



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





Bart Neuts – Visit Flanders: Designing the D3HUB support journey



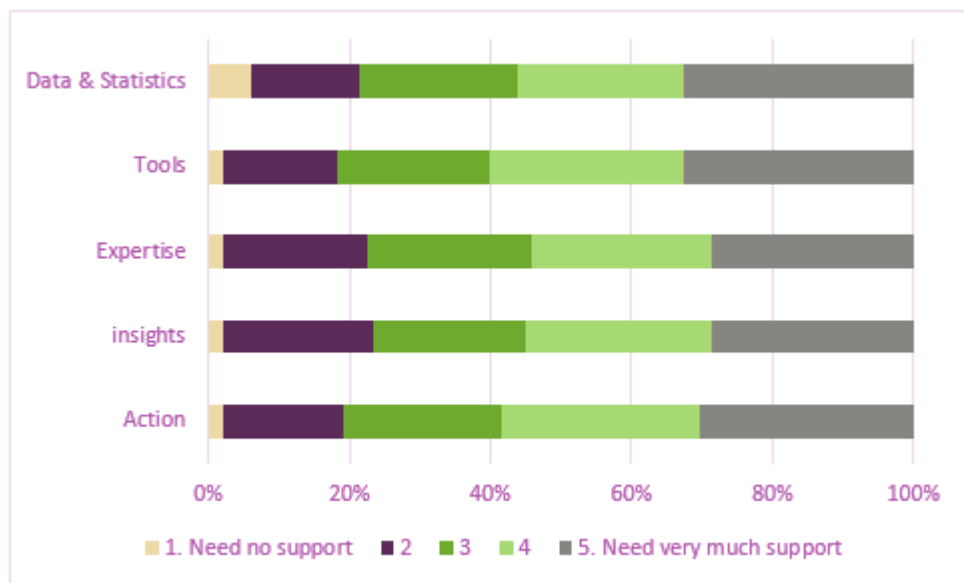
Purpose of support scheme development

- Main objective of D3HUB was to design, test and pave the way towards a self-sustainable European Competence Centre to:
 - Support tourist destinations in data-driven green and digital transitions
 - Increase collaboration and knowledge transfer
- The support journey outlines the types of services and information flows that have been tested during the project



User needs assessment

- Services were not designed *a priori*, but followed a consultation process among 226 respondents (of which 56% were DMOs)

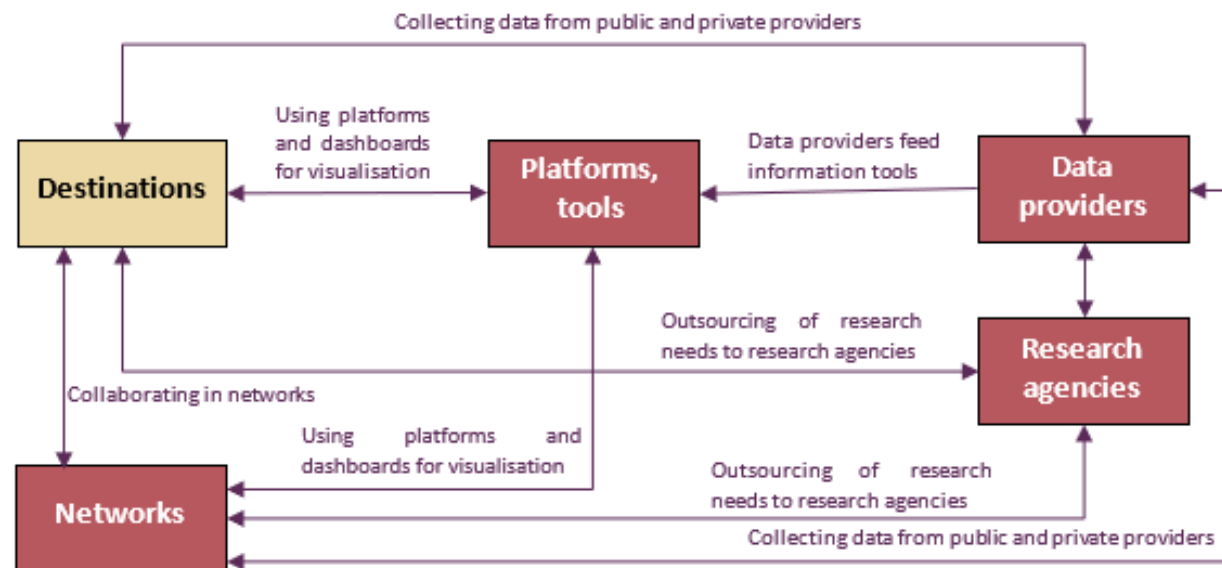


Type of Offer	N	%
Learning from best practices	82	65%
A catalogue of data, statistics and tools and their costs	74	58%
Support on how to measure the sustainability performance of destinations	73	57%
Support on how to design and implement destination-wide data dashboards	69	54%
Support on how to make use of the European Data Space for Tourism and other data spaces	69	54%
Collection of hands-on examples with success factors for smart tourism destinations	68	54%
Support on how to access open data using APIs	66	52%
Support on the statistical analysis of data	63	50%
Support on how to implement an action plan based upon the available data	61	48%
A talent map showing colleagues of DMOs who are experts in a specific field	55	43%
Support on legal aspects of data-driven destination management, in particular data	54	43%
Support on how to measure the performance of online advertising and social media activities	46	36%
Statistical data from accommodation statistics broken down by NUTS3 units	44	35%
Support on how to implement VR/AR technologies in tourism	39	31%
An overview of digital payment services for tourism destinations	36	28%



