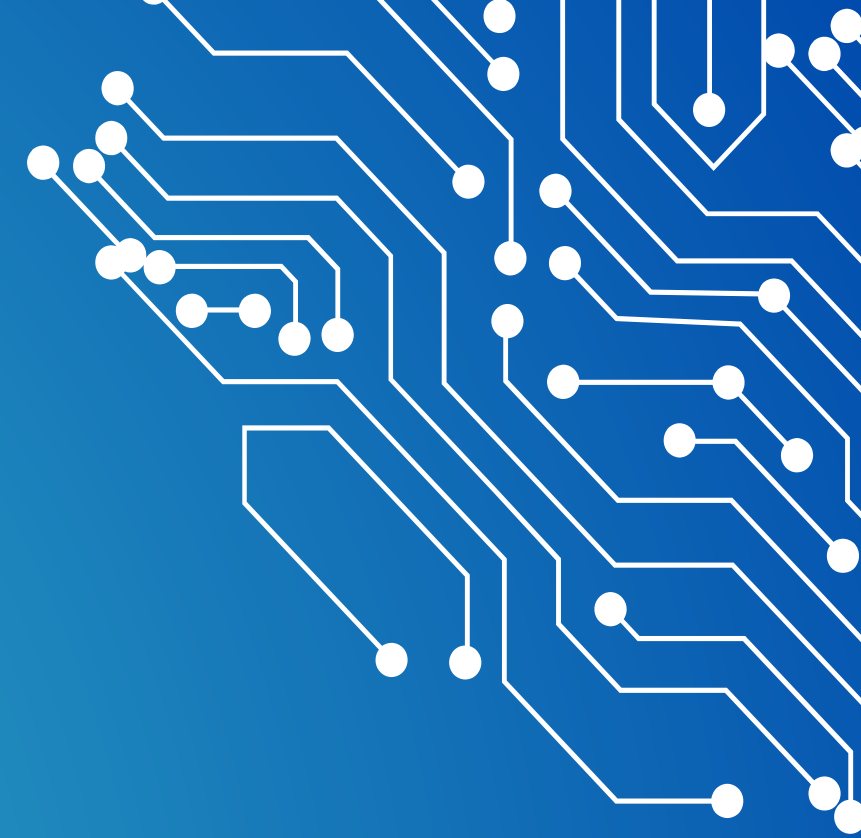
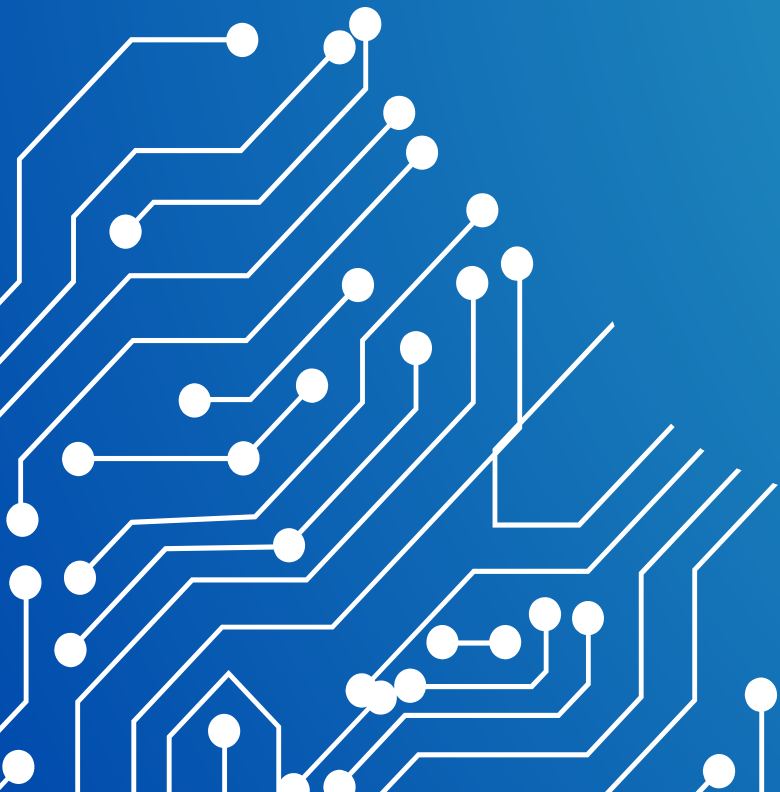




