



Dissemination Plan



Work Package 6:

Communication, Dissemination and reporting on the improvement in the uptake of digitalization by SMEs

Deliverable 6.6 Dissemination Plan



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: ULPGC-TIDES

Call: COS-TOURINN-2020-3-04

Deliverable: D6.6

Dissemination level: Public

Version 1

November 2023

HISTORY OF CHANGES			
Version	Publication Date	Change	Page
1.0	20.11.2023	▪ Initial version	

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1. Introduction

The Dissemination Plan will include annual reports outlining Webinars, Workshops and Fairs. The plan will detail schedules, invitations, agenda, best practices and materials. This is an action plan that describes the respective dissemination objectives and measures used to achieve them. The present Dissemination Plan – prepared within the Work Package (WP6) – will ensure that all communication and dissemination need from various WPs and the project in general are considered and coordinated. The document includes all the information needed to facilitate the communication efforts of the Euro-emotur project consortium. Specifically, it defines and prioritizes the key objectives of the project's dissemination, identifies in detail the target groups, and lists the expected results. It also describes in detail the dissemination tools and channels (both offline and online) that has been used to reach the objectives in the most efficient and cost-effective way.

In line with the general object of this project – Boost tourism recovery of SMEs by fostering the digitalisation, improving communication efficiency of tourisms' SMEs, fostering direct communication and sales with their customers, and generating innovative new products –, the specific objectives that will be achieved through this Work Package 6 are the following:

- Reinforcing awareness about digitalization within the tourism industry with a special focus on digitalization 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, Tourism regions, public authorities, Stakeholders...)
- Communicating the hub as an innovative, cross-sectorial, and useful network to boost recovery tourism sector through digitalization.
- Creating a critical mass of interest in digitalization through emotions.
- Generating a high social media impact.
- Fostering the project dissemination not only to scientists but also to the tourism industry, 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.

2. Objectives

This deliverable contains an effective and efficient strategy plan and procedures to clearly identify the overall dissemination strategy to be followed, to achieve maximum impact among the different stakeholder

types, not least among the general public. The objectives of this deliverable are as follows.

- To identify key European and international conferences, congresses, seminars, workshops, and events to disseminate project results.
- To share knowledge and key insights around the project topics and identified the target audiences.
- To create and grow social media channels for the project (Twitter, Facebook, LinkedIn and Instagram) and encourage participation, contributing to maximising the reach and impact of the project results and findings in relevant communities.
- To promote international cooperation by clustering and liaising with other EC and international research and development projects, and renowned international working groups besides Advisory Board members.

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Below you can see the WP6 KPIs and their results:

Table 1 - KPIs from the WP6

Title	Brief Description	Target (quantity)	Achievements
Corporate Identity	Difference between planned and actual perception of brand association	Between 0-10%	To be determined in the next corporate identity report
Marketing campaign	Press notes sent Email Opening Rate CTP (Click-through page)	10 25% 100	0 To be determined
Communication content and implementation	Presence on social media profiles Number of followers on social Media Engagement rate Newsletter opening rate N° VR Content Media Coverage (Press Clips)	4 1.500 3 25% 4 15	5 283 7 TDB TBD TBD
EURO-EMOTUR Website	Total Website Traffic N° of Pages per session Website update Positioning on Google Page Rank Conversion rate (Newsletter subscription) Average time on the page	15.000 2,5 Monthly Top 5 5% 2 minutes	88 1,04 Monthly TBD TBD 1 minute
HUB Launch	Number of visitors during the first month New visitors N° Press released Branded Content Actions	1.500 70% 10 2	To be determined when it is launched
Manuals and best practices	Manuals for SMEs, Tourists and Public Authorities	3	To be determined when the hub is launched
Attendance to	Number of trade fairs visited	3	2

sectorial fairs			
Webinars & Workshops	Number of people attending the webinars & workshop	500	80
	Number of webinars organised	3	5
	Number of workshops organised	3	0
Scientific Conferences & Events	Number of contributions to conferences & events	5	TBD in 2024
Online Living Lab Week	Number of SMEs	100	To be determined
	Number of Countries	20	
	Number of media	10	
	Number of general public	40	
Financial Indicators of Score Card	Profit Margin	10%	To be determined
	Tourism Income Flows	Increase 5% per year	
	ROI	0,50 Increase	
Final Conference - Promotional Event	Number of people attending the final event	> 250	To be determined

3. Dissemination

A concrete plan for coordinating and implementing the project's dissemination strategy is presented. This section addresses how to disseminate from an internal organisational perspective, clearly defining the partners roles and responsibilities, and the communication workflows and procedures within the project, coordinated by the WP6 leader. Dissemination will take place in all phases of the project (months 1 to 36), with the dual objective of creating awareness as well as receiving feedback from the identified target audience. Dissemination activities are expected to contribute to the validation of partial and overall project results. The project's dissemination plan identifies project outcomes and structures the consortium's main activities to spread the knowledge gained during the project. It aims to engage with a wide range of stakeholders, including authorities, policymakers, transport service providers, sector-representing organisations, and academics.

3.1. Dissemination Plan

The main guidelines and internal rules for coordinating the dissemination activities across the Euro-emotur consortium are provided in this section, and all partners are invited to follow this common strategy and align with their own communication departments' strategies in order to maximise the reach and impact of dissemination. For this reason, and in order to ensure and to cross-check the performance of the dissemination activities against the strategic goals, it is necessary to follow up the implementations of activities and to control the overall process. At the content level, key messages for each target group must be clearly drawn, informational vectors defined, and events planning developed. Some of the key elements of the dissemination

plan. The dissemination plan is a continuation of the Marketing Campaign Plan, focusing on spreading the project knowledge.

The dissemination plan as pictured in Figure 1 is divided in four key areas listed below:

Figure 1 - Dissemination plan

- Dissemination objectives.
- Dissemination outcomes.
- International cooperation activities.
- Monitoring system.



3.2. Activities carried by partners

Table 2 - Activities carried by NECSTouR

Activity	Date	Linkedin	Twitter	Facebook	Website	Newsletter
Euro-Emotur page on NECSTouR Website	-	-	-	-	Click here	-
Emotur Lab	21.03.2023	Click here				
Meeting in Gran Canaria	23.03.2023	Click here	Click here	Click here		
Project Meeting in Gran Canaria	29.03.2023	Click here				
Webinar of the Euro-Emotur Project	29.06.2023	Click here				
Launch of the Open Call for SMEs	29.06.2023	Click here				
Launch of the Open Call for SMEs	07.07.2023	Click here				
Webinar Canary Islands	12.07.2023		Click here			
Webinar in Spanish	19.07.2023		Click here			
Launch call for SMEs Webinar	31.09.2023	Click here				
Application Open for Tourism SMEs	20.09.2023	Click here	Click here			
Informative Webinars	-		Click here			
Call for SMEs extended	02.10.2023	Click here	Click here			
Call for SMEs extended	11.10.2023	Click here	Click here			
Members Newsletter 'Live from Brussels'	04.07.2023					Click here
E-mail to Members about the Open Call for SME	19.07.2023 See Annex I					



Members Newsletter 'Live from Brussels	17.07.2023					Click here
Members Newsletter 'Live from Brussels	05.09.2023					Click here
Reminder e-mail to Members about the Open Call for SMEs	12.09.2023 See Annex II					
Members Newsletter 'Live from Brussels	19.09.2023					Click here
Members Newsletter 'Live from Brussels	03.10.2023					Click here
E-mail to Members about call extension	27,09,2023 See Annex III					



Table 3 - Activities carried out by Haaga-Helia

Activity	Date	Linkedin	Twitter	Facebook	Website	Newsletter
Consortium launch webinar repost in Haaga-Helia social media channels	June 2023	Click here		Click here	Click here	
Consortium launch webinar	June 2023	Click here		Click here		
Call promotion and Finnish webinar	August 2023	Click here		Click here		
Call promotion and Finnish webinar	August 2023	Click here		Click here		
Call promotion, Finnish webinar	August 2023	Click here				
First Finnish webinar	22.08.2023			Click here	Click here	
Second Finnish webinar	04.09.2023			Click here	Click here	
Third Finnish webinar	14.09.2023			Click here	Click here	



Table 4 - Activities carried out by TURISMO DE GRAN CANARIA

Activity	Date	Linkedin	Twitter	Facebook	Website	Newsletter
Euroemotur meeting in Gran Canaria	24.03.2023				Click here	
Worskshop with hoteliers	28.09.2023				Click here	
Call for SMEs	11.09.2023				Click here	
Call for SME 's renewal	5.10.2023				Click here	
Euroemotur week Helsinki	23.10.2023				Click here	
Call for extension of term	02.10.2023		Click here	Click here		
Call for inscriptions	20.09.2023			Click here		

