



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





Rieka Oldsen – NIT: Building destination capacities through the D3HUB Academy



D3HUB Academy

- **Data Driven Destination Academy** = developing some specialized training programmes for DMOs, SMEs and tourism stakeholders related to data analysis and informed decision-making
- The D3HUB Academy helps destinations to build up knowledge, make effective use of data and make sustainable decisions
- The programme builds on what we have found out about what destinations actually need



Sessions of the D3HUB Academy

Oct 25 **Tourism Taxation, ATB Illes Balears**

Content: How the Sustainable Tourism Tax (ITS) in the Balearic Islands is used to support a more sustainable tourism model

Goal: To demonstrate how tourism tax revenues can be reinvested into environmental, social, cultural, and economic projects that benefit both residents and visitors

Oct 25 **Data & Dashboard, Juan Ortells**

Content: The development process behind the D3HUB dashboard, including KPI definition, stakeholder surveys, dataset submission, data analysis and integration, and KPI construction

Goal: Highlighting the importance of data as the foundation for evidence-based destination management



Sessions of the D3HUB Academy

Dec 25

Generating data based maps, Dirk Schmücker

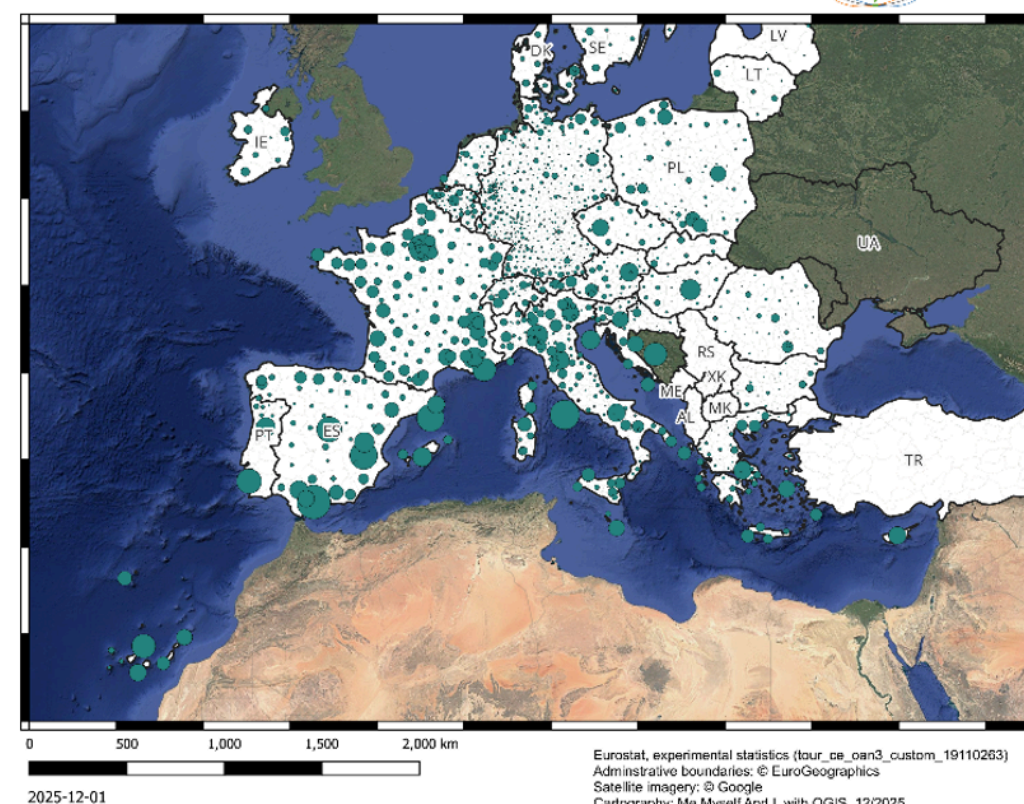
Content:

How maps can support data-driven decision-making in tourism destinations by transforming statistical data into visual insights

Goal:

To introduce simple and accessible tools for creating data-based maps and to demonstrate different approaches to geographic data visualization

Guest nights spent at short-stay accommodation





Sessions of the D3HUB Academy

- Feb 26** **Dashboards Dos and Don'ts**, Dirk Schmücker
- Content: How to design effective tourism dashboards that create value from existing data for their intended audience
- Goal: To identify best practices, common pitfalls, and a practical checklist for developing dashboards that improve both accessibility to data and the generation of actionable insights
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- Mar 26** **Visitor satisfaction and sentiment via Google Reviews**, Bart Neuts
- Content: How visitor satisfaction and sentiment can be measured through Google Reviews and other user-generated content (UGC) that provide valuable, real-time information
- Goal: To demonstrate how destinations can complement traditional visitor surveys with large-scale online review data to better understand visitor experiences, perceptions, and satisfaction



Sessions of the D3HUB Academy

- Apr 26** **EU Tourism Dashboard**, Joint Research Centre
- Content: Provide an overview of the EU Tourism Dashboard and the European Commission's research activities linked to the Dashboard
- Goal: To demonstrate how data, indicators, and analytical tools can help destinations monitor the green, digital, social, and economic dimensions of tourism and support evidence-based decision-making
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- May 26** **Smart Destination Strategy**, Dolores Ordóñez
- Content: Explore the concept of a European Smart Destination Strategy that uses data-driven governance, digital transformation, sustainability, and collaboration to strengthen the resilience and competitiveness of tourism destinations
- Goal: Support European destinations in becoming more sustainable, resilient, inclusive, innovative, and competitive through smarter use of data and stronger stakeholder cooperation



Thank you