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# euro-emotur





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01

# EVENTS RECAP



## FINAL EVENT: 3-4 DECEMBER

### Euro-Emotur's Final Event – Discover the Future of Tourism!

The Euro-Emotur final event, held on **December 3–4**, 2024, marked a transformative milestone in the future of sustainable, digital, and emotional tourism. This two-day gathering at the Insular Tourism Center showcased the groundbreaking achievements of the Euro-Emotur project, which integrates innovative digital tools like virtual reality and AI with neuromarketing to revolutionize how tourists connect with destinations.

The first day offered a comprehensive overview of project milestones, lessons learned, and plans for sustaining its impact, concluding with engaging interactive sessions. The second day brought the innovations to life with live demonstrations, presentations from SMEs, and discussions on the project's legacy and its enduring influence on the tourism sector.

With over 100 SMEs from 20 countries and €1.2 million in EU funding, **Euro-Emotur has successfully empowered tourism businesses** to embrace digitalization and emotional engagement, creating unforgettable travel experiences while enhancing their competitive edge. Attendees left inspired by the potential of neurotourism to **reshape the industry and foster meaningful, sustainable travel connections.**







# FINAL EVENT: 3-4 DECEMBER

TIME	ACTIVITY
08:30 - 9:00	Showroom opening. Live demo session
09:00 - 09:30	Sergio Moreno Gil: Director of the University Institute for Tourism and Sustainable Economic Development (TIDES). Principal Investigator of Euro-Emotur.
	Pablo Llinares: Managing Director of Tourism of Gran Canaria Excmo.
	Sr. Don Lluís Serra Majem: Rector Magnificent of the ULPGC
09:30 - 10:05	Euroemotur Achievements and Milestones Overall Contribution and Impact
	WP1 - Project management and Coordination: Sergio Moreno Gil. ULPGC
	WP2 - Selection, evaluation and engagement with SMEs: Arran Wiltshire. ETOA. Online.
	WP3 - SMEs anamnesis, diagnostics and assessment: Federica Montaguti. Ciset.
	WP4- Preliminary assistance to SMEs on neuromarketing and digital innovation: Kristian Sievers. Haaga Helia.
	WP5- Euroemotur Digital Hub: Valeria Cabra. ULPGC
	WP6- Communication, dissemination and reporting: Beatrice Avagnina. Turismo de Gran Canaria
10:05 - 10:15	Impact at the European Level: Adriana Tramullas. NECSTouR
	Advisory Board Intervention Carlos Romero. Director of Tourism Research, Development & Innovation at SEGITTUR. Online.

TIME	ACTIVITY
10:15 - 10:50	Service Providers & SMEs presentations
	Fatmas (SME): Alejandro Alonso Deniz
	Canarian Hospitality (SME): Daniel García. Ecommerce Manager. Online.
	Orbisnauta (SP): Enrique Sánchez. CEO
	Itinera (SME): Elisa Zambelli. Travel Designer & Web Content. Online.
	Circolo Viaggi (SME): Andrea Santin. CFO. Online.
10:50 - 11:00	NaturalViva (SME): Ilkka Lariola. Online.
	Nlux (SME): Hanna Kallionemi. Online.
	EuroEmotur Awards
11:00 - 11:15	EISMEA. Tourism funding opportunities: Alan Vella. Project Officer. EISMEA. Online.
11:15 - 11:45	Coffee Break
11:45 - 11:55	Sustainability of the project, Euroemotur legacy: Sergio Moreno Gil
11:55 - 12:55	Masterclass and participation of Sister projects
	AI as an opportunity for tourism industry in Europe: Teemu Moilanen. Coordinator.
	TRACE EU project towards the establishment of the European circular tourism ecosystem: Cinzia De Marzo. Coordinator TRACE
	eMOTIONAL Cities. Technology-based approaches for data-driven and evidence-based urban health and wellbeing: Paulo Morgado and Bruno Miranda. Coordinators eMOTIONAL Cities.
	Canarias Living Labs: Building smart agents for the future of travel: Iñigo García-Aranda Goya. Representative Canarias Living Lab
12:55 - 13:25	Event closure: Wrap up and official close of the event
13:25 - 14:00	Demo Emotur LAB
14:00 - 14:30	Lunch







# FINAL EVENT: 3-4 DECEMBER



The Euro-Emotur team alongside our valuable partners, service providers, and SMEs, working together to create unique experiences that connect hearts and destinations. Every smile in this photo reflects the dedication and passion for transforming tourism into an unforgettable journey. Together, we make a difference!







