



Tourism of Tomorrow Data-Driven destinations Hub

Eu Competence Centre to support data management in tourism destinations

D3HUB
Competence
Centre



Coordinator:  ANY SOLUTION

Partners:  NECSTouR
European Regions for
Competitive and Sustainable Tourism

 Andalucía
Junta de Andalucía

 VISIT
FLANDERS

 NIT

 AJB
ASESORIA
JURIDICA
BALEAR

 MINISTERO
DEL TURISMO
REPUBLICA ITALIANA

 AROTUR



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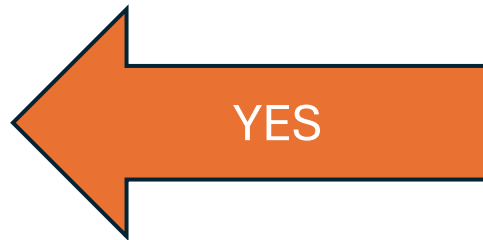
Why this workshop?

- The project and the centre is for you
- The EU gave us the money to develop this centre
- YOU can shape the centre to make it fit your needs
- The centre should be complementary and connected to and not in competition to existing initiatives
- The more and better we all understand each other the better the centre will be
- You will see how you can engage with us in the future ...
- ... but first a little game!



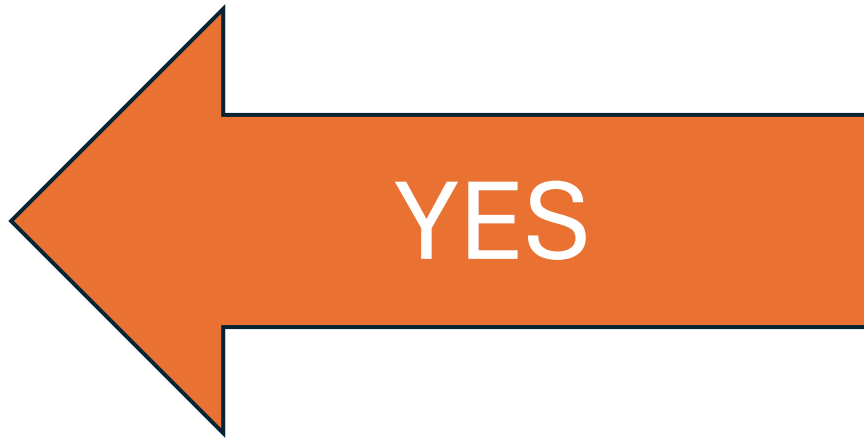
We need your input!

We give you a question
You walk either to the left or to the right
Maybe we will ask some additional questions ...





Do you think that destinations should become smarter and more data-driven than today?



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Do you feel that you have all the skills needed to make your destination smarter and more data-driven?



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Do you find a European Competence Centre for data-driven tourism destinations a good idea?



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What should a European Competence Centre for data-driven tourism destinations provide?



WHAT? HOW?



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The objective

- D3HUB aims to:
 - Establish a European Competence Centre
 - Supporting destinations in their data-driven green and digital transition
 - Increase collaboration and knowledge transfer
 - With a focus on developing skills by showing good practices
- Because data only becomes actionable through interpretation and competencies





