



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





Juan Ortells – AnySolution: Making data usable: the D3HUB Dashboard

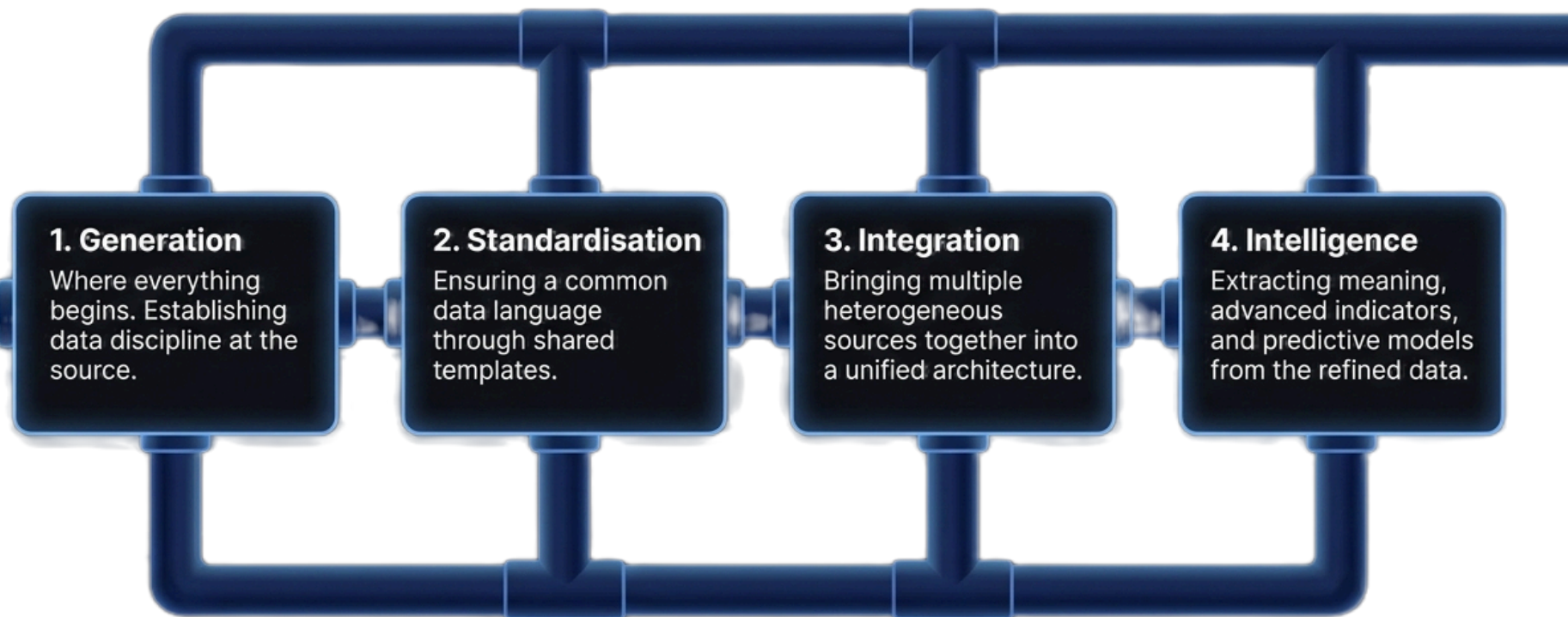


What dashboards are used for

- Dashboards are used to measure sustainable tourism indicators.
- Analysis of strategies implemented at the destination.
- Planning of future strategies.
- Helping to address the challenges faced by the project's four clusters.
- Helping destinations understand their current situation.



THE D3HUB DATA JOURNEY



[illegible]

**Co-funded by
the European Union**






The structural bottleneck of destination data

- **Lack of data**
 - Only 2-3 datasets from 40 were available from DMOs
- **Technical frictions**
 - Unprocessable formats (PDFs, Word doc and missing API)
- **Semantic frictions**
 - Inconsistent units, (Thousands vs single units)
 - Mixed metric definitions
- **Human friction**
 - Lacking the human resources to locate data or the ownerships rights to share them



Bypassing local friction with macro integration

1

Develop an Eurostat API to integrate data. NUTS Levels

3

Deployment an Online forms to integrate data from DMOs,

2

Deployment of the Excel template to upload data



4

Injection of custom data from DMO





D3HUB DASHBOARD

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D3HUB
Tourism Data Collection System

USERNAME

PASSWORD

SIGN IN



D3HUB - European Competence Centre for Data Management
Co-funded by the European Union. Views and opinions
expressed are however those of the author(s) only and do not
necessarily reflect those of the European Union or European
Innovation Council and SMEs Executive Agency (EISMEA).
Neither the European Union nor EISMEA can be held
responsible for them.



