTube channel is 15. There are 5 videos uploaded to the channel. As shown in the picture, the most viewed video is the D3HUB presentation video with a total

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of 79 videos (Top 1). This is followed by “Empowering Smarter Tourism: Data-driven Solutions for a Sustainable Future” with 55 views (Top 2), and the Kick-off Meeting in Mallorca video with 48 views (Top 3).

#### 4.2.2 Website traffic

The number of website users (total unique visitors) has reached 6,332, and the total event count (total interactions with different elements of the websites) has reached 85,456. This figure show visits during the period 15.11.2023 to 31.03.2025.

Figure 54 D3HUB website analytics [Nov 23-March 25]

Plot rows		Search...						Rc	
First user prim...Channel Group)				↓ Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events
<input checked="" type="checkbox"/>	Total			6,276 100% of total	6,332 100% of total	1,463 100% of total	1m 11s Avg 0%	1.02 Avg 0%	85,456 100% of total
<input checked="" type="checkbox"/>	1 Direct			4,167 (66.4%)	4,162 (65.73%)	794 (54.27%)	1m 03s	0.89	52,674 (61.64%)
<input checked="" type="checkbox"/>	2 Organic Search			847 (13.5%)	849 (13.41%)	349 (23.86%)	1m 43s	1.36	15,411 (18.03%)
<input checked="" type="checkbox"/>	3 Organic Social			518 (8.25%)	518 (8.18%)	94 (6.43%)	59s	1.07	6,015 (7.04%)
<input checked="" type="checkbox"/>	4 Referral			419 (6.68%)	422 (6.66%)	140 (9.57%)	1m 43s	1.18	6,787 (7.94%)
<input checked="" type="checkbox"/>	5 Email			371 (5.91%)	375 (5.92%)	85 (5.81%)	59s	1.10	4,537 (5.31%)
<input type="checkbox"/>	6 Unassigned			6 (0.1%)	6 (0.09%)	1 (0.07%)	11s	0.50	32 (0.04%)

As seen in the picture, most of the visitors have come directly to the website (this is because they already knew the project). The rest of the visits have arrived at the website through organic social (social networks that have led them to the website), organic search (searching the name of the project in Google or another search engine), email and referral (people who have clicked on a website to a link that led to the D3HUB website).

##### 4.2.2.1 Website visitors by country:

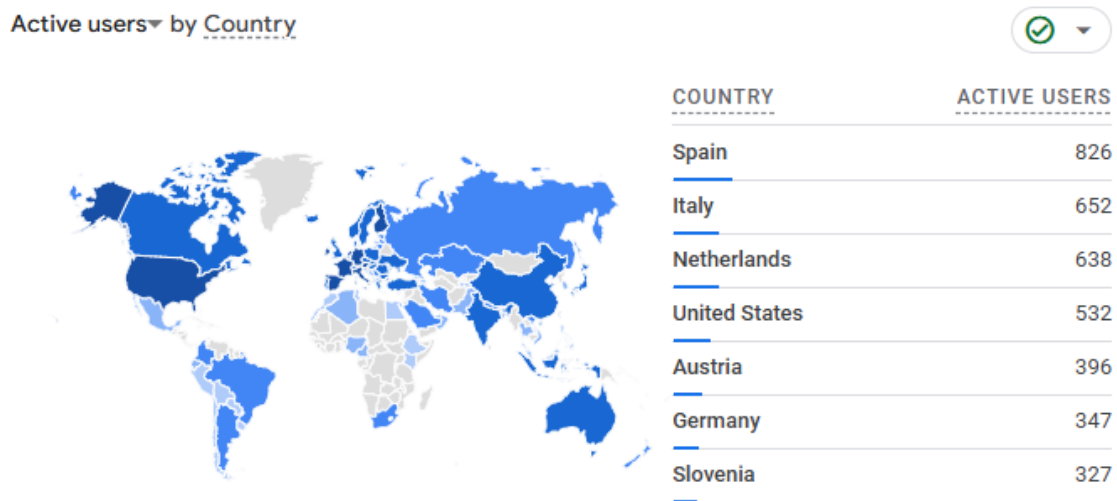
This figure shows the order of the countries the website has been most visited by. The first country is Spain, with 826 users, followed by Italy (652), the Netherlands (638), and the United States (532).