Table 5 - Activities carried out by Ciset

Activity	Date	Linkedin	Twitter	Facebook	Website	Newsletter
News on the website	17/10/2023				Click here	
News on the website	07/09/2023				Click here	
News on the website	13/07/2023				Click here	
News on the website	23/06/2023				Click here	
Ciset Website: Euro-Emotur page - info on call and webinar videos	-				Click here	
Second webinar for Italian PMI	11/09/2023	Click here				
Fairs , webinar for Italian PMI	17/07/2023	Click here				



First webinar on Ciset youtube Channels	27/09/2023	Click here				
Post promoting the call and/or the webinars	20/09/2023				Click here	
Post promoting the call and/or the webinars	24/08/2023				Click here	
Post promoting the call and/or the webinars	04/08/2023				Click here	
Post promoting the call and/or the webinars	18/07/2023				Click here	
Post promoting the call and/or the webinars	14/07/2023	Click here				
Post promoting the call and/or the webinars	14/07/2023	Click here				
Post promoting the call and/or the webinars	12/07/2023	Click here				
Post promoting the call and/or the webinars	12/07/2023				Click here	
Post promoting the call and/or the webinars	07/07/2023				Click here	



Post promoting the call and/or the webinars	04/07/2023				Click here	
Post promoting the call and/or the webinars	28/06/2023				Click here	
Post promoting the call and/or the webinars	28/06/2023				Click here	
Post promoting the call and/or the webinars	-				Click here	
Post promoting the call and/or the webinars	28/07/2023				Click here	
Information about thew call/webinars in Ciset Newsletter	26/06/2023					
Information about thew call/webinars in Ciset Newsletter Information about thew call in Federalberghi Veneto (business association) newsletter	08-sep		Click here			
Post promoting the call and/or the webinars	04-ago		Click here			
Post promoting the call and/or the webinars	18-jul		Click here			



Post promoting the call and/or the webinars	12-jul		Click here			
Post promoting the call and/or the webinars	07-jul		Click here			
Post promoting the call and/or the webinars	04-jul		Click here			
Post promoting the call and/or the webinars	04-jul		Click here			
Post promoting the call and/or the webinars	28-jun				Click here	
Post promoting the call and/or the webinars	26-jun				Click here	

Table 6 - Activities carried out by ETOA

Activity	Date	Language	Audience size
Launch Webinar	04/07/2023	English	26
Launch Webinar Recording	04/07/2023	English	269
PPC Launch Campaign	June	English	1.457
Launch Email	27/06/2023	English	6.036
Translated subject line / intro	12/07/2023	English	2930



Translated subject line / intro	12/07/2023	Bulgarian	48
Translated subject line / intro	12/07/2023	Croatian	112
Translated subject line / intro	12/07/2023	Czech	104
Translated subject line / intro	12/07/2023	Danish	2
Translated subject line / intro	12/07/2023	Estonian	38
Translated subject line / intro	12/07/2023	French	449
Translated subject line / intro	12/07/2023	German	594
Translated subject line / intro	12/07/2023	Greek	233
Translated subject line / intro	12/07/2023	Hungarian	75
Translated subject line / intro	12/07/2023	Latvian	59
Translated subject line / intro	12/07/2023	Lithuanian	70
Translated subject line / intro	12/07/2023	Polish	91
Translated subject line / intro	12/07/2023	Portuguese	203
Translated subject line / intro	12/07/2023	Romanian	88
Translated subject line / intro	12/07/2023	Slovak	21
Translated subject line / intro	12/07/2023	Slovenian	55
Translated subject line / intro	12/07/2023	Swedish	111
Message to DMO/NTOs	12/07/2023	English	639
Email 2	08/09/2023	English	463



Last chance email	20/09/2023	English	221
LinkedIn Post [Organic]	27/06/2023	English	289
LinkedIn Post [Organic]	06/07/2023	English	27.714
LinkedIn Post [Organic]	26/07/2023 12/09/2023	English	7.267
LinkedIn Post [Organic]	12/07/2023-31/07/2023	English	19, 577
LinkedIn Post [Paid]	12/07/2023-31/07/2023	French	15.700
LinkedIn Post [Paid]	12/07/2023-31/07/2023	Swedish	61.938
LinkedIn Post [Paid]	12/07/2023 - 31/07/2023	Portuguese	9.948
LinkedIn Post [Paid]	September	English	144.049

Table 7 - Activities carried out by ULPGC-TIDES

Activity	Date	LinkedIn	Twitter	Facebook	Website	Newsletter	Instagram
Euro-emotur week	March 2023	Click here Click here Click here Click here Click here	Click here Click here Click here	Click here Click here Click here Click here Click here	Click here		Click here Click here Click here Click here
Discover Euro-emotur	April 2023	Click here	Click here	Click here	Click here		Click here
Tourisme International conference Call for SMEs International webinar for SMEs	June 2023	Click here Click here Click here Click here	Click here Click here Click here Click here	Click here Click here Click here Click here	Click here Click here		Click here Click here Click here Click here



How to apply to the Call Reminder International webinar launch Spanish webinar Italian webinar Reminder of International, Spanish and Italian webinar	July 2023	Click here Click here Click here Click here Click here Click here	Click here Click here Click here Click here Click here	Click here Click here Click here Click here Click here	Click here Click here Click here Click here Click here	Click here	Click here Click here Click here Click here Click here Click here
Finnish webinar Reminder of the deadline of the Call Restourative conference Call extension Reminder international, Spanish, Italian and Finnish webinar Collabotarion with h2020 Auroral Call for SMEs	September 2023	Click here Click here Click here Click here Click here	Click here Click here Click here Click here Click here	Click here Click here Click here Click here Click here	Click here Click here Click here Click here Click here		Click here Click here Click here Click here Click here
Euro-emotur week in Finland Reminder extension of the Call End of the Euro-emotur week	October 2023	Click here Click here Click here	Click here Click here Click here	Click here Click here Click here	Click here Click here		Click here Click here Click here
Announcement of the awarded SMEs	November 2023	Click here	Click here	Click here	Click here	Click here	Click here



3.3. Communication Channels

In the following table you can see briefly described the different communication channels used in the Euro-emotur project

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Table 8 - Summary table of the above communication channels (in the project months)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Newsletter																																				
Social Media																																				
Media interviews																																				
Website																																				
Digital hub																																				
Webinars																																				
Workshops																																				
Euro-emotur events (Euro-emotur week)																																				
Interactive multistakeholder Closing event																																				
Final conference																																				



- Newsletter

There will be a regular Euro-emotur e-newsletter to help communication and dissemination with stakeholders and the Euro-emotur target audience. The newsletter will be published every 3 months, beginning in M19. The newsletter will be in English, and it will be sent to identified experts and interested people subscribing to it through the project website, members/representatives of the media, etc. UPLGC-TIDES will be the editor of the newsletter and will be responsible for the overall dissemination of the newsletter, all partners will contribute content and will disseminate in their own countries and social media.

Table 9 - Newsletter organization

	2022											2023											2024											'25		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J
Activity																																				

In the following figure you can see the newsletter of the Euro-emotur project

Figure 2 - Newsletter M19



euro-emotur



Co-funded by the COSME programme of the European Union





Open Call for SMEs

EURO-EMOTUR main goal is to boost the uptake of digitalisation and innovation by tourism SMEs through transnational cooperation and capacity building. This will lead to generating a digital innovation ecosystem and hub and improving their competitiveness in the market through digitalization. This project pays special attention to neuromarketing techniques to boost the digital reputation of SMEs and increase their performance and KPIs both in the short and long term.

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Participation for SMEs is free of charge, no co-financing is required.

[Apply now →](#)

Who can participate?

The programme is strictly limited to tourism SMEs in the following categories:

- Travel agency, tour operator reservation service and related activities (N79);
- Hotels and similar accommodation (I5510);
- Holiday and other short-stay accommodation (I5520);
- Camping grounds, recreational vehicle parks and trailer parks (I5530);

Small and medium-sized enterprises (SMEs) are defined as follows.
Company category Staff headcount Turnover or Balance sheet total:

Medium-sized < 250 ≤ € 50 m ≤ € 43 m
Small < 50 ≤ € 10 m ≤ € 10 m
Micro < 10 ≤ € 2 m ≤ € 2 m

1

Clarify all your doubts related to the Call

Euro-emotur Consortium prepared an International Launch Call webinar to promote the Call and to show how to apply. You can now view the launch of the Open Call webinar. This webinar is also available in Spanish and Italian. For any doubt or question, please contact us at projects@etoa.org or euroemotur@ulpgc.es.



[Click →](#)



[Click →](#)



[Click →](#)

Check our infographic to clarify any doubts you may have with the Euro-emotur Call for SMEs.