Unified Dashboard Explorer

Global context & Destination metrics via dynamic SDK switching.

TARGET:

Northern Norway Tourist Board

Source: Eurostat

NUT2 (Region)

General KPIs

Cluster

EMERGING DESTINATIONS

All Inv



EMERGING DESTINATIONS

DMOS



Tourism Flows

Average Length of Stay

Visitors Arrivals

Nights Spent

Accommodation Occupancy

Average tourism Expenditure

The weight of tourism in employment



Average length of stay

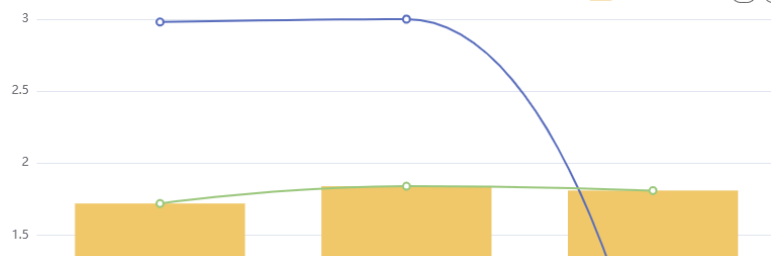
Average length of stay Domestic Tourist

Cluster, EMERGING DESTINATIONS

ALL, EMERGING DESTINATIONS

Northern Norway

All Inv



Average length of stay. Inbounds Tourist

DMO. Average Length of stay, EMERGING DESTINATIONS

All. Average length of stay, EMERGING DESTINATIONS

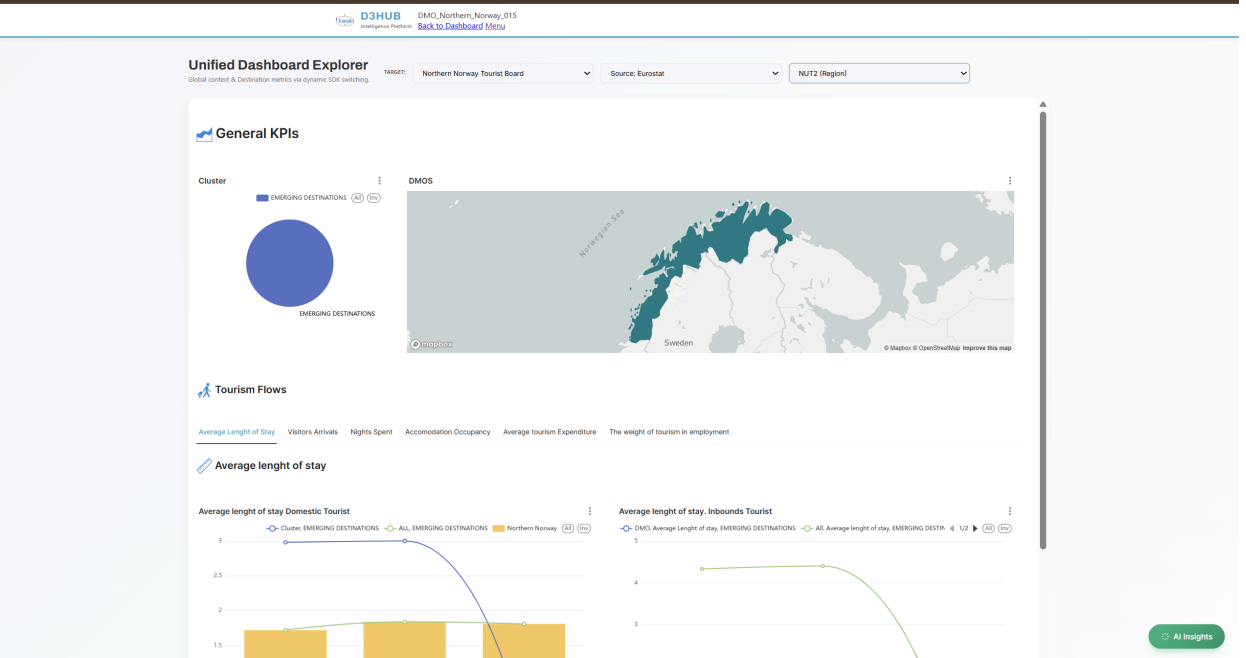
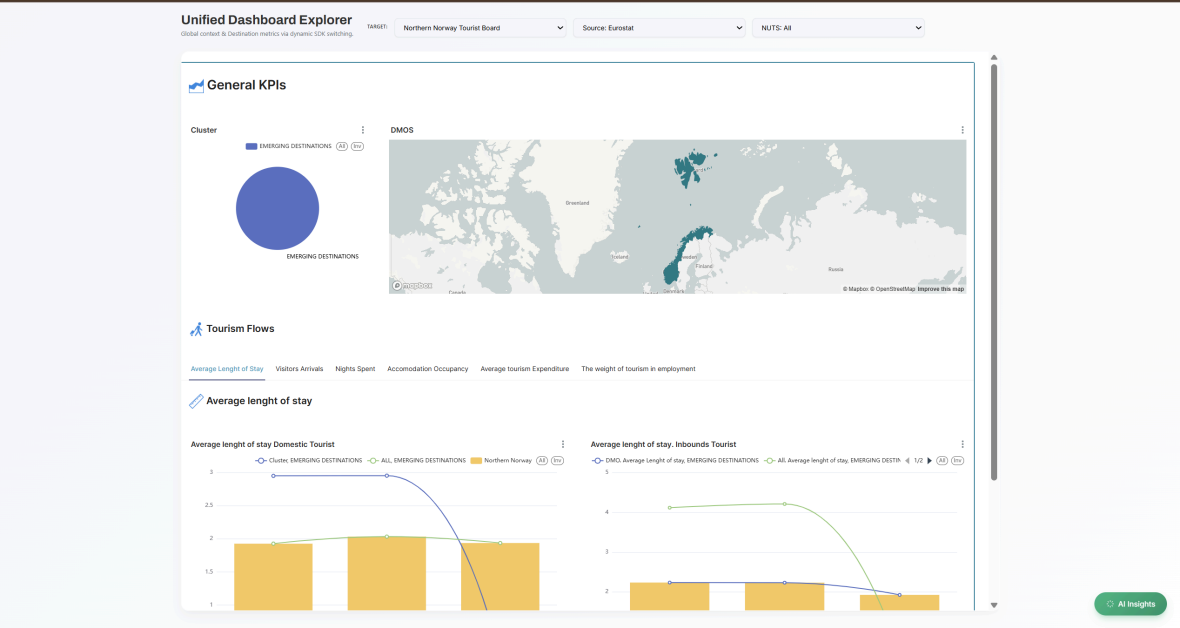
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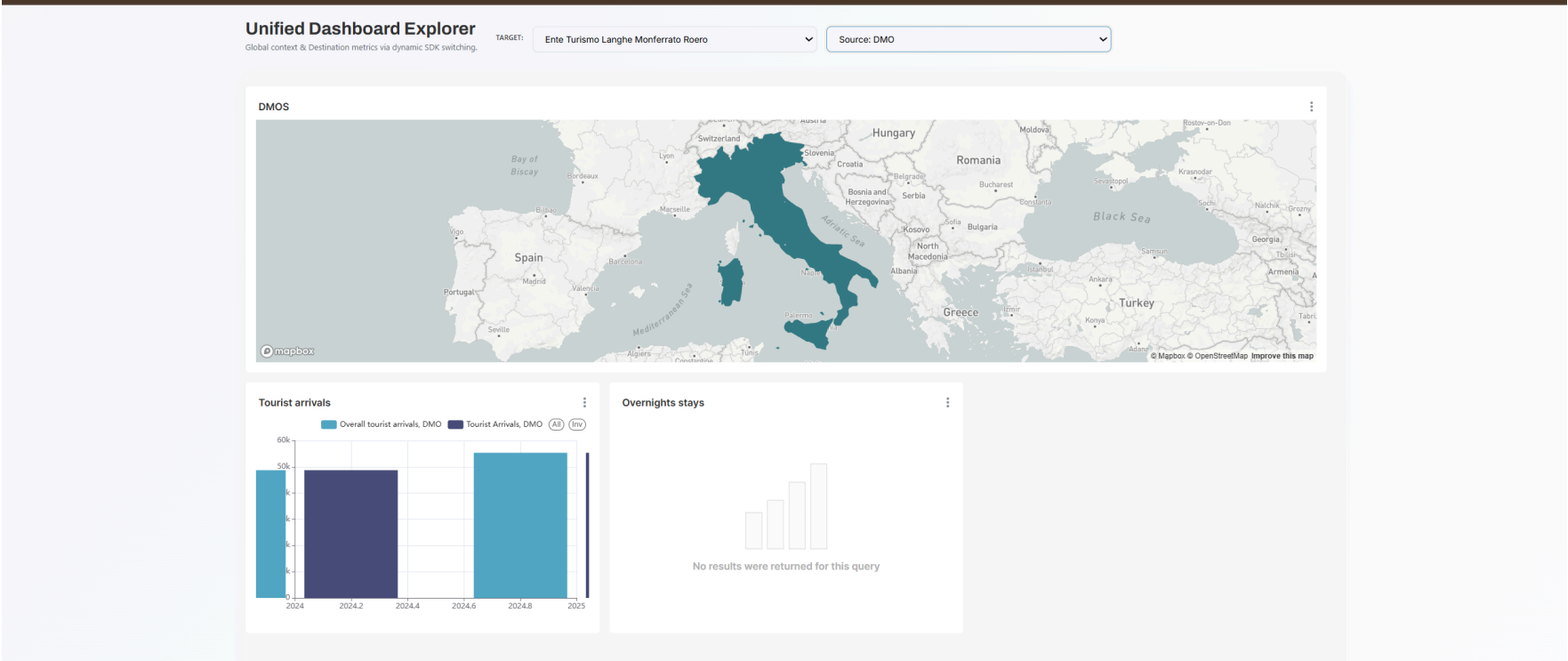


