

D6.5 Euro-Emotur Hub Launch and Maintenance



December 2023

Version 1

Work Package 6:
**Communication, dissemination and reporting on the
improvement in the uptake of digitalization by SMEs**

2

Deliverable 6.5 Euro-Emotur Hub launch and maintenance

Project Acronym: Euro-Emotur

Project Full Title: Euro-Emotur: The journey towards digitalisation. Thinking digital tourism through neuromarketing and emotions

Project number: 101038111

Type of Deliverable: Report

Level of Dissemination: Public

By: Turismo de Gran Canaria

Call: COS-TOURINN-2020-3-04

Deliverable: D6.5

Version 2

December 2023

HISTORY OF CHANGES			
Version	Publication Date	Change	Page
0.1	18/12/2023	▪ Initial version	n/a
0.2	27/12/2023	▪ Review by project partners	10-13, 16-17, 25-28, 32
1.0	29/12/2023	▪ Final version for submission	10-13, 16-17, 25-28, 32
2.0	09/01/2024	▪ Updated version based on EC feedback	33-36

Disclaimer:

The content of this guide represents the views of the author only and is his/her sole responsibility. It cannot be considered to reflect the views of EISMEA - the European Innovation Council and SMEs Executive Agency. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.

Table of Content

1. Introduction	6
1.1 WP6 and deliverable scope	6
1.2 Hub introduction and objectives	7
2. Hub development and maintenance	9
2.1 Public Area	9
2.1.1 Service Providers Section.....	9
2.1.2 SME Section.....	10
2.1.3 Laboratories Section	10
2.1.4 Access to the Self-Diagnosis Section	11
2.1.5 Informative Pills Section	11
2.1.6 Webinars Section (webinar history).....	11
2.1.7 Best Practices and Recognitions Section	11
2.1.8 KPI Section.....	11
2.2 Private Area	12
2.2.1 Definition of participant groups and user fields	12
2.2.2 Private Zone.....	12
2.2.3 Private Messaging System Among Members.....	12
2.2.4 Documents 'EU Support Documents, Form & Protocols' .	12
2.3 Web Maintenance and Security.....	13
3. Hub launch, promotion, and growth	15
3.1 Target groups.....	16
3.2 Branding.....	17
3.2.1 Branding	17
3.2.2 Consistency and brand recognition	18
3.2.3 Branding trust and authority	18
3.2.4 EU funding.....	18
3.3 Launch strategy and timeline	18
3.4 Engagement strategy via social media networks	19
3.4.1 Targeted Ads and SEM actions.....	20
3.4.2 Social media planned actions per target group	24
3.5 Promotional strategy beyond social media networks	25
3.5.1 Newsletters and mailing campaign	25



- 3.5.2 Webinars, workshops, and events.....26
- 3.5.3 Media coverage28
- 3.6 KPIs.....28**
- 3.7 Partners’ responsibilities.....29**
- 4. Best practices’ collection31**
 - 4.1 Overview and methodology 31**
 - 4.2 Dissemination of best practices through the Hub32**
- 5. Conclusions33**

1. Introduction

1.1 WP6 and deliverable scope

In line with the overall goal of the Euro-Emotur project i.e., boosting recovery of tourism Small and Medium Enterprises (SMEs) through digitalisation, communication efficiency and innovative new products, the **specific objectives** pursued by **Work Package (WP) 6 on Communication & Dissemination** are the following:

- Reinforcing awareness about digitalisation within the tourism industry with a special focus on digitalisation through emotions.
- Fostering capacity building and skills to make easier the digital transformation process and improve the knowledge and use of new digital technologies for our target groups in the tourism sector (SMEs, service providers, tourism regions, public authorities, clusters, etc).
- **Communicating** the project **Hub** as an innovative, cross-sectorial, and useful **network** to **boost recovery tourism sector** through digitalisation.
- Creating a critical mass of interest in digitalisation through emotions.
- Generating a high social media impact.
- Fostering the project dissemination not only to scientists but also to the tourism industry, public authorities, stakeholders, and civil society.
- Transferring results and communicating innovation and smart tourism solutions to SMEs, destinations, academics, and citizens.
- Analysing the improvement in the uptake of digitalisation and new technologies to enhance competitiveness advantages, image, and reputation in the tourism market.

6

As reported above, within WP6 goals, dedicated actions and efforts will be devoted to the launch, promotion, and growth of the Euro-Emotur Hub.

The present deliverable **D6.5 ‘Euro-Emotur Hub launch and maintenance’** lays down the strategy for the Hub launch and promotion - one of the most important milestones of the Euro-Emotur project.

D6.5 is structured into five chapters:

1. **Chapter 1 - Introduction:** introducing the aims of the Hub and its associated WP6 task and deliverable.
2. **Chapter 2 - Hub development and maintenance:** describing the IT development work executed to create the online Hub platform and how the technical maintenance will be managed.
3. **Chapter 3 - Hub launch, promotion, and growth:** envisaging the engagement and dissemination strategy of the project for the Hub launch and progressive growth and dissemination actions until the end of the project, as foreseen in Task 6.5.
4. **Chapter 4 - Best practices’ collection:** defining the overall methodological approach for searching for best practices and

successful experiences under Task 6.6. This knowledge will be partially retrieved from the stakeholders of the Hub.

5. **Chapter 5 - Conclusions:** wrapping up on the objectives and the strategy presented in the previous chapters.

Plans, timelines, and milestones defined in this deliverable will serve as guiding tools to execute a sound launch of the Hub and ensure regular promotional and marketing activities to make the Hub visible to European and national SMEs, experts, and other stakeholders from the tourism sector.

1.2 Hub introduction and objectives

The Hub is one of the core communication and dissemination outputs envisaged in WP6.

Within **Task 6.5**, it is foreseen to develop and launch the project Hub, conceived as a digital based **network** to gather different tourism stakeholders as well as a useful **repository** for learning, sharing experiences and best practices, and promoting the knowledge emerged from the project (e.g., training content, ecosystem of suppliers, tourism companies' activities).

All project partners are involved in the development and promotion of the Hub, whereas awarded SMEs will be encouraged to benefit from and take an active role within this network.

The **Hub launch campaign** will start one month before the official launch and it will include branded contents published on the project's social media platforms, countdowns, press releases sent to identified communication channels, etc.

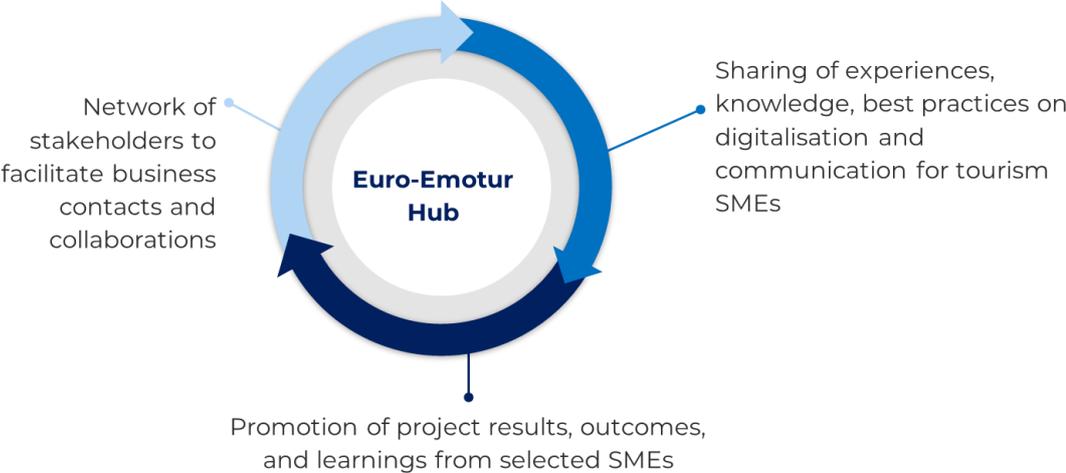
Upon the successful launch, dedicated communication actions will be periodically implemented until the end of the project as a way to attract new users and share results and experiences coming directly from the Euro-Emotur project and their SMEs.

