



Tourism of Tomorrow

Data-Driven Destinations Hub

**EU Competence centre to support data management
in tourism destinations**

Outcomes of D3HUB

Final Event

Mallorca, September 24th 2026



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Validating the approach and preparing the next step



01 · VALIDATION

What have we validated?

4 MAIN SOURCES

- Pilot evaluation survey
- Expert feedback supporting the clusters
- Assessment of Action Plans
- Dashboards

40 destinations · 16 countries · 4 thematic clusters · about one year of support

Support formats: webinars, data collection assistance, one-to-one meetings, cross-cluster activities and peer learning





02 · EVIDENCE

The pilot: positive overall results

3.81 / 5

Overall pilot score

4.36 / 5

Overall experience

4.18 / 5

Interaction
with cluster leaders

71%

Training content
rated relevant or highly relevant

The fundamental model works





03 · KEY LESSON

Knowledge alone is not enough

Content relevance scored **3.86 / 5** but the ability to apply it autonomously only **3.50 / 5**.

% of destinations reporting each constraint

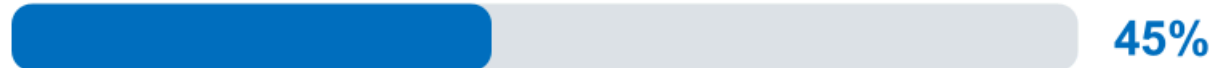
Lack of human resources



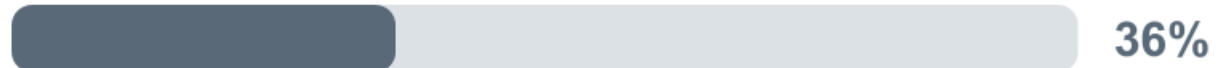
Insufficient financial resources



Internal organisational constraints



Lack of specific expertise



The barrier is capacity, not knowledge





What are destinations asking for?

% of participants indicating each need

Data collection & analysis



Sustainability indicators & measurement



Training, mentoring & coaching



Developing & implementing Action Plans



Taken together, these needs point to one answer: a portfolio of complementary services





05 · SERVICE MODEL

A portfolio of complementary services

1 · TRAINING

Data collection · data analysis · sustainability measurement

2 · IMPLEMENTATION SUPPORT

Turning knowledge into practical Action Plans and supporting their implementation

3 · OPERATIONAL SUPPORT

Continuity in the use, updating and maintenance of data and tools





What needs to improve?

Standards first: define standards and procedures before data collection starts.

Common templates: we have started to develop them — an institutional mandate would ensure that all DMOs use the same formats.

Sustainability indicators: UN Tourism, OECD and European Commission recommendations were followed, but a formally endorsed common set is still missing — needed to measure and to benchmark.

Continuous support: ongoing technical assistance, faster feedback and stronger peer learning between similar destinations.

The balance: standardise the tools, but tailor the support





07 · EVOLUTION

Preparing the next steps

From an experimental approach → **a structured service**

From training → **implementation support**

From individual assistance → **a European service that is scalable and tailored**

The project does not end today: D3HUB runs until November, time to build a solid sustainability plan.

The next step is to evolve the model and not simply replicate the pilot at scale.





08 · CONCLUSION

Four key messages

- 1 The fundamental model has been validated.
- 2 The main challenge is not simply transferring knowledge but creating the conditions to apply it correctly and sustainably.
- 3 The future service should combine training, implementation support and operational assistance.
- 4 The next step is to transform what we have learned into a sustainable European service.





Thank you