[Infographic →](#)

2

What is Euroemotur?

EURO-EMOTUR project represents an opportunity to change the game in the European tourism industry through the digital transition.

This project will guide to advances in:

- Developing a new mindset for SMEs to face the digital ecosystem. Upskill and reskill
- Customize their visitor experience through new technology possibilities and the mentoring from tourism labs (BSO).
- Improve competencies to succeed in direct marketing their services using neuromarketing techniques (virtual reality, face coding, eye tracking, EEG).
- Drafting new products and services and business models.
- Fostering innovative solutions through public-private partnerships connecting SMEs (including peer to peer learning), technology suppliers, tourism labs, and tourism regions.



3

Meet our Partners



University of Las Palmas de Gran Canaria (Spain) - ULPGC-TIDES



Network of European Regions for Competitive and Sustainable Tourism ASBL (Belgium) - NECSTOUR



Centro Internazionale di Studi sull'Economia Turistica (Italy) - CISET



European Tourism Association (UK) - ETOA



Haaga-Helia University of Applied Sciences (Finland) - Haaga-Helia



Turismo de Gran Canaria (Spain) - TCC

[More info →](#)

4



Meet Project Coordination Institution



The University Institute of Tourism and Sustainable Economic Development (TIDES), belongs to the University of Las Palmas de Gran Canaria (ULPGC).

It is a research institute that aims to develop outstanding tourism research, generating and circulating scientific knowledge, and integrating itself into international tourism networks of excellence. In addition, it provides education, training and raises awareness to improve the development of tourism. Finally, it applies the knowledge generated to promote the improvement of economic, social and environmental tourism development in tourist destinations.

TIDES, as the institute responsible for research in tourism at the ULPGC, has contributed to the fact that it occupies fourth place as a research centre for scientific productivity in tourism in Europe, second worldwide, shared with other institutions, in scientific productivity in marketing and management of destinations, fourth worldwide in scientific productivity in research on image and brand, and first in Latin America in scientific productivity in hospitality.

Likewise, the data of the prestigious ranking of Shanghai (ARWU), confirm the outstanding role of the ULPGC, occupying first position in the European Union in research on Hospitality & Tourism Management and placing it among the 23 best centres in the world in the field of Tourism.

[More info](#) →



Coming soon...



Launch Call for SMEs webinar in Finnish

Haaga-Helia, our Finnish partner will be in charge of the Launch Call for SMEs webinar in Finnish. Stay tuned to our Social media and webpage to not miss this webinar.

Euro-emotur week in Finland

By September 2023 the Euro-emotur Consortium plans to hold the Euro-emotur week in Finland. EURO-EMOTUR week will be held, where a matching event will take place. the matching events have the objective of connecting technology providers with SMEs, where laboratories act as connectors and provide SMEs with solutions through technology companies. In addition, these events act as a place for the exchange of proposals.





Emotur
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website: <https://euroemotur.eu/>



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- Social media (Instagram/Facebook/Linkedin/Twitter/Youtube)

Use of social media contributes to establishing and maintaining public engagement with the project. ULPGC-TIDES will manage the Facebook, Instagram, LinkedIn, twitter and youtube account of the project, but other partners are also welcome to contribute to the social media content. If needed local social media sites will also be used by partners. Furthermore, an effort will be made by all the partners but mostly by NECStouR and ETOA to disseminate information about Euro-emotur on other social media sites.

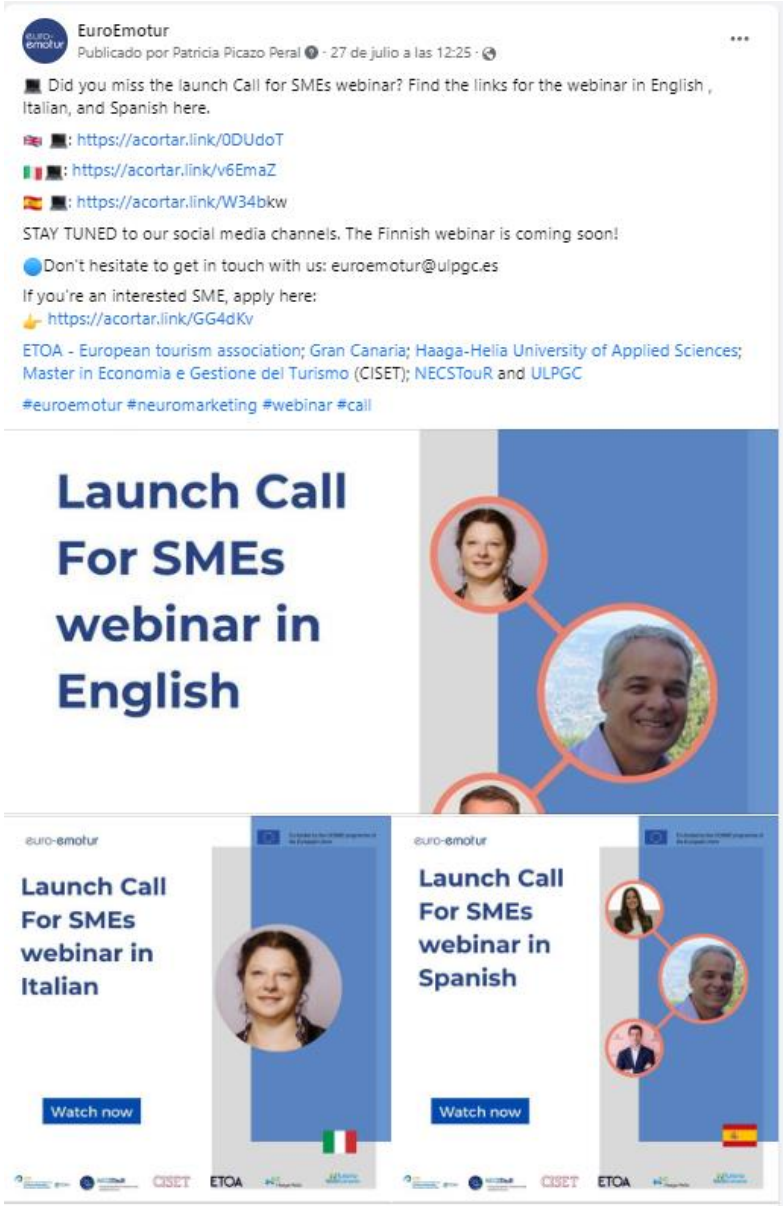


Table 10 - Social Media organization

Activity	...	14	15	16	17	18	19	20	21	22	...
	Instagram/Linkedin/Facebook/Twitter										
Euro-emotur week											
Discover Euro-emotur											
TOURISME International conference											
Call for SMEs											
International webinar for SMEs											
How to apply to the Call											
Reminder Internationalwebinar											
Italian webinar											
Reminder of International, Spanish and Italian webinar											
Finnish webinar											
Reminder of the deadline of the Call											
Restourative conference											
Call extension											
Reminder international, Spanish, Italian and Finnish webinar											
Collabotarian with h2020 Auroral Call for SMEs											
Euro-emotur week in Finland											
Reminder extension of the Call											
End of the Euro-emotur week											
Announcement of the awarded SMEs											

To see the statistics of Euro-emotur social media see [annex VIII](#)

Figure 3 – Examples of Social Media dissemination





- Website

The website of the project has been launched by the end of M4, and it will be maintained for at two years following the end of the project. Regular updates will be available in all Euro-emotur project languages (English, Spanish, French, Italian, and Finnish), with reciprocal links to the partners' websites to maximise coverage. There is a central general project website in English, French and Spanish with information on the project, project partners and the research activities and outcomes. You can see below the website organization:



Table 11- Website organization

Activity	...	14	15	16	17	18	19	20	21	22	...
	Website										
Euro-emotur week											
Discover Euro-emotur											
TOURISME International conference											
Call for SMEs											
International webinar for SMEs											
How to apply to the Call											
Reminder Internationalwebinar											
Italian webinar											
Reminder of International, Spanish and Italian webinar											
Finnish webinar											
Reminder of the deadline of the Call											
Restourative conference											
Call extension											
Reminder international, Spanish, Italian and Finnish webinar											
Collabotarian with h2020 Auroral Call for SMEs											
Euro-emotur week in Finland											
Reminder extension of the Call											
End of the Euro-emotur week											
Announcement of the awarded SMEs											

- Project Workshops

To involve stakeholders more actively in discussion, theory and methodology development, and application, the Euro-emotur Consortium will design an online and offline European education programme based on the digital transition of 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 target SMEs in order to increase their capacities (upskill and reskill). This task is transversal for the three pilot destinations (Canary Islands, Finland and Veneto region), so ULPGC-



TIDES will lead the task and will work in close relationship with Ciset and Haaga-Helia for the design of the programme, learning objectives and outcomes as well as the delivery model and plan.