# FINAL EVENT: 3-4 DECEMBER



Sergio Moreno Gil, Pablo Llinares, and Íñigo García-Aranda shine in their presentations on Euro-Emotur and its connections with other major projects.

The experts shared their innovative vision and the latest advancements from the Euro-Emotur project, highlighting how this ambitious initiative creates strategic synergies with other key programs. An inspiring event showcasing the emotional transformation of tourism in Europe and its impact on the industry.





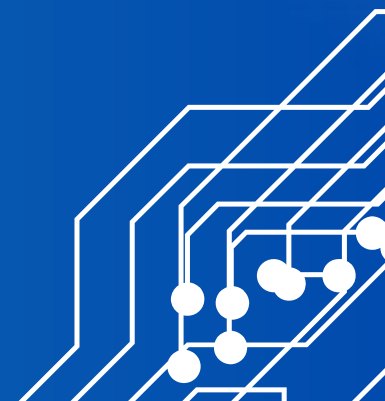


# FINAL EVENT: 3-4 DECEMBER



We had the privilege of creating a truly magical event, thanks to the incredible people who attended and the genuine interest and enthusiasm they brought with them.

This unforgettable experience was enriched by the unwavering support and collaboration of every member of Euro-Emotur. Together, we formed the perfect synergy that turned this event into a resounding success.





## FINAL EVENT: 3-4 DECEMBER



The final event of Euro-Emotur was a celebration of innovation, collaboration, and heartfelt moments. Attendees experienced a wave of emotions as the project's achievements were unveiled, showcasing its transformative impact on the tourism sector. Beyond the inspiring presentations, the event became a hub for networking and meaningful connections, bringing together professionals, visionaries, and changemakers eager to shape the future of tourism.





# FINAL EVENT: 3-4 DECEMBER



This incredible event was brought to life thanks to the dedication and participation of the amazing members of Euro-Emotur. Whether present in person, connected online, or joining us through the streaming platform, every contribution played a vital role in making this moment unforgettable.