The Hub launch and promotion strategy will comply with the visual identity and branding of the project, and it will also follow the overall dissemination and communication plan laid down in D6.6.

Relevant dissemination and communication activities within WP6 will be exploited as means to promote the Hub, e.g., events attended or organised by the consortium will also be intended to raise awareness of the Hub.

Finally, as the Hub will aim to support contacts between users and share knowledge, it will represent a key channel for the collection of best practices foreseen in **Task 6.6**. Good practices, tips, and examples of successful experiences to support SMEs, destinations and other stakeholders in their digitalisation process will be retrieved and transferred into a manual and a guide.

Figure 1. Euro-Emotur Hub value propositions



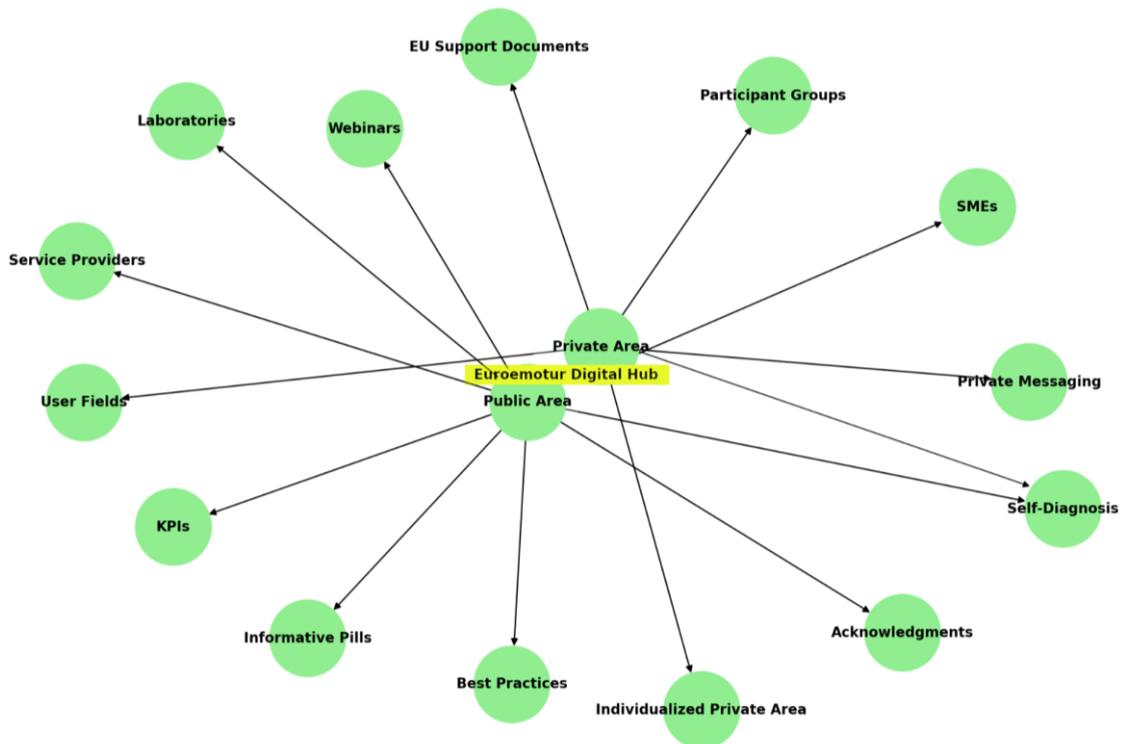
2. Hub development and maintenance

The Euro-Emotur Digital Hub aims to effectively connect SMEs with service providers and tourism laboratories (BSO), using advanced digital technologies. This expansion of the Euro-Emotur project will be developed in three languages: Spanish, English, and French, ensuring broad accessibility and understanding, along with new communication functionalities to generate alliances among its participants.

The development is oriented towards implementing a robust, multilingual, and secure digital ecosystem. The proposed expansion, described in the sections below, significantly improves accessibility, interactivity, and information management for SMEs, providers, and laboratories, thus boosting the connection between digital technology and tourism. Web maintenance and security will be also essential to ensure efficiency and data protection in this constantly evolving digital environment.

9

Figure 2. Overview of the digital Hub sections



2.1 Public Area

2.1.1 Service Providers Section

Objectives and functionalities:

- **Analysis, design, programming, and administration:** create an interactive and easy-to-navigate section for users, where service providers selected by the project are presented in a comprehensive way.

- **Overview:** dynamic listing of providers with thumbnail view options, facilitating selection and access to detailed information.
- **Individual View:** each provider will have:
 - Introduction text: detailed description of the provider, highlighting their services and values.
 - Introduction video: multimedia content hosted on YouTube or Vimeo to offer a visual and close experience of the provider.
 - Contact information: accessible information such as phone and address to facilitate direct communication.
 - Customized contact form: a tool for specific inquiries, directed both to the entity and the administrators of Euro-Emotur.
 - Data storage: efficient collection and management of data generated by user interactions, with the possibility of exporting in XLS (Excel) format.
 - Customized search engine: search tool by name, country, or sector, optimizing the user experience.
- **Public user functionalities:**
 - Visualization of the name, logo, and introduction text.
 - Access to a contact form with the service provider.
- **Provider user functionalities:**
 - Updating and modifying information such as name, logo, introduction text, email, country, and sector. This flexibility allows providers to keep their profile up-to-date and relevant.

2.1.2 SME Section

Objectives and functionalities:

Similar to the service providers section, this section is focused on presenting awarded SMEs in a comprehensive way. Each SME will have an individualized presentation, introduction videos, contact options, data storage, and a customized search engine. In addition, SMEs will be able to update their information, ensuring a current and accurate representation on the platform.

2.1.3 Laboratories Section

Objectives and functionalities:

This section is dedicated to connecting laboratories with SMEs and providers. Like the previous sections, it will include listings with thumbnails, individual views with texts, videos, contact information, and customized search engines. Laboratories will have the ability to update their information, which is crucial to maintaining relevance and accuracy in a rapidly evolving field.

2.1.4 Access to the Self-Diagnosis Section

This section provides access to the self-diagnosis section will be established through a link or iframe provided by external managers developing the tool. The self-assessment tool will be developed on the basis of the final results and adjustment of WP3 and will provide the possibility for each SME to obtain a diagnosis of their digital maturity and innovativeness level. The tool will be available and accessible for any SMEs through the Hub but also through the Euro-Emotur website.

2.1.5 Informative Pills Section

This section provides the list and access to informative pills with thumbnails and links to details, including title, description, and video. This section will provide valuable and accessible training for users.

2.1.6 Webinars Section (webinar history)

This section will present of past webinars (links) with access to detailed information and videos. This section will serve as an educational resource and a history of meetings held.