Currently Euro-emotur Consortium has developed 3 webinars for its Call launch for SMEs in English; Italian and Spanish.

Table 12 - Project workshop organization

	2022											2023											2024											'25			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	
Activity																																					



Figure 4 - Webinar in English, Italian and English

The banner features the euro-emotur logo at the top left. The main text reads "Launch Call For SMEs webinar in English". A blue button labeled "Watch now" is positioned below the text. On the right side, there is a vertical blue bar containing three circular portraits of speakers, a UK flag at the bottom, and a small text box at the top right that says "Co-funded by the COSME programme of the European Union". At the bottom of the banner, a row of logos includes: a small logo with "COSME" text, "Tides", "NECSTOUR", "CISSET", "ETOA", "Haaga-Helia", and "Turismo Gran Canaria".

English webinar held on 4th at 14:00 CET
[Watch now the webinar.](#)



euro-emotur

Launch Call For SMEs webinar in Italian

Watch now

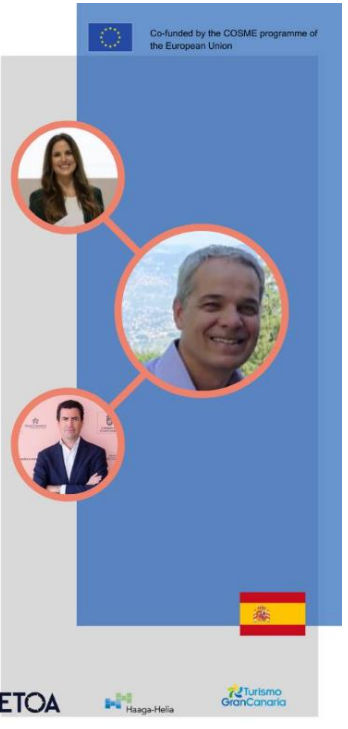


Italian Webinar held on 18th at 14:00 CET
[Watch now the webinar.](#)

euro-emotur

Launch Call For SMEs webinar in Spanish

Watch now



Spanish Webinar held on 18th at 14:00CET
[Watch now the webinar](#)



- Euro-emotur events (Euro-emotur week)

Matching events: online and offline matching events. ETOA will be responsible of the offline matching events. The matching events will take place within the celebration of the events organized by ETOA such as: The Nordic Marketplace, VIVA Italian Marketplace or HEM Hoteliers European Marketplace.,EURO-EMOTUR week will be held, where a matching event will take place (Gran Canaria, Finland, Italy and Brussels. The matching events have the objective of connecting technology providers with SMEs, where laboratories act as connectors and provide SMEs with solutions through technology companies. In addition, these events act as a place for the exchange of proposals. 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 will promote the matchmaking events at international level with the support of the involved partners. The Challenges to be tackled will be defined basing on the problems to solve/needs by SMEs and the innovative solutions brought by the labs and technology companies. This task will be finished with a final Matchmaking Events Outline Report. The purpose is to involve 100 SMEs in total. The objective is to find solutions for participating companies: 20 from each participating destination (Spain, Italy and Finland) and up 40 from other countries.

Table 13- Euro-emotur week organization

	2022											2023											2024											'25		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J
Activity																																				



- Interactive multistakeholder closing event

The aim is to develop a digital ecosystem hub to guarantee both the sustainability of the project and to scale it up to a broader number of SMEs and stakeholders. Thus, this stage will imply the integration of the results of previous work packages and the design of the hub: a networking platform for learning and sharing with other tourism SMEs, technology suppliers, tourism labs and regional clusters. The hub will ensure the project 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 digitalization in tourism, EU granted initiatives supporting SMEs, etc.

Table 14- Interactive multistakeholder closing event

	2022											2023											2024											'25			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	
Activity																																					



- Final Conference

Organization of the final conference with a twofold aim. First, share with partners and agents involved in the project the experiences and best practices of SMEs, illustrate the results of the action developed, show the milestone achieves and discuss next steps after finishing the EU funding. Secondly, the conference should be used as a promotional event to disseminate findings and share the hub with the tourism industry, media, citizens and relevant agencies (EISMEA).


Table 15 - Final conference

	2022											2023											2024											'25			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	
Activity																																					



Annex I – Call for SMEs

Call for European SMEs in Tourism Extended | Euro-Emotur Project | New deadline 16/10/2023 at 17:00 Brussels Time

 Irene Paolinelli <irene.paolinelli@necstour.eu>

Dear Member,

Today was listed as the original deadline for applicants for the [Open Call for the Euro-Emotur Project](#), however, we are pleased to inform you that the call has now been extended and will **close on 16 October at 17:00 Brussels Time**.

We remind you that this call represents a good opportunity for your destination's European SMEs in Tourism. They can benefit from up to €10,000 in vouchers for marketing services and training, aiming at supporting the digitisation and innovation of European SMEs, co-funded by the European Innovation Council and SMES Executive Agency (EISMEA).

All interested applicants can [apply HERE](#) by completing the application form 'Euro-Emotur SME Application Form'. An "Acknowledgment of Receipt" e-mail will be sent to the applicant. The project will be evaluated only on the information provided in the online application form.

New deadline for application: 16/10/2023 at 17:00 (Brussels Time).



Questions may be sent by e-mail no later than 7 days before the deadline for the submission of applications to the following e-mail address projects@etoa.org, clearly indicating the reference of the Call for Participation and the question.

For more information, please check [here](#).

Open Call launch Euro-emotur: The Journey towards digitalisation. Thinking digitaltourism through neuromarketing and emotions.

Up to €10,000 in vouchers available for marketing services and training.

Participation for SMEs is free of charge, no co-financing is required.

Irene Paolinelli
Marketing & Communications Manager

NECSTOUR Permanent Secretariat
Grasmarkt 61 – 1000, Brussels, Belgium – EU
Phone : +32 471412314
irene.paolinelli@necstour.eu | www.necstour.eu



Annex II – Reminder e-mail to Members about the Open Call for SMEs

Reminder of the Open Call for the Euro-Emotur Project - Opportunity for European SMEs in Tourism | Deadline 27/09/2023 at 17:00 Brussels Time

IP Irene Paolinelli <irene.paolinelli@necstour.eu>
 CC: cristina.nunez; Tomaso Comazzi; Oyana.marius; Justine Bauters <justine.bauters@necstour.eu>

Dear Member,

We are pleased to remind you of the following opportunity for your stakeholders. European SMEs in Tourism can benefit from up to €10,000 in vouchers for marketing services and training thanks to the **Open Call for the Euro-Emotur Project**, aiming at supporting the digitisation and innovation of European SMEs, co-funded by the European Innovation Council and SMES Executive Agency (EISMEA).

All interested applicants can **apply HERE** by completing the application form *"Euro-Emotur SME Application Form"*. An "Acknowledgment of Receipt" e-mail will be sent to the applicant. The project will be evaluated only on the information provided in the online application form.

Deadline for application: 27/09/2023 at 17:00 (Brussels Time).

Questions may be sent by e-mail no later than 7 days before the deadline for the submission of applications to the following e-mail address projects@etoa.org, clearly indicating the reference of the Call for Participation and the question.

For more information, please check [here](#).



Open Call launch Euro-emotur: The Journey towards digitalisation. Thinking digitalisation through neuromarketing and emotions.

Up to €10,000 in vouchers available for marketing services and training

Participation for SMEs is free of charge, no co-financing is required.



Kind regards,
Irene

Irene Paolinelli
Marketing & Communications Manager



NECSTOUR Permanent Secretariat
 Grasmart 61 – 1000, Brussels, Belgium – EU
 Phone : +32 471412314
irene.paolinelli@necstour.eu | www.necstour.eu

Annex III – Call extension

Call for European SMEs in Tourism Extended | Euro-Emotur Project | New deadline 16/10/2023 at 17:00 Brussels Time

Irene Paolinelli <irene.paolinelli@necstour.eu>

Dear Member,

Today was listed as the original deadline for applicants for the [Open Call for the Euro-Emotur Project](#), however, we are pleased to inform you that the call has now been extended and will **close on 16 October at 17:00 Brussels Time**.

We remind you that this call represents a good opportunity for your destination's European SMEs in Tourism. They can benefit from up to €10,000 in vouchers for marketing services and training, aiming at supporting the digitisation and innovation of European SMEs, co-funded by the European Innovation Council and SMES Executive Agency (EISMEA).

All interested applicants can [apply HERE](#) by completing the application form *'Euro-Emotur SME Application Form'*. An "Acknowledgment of Receipt" e-mail will be sent to the applicant. The project will be evaluated only on the information provided in the online application form.