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Figure 55 D3HUB website visitors filtered by country [Nov 23-March 25]



#### 4.2.2.2 Most visited pages:

Figure 56 Most visited pages of the D3HUB website [Nov 23-March 25]

	Page title and screen class ▾	Views	Active users	Views per active user	Average engagement time per active user	Event count
		↓				All events ▾
✓	Total	20,555 100% of total	6,276 100% of total	3.28 Avg 0%	1m 11s Avg 0%	85,456 100% of total
✓	1 D3HUB Competence Centre	7,743 (37.67%)	3,718 (59.24%)	2.08	36s	33,284 (38.95%)
✓	2 DMOs Call – D3HUB Competence Centre	3,235 (15.74%)	1,839 (29.3%)	1.76	45s	14,171 (16.58%)
✓	3 EVENTOS – D3HUB Competence Centre	1,109 (5.4%)	579 (9.23%)	1.92	47s	3,714 (4.35%)
✓	4 Selected DMOs – D3HUB Competence Centre	867 (4.22%)	430 (6.85%)	2.02	1m 02s	3,289 (3.85%)
✓	5 Boards – D3HUB Competence Centre	672 (3.27%)	368 (5.86%)	1.83	1m 02s	2,532 (2.96%)

The home page is the most visited page since the site's publication, with 7,743 views. This is the main page one sees when accessing D3HUB.

The DMOs Call page follows this with 3,235 views. This is very important data as the DMOs call was launched on October 14, 2024 and in just a few months it has received a large number of visits.

The third most visited page is the Events page on the website, which includes all the events in which D3HUB has participated or organised. The fourth page is the selected DMOS page, containing all selected destinations. The fifth is the boards page, featuring the two boards that collaborate with D3HUB.

As can be seen, the average time spent on the page is 1m and 11 sec, which is more than the average (55 sec) that a visitor spends on a single page.

In conclusion, it is observed that the traffic arriving on the site is qualified and has a deep interest and highlights how D3HUB is successfully fostering an engaged collaborative community.

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### 4.3 Impact on the project's visibility

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This section analyses how communication, dissemination, and exploitation activities have contributed to:

- **Increasing the project's recognition** among target audiences. The sustained growth in followers and the increase in engagement reflect a genuine interest in the project's results, findings and outcomes.
- **Positioning the project as a reference point** in its thematic area. Participation in international events and the establishment of collaborations have positioned the project as a visible and relevant actor within the European ecosystem.
- **Expanding the geographical reach** of the audience. The engagement of users from different countries demonstrates the transnational spread of the project's impact.
- **Fostering interaction and community building.** Participation in webinars, social media interactions, and collaboration requests are evidence of a dynamic ecosystem developing around the project.
- **Generating media and academic interest.** Mentions in specialized media and inclusion in papers or relevant conferences further strengthen the project's authority.

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## 5 Next steps

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To further enhance the project's visibility and engagement with key audiences, the following communication and dissemination activities are planned:

- Upcoming newsletter to highlight key developments, participation in events, and the latest project updates
- Blog articles covering D3HUB themes
- Production of videos for YouTube to increase outreach and engagement
- Ongoing organisation/participation in events, where the project will be presented
- Publication of press releases to expand media coverage
- Continued activity on social media, including regular posts and campaigns

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## 6 Conclusions

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The communication, dissemination, and ecosystem-building activities carried out between 15 November 2023 and 31 March 2025 have laid a solid foundation for continued engagement and impact. Through a diverse range of initiatives including cross-border workshops, webinars, conferences, and the development of a stakeholder network the project has successfully reached its intended audiences and promoted effective cooperation. Notably, the synergies created so far have been very promising, contributing to a dynamic and expanding ecosystem. Furthermore, KPIs are currently being exceeded, which is an encouraging sign of the project's relevance, and the effectiveness of the strategies implemented to date. These achievements provide a strong basis for the remaining project phases.

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