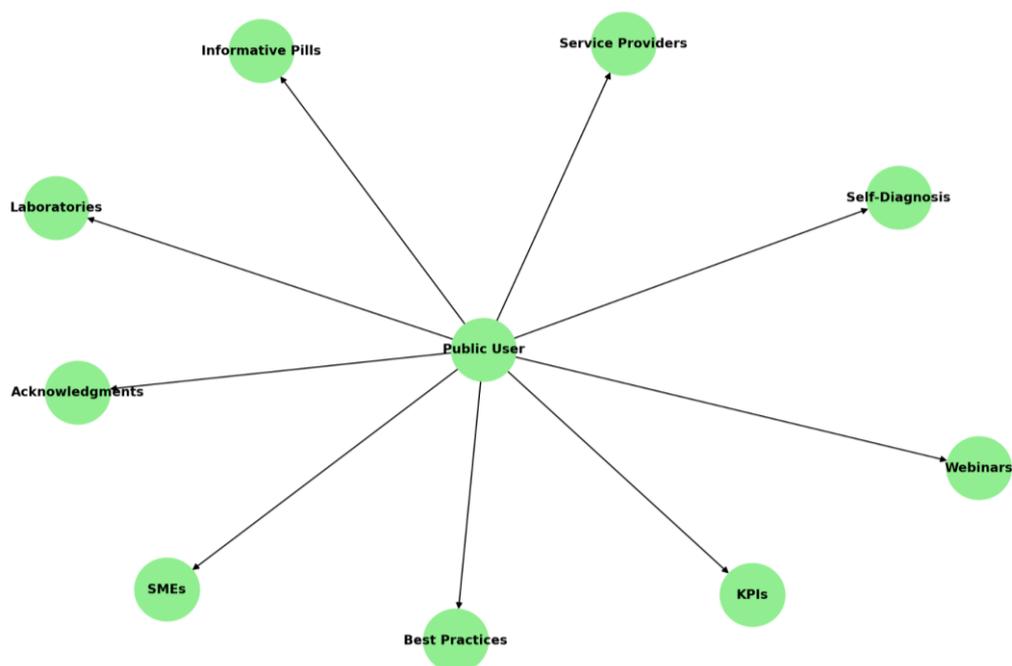
2.1.7 Best Practices and Recognitions Section

This section will showcase publicly accessible documents and recognitions, with links to detailed information. It will highlight best practices and recognize significant achievements.

2.1.8 KPI Section

This section includes an introduction text and a list of documents with links, providing key performance data that will be very useful for decision-making and strategies.

Figure 3. Public user diagram



2.2 Private Area

2.2.1 Definition of participant groups and user fields

Objectives and functionalities:

- Analysis, programming, and administration:
 - *Participant groups: establish the necessary groups within the platform:* Providers, SMEs, and Laboratories. This facilitates organization and service orientation according to the needs of each group.
 - *User Fields:* Definition and configuration of crucial fields for user registration and management, which include – among others – organization name, username, password, email, phone, country, and sector. This ensures a complete and functional database for better interaction and customization on the platform.

12

2.2.2 Private Zone

Objectives and functionalities:

- Provide each entity (Provider, SME, Laboratory) a private space to access documents and specific functionalities.

This includes:

- Access to listings of private documents relevant to each group.
- The ability to modify and update personal data such as email, phone, and password.

2.2.3 Private Messaging System Among Members

Objectives and functionalities:

- Development of a messaging system: allows direct and private communication between members, promoting collaboration and communication among participants.
 - Sending private messages with an email-like format.
 - Alerts on the "New messages" panel to notify users about recent communications.
 - A history of communications for reference and tracking.
 - List of participants to facilitate user connection.

2.2.4 Documents 'EU Support Documents, Form & Protocols'

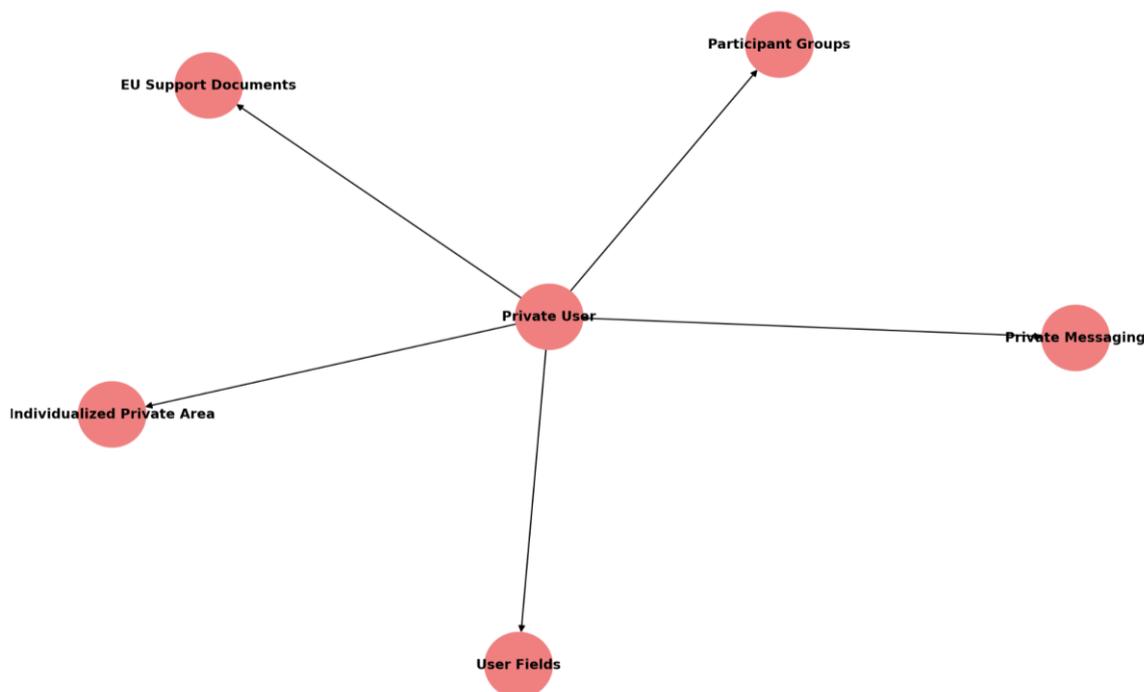
Objectives and functionalities:

- The section provides access to EU support documents, forms, and protocols both individually and in groups.

This includes:

- Listing of individual documents for personal consultation.
- Group document listing, facilitating access to information relevant to each user category.

Figure 4. Private user diagram



2.3 Web Maintenance and Security

Objectives and service features:

- Service Period: From January 1, 2024 until the end of the project.
- Domain and Hosting Management: Ensure that the website is always accessible and operational.
- Website Monitoring: Continuous monitoring of the site's operation to ensure its efficiency.
- CMS Update and Source Code Adaptation: Keep the site updated with the latest technologies and necessary adaptations.
- Web Security Audit: Regular evaluations to ensure protection against digital threats.
- Monitoring of Attacks or Malicious Access: Vigilance to prevent and respond to any suspicious activity.
- Technical Maintenance: Continuous technical support to ensure optimal site functionality.



- **Content Update:** Update the Hub content (e.g., digital resources, news) regularly by foreseeing on average up to 1.5 hours of work per month to perform relevant updates on the platform.
- **Content Layout:** Ensure that the content is compatible and aesthetically pleasing on all devices.
- **Monthly Backup:** Safeguard information and ensure its recovery if necessary.

Expansion of Web Maintenance Service:

- **Insertion and Layout of participant information:** includes the presentation, videos, and contacts, ensuring that the information is always up-to-date and well presented.
- **Insertion of structured content:** such as webinars and videos, providing valuable and attractive resources for users.
- **Resolution of user incidents:** technical support to resolve any problems such as blocks or login errors.

3. Hub launch, promotion, and growth

The launch of the Hub stands as a defining milestone for the Euro-Emotur project. Chapter 3 describes the launch and promotion plan crafted to not only establish a robust presence in the market but to intricately weave the project's narrative into the fabric of a diverse and engaged user base.

Key elements considered for the Hub launch, promotion, and growth are the following:



Strategic vision: At the core of this plan there is the strategic vision to propel the Euro-Emotur project beyond the realm of innovation and into the forefront of digitalization within the tourism sector. The launch of the Hub serves as the nexus where collaborative transnational efforts meet the aspirations of SMEs, creating an ecosystem that transcends traditional boundaries.



Key elements of the launch plan: Audience targeting, in recognising the diverse landscape of potential stakeholders, the launch plan meticulously identifies and targets specific audience segments. From SMEs and technology suppliers to tourism labs, businesses in the EU, relevant EU tourism institutions, and clusters, every facet of the target demographic will be considered.