New deadline for application: 16/10/2023 at 17:00 (Brussels Time).

Questions may be sent by e-mail no later than 7 days before the deadline for the submission of applications to the following e-mail address projects@etoa.org, clearly indicating the reference of the Call for Participation and the question.

For more information, please check [here](#).

Open Call launch Euro-emotur: The Journey towards digitalisation. Thinking digitaltourism through neuromarketing and emotions.

Up to €10,000 in vouchers available for marketing services and training.

Participation for SMEs is free of charge, no co-financing is required.

Irene Paolinelli
Marketing & Communications Manager

NECSTour
European Regions for
Competitive and Sustainable Tourism

NECSTour Permanent Secretariat
Grasmarkt 61 – 1000, Brussels, Belgium – EU
Phone : +32 471412314
irene.paolinelli@necstour.eu | www.necstour.eu

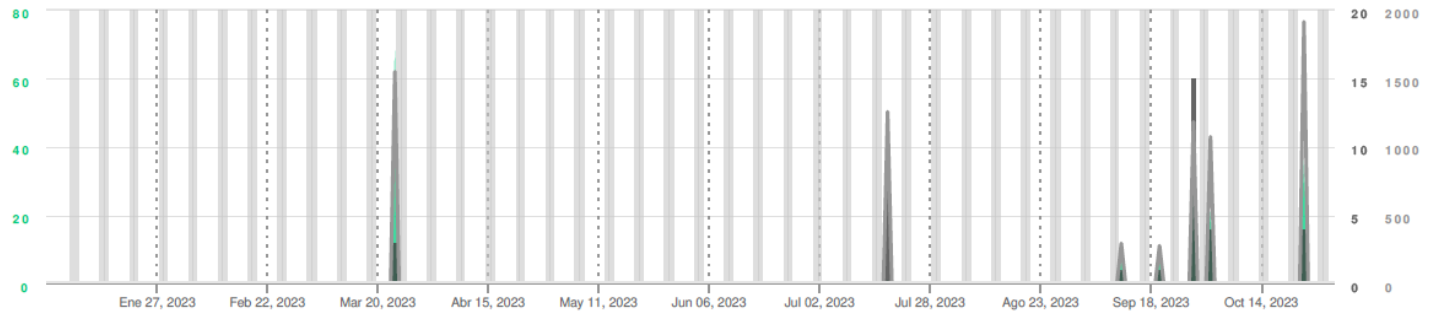
Annex IV – Turismo de Gran Canaria overview actions

Here you can see the number of interactions, publications, impressions and reproductions according to the actions carried out by the partner TURISMO DE GRAN CANARIA.



EUROEMOTUR
RESUMEN GLOBAL

1 Ene. 23 / 31 Oct. 23



	INTERACCIONES	PUBLICACIONES	IMPRESIONES	REPRODUCCIONES
	175	36	7.548	0
	42	5	1.424	0
	50	28	3.581	0
	83	3	2.543	0



EUROEMOTUR
MEJOR CONTENIDO

1 Ene. 23 / 31 Oct. 23

						INTER.	ME GUS.	COMEN.	COMPA.	REPRO.	IMPRES.	
1			TURISMO DE GRAN CAN...	X	24/10/23 08:58	Turismo de Gran Canaria participa en la «Euroemotur Week» celebrada en Finlandia. Hasta Helsinki se ha desplazado Paula Schlueter, responsable de la Unidad de Branding de Turismo de ...	191	23	0	0	0	856
2			TURISMO DE GRAN CAN...		24/03/23 18:31	Turismo de Gran Canaria se suma al lanzamiento del proyecto europeo Euroemotur, una iniciativa que impulsa la digitalización de las pymes del sector turístico a través de la cooperación ...	82	43	0	6	0	1.045
3			TURISMO DE GRAN CAN...		02/10/23 15:57	Se amplía el plazo de solicitud de ayudas para la digitalización de pymes del sector turístico impulsada por Euroemotur. Si tienes una pequeña o mediana empresa, tienes hasta el 16 de ...	16	7	0	4	0	642
4			GRAN CANARIA TURISM...		24/03/23 18:31	Gran Canaria Turismo se suma al lanzamiento del proyecto europeo EuroEmotur, una iniciativa que impulsa la digitalización de las pymes del sector turístico a través de la cooperación ...	13	6	0	7	0	227
5			GRAN CANARIA TURISM...		24/10/23 08:58	Turismo de Gran Canaria participa en la «EuroEmotur Week» celebrada en Finlandia. Hasta Helsinki se han desplazado Paula Schlueter, responsable de la Unidad de Branding de Turismo de ...	9	8	0	0	0	416
6			GRAN CANARIA TURISM...		11/09/23 16:30	Si tienes una pyme turística y quieres digitalizar tu negocio, todavía estás a tiempo de participar en el proyecto EuroEmotur. Puedes enviar tu solicitud hasta 27 de septiembre a las 16:00 ...	7	6	0	1	0	295
7			GRAN CANARIA TURISM...		20/09/23 16:42	🔴 ¡No lo olvides! Solo queda una semana para inscribirte en el proyecto EuroEmotur. El próximo 27 de septiembre a las 16:00 horas finaliza el plazo de solicitudes. Enfocado en las pequeñas ...	7	3	0	4	0	278
8			GRANCANARIATUR		24/03/23 18:35	.@GranCanariaTur se suma al lanzamiento del proyecto @euroemotur, una iniciativa que impulsa la digitalización de las pymes del sector turístico a través de la cooperación ...	6	6	0	0	0	277
9			GRAN CANARIA TURISM...		02/10/23 15:54	🔴 Se amplía el plazo de solicitud de ayudas para la digitalización de pymes del sector turístico impulsada por EuroEmotur. Si tienes una pequeña o mediana empresa, tienes ...	6	4	0	2	0	208
10			GRANCANARIATUR	X	28/09/23 09:02	@infecar @pablollinares @euroemotur @airBaltic Comienza Trujillo exponiendo que nuestra Isla cuenta con una «gran conectividad y volumen» con respecto al pasado año: «La línea ...	4	4	1	0	0	90



EUROEMOTUR
MEJOR CONTENIDO

1 Ene. 23 / 31 Oct. 23

						INTER.	ME GUS.	COMEN.	COMPA.	REPRO.	IMPRE.	
11			GRANCANARIATUR	X	02/10/23 15:59	🚩 Se amplía el plazo de solicitud de ayudas para la digitalización de pymes del sector turístico impulsada por @euroemotur. Hasta el 16 de octubre puedes inscribirte en...	4	3	1	1	0	168
12			GRANCANARIATUR	X	28/09/23 09:27	@infecar @pablollinares @euroemotur @airBaltic Suárez destaca que los turistas del mercado báltico, que son en su mayoría seniors, nos visitan en cualquier fecha del año, no solo en...	3	3	1	0	0	71
13			GRANCANARIATUR	X	24/10/23 09:02	Turismo de Gran Canaria participa en la «@euroemotur Week» celebrada en Finlandia. Este encuentro celebrado en Helsinki, está orientado al objetivo de conectar a empresas del sector...	3	2	1	1	0	573
14			GRANCANARIATUR	X	28/09/23 09:25	@infecar @pablollinares @euroemotur @airBaltic Es el turno de Juan Fernando Suárez, promotor del mercado de países nórdicos y bálticos para #GranCanaria en origen, que cuenta su...	3	3	1	0	0	63
15			GRANCANARIATUR	X	28/09/23 08:43	@infecar @pablollinares @euroemotur Nuestro director gerente también anuncia en su intervención la próxima jornada profesional, que se celebrará el 18 de octubre, sobre el mercado...	3	3	1	0	0	56
16			GRANCANARIATUR	X	28/09/23 09:21	@infecar @pablollinares @euroemotur @airBaltic Mercedes Trujillo detalla el perfil del turista nórdico: «Buscan realizar actividades, descansar y conocer». «El lino asociado al...	3	3	1	0	0	53
17			GRANCANARIATUR	X	28/09/23 09:30	@infecar @pablollinares @euroemotur @airBaltic Nuestro promotor destaca un aspecto curioso sobre nuestro destino: «Cualquier noticia de #GranCanaria se publica en los países...	2	2	1	0	0	71
18			GRANCANARIATUR	X	28/09/23 09:48	@infecar @pablollinares @euroemotur @airBaltic León felicita a los técnicos responsables de estos mercados y los técnicos subrayan la ampliación de nuestra conectividad con algunos...	2	2	1	0	0	141
19			GRANCANARIATUR	X	28/09/23 09:35	@infecar @pablollinares @euroemotur @airBaltic «La sostenibilidad, la vida activa, las soluciones tecnológicas y nuestra gastronomía son nuestro cuatro pilares» como destino...	2	2	1	0	0	72
20			GRANCANARIATUR	X	28/09/23 09:13	@infecar @pablollinares @euroemotur @airBaltic Sin embargo, Trujillo expresa el esfuerzo y trabajo de @GranCanariaTur para que la Isla también sea un destino de verano para estos...	2	2	1	0	0	62