Eurostat Data



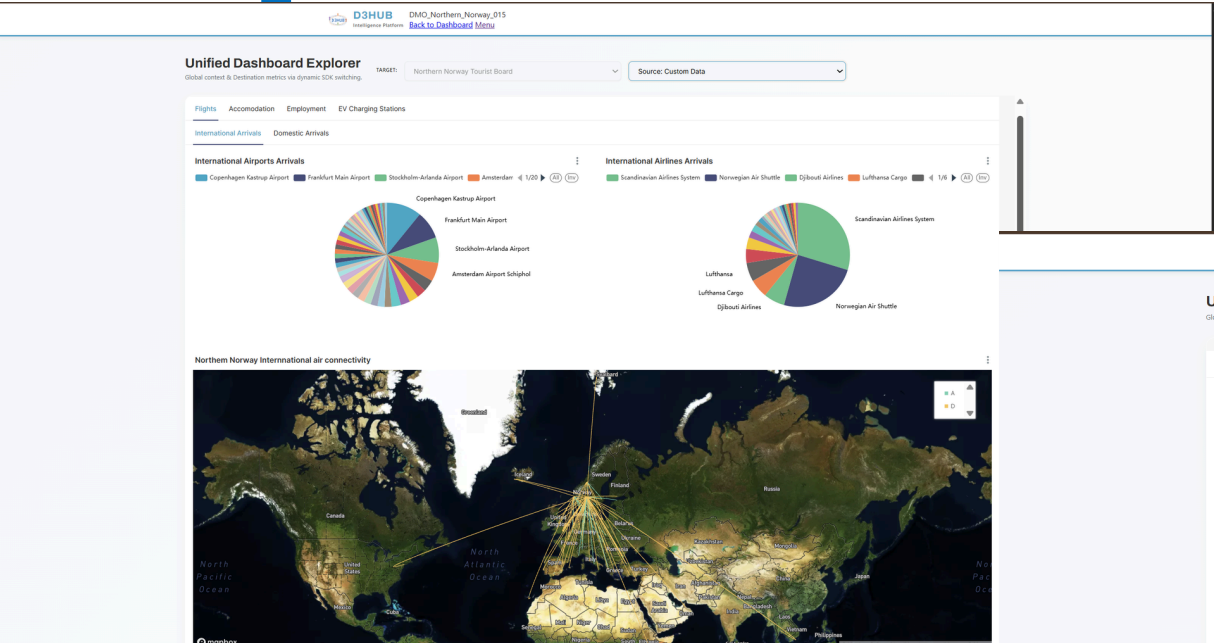


DMO own data