Complementarity, not duplication

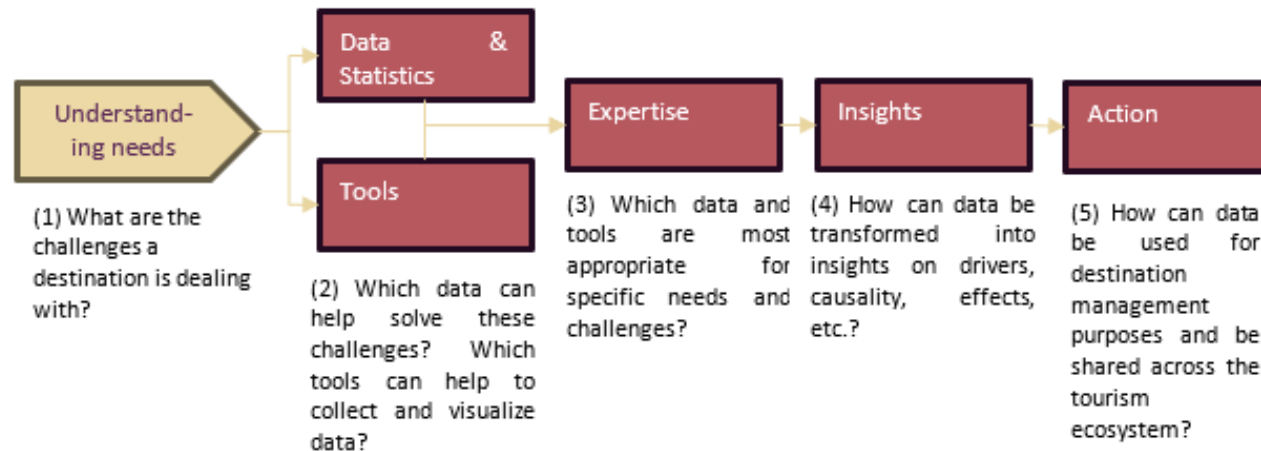
- Before outlining the service journey, we also evaluated the existing tourism data ecosystem to ensure that D3HUB provided additional services and would not disrupt the existing market





Support throughout stages of competence building

- D3HUB aimed to support destinations across the data analytics chain, supporting the flow from Data to Insights, and ultimately Action
- Workflow could also be tailored to specific destinations, since not all DMOs would require a complete level of services





Training approaches offered

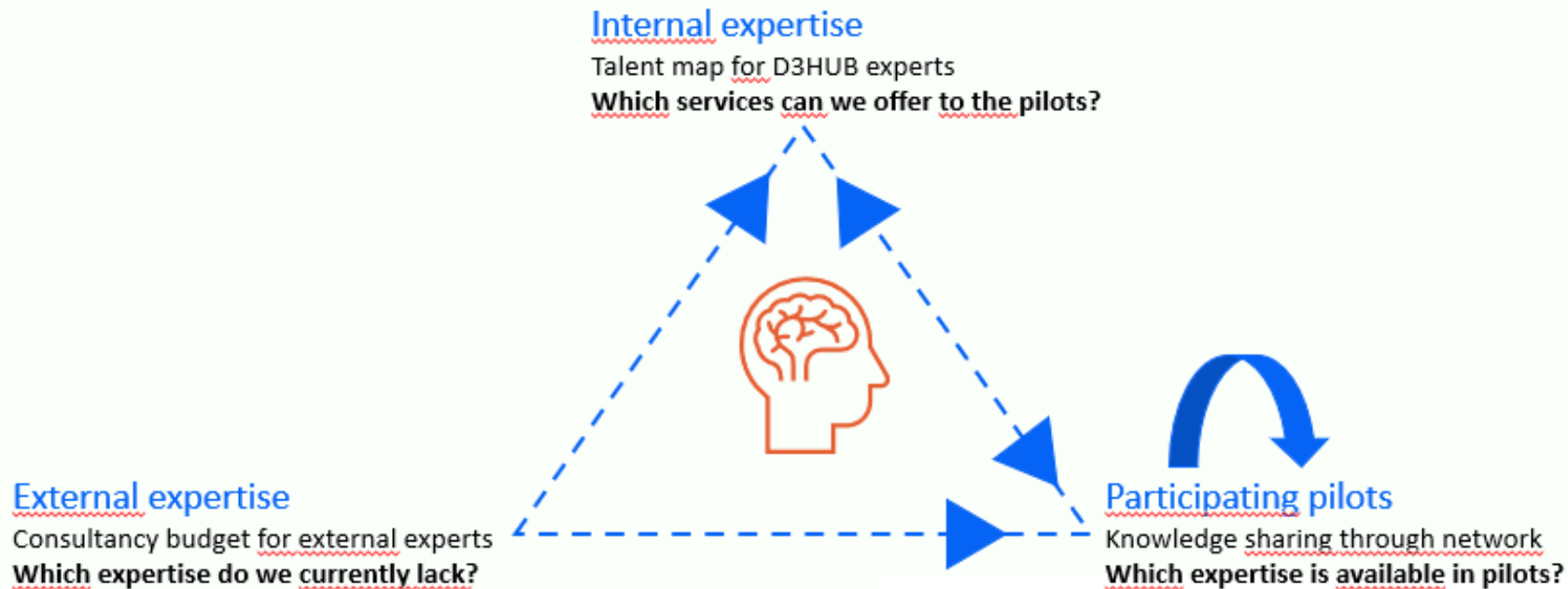
- Training approach covers different educational paradigms:
 - Digital learning
 - Collaborative learning
 - Self-determined learning
- These were offered via:





Knowledge-base for support

- Expertise during implementation phase came from three sources:





Thank you

