



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



Co-funded by
the European Union





Ana Moniche – TURAND: Making tourism challenges measurable: Boards and Indicators



Why common methodologies matter

1 Monitoring our own evolution

 **Example:** resident satisfaction



70%

RESIDENT SATISFACTION

Representative sample

VS



55%

RESIDENT SATISFACTION

Open online survey
Self-selected sample

A change in the result may partly reflect a change in methodology, not a real change in residents' attitudes.

The numbers may both be correct — but the trend is not comparable.



To measure evolution, methodology must remain consistent.

2 Benchmarking with other destinations

 **Example:** seasonality



Destination A

Top 3 months
Hotels only



Destination B

Top 2 months
Hotels + campsites



Destination C

Gini index
All accommodation

We can put these figures in the same table, but that does not make them comparable.



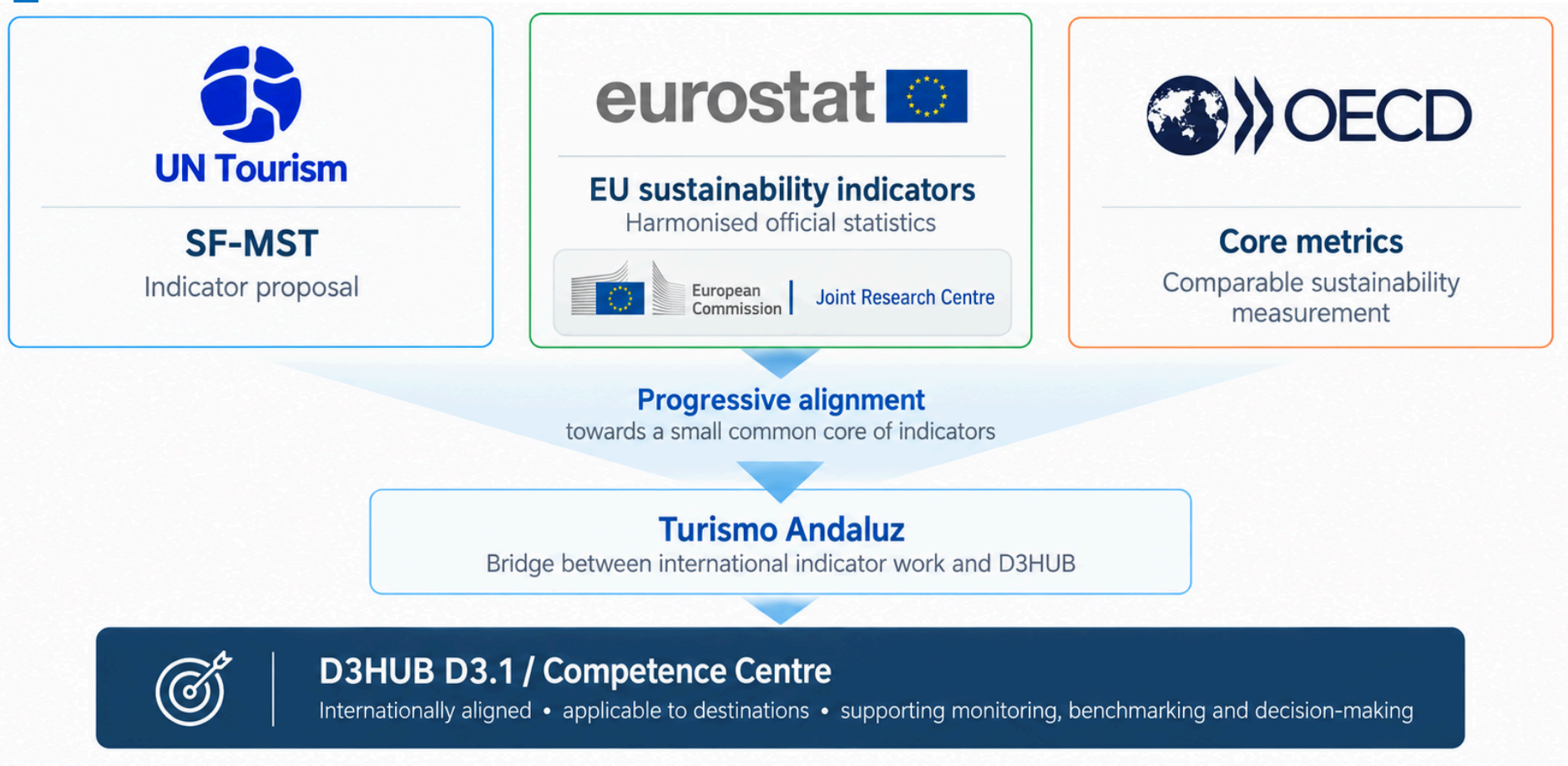
Benchmarking gives context, identifies peers and supports learning — it is not a ranking.