Branding: The Euro-Emotur brand is not just a logo; it is a narrative. The launch and dissemination strategy will place a premium on crafting a brand identity that resonates with the ethos of digital innovation, ensuring that every element reflects the project's commitment to excellence and transformation within the tourism industry.



Content creation: Dynamic content lies at the heart of our engagement strategy. From captivating teaser videos to concise reels and YouTube shorts, every piece of content will be curated to not only inform but to immerse the audience in the vision of Euro-Emotur. The content serves as a portal, inviting stakeholders to explore the digital innovation ecosystem that awaits.



Tactical execution: The success of any strategy lies in its execution. This plan unfolds over a carefully orchestrated timeline, incorporating a countdown strategy, an impactful webinar dedicated to the launch of the

Hub, and targeted Ads mainly on LinkedIn, Twitter, and Google. Each tactical move is a brushstroke, contributing to the larger canvas of Euro-Emotur’s narrative.

3.1 Target groups

The present strategy aims to increase the outreach of a digital Hub within the project’s website. This learning and sharing networking platform will include training content, an information system platform, an ecosystem of suppliers, brokers, and tourism companies. Through diverse marketing tools, it is devised to boost the outreach of the platform by engaging with relevant stakeholders and organisations across the EU.

The project has identified which **groups will be targeted** by the Hub launch activities and are described as follows.

Table 1 - Hub target groups

<p>SMEs</p>	<p>Small and medium-sized enterprises within the tourism sector (both those awarded by the project and additional external ones) will be engaged, including travel agencies, accommodations, and tour operators. SMEs are seeking scalable and user-friendly solutions. The aim will be to emphasise cost-effectiveness, ease of implementation, and the potential for increased digitalisation. SMEs will be mainly engaged through events organised by the project, direct emailing campaigns, and social media platforms, especially LinkedIn for professional networking, Twitter/X for quick updates, and Facebook and Instagram for community building.</p>
<p>Technology Providers / Suppliers</p>	<p>Companies providing technological and digital solutions for the tourism industry, such as software, hardware, and digital platforms will be mostly selected through a dedicated call launched by the project. These providers will be encouraged to make use of the Hub to look for partnerships that enhance their product offerings. Dedicated content e.g., posts on how Euro-Emotur amplifies their tech solutions and provides a competitive edge will be created as a way to attract the tech providers on the Hub. Youtube, LinkedIn, Facebook, Instagram, and Twitter/X will be the main social media channels to engage with this group.</p>
<p>Tourism Labs / Business Support Organisations (BSOs)</p>	<p>Organisations that provide support and resources to businesses within the tourism sector such as BSOs will also be targeted. BSOs are interested in initiatives that elevate businesses under their support. Testimonial videos of partners will highlight Euro-Emotur as a resource for innovation, skill-building, and collaborative opportunities. It is devised to engage with this target</p>



	<p>group through direct emailing, social media, and events. In terms of social media platforms, LinkedIn for professional updates (video), Twitter/X for real-time communication (video), and Instagram for visual storytelling (reels) will be mainly used.</p>
<p>Relevant Tourism Institutions</p>	<p>Within the launch realm, it is necessary to involve diverse public institutions and networks operating within the European Union's tourism landscape. Institutions operating at EU or national level are interested in solutions that align with regional regulations and enhance market competitiveness. The idea is to position Euro-Emotur as a key player in EU compliance and market optimisation. Tourism institutions will be contacted through partners' direct contacts (NECStour and ETOA will play a key role in this sense) but also through events and fairs, dedicated mailing campaigns, media coverage, and social media platforms for regular updates about the Hub. Regarding social media platforms, LinkedIn for professional networking and Twitter/X, Instagram, and Facebook for showcasing success stories will be the main channels.</p>
<p>Clusters / Associations</p>	<p>Clusters, groups or associations of tourism-related businesses and organisations working together will also be involved. These thrive on collaboration and shared growth. The intention is to showcase Euro-Emotur as a unifying platform that fosters cooperative initiatives and amplifies the impact of cluster efforts. Similar to other groups, clusters and associations will be reached through events, partners' direct contacts, and media coverage. Regarding social media, LinkedIn, Facebook, and Instagram are going to be the main channels to reach out to these types of groups taking into account the countries</p>

It is worth noting that the content to be prepared under the framework of the promotional campaign's work will contain tailored key messages, ensuring that each one of the target groups can be reached by conveying the proper and engaging purpose of the Euro-Emotur digital Hub.

3.2 Branding

3.2.1 Branding

The utilisation of the project's visual identity is a strategic and deliberate approach aimed at creating a consistent and cohesive brand image for Euro-Emotur. The visual identity encompasses a set of design elements, including but not limited to colour schemes, fonts, logos, and graphic styles, that

collectively represent the project's distinct character and brand personality linked to D6.6 Dissemination Plan.

3.2.2 Consistency and brand recognition

Whether they be reels on social media, YouTube shorts, or promotional images or materials on the Hub, the project will maintain a uniform appearance by adhering to the established visual identity. This consistency fosters instant recognition and reinforces the project's professionalism. The visual identity serves as a visual signature, making Euro-Emotur easily recognisable amidst the digital noise. This recognition is vital in enhancing brand recall and establishing a strong presence within the target audience's consciousness.

18

3.2.3 Branding trust and authority

The visual identity contributes to a cohesive and pleasing user experience. Whether a viewer encounters a reel on Instagram or a YouTube short, the seamless visual transition fosters a sense of familiarity and coherence, enhancing the overall user journey.

A well-defined visual identity imparts an air of professionalism and credibility. It communicates a commitment to excellence and attention to detail, instilling confidence in project stakeholders, partners, and the wider audience.

When the visual identity is consistently applied, it contributes to building trust and authority. It signals to the audience that Euro-Emotur is a well-managed, organised project with a clear sense of its own identity, reinforcing its reliability and dependability.

The use of the project's visual identity is not just an aesthetic choice; it is therefore a strategic decision to shape perceptions, foster recognition, and communicate a unified brand presence.

3.2.4 EU funding

EU funding/EU emblem will be displayed in relevant formats produced for the Hub e.g., Hub web pages, newsletters, promotional materials, social media posts, in line with Article 22 of the Grant Agreement on the visibility of EU funding.

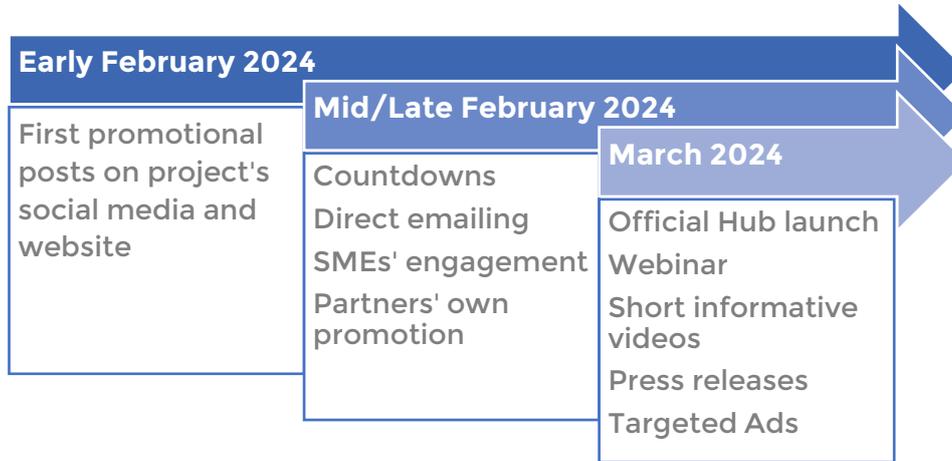
3.3 Launch strategy and timeline

The Hub digital environment has been finalised, as described in Chapter 2, and the onboarding procedure of the selected tourism SMEs has been almost concluded along with the selection of the technology providers.