EUROEMOTUR
PERFILES

1 Ene. 23 / 31 Oct. 23

		INTERACCIONES 175	PUBLICACIONES 36	IMPRESIONES 7.548	REPRODUCCIONES 0
		MEDIA POR PERFIL 58,33	12	2.516	0
1	  TURISMO DE GRAN CA...	83	3	2.543	0
2	  GRANCANARIATUR	50	28	3.581	0
3	  GRAN CANARIA TURIS...	42	5	1.424	0



Annex V - Euro-emotur week agenda in Gran Canaria



euro- emotur

Agenda for the Consortium
meeting in Gran Canaria
22nd -24th March 2023



Co-funded by the COSME programme
of the European Union





- 1** Type: Euro-emotur Consortium meeting
- 2** Location: Las Palmas de Gran Canaria
- 3** Venue: Different locations in Las Palmas de Gran Canaria
- 4** Days: 22nd -24th March 2023

Participants
EISMEA Project Adviser. Alan Vella
Tourism industry from Canary Islands. SMEs



Day 22nd Wednesday



Location (16:00-18:45): Rectorado ULPGC: Juan de Quesada, 30. 35001 Las Palmas de Gran Canaria. (Sala de juntas lado A):



HERE


Welcoming by Mr. Lluís Serra Majem, Rector of the University of Las Palmas de Gran Canaria.	16:00-16:05
Introduction by the Project Coordinator and EISMEA Project Adviser, Mr. Alan Vella.	16:05-16:20
Consortium beneficiaries' presentation: ULPGC-TIDES: Mr. Sergio Moreno Gil CISSET; Ms. Federica Montaguti; ETOA: Mr. Arran Wiltshire and Mr. Tim Fairhurst NECSTouR: Ms. Irene Paolinelli Haaga-Helia: Mr. Kristian Sievers and Ms. Elisa Laatikainen	16:20-17:20



Initial update and plan for sessions. Mr. Sergio Moreno.	17:20-17:50
Tourism cluster information (pilot destination - Canary Islands). Mr. Sergio Moreno.	17:50-18:45
Tour around Vegueta (old town)	19:00-19:40
Networking session and dinner*	19:40-22:00


• C. Montesdeoca, 10, 35001 Las Palmas de Gran Canaria, Las Palmas.
Restaurante Montesdeoca:





HERE



euro-emotur




Day 23rd Thursday	
<p>Location: Recinto ferial INFECAR. Feria de Gran Canaria Av. de la Feria, 1, 35012 Las Palmas de Gran Canaria, Las Palmas:</p> <div style="display: flex; justify-content: space-around; align-items: center;">  <div style="text-align: center;">  <p>HERE</p> </div> </div>	
Each partner will be picked up at their accommodation	8:30
General review of the project: current status and future challenges Mr. Sergio Moreno	09:00-09:30
Open session and next steps of the project with the EISMEA PA. Mr. Alan Vella	09:30-10:00
Follow-up on the call-status and its promotion · D1.2 Guidelines for Awarding Financial Support to Third Parties (tourism SMEs). Sergio Moreno Gil / Arminda Almeida / Arran Wiltshire	10:00-10:40
Evaluation process. ·D2.2 Report on the evaluation and selection process of the Call for tourism SMEs. Mr. Arran Wiltshire and Tim Fairhurst Sister project presentation (TOURISME). Ms. Michelle Perello.	10:40-11:30



<p>Working with SMEs</p> <ul style="list-style-type: none"> -D3.1 Methodology for assessing innovation maturity and readiness of tourism SMEs. -D3.2 Tourism SMEs innovation maturity and readiness assessment tool and guidelines for interviews. -D3.3 Participant observation protocol. <p>Ms. Federica Montaguti</p>	<p>12:00-12:30</p>
<p>Discussion with the tourism SMEs and the local industry</p>	<p>12:30-13:45</p>
<p>Lunch</p>	<p>13:45-15:00</p>
<p>Plan Euro-emotur week:</p> <ul style="list-style-type: none"> - D4.1 "Mapping the emerging technologies, business models and tourism industry cases". Mr. Kristian Sievers. - WP5 - Euro-Emotur Digital Hub D5.3 "EURO-EMOTUR Transnational matchmaking events Plan" and presentation. <p>Mr.Sergio Moreno Gil</p>	<p>15:00-15:55</p>
<p>General Remarks by EISMEA Project Adviser. Mr. Alan Vella.</p>	<p>15.55 - 16.00</p>
<p>Visit Emoturlab -Showroom on neurotourism techniques:</p> <ul style="list-style-type: none"> -Eye tracking presentation and demo by TOBII. Ms. Mayra Arroyaga. Demo show on Face Coding, EEG and content analysis. Ms. Arminda Almeida, Ms. Mireya Morgana and Ms. Valeria Cabra 	<p>16:00-18:30</p>
<p>Dinner</p>	<p>20:00-22:00</p>

- Rest. "La Marinera"C. de Alonso de Ojeda, 0. 35009 Las Palmas de Gran Canaria, Las Palmas



 euro-emotur

24th Friday	
Location: different locations. Participants will be picked up at their accommodation	
Meetings, Exchanges and Good Practices. Meeting the cluster and the destination (EISMEA and Consortium with SMEs) Wrapping-up session EISMEA-Project Coordinator on the Meeting Outcomes and Way forward	9:00-17:00



Annex VI Euro-emotur week agenda in Helsinki



Agenda of the meeting

Date: 17th October 2023, Meeting 9:00-16:00 + Dinner 19:00 →

18th October 2023, Meeting 9:00-16:00 + Dinner 19:00 →

19th October 2023, Helsinki tourism industry post tour:

Place: Haaga-Helia / Haaga campus @ Pajuniityntie 11, 00320 Helsinki

Participants

No	Name	Partner
1	Sergio Moreno	ULPGC-TIDES
2		ULPGC-TIDES
3		ULPGC-TIDES
4	Alan Wilshire	ETOA
5	Irene Paolinelli	NECSTouR
6	Kristian Sievers	HAAGA-HELIA
7	Elina Moreira Kares	HAAGA-HELIA
8	Anu Lehtinen	HAAGA-HELIA
9	Mia Blanc	HAAGA-HELIA
10		CISET
11		CISET
12		GRAN CANARY TOURIST BOARD
13		GRAN CANARY TOURIST BOARD



Agenda / Day 1: Tuesday 17th October 2023

- o 9:00 – 10:00. Welcome to Haaga-Helia, Director Antti Jylhä,
 - Tourism industry in Finland, past, present and future,
 - Kristian Sievers,
 - Welcoming Gran Canary Tourist Board to Euro-Emotur
- o 10:00 – 11:00. Update on the project and WP1 (ULPGC-TIDES)
 - Project management and Coordination
- o 11:00 – 12:00. Presentation of WP2 (ETOA)
 - Selection, evaluation and engagement with SMEs

Lunch at Restaurant Central Park @ Hotel Haaga

- o 13:00 – 14:00. Presentation of WP3 (CISSET)
 - SME Anamnesis, Diagnostics and Assessment
- o 14:00 – 15:00. Finalising the Webinars
 - o The Call for Service Providers
 - o SME Webinar
- o 15:00 - 16:30. Meeting with local SMEs: Nluxcollection
 - Meeting potetial service providers
 - Salmi Platform
 - Visitlo

16.30 - 17.30 Wrap up and closing of the day

Dinner @ the BOX, theme: Finnish Nature AR/VR, Haaga-Helia

*

Agenda / Day 2: Wednesday 18th October 2023

- o 9:00 – 10:00. Welcome to Helsinki, Ms Nina Vesterinen, Tourism Director
- o 10:00 – 11:00. Presentation of WP4 (HAAGA-HELIA)
 - Preliminary Assistance to Selected SMEs on neuromarketing and Digital Innovation
- o 11:00 – 12:00. Presentation of WP5 (ULPGC-TIDES)
 - Euro-Emotur Digital Hub
 - meeting with companies:

Lunch at Restaurant Central Park @ Hotel Haaga

- o 13:00 – 15:00. SME Webinar (= 12:00 – 14:00 CET)
 - technical assistance (HAAGA-HELIA)
 - chairman & agenda (partner in charge)
 -
- o 15:00 – 15:30. LAUNCH OF SERVICE PROVIDER CALL -Webinar (= 14:00 – 14:30 CET)



- o 16:00 – 17:30. Timeline for next steps. Conclusions of the meeting

Dinner @ a selected restaurant in Helsinki centre

Agenda / Day 3: Thursday 19th October 2023

- o Helsinki tourism industry post tour: Nuuksio national park
- o Visiting SME in location: Haltia Lodge



Annex VII – Webinar invitations

Asunto: Webinar | Financiación para PYMES turísticas

Estimado/a:

Me gustaría invitarle a participar en un breve seminario web en el que se lanzará una convocatoria para PYMES del sector alojamiento y agencias de viajes, que ofrecerá financiación para auditorías de marketing y desarrollo. Esta sesión en línea proporcionará una visión general de las oportunidades de la oferta y del proceso de solicitud.

