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D3HUB brings together European experts in Palma to drive the future of data-driven tourism

This European project is bringing its work to a close with a hybrid event in Palma.

Mallorca, 22 September

The **D3HUB project**, coordinated by AnySolution, will hold its **final event** on 24 September at the Parc Bit Auditorium, thus bringing to a close three years of collaborative work to create a European centre of excellence to support data management in tourist destinations, with the aim of fostering more sustainable, resilient and competitive tourism through the use of data.

This event is co-organised by the other project partners: **NECSTouR, Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, Toerisme Vlaanderen – VISITFLANDER, NIT (New Insights for Tourism), Asesoría Jurídica Balear and the Ministero del Turismo (Italian Ministry of Tourism)**. D3HUB has been co-funded by the European Union through the European Innovation Council and SMEs Executive Agency (EISMEA).

The future of data-driven tourism

D3HUB's main objective has been to design, test, pave the way for and maintain a self-sustaining European centre of excellence dedicated to supporting tourist destinations and their ecosystem in their data-driven ecological and digital transition. Similarly, this centre has facilitated increased collaboration and knowledge transfer between stakeholders in the tourism sector and tourist destinations. Key areas of focus have included improving visitor flow management, striking a balance between residents' quality of life and tourist satisfaction, supporting emerging destinations in the development of high-quality tourism products, and tackling the challenge of climate change.

During this conference, which can be attended either in person or online, participants will learn about the project's development and the pilot trial, the process involved from the discovery of data to deriving insights from it, the synergies generated, the results achieved by D3HUB, and the future of tourism and data. It is also worth noting the session dedicated to exploring the Balearic Islands' sustainable tourism strategy.

Leading experts

To this end, the event will bring together European commissioners, tourist destinations, policy-makers, researchers and leading representatives of the European tourism sector, such as:

- **Mona Bojklund**, Director of Tourism at the Directorate-General for Mobility and Transport (DG MOVE), European Commission
- **Misa Labarile**, Policy Officer, Tourism Team of DG MOVE
- **Dolores Ordóñez**, director of AnySolution
- **Urska Starc-Peceny**, Chief Innovation Officer of Arctur
- **Bart Neus**, research expert at KU Leuven and Toerisme Vlaanderen

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- **Rieka Oldsen**, Research assistant at NIT
- **Polona Černič**, Business Intelligence & Research Analyst at Ljubljana Tourism
- **Vlaho Margaretić**, Senior Tourism Advisor Specialist at City of Dubrovnik
- **Miguel Rosselló**, general director of Tourism at the Government of the Balearic Islands
- **Mariano Juan**, vicepresident and island councilor for Tourism of Ibiza
- **Guillem Ginard**, island councilor for Tourism of Mallorca
- **Daniel Iglesias**, Research director / Lead data scientist at NECSTOUR
- **Alessia Moroni**, Official from the Directorate-General for Tourism Promotion, Innovation and Investment at the Italian Ministry of Tourism
- **Ana Moniche**, Head of the European Projects and International Networks Department at Turismo y Deporte de Andalucía
- **Ulf Sonntag**, Managing Director at NIT
- **Lucía Leonardi**, representative of the Department of Crafts, Trade, Promotion, Sport and Tourism of the province of Trento (Italy)
- **David Randuška**, contributor at Czech Tourism
- **Hanna Kouri**, CEO of Lapland North Destinations
- **Guillermo Rodríguez**, Head of Marketing and Communications at Ayuntamiento de Ibiza
- **Corné Dijkmans**, Manager research and business Innovation at Breda University of Applied Sciences
- **Sandra Bumbar-Malchow**, Client Service Director, International Communications | Head of European Office at Scholz&Friends
- **Agnete Stensland**, Market Analyst at NordNorsk Reiseliv AS
- **Klaus Ehrlich**, General Secretary at RuralTour
- **Camille François**, Projects Coordinator at CityDNA
- **Tim Fairhurst**, General Director at ETOA

The day will also include a **coffee break and lunch**, during which the various participants and attendees at the event will be able to take part in networking activities.

For further information and to register, please visit: [D3HUB Final Event – D3HUB Competence Centre](#)

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