Upon the achievement of these two key milestones, it is foreseen to officially **launch** the Euro-Emotur Hub in **March 2024**. Nevertheless, the launch campaign will start one month earlier, in February 2024, with countdowns and initial promotional actions and advertisements through the project's and partners' media channels. The aim is to create interest and expectations

around the Hub and start attracting users on the platform. Awarded SMEs and selected service providers will be also encouraged to sign up to the Hub and start exploring the online tool for future exploitation.

Figure 5. Timeline for Euro-Emotur Hub launch



3.4 Engagement strategy via social media networks

Social media networks are the core communication channels of the project to the external public, showcasing wide reach-out potential. For this reason, social media platforms are considered one of the most important digital ways through which the promotion of the Hub will be executed.

To promote and grow the Hub on social media networks, branded content will be released regularly from February 2024 until the end of the project, in line with the timeline reported below.

Table 2 - Engagement strategy and timeline for social media actions

Timeline	Social Media Actions
February 2024	Start countdown strategy on social media platforms
March 2024	Release informative short videos on social media & official launch posts
March - April 2024	Initiate targeted Ads on LinkedIn, Twitter/X, and Google (SEM) to attract traffic on the online Hub platform
May - June 2024	Launch engaging posts and reels to showcase Hub value propositions and increase No of users
Until January 2025	Continuous online promotion of the Hub

On one hand, during the first half of 2024, it is devised to hold online promotion activities with the aim to raise awareness about the Hub and its value propositions in order to attract user traffic on the platform and make stakeholders discover this digital resource.

On the other hand, from July 2024 until the end of the project, dissemination efforts will be mainly dedicated to keeping the active promotion on social media and other digital channels by running specific targeted Ads to ensure the growth of the Hub visibility, arouse curiosity, and attract new visitors to

the platform to promote the creation of business networks and sharing of knowledge.

The future engagement strategy revolves around dynamic and visually appealing ‘organic’ visual content, utilising images and both reels and YouTube shorts. The emphasis is on presenting Euro-Emotur as a catalyst for collaboration and innovation, with partners sharing testimonials to validate the platform's positive impact within their respective domains. This approach ensures a forward-looking, visually engaging narrative that aligns with the project's goals and resonates with the target audience.

Table 3 - Social media networks' planning for Hub target groups

Target Group	Social Media Platform
SMEs	LinkedIn, Twitter, Instagram, Facebook
Technology Suppliers	LinkedIn, Twitter, Facebook, Instagram, YouTube
Tourism Labs (BSOs)	LinkedIn, Twitter, Instagram
Tourism Businesses in the EU	LinkedIn, Facebook, Twitter
EU Relevant Tourism Institutions	LinkedIn, Twitter
Clusters/Associations	LinkedIn, Facebook, Instagram

3.4.1 Targeted Ads and SEM actions

Euro-Emotur aims to promote the Hub and ensure that proper advertising activities are taken into account when reaching out to the project’s target groups online. Since the Hub is a place for digitalisation, it will be an online platform. **Targeted Ads and SEM actions** will be conducted, ensuring to convey a clear message to relevant organisations, enterprises, institutions, technology suppliers, and more. Ads and SEM actions will also entail tags for the project, project partners, and related EU institutions.



LinkedIn

The purpose is to build professional awareness and engagement within the business and tourism communities through the LinkedIn network. The intention is to target SME owners, technology professionals, tourism industry influencers, and relevant business groups. In the case of the Sponsored Content (Ads), WP6 will share visually appealing updates about the Hub with CTAs (Call to Actions) such as "Explore the Future of Tourism." Sponsored InMail will be considered to send personalised messages inviting stakeholders to the launch webinar or to explore the Hub within LinkedIn according to the budget.

Targeting Criteria:

- Demographics: industry-focused targeting based on job title, company size, and location.
- Interest-Based Targeting: Leverage LinkedIn's interest categories related to technology, innovation, and tourism.

Ad Copy and Creatives:

It will be crafted compelling ad copies highlighting Euro-Emotur as a game-changer in tourism innovation. Also, WP6 will use visuals, such as graphics and snippets from promotional videos, with clear CTAs (Call-to-Action) such as "Join the Innovation Wave.", "Explore the Hub Now", "Join the Launch Webinar.", "Unlock Innovation in Tourism".

Hashtags for LinkedIn:

#EuroemoturHub
#Emoturlab
#Digitalization
#Neurotourism
#Transitionpathwayfortourism
#SMEsInFocus
#EuroEmoturLaunch

In particular, the hashtags #EuroemoturHub and #Emoturlab will be used in all publications.

Beyond hashtags, tags of the project's and partners' accounts will be ensured, along with the relevant EU institutions.



Twitter/X

The objective is to generate real-time conversations and create buzz leading up to the launch by segmenting an audience that will be then targeted through hashtags, and by engaging with accounts in the tourism and technology sectors. The utilisation of trending hashtags related to tourism and innovation during the launch period will be also considered. Countdowns will be shared as well as engaging content about the Hub during the launch period.

Ad Copy and Creatives:

WP6 will ensure to keep tweets/Xs concise, using engaging copy and visuals. Also, WP6 will utilise short video clips, or GIFs, from promotional material to increase engagement. It is suggested the use of the following CTAs: "Join the Hub Launch Now", "Experience the Future of Tourism", "Participate in the Innovation Movement."

Hashtags for Twitter/X:

#TourismInnovation
#DigitalTransformation
#EuroEmotur

#LaunchEvent

#TechInTourism



Google Ads **SEM (Google Ads)**

Google Ads (SEM Actions):

The main goal with the use of Google Ads is to look for potential online users actively searching for relevant terms related to tourism innovation and digitalisation and linked to the project's target groups.

A description of how these users will be engaged through the Google Network is detailed over the next few paragraphs.

Keyword Research:

Effective keyword research is critical for optimising online content and ensuring it resonates with the target audience. This process involves identifying relevant and high-performing keywords to enhance search engine rankings and drive organic traffic.

WP6 will map the relevance of keywords related to the Euro-Emotur Hub and identify the high impact of these in relation to tourism innovation, digitalisation, and SME support within the ad copy, following the steps below:

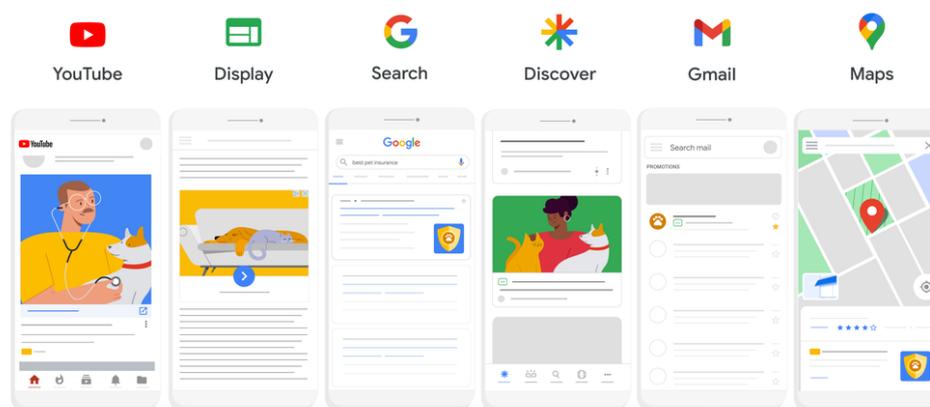
- **Improve Search Visibility:** WP6 will identify keywords that align with Euro-Emotur's goals to enhance visibility on the Search Engine Results Pages (SERP).
- **Understand User Intent:** WP6 will gain internal insights into user behaviour by discerning the intent behind search queries, allowing for more tailored content creation.
- **Competitor Analysis:** WP6 will evaluate competitors' keyword strategies to identify opportunities and areas of differentiation.

Ad Formats:

The campaign will be oriented towards search Ads on Google Ads. This will allow Google, when promoting, to display text Ads on its SERP when users search for specific keywords related to the Euro-Emotur project.