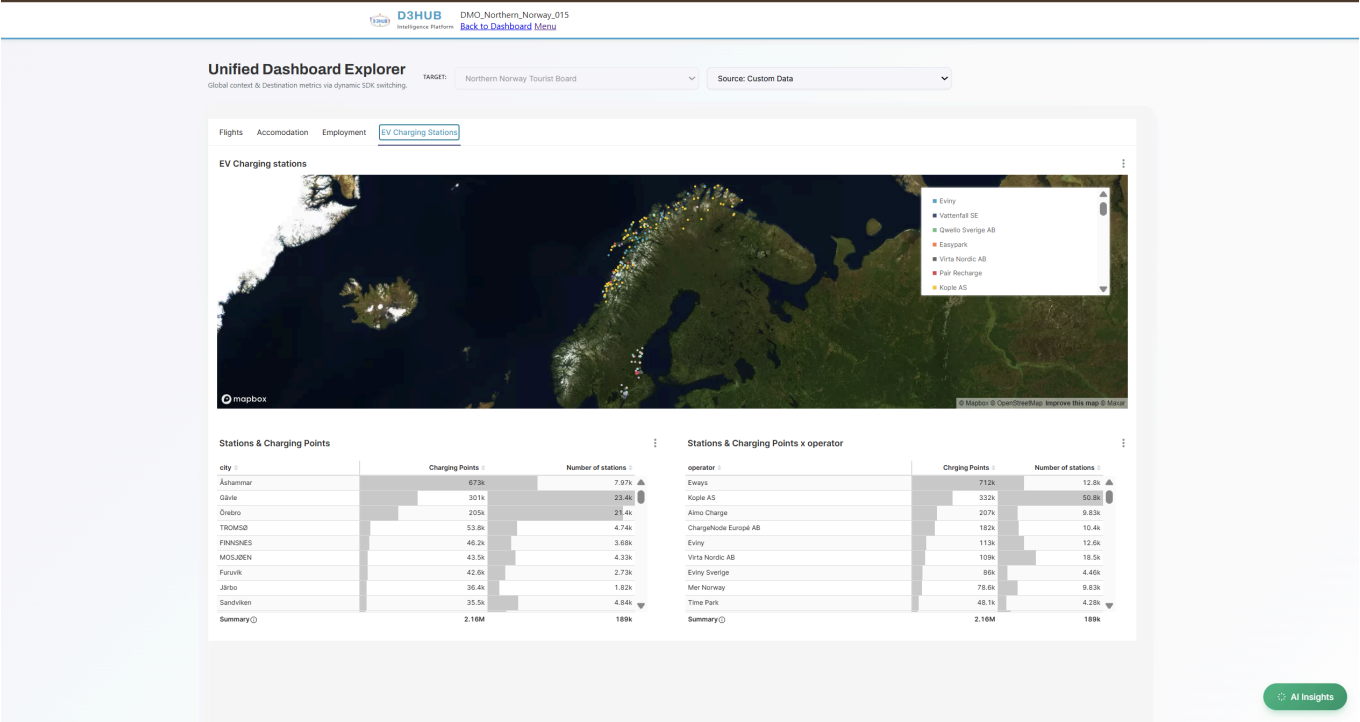




Custom Data. Northern Norway