Webinar de lanzamiento de la convocatoria | euro-emotur

Martes 18 de julio **14:00-14:30 CEST**

[REGÍSTRESE AQUÍ](#)

Acerca de euro-emotur

La universidad de Las Palmas de Gran Canaria coordina el programa euro-emotur junto con los partners Ciset, ETOA, Haaga-Helia, NECSTour y Turismo de Gran Canaria, cofinanciado por EISMEA - Programa COSME de la Unión Europea. La participación de las PYMES es gratuita, no se requiere cofinanciación. El importe máximo de la ayuda financiera concedida para cada tercero beneficiario es de 10.000 euros en vales. Esta cuantía podría variar la pyme podría recibir entre 3000-5000 euros en vales.

Utilizando métodos como el seguimiento ocular, el EEG (Electroencefalografía) y la Inteligencia Artificial (IA), se puede ayudar a descubrir las motivaciones y preferencias de los consumidores, permitiendo a las empresas adaptarse y maximizar su espacio digital.

Las PYMES beneficiarias recibirán una auditoría en línea y asesoramiento por parte de expertos sobre cómo mejorar su presentación a los clientes.

Si no puede asistir a la sesión en directo. Le aconsejamos registrarse, ya que podrá recibir la grabación del webinar.

Muchas gracias y un cordial saludo,

Sergio Moreno Gil

coordinator



Subject: DISSEMINATION OF THE EURO-EMOTUR CALL

Dear [name and surname of the AB MEMBER]

Euro-emotur consortium would like to invite you to disseminate the Euro-emotur project Call for SMES: Tour Operator and Accommodation SMEs, offering fee marketing audit and additional funding to improve the performance of SMEs. This Call will be opened from 27th June to 27th September at 17:00 CEST.

[Click here for more information and to apply for the call for applications](#)

About euro-emotur

University of Las Palmas de Gran Canaria together with Ciset, ETOA, Haaga-Helia, NECSTour and Turismo de Gran Canaria form the [euro-emotur consortium](#) co-funded by EISMEA - COSME programme of the European Union. **Participation for SMEs is free of charge, no co-financing is required.** The maximum amount of financial support for each Third-Party Beneficiary awarded via vouchers is €10.000, the average award is likely to be awarded €3.000-€5.000 in vouchers. Using methods such as eye-tracking, EEG (Electroencephalography) and Artificial Intelligence (AI), this approach can help discover consumer motivation and preferences, allowing businesses to adapt and maximize their digital performance.

Successful SMEs will receive an audit of their online space and expert consultancy on how to improve their presentation to clients.

We thank in advance to [nombre sister project] to support us with the dissemination of the [Call](#)

Best regards,

Sergio Moreno Gil

Coordinator



Euro-Emotur rahoitushaku matkailuyrityksille on käynnissä

Jopa 10 000€ tukea palveluseleinä matkailun pk- yrityksille

Haaga-Helia toteuttaa yhdessä asiantuntevien eurooppalaisten partnerien kanssa uudenlaisen kehitysprojektin, johon voivat osallistua suomalaiset matkailualan pk-yritykset, erityisesti majoitus- ja- matkailun ohjelmajoinnissa toimivat tekijät.

Euro-Emotur tavoitteena on edistää matkailualan pk-yritysten digitalisaatiota ja innovaatioiden käyttöönottoa sekä parantaa niiden kilpailukykyä markkinoilla digitalisaation avulla, kiinnittäen erityistä huomiota neuromarkkinointiin ja asiakkaiden tunteiden ymmärtämiseen. Euro-Emotur projektissa hyödynnetään mm. tekoälyä, biometriikkaa, silmänliikerekistereitä sekä muita teknologioita tunnistamaan matkailijoiden motivaatiota ja mieltymyksiä. Projektin avulla suomalaisetkin matkailualan yritykset voivat kehittää digitaalisista osaamistaan. Rahallisen tuen lisäksi pk-yrityksille tehdään verkkonäkyvyyden arviointi ja yritykset saavat asiantuntija- ja verkostotukea.

Euro-Emotur etsii tukikelpoisia, eurooppalaisia matkailualan pk-yrityksiä palvelusetelien kautta tuettavaksi. Palveluseleinä myönnettävän taloudellisen tuen enimmäismäärä on 10 000 euroa.

Valitut hakijat saavat lisäksi yksityiskohtaisen kartoituksen ja raportin nykyisestä markkinoinnistaan. Sen jälkeen pk-yritykset voivat käyttää palveluseleitä palveluihin ja koulutukseen, joissa kehitetään digitaalisia ja innovaatiivisia ratkaisuja. Näitä ovat esimerkiksi virtuaalitodellisuus (VR), verkkonäkyvyys, lisätty todellisuus (AR), tekoäly, silmänliikeseuranta, verkkokäytettävyys, kasvotunnistus, sisältöanalyysi, teksti, video ja kuvat, EEG, vertailuanalyysit ja indeksit

Pk-yritysten osallistuminen on maksutonta, eikä omarahoitusta tarvita. Yritys, joka tänä vuonna on jo saanut tai saamassa tukea jostakin toisesta Cosme-rahoitteisesta hankkeesta, ei voi hakea tukea Euro-Emoturista.

Ilmoita yrityksesi hakuun [tästä](#) Haku päättyy 27.9.

Seuraava ja viimeinen webinaari suomalaisille yrityksille

Pidetään torstaina 14.9. klo 13-14

Ilmoittaudu webinaariin [tästä](#). Saat lisätietoja tarjolla olevista palveluista ja hakuohjeet.

Tervetuloa mukaan Emoturiin!

Lisätietoja projektista:

Kristian Sievers, TKI-projektipäällikkö

kristian.sievers@haaga-helia.fi

+358 40 488 7173





Annex VIII Social media Euro-emotur statistics

Here you can see the number of interactions, publications, impressions and reproductions, reach according to the actions carried out by the Euro-emotur Consortium.

7 días 14 días **30 días** 90 días 10 oct – 8 nov

Alcance [ⓘ]

42

Cuentas alcanzadas

Seguidores	29
No seguidores	13

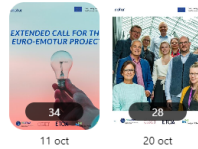
Por tipo de contenido

Todo Seguidores No seguidores

Publicaciones 63

• Seguidores • No seguidores

Contenido destacado basado en el alcance



Interacción [ⓘ]

7

Cuentas que interactuaron

Seguidores	7
No seguidores	0

Por interacciones con el contenido

Publicaciones	 9
Videos en vivo	0
Reels	0
Historias	0
Videos	0



Interacción ⓘ

7

Cuentas que interactuaron

Seguidores	7
No seguidores	0

Por interacciones con el contenido

Publicaciones	<div style="width: 100%;"></div>	9
Videos en vivo		0
Reels		0
Historias		0
Videos		0

• Seguidores y no seguidores

Contenido destacado basado en la interacción



6

20 oct



3

11 oct

Perfil ⓘ

9

Actividad del perfil

Visitas al perfil	9
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Seguidores ⓘ