Supporting existing ecosystems

Using platforms/tools and research

Destinations

- Municipalities /Cities
- Regions
- Countries

Networks

EUROPEAN TRAVEL COMMISSION

CITY DESTINATIONS ALLIANCE

NECSTouR
European Regions for Competitive and Sustainable Tourism

Platforms/tools

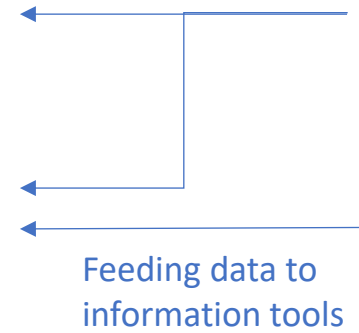
www.tourmis.info

European Commission
EU Tourism Dashboard

Contributors

eurostat

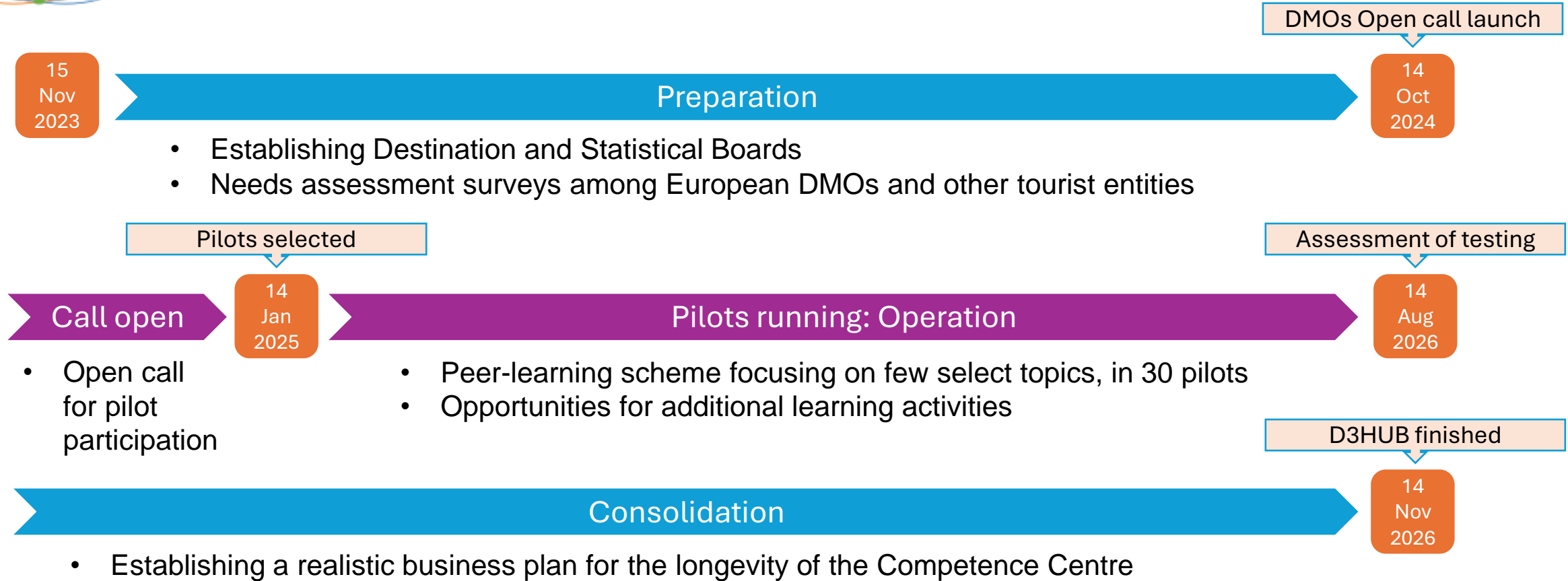
European Commission
JOINT RESEARCH CENTRE



Providing data (directly or indirectly)



Relevant timeline



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Focus of pilot programme

- Trialling a peer-learning scheme focusing on following topics:



Managing the balance between residents and visitors



Redistribution of tourist flows in space and time



Climate change mitigation and adaptation



Supporting emerging destinations to attract quality and sustainable tourism



<https://www.d3hub-competencecentre.eu/>

**TOURISM OF TOMORROW
DATA DRIVEN
DESTINATIONS
HUB**

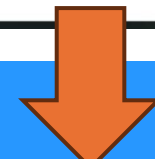
Creation of a Competence Centre to support data management in tourism destinations



BECOME STAKEHOLDER

Become member of a vibrant community that will set the bases of the Tourism of Tomorrow

[Register](#)



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