



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





Daniel Iglesias – NECSTOUR: Testing the model with pilot destinations



The D3HUB Pilot Phase: In a nutshell



40
destinations
across
16 countries



1 year
pilot
(February 2025
to February 2026)



Test and refine
the services that
will be provided by the
future European
Tourism Data
Competence Centre.



4
thematic clusters
solving real European
destination challenges.



**Pool of
experts**
internal and
external experts.



D4.2

Support Scheme
Testing Report



Pilot Phase timeline



1. PREPARATION

Selection & onboarding



2. IMPLEMENTATION

Testing, capacity building and peer learning



3. CLOSURE

Results & next steps

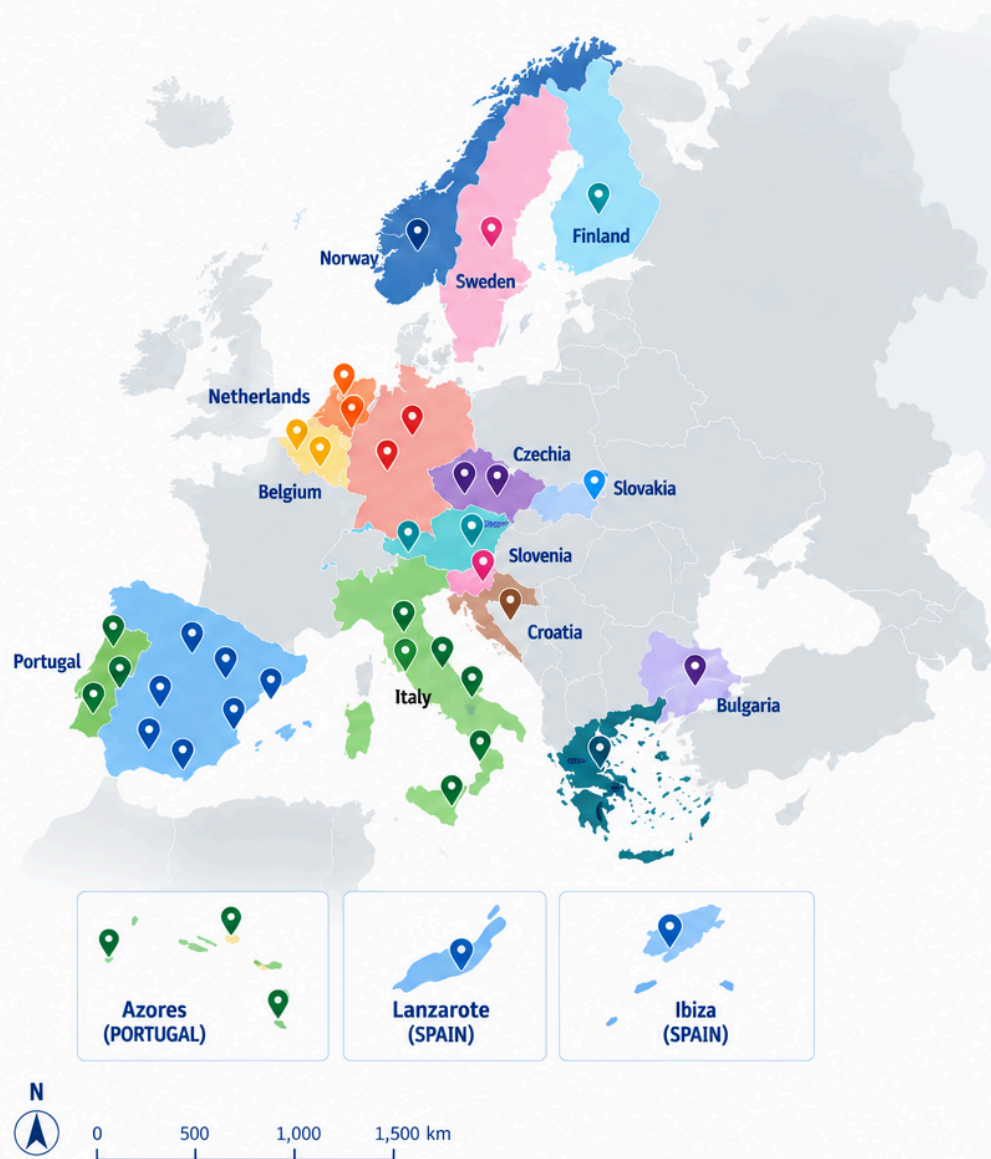


40 DESTINATIONS | 16 COUNTRIES | A STRONGER, MORE DATA-DRIVEN TOURISM FUTURE



Pilot Phase: Selection criteria

Selection quota criteria	Description	Expected objective	Selection output
 Geographic representation	Ensure participation across 4 European regions (Northern Europe, Western Europe, Southern Europe, Eastern and Central Europe). Ensure that no country is over-represented.	At least 4 DMOs from each area. No more than 3 pilot destinations will be selected from each Member State.	● Eastern and Central Europe (8) ● Northern Europe (3) ● Southern Europe (19) ● Western Europe (10)
 Proficiency level	Ensure representativeness in the participation of destinations with different types of data literacy: basic, medium and proficient level.	At least 5 DMOs for each proficiency level.	● Low (7) ● Medium (20) ● High (13)
 Governance level	Consideration of the different levels of governance existing in the management of tourist destinations.	At least 7 DMOs at city/municipal/subregional level, 5 DMOs at regional level, and 2 DMOs at national level.	● State, national (2) ● Regional (19) ● Local (city, town, community) (17)
 Destination typology	Ensure the representation of the different main typologies of tourist destinations existing in Europe.	At least 5 rural, 5 urban, 2 coastal/island, two nature, and two snowy mountain destinations.	● Rural (6) ● Urban (6) ● Coastal/island (8) ● Nature (4) ● Snowy mountain (2) ● Mixed (14)



- ### SPAIN
- Ayuntamiento de Baños de la Encina
 - Ayuntamiento de Valencia (Valencia City Council)
 - Benissa City Council
 - Turismo de Sevilla