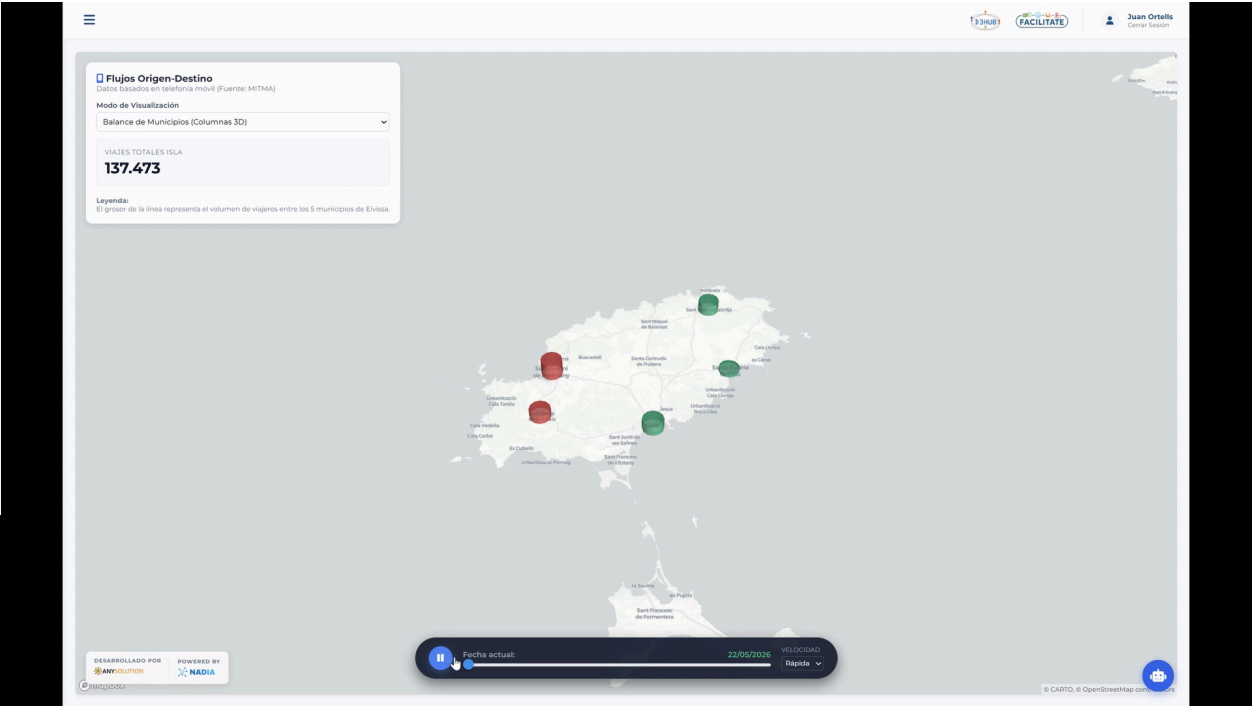
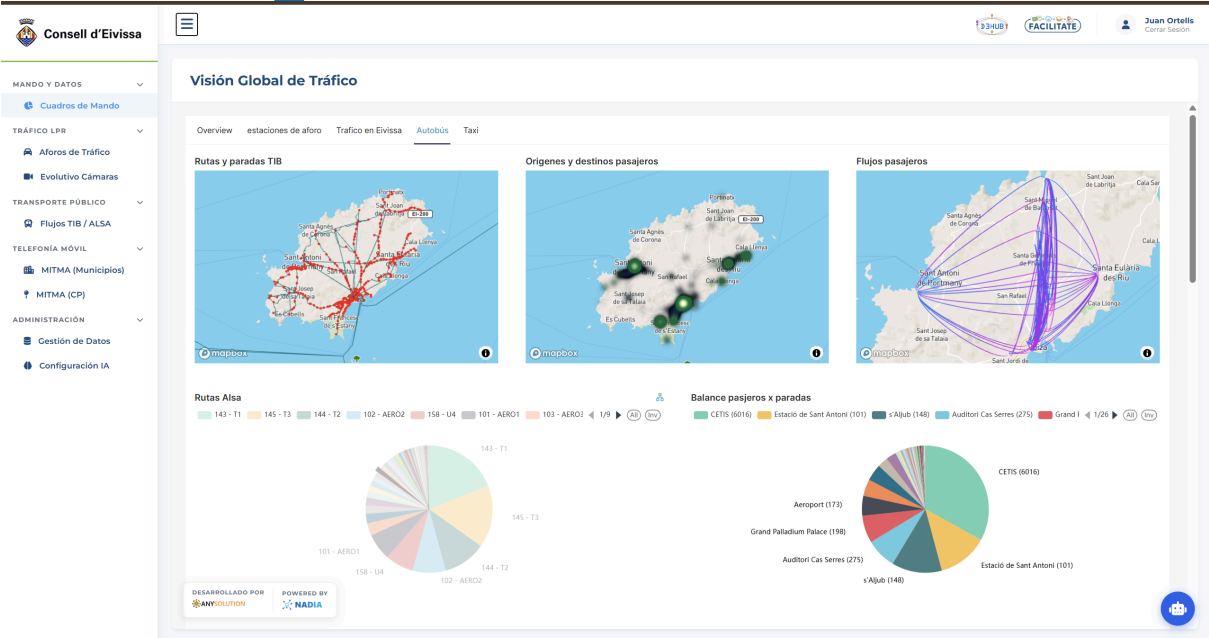