WP6 will map and study, prior to releasing the ads, the specific keywords, and costs for each one in order to control and maintain the ads within the budget. Other type of formats will be considered within the Google Network such as Display Ads or Discover Ads, even Gmail Ads.

Figure 6. Examples of Ads formats



Targeting Criteria:

Location Targeting: Specific target audiences will be created with a focus on areas with a high concentration of tourism-related businesses and organisations. The ads will be optimised for mobile devices mainly.

Ad Copy and Creatives:

WP6 will craft compelling Ads copy with a clear value proposition and a sense of urgency. The project will utilise ad extensions to provide additional information and increase the Hub's visibility online.

CTA (Call-to-Action):

- "Discover Innovation in Tourism"
- "Register for the Hub Launch"
- "Elevate Your Tourism Business"

Keywords for Google Ads:

- Tourism Innovation
- Digitalisation for SMEs
- Neuromarketing for tourism
- Tourism Hub
- Innovative Business Solutions

Organic content:

Organic content refers to any material, such as posts, images, videos, or articles, that is created and shared without paid promotion. It is content that naturally appears in users' feeds or search results based on its relevance, quality, and alignment with algorithms on various platforms.

The proposed engagement strategy also focuses on creating dynamic and visually appealing video content, leveraging both 'reels' and 'YouTube shorts' organically. The primary objective is to position Euro-Emotur as a catalyst for

collaboration and innovation. Project partners are encouraged to share testimonials that validate the positive impact of the platform within their respective domains. This approach ensures a forward-looking and visually engaging narrative that aligns with the project's goals and resonates with the target audience.

Video/Content Distribution Plan:

In this sense, weekly videos will then be shared across the project's social media platforms and YouTube, starting from mid-February to April's first week. In the event that videos cannot be published, alternatively, images or carousels will be posted. Below, it is detailed the types of contents and actions to be taken in the distribution of content.

Reels: These will be deployed on Instagram and Facebook to share quick, engaging snippets that resonate with a broad audience. Reels will provide glimpses into the collaborative and innovative aspects of Euro-Emotur.

YouTube Shorts: These will be shared on the Euro-Emotur YouTube channel, transforming it into a repository of concise and insightful content. These shorts will serve as informative pieces tailored to specific target groups.

Images/Carousel: In cases where video testimonials cannot be recorded, the strategy includes creating images, posts, and carousels. Partners will provide content and material to the WP6 leader, who will then proceed with the design of the posts.

The following table enlists the weeks in which the developed content will be shared across YouTube and the social media platforms.

Table 4 - Social media content development

Week	Reel	YouTube Short
February 15 - 21	SMEs Highlights	Tech Integration Overview
February 22 - 28	Technology Suppliers	Tourism Labs Engagement
March 1 - 7	EU Business Challenges	EU Institutions Alignment
March 8 - 14	Clusters Showcase	SMEs Insights
March 15 - 21	Tech Testimonials	Tourism Businesses Impact
March 22 - 28	EU Compliance Focus	Clusters Unification
March 29 - April 4	Final Reel Recap	Project-wide Shorts

3.4.2 Social media planned actions per target group

To effectively connect with the identified target groups selected for promoting the Euro-Emotur Hub, various types of content will be generated on social media networks. These actions will be coordinated with partners and leveraging WP6's experience in communication and dissemination, organic promotion of the Hub will be ensured.

- **SMEs:** WP6, with support from Hub collaborators, will utilise short, impactful videos to showcase the practical benefits Euro-Emotur offers to SMEs. Instagram reels will be crafted to highlight platform

benefits, and YouTube shorts will be produced to extend outreach and create a positive impact. Involved SMEs and project partners will be requested to record short testimonials emphasising the platform's contribution to EU compliance and market competitiveness to enhance the Hub's visibility and value.

- **Technology Suppliers:** Concise YouTube shorts will be developed to illustrate how Euro-Emotur seamlessly integrates with diverse tech solutions. Partners will be encouraged to share testimonials emphasising how Euro-Emotur enhances technology suppliers' product offerings and market reach.
- **Tourism Labs / BSOs:** Different Tourism Labs will be engaged through YouTube shorts, carousels, and infographics to outline how Euro-Emotur serves as a resource for innovation within BSOs. An Instagram Reel will highlight Euro-Emotur's role in fostering innovation and growth.
- **EU Relevant Tourism Institutions:** YouTube shorts and reels will be produced, aligning Euro-Emotur with the broader goals of relevant tourism public institutions both at EU and national level. Partners of the project will share their perspectives on how the project collaborates to achieve EU objectives.
- **Clusters / Associations:** The intention is to showcase Euro-Emotur as a unifying force within clusters. YouTube shorts, reels and carousels will emphasise how the Hub can amplify the impact of these organisations' efforts and foster cooperative growth. Partners will be requested to contribute their expertise to accurately generate this content.

3.5 Promotional strategy beyond social media networks

As a way to complement the engagement strategy across social media networks, additional digital and non-digital means and tools will be crucial to further raise awareness of the Hub, in line with the project's D6.6 Dissemination Plan. In particular, project partners' This complementary strategy is described in the following sections.

3.5.1 Newsletters, website, and mailing campaign

Under the framework of the project's **upcoming newsletters** - starting with the next one planned in M26 (March 2024), a **dedicated section will be created with banners linking to the Hub**. This will redirect to a short article that will be prepared on the website emphasising the key benefits of joining the Euro-Emotur Hub. The content will be focused on addressing the unique value propositions, practical advantages, and collaborative opportunities that the Hub offers to its participants.

Dedicated news on the project official website will be also exploited to disseminate the Hub. Likewise, in a later stage, the self-assessment tool developed in WP3 will also be used as a way to attract additional external SMEs to the Hub, as it provides a free assessment.

In parallel with these broader promotional efforts, a targeted and **dedicated mailing campaign** will be initiated to engage with key stakeholders who are already actively involved in the Euro-Emotur project. Partners involved in the

process of engaging with stakeholders are encouraged to define a list of possible contacts to distribute the mailings. This specialised communication approach aims to deepen their understanding of the hub's developments, encourage continued involvement, and highlight the value they bring to the collaborative initiative.

Tailored messages will be crafted to address the specific roles and contributions of each target group already defined in this plan; the content will recognise and appreciate their unique roles within the Euro-Emotur ecosystem. It will be an opportunity to reinforce the importance of their continued engagement and the collective impact of their contributions.

The communication will include a clear call-to-action, inviting stakeholders to actively participate in ongoing discussions, best practices' collection, webinars, or collaborative initiatives. The campaign seeks to promote a sense of community and shared commitment to the success of Euro-Emotur by emphasising the importance of their continuing involvement.

The role of project partners will be fundamental for these promotional campaigns as they will be able to exploit their networks and contacts. Partners' dissemination will be especially relevant for certain target groups like tourism institutions and international/national large associations or clusters. The pre-established networks of NECStour and ETOA will be crucial in this sense. For instance, NECStour alone encompasses a network for more than 40 European regional tourism authorities and more than 30 associated members to which the Hub will be disseminated.

3.5.2 Webinars, workshops, and events



Launch webinar

A webinar will be organised specifically for the launch of the launch of the Euro-Emotur Hub. SMEs and technology providers from the project and beyond will be invited to attend to discover the benefits of the Hub and start exploring and using this resource from the beginning of the capacity path within the project. Additional external stakeholders will be also invited.

Events and workshops for tourism SMEs:

Following the plan established for the events in D6.6, the Euro-Emotur consortium will design an online and offline European education programme based on the digital transition of selected tourism SMEs, so that they improve their digital content, their online reputation, and adapt to new digital environments. SMEs can participate and attend seminars, webinars, and workshops.