 - Costa del Sol Tourism & Planning (OGD, a publicly-owned company of Malaga Provincial Council)
 - Ibiza Town hall
 - Málaga City Council
 - Promoción Exterior de Lanzarote, SA (SPEL - Turismo Lanzarote)

- ### PORTUGAL
- Azores DMO
 - Municipality of Arouca
 - Região de Turismo do Algarve (Algarve Tourism Board)

- ### ITALY
- Autonomous Province of Trento - Department of Crafts, Commerce, Promotion, Sport and Tourism
 - Destinazione Turistica Emilia - Visit Emilia
 - Ente Turismo Langhe Monferrato Roero
 - Islands of Sicily DMO
 - Municipality of San Benedetto del Tronto

- ### BELGIUM
- Scheldevallei National Park
 - Visit Bruges
 - Westtoer App

- ### NETHERLANDS
- Merk Fryslân (in cooperation with VVV Waterland van Friesland & NHL Stenden/ETFI)
 - Visit Zuid-Limburg

- ### GERMANY
- GrimmHeimat NordHessen / Regionalmanagement Nordhessen GmbH
 - Romantischer Rhein Tourismus GmbH

- ### CZECHIA
- CzechTourism
 - Královéhradecká krajská centrála cestovního ruchu (Hradec Králové Regional Tourism Board)
 - Spolek Beskydhost

- ### AUSTRIA
- Oberösterreich Tourismus GmbH
 - SalzburgerLand Tourismus GmbH
 - Vorarlberg Tourismus GmbH

- ### SLOVENIA
- DMO Tourism Bohinj
 - Ljubljana Tourism
 - Šalek Valley Tourist Board

- ### CROATIA
- City of Dubrovnik
 - Zagreb County Tourist Board

- ### BULGARIA
- Varna municipality, Bulgaria

- ### FINLAND
- Lapland North Destinations Ltd.

- ### GREECE
- Rhodes Tourism Promotion Organization

- ### NORWAY

- ### SLOVAKIA
- Visit Kosice

- ### SWEDEN
- Visit Skåne



D3HUB pilot methodology

Combining expert guidance, peer exchange, practical application and cross-cluster collaboration to maximize learning and impact





Capacity building activities

1 Redistributing Tourism Flows in Space and Time



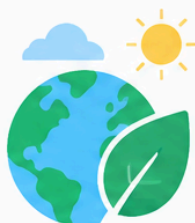
- 21 March 2025
Understanding and Measuring Visitor Flows
- 3 April 2025
Data from Mobile Devices & Interventions 1
- 4 April 2025
Extra Session: Q&A on WiFi Tracking
- 8 May 2025
Special Data Sources & Interventions 2
- 2 June 2025
Sustainability Indicators & Forecasting
- July 2025
Action Plan Feedback Session

2 Managing the Balance Between Residents and Tourists



- 24 March 2025
Kick-off Meeting
- 11 April 2025
Short-Term Rentals
- 9 May 2025
Resident Perceptions
- 12 June 2025
Forecasting
- 18 June 2025
Carrying Capacity