Northern Norway





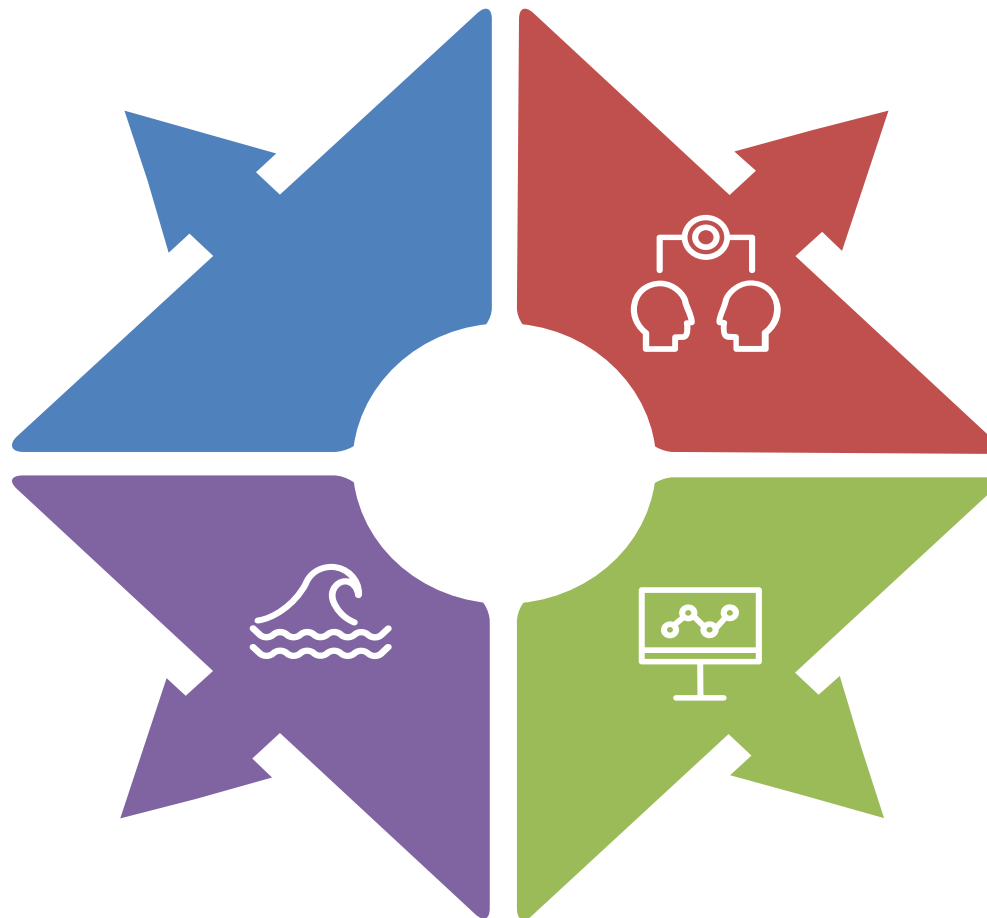
Custom Data. Ibiza





The D3HUB AI Expert

Different roles (citizen, technician and leadership)



