



SMART
SPECIALISATION
PLATFORM

Data, Stats and Trends: Collaborative support to destinations for applying them

NECSTouR Tourism of Tomorrow Lab



TOURISM OF TOMORROW **Lab**

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Data, Stats and Trends. Challenges for destinations

1. How to manage a sheer abundance of data?
2. How to translate these data into real decisions?
3. Sustainability: how to take action?

NECSTouR Tourism of Tomorrow Lab

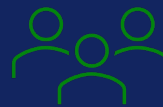
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Hosted in Andalucía Lab, Marbella, Spain



Tourism of Tomorrow Lab is the department of NECSTouR which delivers services based on data to Premium members. Our goal is to solve specific and real problems hand in hand with DMOs' Technicians and to share learnings between the members of the net.



Department team of three experts: a Senior Data Scientist, Digital Tourism Consultant Expert and Senior Tourism Data Expert, with the full support of NECSTouR team. Managed by Andalucía Region with the support of Lapland and is open to private collaboration, like Amadeus, who has played a substantial role since the idea's origin.

ToT Lab: Differentiating factors

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Fast and direct impact solving real problems: provides ad hoc consultancy services directly to technicians at the DMO level who are in charge of implementing the results.

Maximizing existing resources: consultancy services help to define and scope the projects and find solutions based on available data.

Boost network efforts and synergies: promote collaborations between destinations with common issues.

Match public and private interests: invites actively private providers (data providers) from the private sector to participate in solving specific problems.

Strong focus on improving travel sustainability.

Non-profit but financially sustainable initiative.

TOURISM OF TOMORROW Lab

We are not

- ANOTHER DATA REPOSITORY & PLATFORM
- HEAVY INFRASTRUCTURES
- COMMERCIAL SOLUTION

We are

- USE OF EXISTING DATA
- COLLABORATIVE ECOSYSTEM
- FINANCIALLY SUSTAINABLE PROJECT

NECSTouR Tourism of Tomorrow Lab:
Common Data Department of DMOs

NECSTouR

Mainstreaming EU priorities to tourism players: Structural Reform Support Service

Flagship: Support to the tourism ecosystem:
towards a more sustainable, resilient and digital tourism
European Commission (DG Reform) / OECD technical assistance:

- Definition of a joint methodology on sustainability within the framework of EU green deal and UN SDGs.
- Developing recommendations to set up a common methodology for sustainability monitoring system with KPIs at destination level;
- Developing pilots for implementing these monitoring tools: Andalucía, Valencia, Catalonia, Navarra;
- Capacity building and exchange on best practices for DMOs on sustainable monitoring frameworks

DATES European Data Space for Tourism



This project has received funding from the Digital Europe Programme under Grant Agreement No 101084007