Common methodologies are needed both to track change over time and to benchmark with others.



A common statistical language



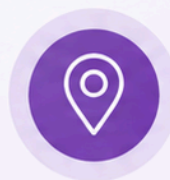


Good measurement needs two things



STATISTICAL ROBUSTNESS

Comparable data · sound methods



DESTINATION RELEVANCE

Real challenges · usable evidence

2 external Advisory Boards

D3.1

A common framework to connect indicators with tourism challenges and decisions



Statistics and Research Board

Belén González
Spanish Institute of Statistics (INE)

Christophe Demunter
Eurostat

Catalina Barceló Horrach
Government of the Balearic Islands

Filipe Batista
European Commission · JRC

Peter Laimer
Statistics Austria

Karolien Weekers
Flemish Government

Ricardo Barranco
European Commission · JRC

Xavier Cuadras
Statistical Institute of Catalonia (IDESCAT)

Ossi Nurmi
Statistics Finland

Manuel Ignacio Castaño Sousa
Institute of Statistics and Cartography of Andalusia

Official data availability

Methodological advice

Data literacy

Users ↔ data producers

Why it matters: comparability, feasibility and a direct link with the European Statistical System.



DMOs and Ecosystems Board

Albert Salman

Green Destinations • Future of Tourism Coalition

Tim Fairhurst

European Tourism Association (ETOA)

Sérgio Guerreiro

Turismo de Portugal

Jeremy Sampson

The Travel Foundation

Charles-Étienne Bélanger

International Social Tourism Organisation (ISTO)

Eduardo Santander

European Travel Commission (ETC)

Jorge Rubio

TURESPAÑA

Ioannis Pappas

Global Sustainable Tourism Council (GSTC)

Flavie de Bueil

City Destinations Alliance (CityDNA)

Roberto Antunes

NEST Tourism Innovation Centre Portugal

Simona Grobelnik

Slovene Enterprise Fund

What this Board brings

Real data needs • testing and evaluation • service portfolio • business model •
relevance for local, regional and national DMOs



A common framework for destinations



Internationally aligned

Built on recognised statistical frameworks and existing European and international work.



Comparable

Supports consistent monitoring over time and benchmarking across peer destinations.



Destination-oriented

Connects indicators with the four D3HUB destination challenges and real management needs.



From data to action

Links measurement with possible management responses and implementation choices.

**PUBLIC
DELIVERABLE**

Available on the
D3HUB website

WP3 • D3.1



From common indicators to destination action



COMMON & COMPARABLE INDICATORS

Diagnose · Monitor · Benchmark

Show where the pressure is and how the destination evolves over time.

seasonality · visitor intensity · expenditure · emissions · resident perception



GRANULAR & OPERATIONAL DATA

Understand where · when · why

Add local and real-time evidence to understand what is happening exactly.

sensors · pedestrian counts · mobile data · parking occupancy · booking / PMS data



DECISION & MONITORING

Act · Measure · Adjust

Support concrete actions and check whether they work.

access · mobility · redistribution · signage · communication · resource management

Common indicators tell us where the problem is. Operational data help us decide what to do about it.



Thank you