Benchmarking against the clusters

Personalised answers

Reports in PDF format





The D3HUB AI Expert

Dataset
Selector

Context
Selector

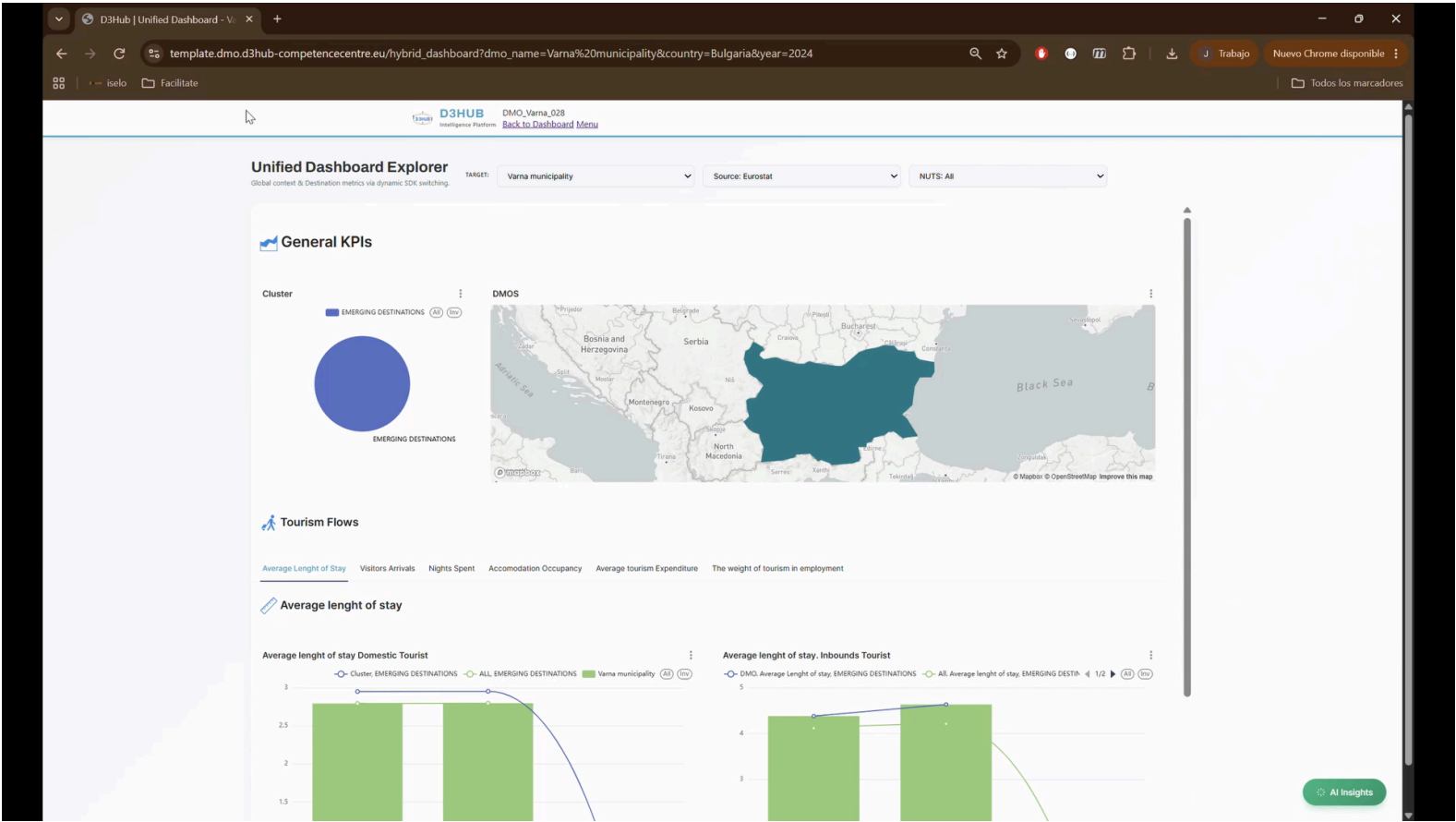
RoI Selector

Challenge
of the DMO

A screenshot of the D3HUB AI Expert interface, which is a modal window overlaid on a blurred background of a dashboard. The modal has a title bar with the D3HUB logo and a "Download PDF" button. It contains three dropdown menus: "DATA SOURCE / DATASET:" with "Eurostat (Official Statistics)" selected, "CONTEXT / TOPIC:" with "General KPIs" selected, and "TARGET AUDIENCE:" with "Mode: Tourism Expert" selected. Below these is a text input field with the placeholder "Optional: Ask a specific question about these metrics...". At the bottom of the modal is a green button labeled "Generate Insights". Blue arrows point from the labels "Dataset Selector", "Context Selector", "RoI Selector", and "Challenge of the DMO" to their respective elements in the interface.



D3HUB AI Expert





Next steps

1

Continue working with the destinations

4

Integrate more datasets

2

One of the tools to be used is Facilitate



3

Add new functionalities





Thank you