74

Total de seguidores



Datos destacados

Datos de: 9/10/2023 - 7/11/2023

40

Reacciones

▼25,9 %

0

Comentarios

●0 %

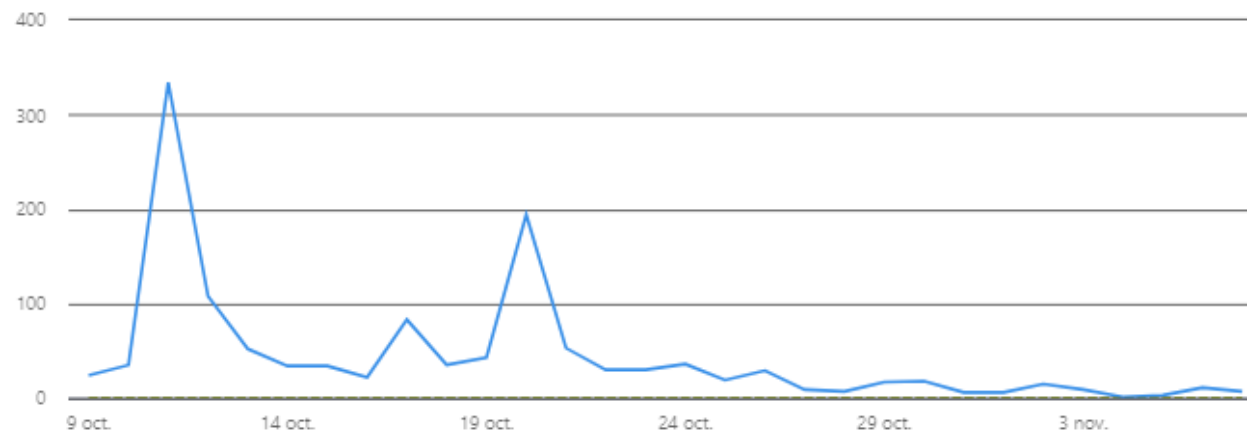
1

Veces compartido

▼87,5 %

Indicadores

Impresiones ▼

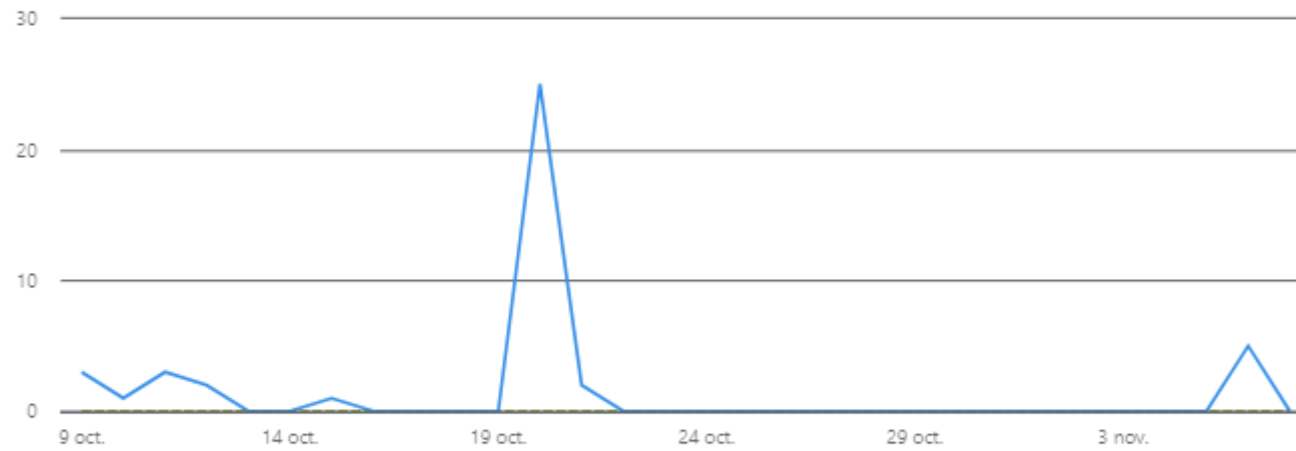


- ✓ Orgánico 1304
- ✓ Patrocinado 0



Indicadores

Clics ▾



<input checked="" type="checkbox"/>	Orgánico	42
<input checked="" type="checkbox"/>	Patrocinado	0



Datos destacados

Datos de: 9/10/2023 - 7/11/2023

40

Reacciones

▼ 25,9 %

0

Comentarios

● 0 %

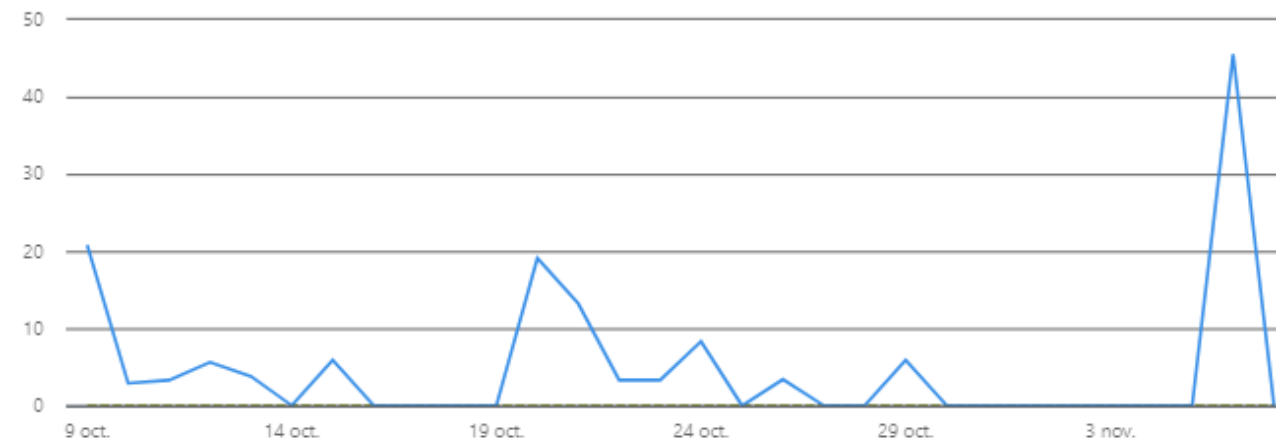
1

Veces compartido

▼ 87,5 %

Indicadores

Tasa de interacción ▼



- ✓ — Orgánico 4,81
- ✓ - - - Patrocinado 0

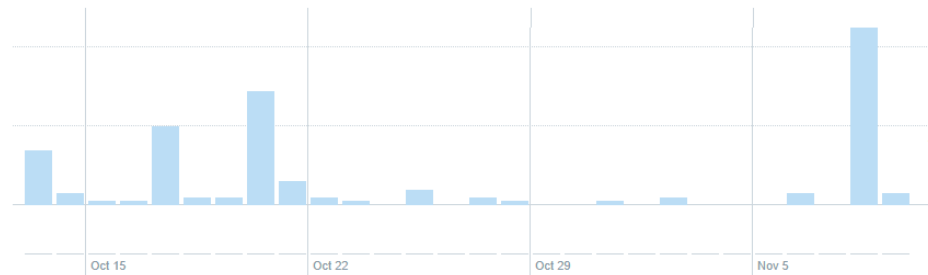


Tweet activity

Last 28 Days

Export data

Your Tweets earned **178 impressions** over this **28 day** period



YOUR TWEETS
During this 28 day period, you earned **5 impressions** per day.

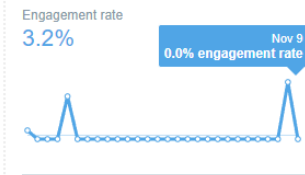
Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Engagement rate

	Euroemotur @euroemotur · Oct 20 End of the Euro-emotur week in Finland! Our partner Haaga-Helia hosted the event in Helsinki: 16th to 19th October. This event has been a great success, as a great progress of the project has been achieved. #neuromarketing #euroemotur #euroemoturweek pic.twitter.com/0h5fXoFiR5 View Tweet activity	36	2	5.6%
--	--	----	---	------

You've reached the end of Tweets for the selected date range. Change date selection to view more.

Engagements

Showing 28 days with daily frequency



On average, you earned **0 link clicks** per day

Recorte rectangular





Annex IX – Future actions

			2022									2023											2024												2025																
Tasks	Tasks	Milestone	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	23	24	25	26	27	28	29	30	31	32	33	34	35	36														
Communication content and implementation		MS8 - Brand image evolution of the project and the SMEs is analysed				Task 6.3																																													
Attendance at sectorial fairs		MS8 - Brand image evolution of the project and the SMEs is analysed																																																	
Generate high social media impact		MS8 - Brand image evolution of the project and the SMEs is analysed																																																	
HUB Launch and maintenance		MS9 - The progress in the uptake of digital solutions and transformation of 100 SMEs is evaluated through the emotional-reputational index																																																	
Email list segmentation to tailor messages to specific groups (Using Mailchimp)		MS8 - Brand image evolution of the project and the SMEs is analysed																																																	
Newsletter		MS8 - Brand image evolution of the project and the SMEs is analysed																																																	
Webinars & workshops		MS9 - The progress in the uptake of digital solutions and transformation of 100 SMEs is evaluated through the emotional-reputational index																																																	
Euro-emotur week		MS8 - Brand image evolution of the project and the SMEs is analysed																																																	
Scientific Conferences & Events		MS8 - Brand image evolution of the project and the SMEs is analysed																																																	
Final Conference – Promotional Event		MS8 - Brand image evolution of the project and the SMEs is analysed																																																	
EURO - EMOTUR Website		MS10 - EURO EMOTUR Website and Hub platform are launched and optimized																																																	