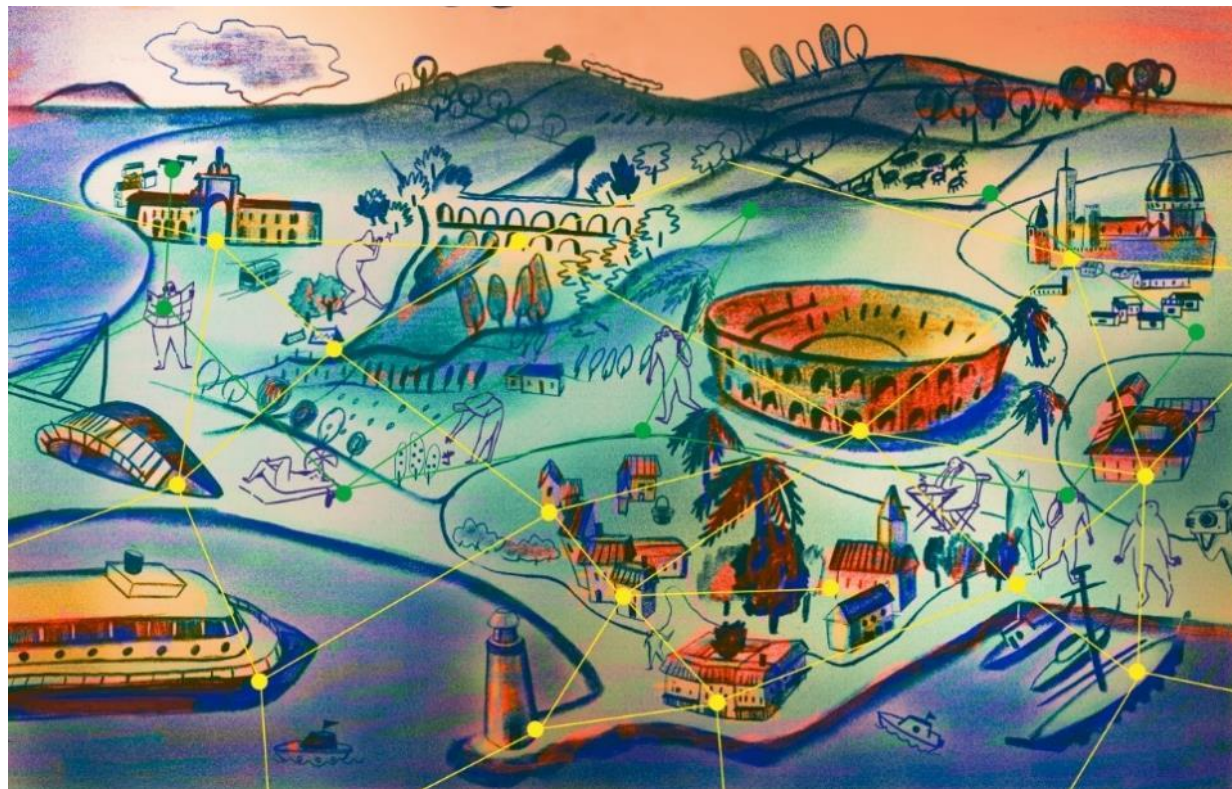


## NECSTouR

Herit-Data Mid-Term Conference

Thomas Guillot



**NECSTouR**

European Regions for  
Competitive and Sustainable Tourism

# We cannot manage what we cannot measure

## Statistics and measurability



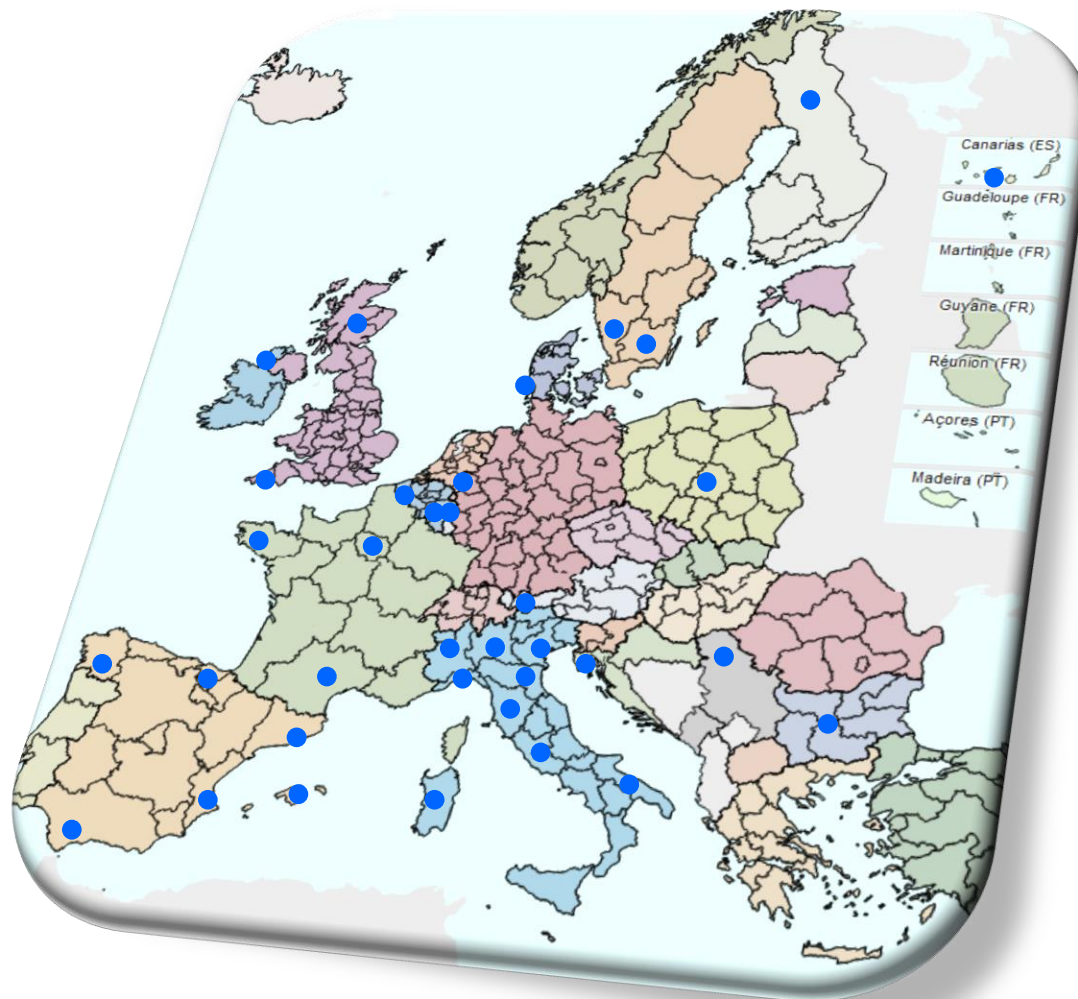
**Improve statistical governance for the tourism sector**, reaching the same level of development as other sectors (and reflecting the economic importance of tourism).

**Improve statistical governance of tourism at sub-national level** to have official and comparable data between regional authorities competent in tourism (benchmarking between regions).

