Who participates in the D3HUB programme?

40 selected DMOs

representing:

- **16 countries**
- Regional : 20
- Local level : 18
- National level: 2

Internal experts

professionals from the D3HUB Consortium representing the following entities:

- AnySolution
- Turismo Andaluz
- NECSTOUR
- NIT Flanders
- ARCTUR
- Italian Ministry of Tourism

External experts

professionals that will be selected based on the needs and requests of the DMOs

What are you going to receive?

Individual interview to understand your needs

Sample cases and best practices

Inter-cluster workshops- peer to peer learning

Cross-cluster workshops - peer to peer learning

Access to digital tools-dashboard

One to one coaching

Continuous support throughout the process

Networking opportunities

D3HUB is supporting DM0s in their green and digital transition based on a data-driven approach

What will DMOs have achieved by the end of the programme?

Improvement in skills

By participating in the programme's activities, the DMOs and their ecosystems will enhance their skills related to the use of data to face different challenges, learning from the experts and other DMOs

Dashboards, aligned with the EU Tourism Dashboard

The programme will support all DMOs to have strong dashboards that are aligned with the EU Tourism Dashboard and will be based on the sustainable tourism indicators

Be part of a community of the 40 first DMOs part of the EU Competence Centre

Strong community network of peers DMOs, experts and ecosystem. Through the different activities the DMOs will become part of a strong data-driven community of DMOs

Four clusters selected based on data

Managing the balance between residents and visitors

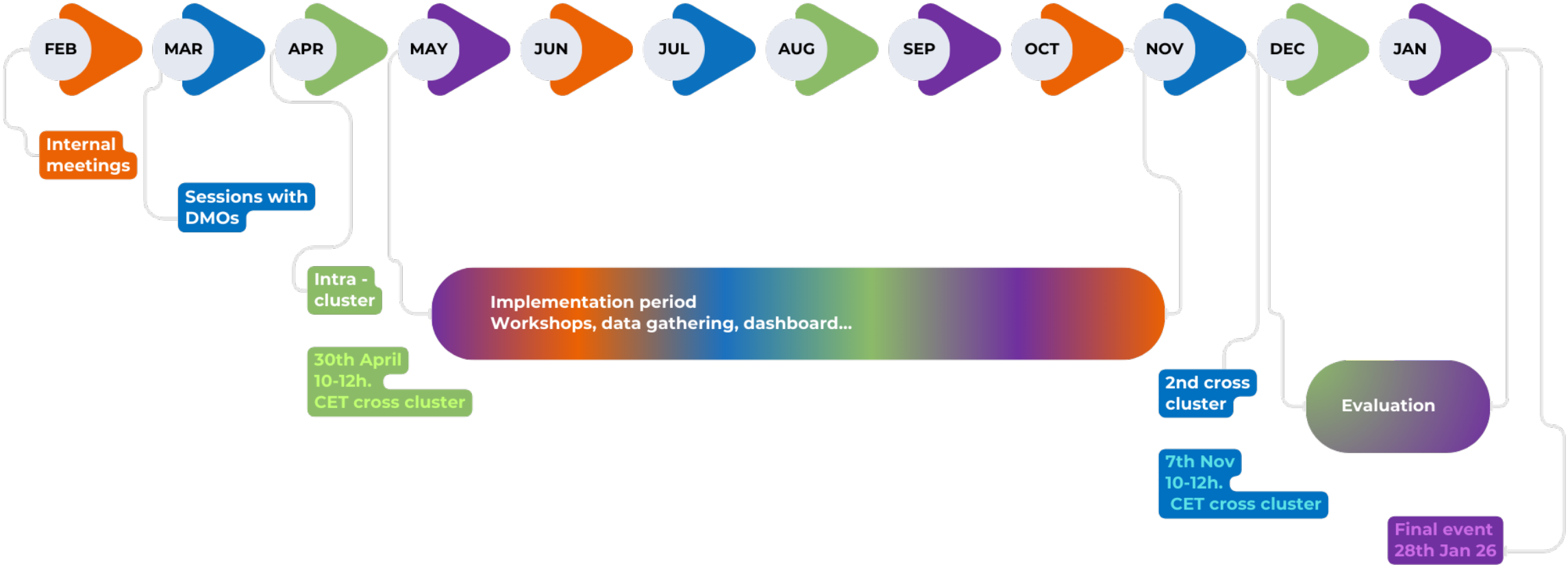
Climate change mitigation and adaptation

Redistributing tourist flows in space and time

Supporting emerging destinations to attract quality and sustainable tourism

FACING THESE CHALLENGES BASED ON DATA, ANALYSIS AND MEASUREMENT

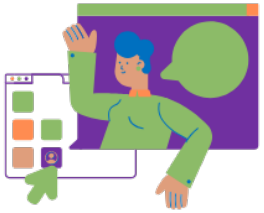
Calendar


FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
JAN
Internal meetings
Sessions with DMOs
Intra - cluster
30th April 10-12h. CET cross cluster
Implementation period
Workshops, data gathering, dashboard...
2nd cross cluster
7th Nov 10-12h. CET cross cluster
Evaluation
Final event 28th Jan 26

What does D3HUB expect from you?

- **Commitment to the programme**: ultimately DMOs will get out what they put in. The programme requires dedication over its duration to the get the most of the programme's activities

- **Dedicate coordinator**: the programme does not establish the maximum number of members of the DMOs and stakeholders that can benefit from it. To ensure a smooth implementation and clear communication channels, DMOs are requested to identify a coordinator capable to create cross departmental and interstakeholders connections, with availability to participate in all programme's actitivies



- **Proactively ask for help**: the needs and requirements from each DMO are completely different. The programme has defined a series of activities in order to face a number of challenges. DMOs can proactively ask for more support and explanations to D3HUB team

- **Access to data**: the ultimate goal of the programme is to support DMOs in their data management challenges, so the access to data is key. D3HUB is requested to update a dashboard to the EC with data from the DMOs

DMOs' Commitment

- Participation in the webinars, workshops, individual meetings
- Involvement key people within the DMO's team
- Involvement in defining the key needs
- Involvement in defining the indicators that are going to be piloted
- Piloting the indicators
- Providing feedback on the process