3 Climate Change Mitigation and Adaptation



- 28 March 2025
Introduction & Climate Measurement
- 15 April 2025
Sustainability Indicators
- 16 May 2025
Measuring Destination Carbon Footprint
- 13 June 2025
Climate Adaptation & Risk Assessment
- 7 July 2025
Action Plan Development

4 Emerging Destinations to Attract Quality and Sustainable Tourism



- 31 March 2025
Introduction & Attracting Quality Visitors
- 22 April 2025
Sustainability & Resilience
- 20 May 2025
Branding & Promotion
- 17 June 2025
Skills, Local Ownership & Tourism for the Future
- 7 July 2025
Action Plan Development



Cross-cluster webinars



- 30 April 2025
Cross-cluster Learning
& Exchange



- 7 November 2025
Action plans & Pilot
Results Exchange



- 27 January 2026
Lessons learnt, Ways forward
& Reflection on pilot phase



Action plans topics

1

Redistributing tourism flows

PEOPLE • PLACES
BETTER TOGETHER

- **Regulation / Access Control:** carrying capacity management, regulated transport systems, peripheral parking, and visitor flow control
- **Data-driven marketing & communication:** dynamic and segmented campaigns based on data, promotion of less-visited areas, adaptive communication, and nudging
- **Digital dashboards & monitoring systems:** real-time data dashboards and sustainability observatories to monitor and plan tourist flows
- **Smart signage, transport & accessibility:** intelligent signage, alternative routes, and improved accessibility and mobility to redistribute visitors



2

Managing balance between residents and tourists

THRIVING DESTINATIONS
FOR PEOPLE AND NATURE

- **Resident perception measurement** through surveys
- **Tourism taxation development:** involving residents in decision-making and communicating the potential positive impacts of tourism
- **Destination tourism card development:** exploratory analysis of visitor data and assessment of the introduction of a resident-specific card
- **Data-driven visitor management system:** balancing ecological protection, local stakeholder interests, and high-quality nature experiences in highly frequented natural areas



3

Climate change mitigation and adaptation

LOWER IMPACT
BRIGHTER TOMORROW

- Establishing a **Climate Resilience Framework** (CRF)
- Developing a portfolio of transformative and fundable projects
- Data collection and management for environmental indicators
- Developing a methodology to measure tourism's climate impact
- Measurement of the tourism carbon footprint



4

Emerging destinations to attract quality and sustainable tourism

NEW PLACES
GREATER OPPORTUNITIES

- **Repositioning / reinventing** the destination and extending the tourism season
- Sustainability certifications
- Attracting quality and sustainable tourism
- New geographical description and carrying capacity



From pilot learning to destination action

Action plans translate pilot insights into practical next steps for European destinations.





Main lessons learned during the pilot



The pilot confirmed the need for a **European Competence Centre** for data-driven tourism management.



Destinations share **common challenges**, but differ in **maturity, governance, capacity and technical expertise**.



1

Cluster 1 | Redistributing tourism flows



- Combine multiple data sources, not only official accommodation statistics.
- Near real-time data improves monitoring of overcrowding and mobility pressures.
- Tourism data must connect with mobility, environment and urban planning.
- Forecasting and nudging help redistribute flows in space and time.

2

Cluster 2 | Residents, visitors and stakeholders



- Resident perception data is essential for sustainable tourism governance.
- Tourism must be linked to housing, mobility, public services and cultural preservation.
- Communication and transparency improve social acceptance of tourism.
- Quantitative indicators should be complemented with qualitative insights and dialogue.

3

Cluster 3 | Climate mitigation and adaptation



- Destinations want to measure carbon footprints and integrate climate indicators.
- Climate governance requires cross-sector coordination.
- Practical emissions methodologies and proxy data are needed.
- More support is required to move from strategy to implementation.

4

Cluster 4 | Emerging destinations and sustainable growth



- Emerging destinations need different support than mature or overtouristed places.
- Strong interest in attracting quality tourists aligned with local values.
- Local ownership and stakeholder engagement are critical.
- Data-driven decisions can help avoid future overtourism and support resilience.

Implications for the future European Competence Centre



Peer learning & benchmarking
A core support mechanism.



Adaptable services
Modular support for different destination profiles.



Better data access
Tackle interoperability, standardisation, costs and governance.



Capacity building
Address human resource and expertise gaps.



Governance coordination
Involve tourism, transport, environment, housing and private actors.



From monitoring to action
Combine common indicator frameworks with tailored implementation support.



Thank you