The education programme will be transversal for the three pilot destinations (Canary Islands, Finland, and Veneto region) and workshops are planned at Months 24, 26, 32, and 35. On these occasions, the Hub will be promoted by explaining clearly to the selected SMEs how the Hub resources and items can be used as long as they progress in their digitalisation learning process. Moreover, feedback on user experience and content's preferences from SMEs will be retrieved to adapt the digital Hub environment when appropriate.

Likewise, when applicable, the Hub will be promoted in the matching events taking place within the celebration of the events organised by the project partners such as the events organised by NECSTour or its Members, the Nordic Marketplace, the VIVA Italian Marketplace or HEM Hoteliers, etc.

Euro-Emotur Week:

A Euro-Emotur week will be held online, where matching events will take place with the objective of connecting technology providers with SMEs. This digital event will also act as a place for the Hub promotion and use. ETOA, ULPGC-TIDES, Ciset and Haaga Helia will coordinate the calendar planning of all the matchmaking events, select the venue, invite speakers, and organise the matchmaking process. ETOA specifically will promote the matchmaking events at international level with the support of the involved partners and it will also take the advantage of those for raising awareness about the Hub and the content offered by this platform.

Project final conference:

A multistakeholder closing event for the project will be organised at M35 to showcase the results achieved by the consortium, the Hub and the community created. This event will also be an opportunity to reflect on the Hub sustainability to continue to scale it up to a broader number of SMEs and stakeholders.

Third-party events:

Partners will take advantage of technical workshops, seminars and conferences organised in Europe or at national/local level on related topics to promote both the Euro-Emotur project and the Hub. The targeted events may include events and campaigns organised by various EU bodies (DG Environment's Green Week, Committee of Region's Open Days and other thematic events), certain networks active in the TOURISME focus countries (Eurocities, ICLEI) and events organised by other stakeholders active in the field of tourism (i.e. HOTREC, ECTAA).

Each partner will be responsible to identify the events (conferences, workshops, seminars, etc.) where the project's target groups' attendance is expected and inform, in advance, ULPGC-TIDES and Turismo Gran Canaria in order to coordinate the promotion strategy of the Hub within the event.

Sister projects and other similar initiatives:

To ensure an effective dissemination of the Hub, a close attention shall also be given to similar projects and activities. Partners of the Euro-Emotur project are contacting and create the ground for synergies with other projects and key actors related to the topic of waste management and prevention and tourism.

The consortium has been establishing contacts with COSME sister projects such as TOURISME, EU ECOTANDEM, TOURBAN and other key initiatives and organisations to foster mutually beneficial and coordinated synergies and

favour mutual practice sharing. Coordinators of sister projects (both past and ongoing ones) will be contacted to seek support and share the Hub with their awarded SMEs, providers, and experts.

Another target group for networking and synergies consist of other related LIFE, Horizon Europe and Interreg projects as well as other EU funded projects. Efforts will be made to cooperate with similar projects' consortia to share the latest information and seek convergence in common topics. EU experts from respective fields of interest (environmental management and tourism) will also be contacted in order to improve and harmonise the general knowledge in these fields and enhance the dissemination of respective projects.

Last but not least, aware of the fact that a Transition Pathway Stakeholder Support Platform for tourism ecosystem is under construction by the European Commission, the Euro-Emotur consortium will monitor the platform's development progress and, if applicable, try to find collaborations and complementarities with such an EU-wide initiative.

3.5.3 Media coverage

Press releases aim to present interesting news about the project and the Hub, in order to draw the attention of journalists, magazines and online platforms and encourage them to draft articles on the subject. They have to be presented in a specific format and content, and the language should be adapted to the scale e.g., regional, national.

Press releases about the Hub will be prepared by WP6 and sent to journalists and media at a national, regional, and local scale. They might also be published through free diffusion platforms.

Press releases will not only be promoted by WP6 Leader, but partners will be also encouraged to ensure press activities about the Hub, e.g., linking them to any local/regional news or specific issues related to tourism and digitalisation, which might help to draw the attention of the media.

3.6 KPIs

Key Performance Indicators (KPIs) for the launch of the Hub have been defined in D6.6 Dissemination Plan and are reported below. WP6 will work with these KPIs in mind.

Table 5 - Established KPIs for the Hub promotion

	Action	Target	Proposed timeline
HUB Launch	• Number of total visitors of the Hub	• 1,500	Late 2024
	• Increase in new unique visits on the Hub	• 70%	November 2024
	• N° press releases	• 10	January 2025
	• Branded Content Actions	• 2	March 2024

3.7 Partners' responsibilities

All project partners will contribute to the promotion of the Hub by raising awareness and sharing its content not only to the SMEs and providers from their regions but also to other regional, national, and European stakeholders they are connected to. Throughout the last year of the project partners will be requested to foresee dedicated **promotional presentations of the Hub within the training and/or matchmaking activities** they will be responsible for.

Partners will be also requested to contribute to the following actions:

29

Media coverage:

- ✓ Share **at least one press release** about the Hub, produced by WP6, among their **local or national (digital or non-digital) media** and report to WP6 Leader once the article is published on the media. WP6, acting as a facilitator, will supply partners with a comprehensive press release to streamline the dissemination process. This collaborative effort aims to ensure that the project's launch receives adequate coverage and recognition on diverse platforms.
- ✓ Publish **at least two distinct web articles** on their **institutional websites** to promote the Hub – one of those specifically linked to the launch of the Hub. Similar to press releases, WP6 will supply models of articles, easy to adapt, translate (if applicable), and publish by partners on their websites.

Video and post reposting:

- ✓ Partners are encouraged to actively participate in the promotion of the Hub by **sharing and reposting videos and posts** published on social media platforms. This collaborative sharing strategy amplifies the reach and impact of the launch content, fostering wider audience engagement. Through leveraging the collective networks and audiences of all partners, the Hub will gain enhanced visibility and resonance within various sectors.

Testimonials and human-expertise engagement:

- ✓ Partners will be individually contacted to contribute with **testimonials** from their staff or their local SMEs, which represent a crucial element in adding a human touch to the Hub's narrative. These testimonials will be recorded through Teams/Zoom sessions, sent by email, or, if feasible, in person. The intention behind this approach is to infuse the project with a human-expertise side, making it relatable and compelling to the target groups. For partners who would like to contribute to sending the videos to WP6, these must be recorded in high quality using a mobile phone or a camera. WP6 will send instructions and provides support.

Hub presentation at events:

- ✓ Partners are strongly encouraged to incorporate the presentation of the Hub into their **participation in various events**, whether conducted



online or in person, throughout the designated campaign period (M24–M36). The objective is to integrate the Hub seamlessly into ongoing industry conversations and discussions. This participation not only contributes to the overall visibility of the project but also facilitates networking and collaboration opportunities. Partners are requested to report these engagements to the WP6 leader for meticulous tracking, ensuring a comprehensive understanding of the project's outreach and impact.

WP6 will perform periodic monitoring of partners' contributions to Hub promotion. A monitoring excel file will be created and partners will be requested to update it with their implemented activities every four months until the end of the project.

4. Best practices' collection

4.1 Overview and methodology

Task 6.6 of the Grant Agreement foresees the creation of manuals for SMEs, destinations, and other stakeholders. The manual for SMEs and destinations will include best practices in the sector and recommendations on how to address the digitalisation process and how to use digitalisation as a mechanism for enhancing SMEs and destinations. Furthermore, a guide on how to become a Hub member and maximise the use of the platform will be provided.

The manual for SMEs and destinations will build on the overall project experience and its final version will be released at M34, to be largely disseminated over the last two months of the project and presented at the project final conference. It will comply with the project's official branding, and it will be in the form of a digital manual with an attractive and user-friendly design including pictures, infographics, icons, etc.

The manual will include:

1. **General recommendations, tips, and checklists** on how to uptake digitalisation within the business environment and how digital processes can be exploited to boost the digital reputation of SMEs and increase their performance and KPIs.
2. **Selection of best practices and other successful cases** related to digitalisation in tourism SMEs.