# Network of European Regions for Competitive and Sustainable Tourism

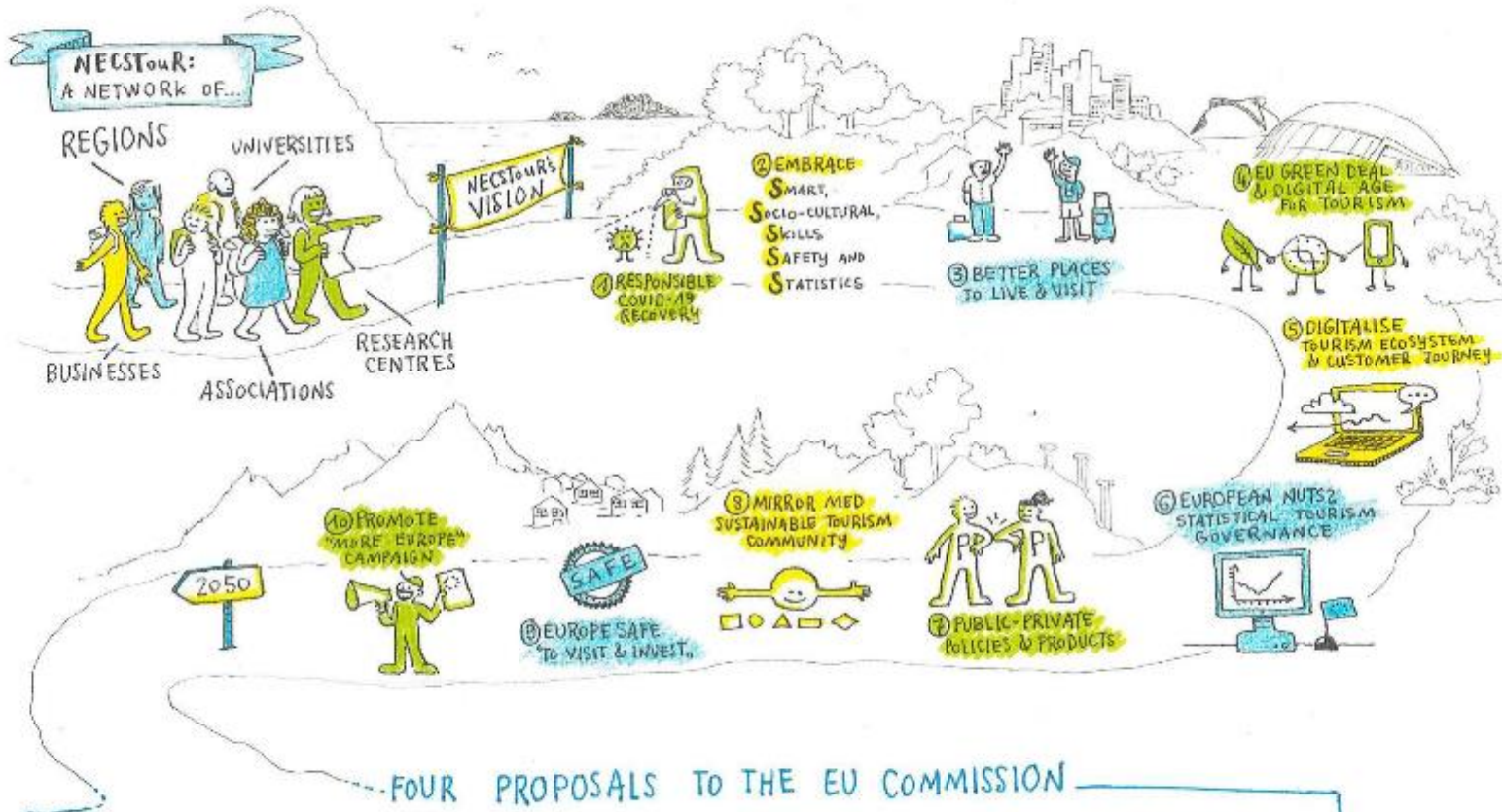
36 REGIONAL  
AUTHORITIES  
(NUTS I, II and III)

22 COUNTRIES



27 ASSOCIATED  
AND ACADEMIC  
PARTNERS

MORE 10 YEARS OF  
EXPERIENCE



**1 TASK FORCE**

STREAMLINE TOURISM ACROSS EU STRATEGIES

**2 TOURISM ONE-STOP SHOP PLATFORM**

FRONT RUNNERS, PROJECTS, FINANCING

**3 TECHNICAL ASSISTANCE**

SUPPORT BUSINESS MODELS & PRODUCT RE-ORIENTATION

**4 TOURISM-FRIENDLY FINANCIAL FRAMEWORK**

DIRECTLY TARGET TOURISM ENABLE COMBINATION OF SOURCES



**NECSTour's COMMITMENTS:**

- 1 POLICIES, PRODUCTS AND PROJECTS TO RESCUE WHILE TRANSFORMING
- 2 WHAT IS GOOD FOR OUR RESIDENTS IS GOOD FOR OUR VISITOR
- 3 SUPPORT FINANCING THE TOURISM OF TOMORROW ECOSYSTEM
- 4 DRIVE BEHAVIOURAL CHANGE FOR SUSTAINABLE TOURISM DESTINATIONS

# Knowledge hub on data management



## Next week: Smart Destinations International Conference

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**smart**  
DESTINATION

Online International conference 15th & 16th of June

Cooperation in the heart of the Mediterranean

**Interreg**  **smart**  
DESTINATION **MÉTROPOLE**  
NICE CÔTE D'AZUR

MARITIME IT FOR MARITIME

### Day 1 - 15th June 2021 (2:30 - 3:45 p.m.)

The challenge of data interoperability for tourism promotion and information. It will include a presentation on behalf of NECSTouR by **Ana Moniche, Andalusia Region, Lead Partner of the European initiative Tourism of Tomorrow Lab**

### Day 2 - 16th June 2021 (2:30 p.m. – 3:45 p.m.)

The challenges of accessibility and standardization of public tourism data for marketing. It will include a presentation by **Amadeus**, on our initiative Tourism of Tomorrow Lab.



## Tourism of Tomorrow Lab

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The ToT Lab aims at creating the **European Centre of Tourism (Data Intelligence) Excellence**, a Public-Private European joint venture configured by **Destinations, Tech travel providers, Travel Companies** and other agents interested in **improving performance in Tourism through Data analysis and collection**.

The ToT Lab will combine **global, regional and local data** and information to provide destinations with **data, smart solutions and the technical support** to integrate those data into an effective **decision making process including sustainable development values**.



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**THANK YOU FOR YOUR ATTENTION!**