To collect such practices, the project will investigate how digitalisation and the use of digital tools can support tourism business in certain areas of their work including but not limited to:

- Improve sales/customers' acquisition.
- Improve online presence and brand visibility for competitiveness.
- Expand international reach and improved networks and connections.
- Increase service quality and customer satisfaction.

Best practices on digitalisation will be collected by Euro-Emotur through different means, including the Hub's ecosystem:

- **Desk research:** desk research will be conducted to have a comprehensive understanding of the state-of-the-art and investigate key outstanding practices at EU level. Relevant documents, papers, guidelines, and manuals on digitalisation will also be consulted.
- **Hub's stakeholders:** the Hub actors will be invited to share their best practices.
- **Practices from the Euro-Emotur project (SMEs, providers, and partners):** digital practices stemming from the education programme offered to the Euro-Emotur SMEs and specific learning outcomes from WP2, WP3, and WP4 will be also considered to select best practices.

Partners' experience will be also taken into account. Partners will be asked to review local practices and submit to WP6 any relevant success case. Also, the self-assessment tool developed under WP3 could be a way to discover some potential innovative best practices.

- *Practices from other projects and initiatives:* other sister projects and similar initiatives will be contacted to learn from existing successful case studies.

To complement this manual, a guide on how to become a Hub member and maximise its use will be produced at the end of the project (M36) and uploaded on the Hub platform, easily downloadable from its homepage.

4.2 Dissemination of best practices through the Hub

The engagement and dissemination campaigns outlined in Chapter 3 will be pivotal for the best practices' collection. Users of the Hub platform will be engaged to share their practices. Moreover, partners' experience and the lessons learnt from the project capacity building & matchmaking activities will be fundamental to select relevant innovative practices. Events organised by the project and partners will also be an occasion to inform about the best practice collection. Likewise, newsletter, mailing, and social media posts will also serve to get in touch with potential best practices/initiatives.

At the same time, as long as best practices are collected and manuals drafted, these will be largely disseminated on the Hub platform and through social media networks and other dissemination tools of the project. The idea is to give visibility to success cases and share the positive outcomes of Euro-Emotur own's partners, SMEs, and technology suppliers.

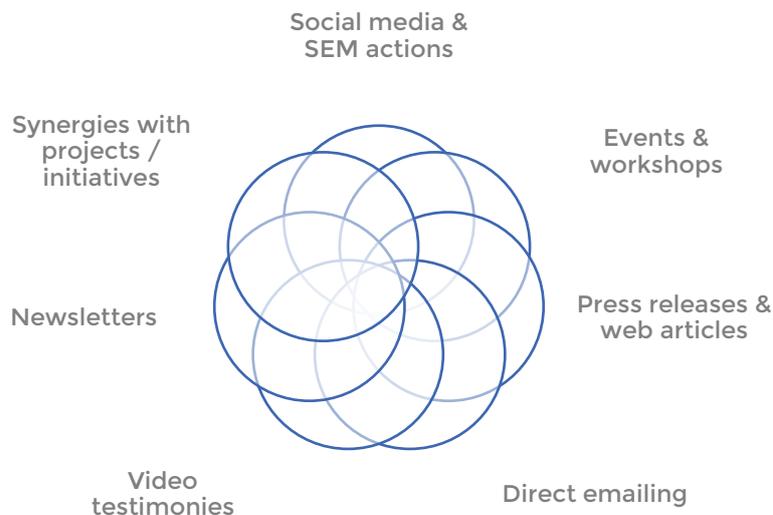
5. Conclusions

D6.5 lays out the roadmap and the strategy for developing, launching, and growing a digital ecosystem Hub to guarantee both the sustainability of the Euro-Emotur project beyond its end and to scale it up to a broader number of SMEs and stakeholders across the EU.

A sound and comprehensive launch campaign for the Hub has been established in D6.5 and will be initiated in February 2024, with the aim to raise awareness of the Hub, gain users, and create motivation and interest around it. Dedicated social media branded contents and SEM actions will be performed to reach high traffic on the platform. Beyond social media networks and targeted SEM actions, the Hub will be also promoted through a wide range of additional online and offline tools: media coverage, newsletters, participation in events, video testimonies, and collaborations with similar projects and initiatives. All these actions will be implemented from February 2024 until the end of the project.

The Hub dissemination and engagement strategy is considered a ‘lively’ process, to be adapted and fine-tuned based on the progress of activities and response from external stakeholders and SMEs.

Figure 7. Core elements of the Hub promotional & engagement strategy



The Hub will follow the progress of the path of Euro-Emotur selected SMEs, thus progressively integrating the content and results of the educational programme for SMEs as well as any other relevant outputs coming from the project’s Work Packages and partners in general.

The platform will be a place to support networking for learning and sharing with other tourism SMEs, technology suppliers, tourism labs and regional clusters. This process will also enable the identification and selection of best practices and successful experiences to be collected and translated into dedicated recommendations and manuals for future exploitation by both project partners and other external organisations. Based on the timeline and

activities defined in the previous chapters, a **Gantt Chart** has been put in place to recap on all the steps and key actions for the Hub promotion, planned from February 2024 until January 2024.

Activities will be continuously monitored and assessed to evaluate if adjustments or refinements are needed, also based on the feedback that will be received from project partners, SMEs, and other stakeholders. It is planned to regularly keep track of the performance of the Hub and the outcomes of the implemented actions in order to be able to produce final conclusions on the Euro-Emotur Hub experience.

An internal monitoring excel sheet will be established by WP6 Leader to keep track of dissemination & communication activities and achievements related to the Hub, as well as metrics and analytics will be periodically reviewed on social media platforms and Google Analytics.

The WP6 Leader, supported by the consortium, expects to **report on the promotion strategy of the Hub** and its outcomes across the different activities described in the previous chapters at the end of the project: in **D6.11 (Final Dissemination Plan)** due at M36 and in the Final Report of the project. Upon needs, a revised version of the present deliverable will be requested to the EU Commission to include a new chapter on Hub results and outputs.

The Gantt Chart is provided below.



Figure 8. Gantt Chart

EURO-EMOTUR HUB GANTT CHART	feb-24	mar-24	abr-24	may-24	jun-24	jul-24	ago-24	sep-24	oct-24	nov-24	dic-24	ene-25
Pre-launch campaign	█											
First promotional posts and countdowns on project digital media	█											
Launching campaign		█	█	█	█							
Official Hub launch and associated webinar		█										
Dedicated social media campaign & informative videos		█	█									
Press releases		█	█	█								
Targeted Ads on social media and Google (SEM) to attract traffic			█	█	█							
Emailing to stakeholders and further dissemination at partners' level		█	█	█	█							
Publication of engaging posts and reels to increase No of users				█	█							
Continuous promotional activities					█	█	█	█	█	█	█	█
Regular social media posts, website news, and Hub updates						█	█	█	█	█	█	█
Promotion in events, activities with SMEs, and project final conference					█	█	█	█	█	█	█	█
Synergies with other initiatives and projects					█	█	█	█	█	█	█	█
Periodic dissemination from partners among national stakeholders						█	█	█	█	█	█	█
Additional media coverage incl. Newsletters and press releases					█	█	█	█	█	█	█	█
Best practices' collection						█	█	█	█	█	█	█
Continuous review of practices and experiences						█	█	█	█	█	█	
Manuals' release										█		█
IT technical maintenance & support	█	█	█	█	█	█	█	█	█	█	█	█
Reporting on Hub learnings and outcomes										█	█	█



In conclusion, the Hub will ensure the project's long-term activity beyond EU co-funding and will guide the partners and European stakeholders to stay in touch and empower further the created Euro-Emotur community and connect with running EU co-funded tourism initiatives/projects in the field of digitalisation in tourism and EU-granted initiatives supporting tourism SMEs.