# EVENTS RECAP

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## EURO-EMOTUR WEEK FINLAND



## OVERBOOKING 2023



## EURO-EMOTUR AT FITUR IN MADRID





# EVENTS RECAP

## EMOTUR LAB INAUGURATION



## EMOTUR LAB AT DIGION



## TENERIFE GLOBAL SUMMIT







# EVENTS RECAP

## RESETTING SISTER PROJECT



## CINTUR'S MASTER SEMINAR



## LIVING LAB



## OVERBOOKING 2024







# EVENTS RECAP

## BTO 2024



## ENVIRONMENTAL CERTIFICATIONS AND TOOLS: TRACE



## EURO-EMOTUR FINAL CONFERENCE





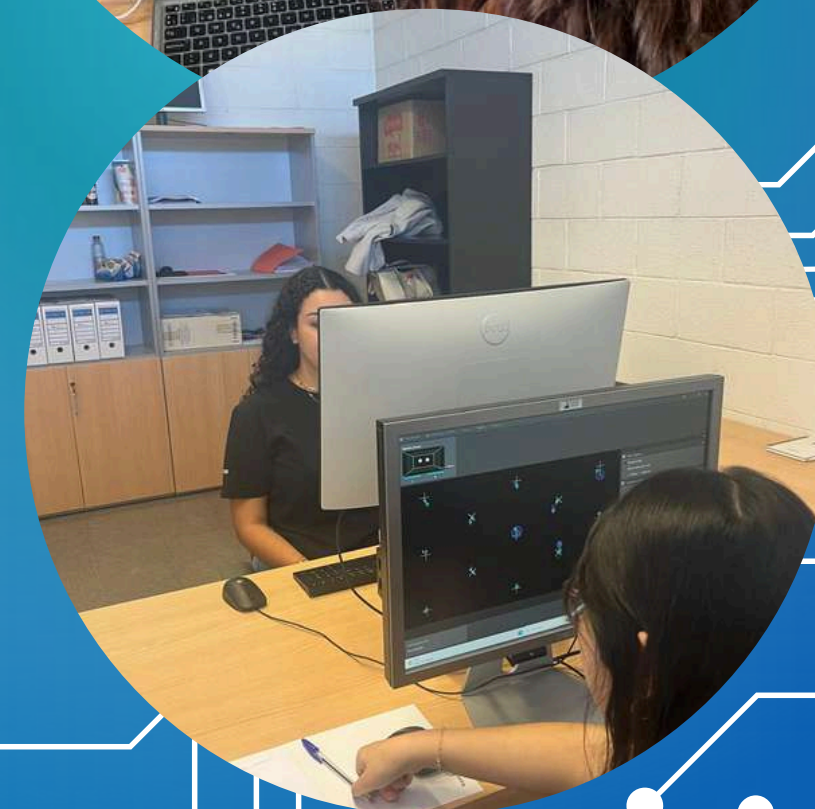
## EXPERIMENTATIONS IN PROGRESS!

An exciting neuromarketing experiment was conducted for a small and medium-sized enterprise (SME) involving university students from the University of Las Palmas de Gran Canaria and the University of La Laguna. The goal was to explore how different marketing techniques influence consumer behavior.

The study employed innovative tools like eye tracking and facial expression analysis to uncover what captivates young consumers. Eye tracking revealed which product features and advertising elements grabbed participants' attention the most, while facial expression analysis provided insights into their emotional reactions to various marketing messages.

For instance, the experiment highlighted which packaging designs resonated best with the students and which advertising approaches elicited stronger emotional responses. Armed with this information, the SME was able to refine its branding and create more engaging campaigns that connect with its target audience.

This collaboration not only provided the students with practical experience in neuromarketing but also empowered the SME to enhance its market presence in a competitive landscape.







# 02

# TECHNIQUES





## Sensory Analysis of Wines: Face Coding and Eye Tracking

Recently, advanced techniques like face coding and eye tracking have been used to study consumer reactions while tasting different wines.

**Face Coding:** Analyzes facial expressions to identify emotions during tasting, revealing whether consumers like or dislike a wine.

**Eye Tracking:** Tracks eye movements to see which elements (color, bottle, label) capture consumer attention, helping brands understand which visual aspects influence purchasing decisions.

By combining these techniques, a more comprehensive view of the consumer experience is obtained, allowing wineries to develop more effective marketing strategies and products. This integration promises to transform the wine industry by personalizing tasting experiences and enhancing customer engagement.





# ONLINE STRATEGY AND USER EXPERIENCE (UX) | ARTENATUR

A report on online strategy and user experience (UX) was developed for **Artenatur**, a company that is part of the selected **Service Providers in Euroemotur bringing significant value to the Euroemotur hub through synergies.**, utilizing neuromarketing techniques. This approach combines psychology and cognitive sciences to better understand consumer preferences.

## Objectives of the Report

- Improve User Experience: Identify friction points in the website navigation.
- Identify Emotional Preferences: Evaluate emotional responses to visual elements such as colors and designs.
- Content Optimization: Define content strategies that attract and retain users.

## Results and Recommendations

- **Navigation Redesign: Create a more intuitive menu structure.**
- **Visual Enhancements: Use color palettes that evoke nature and well-being.**
- **Personalized Content: Implement dynamic content tailored to user preferences.**

## Conclusion

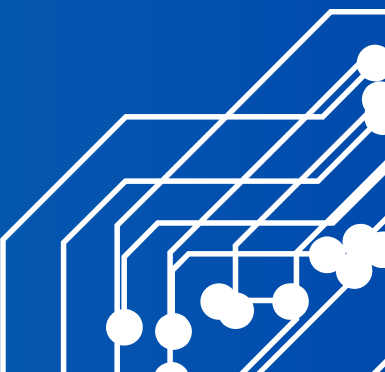
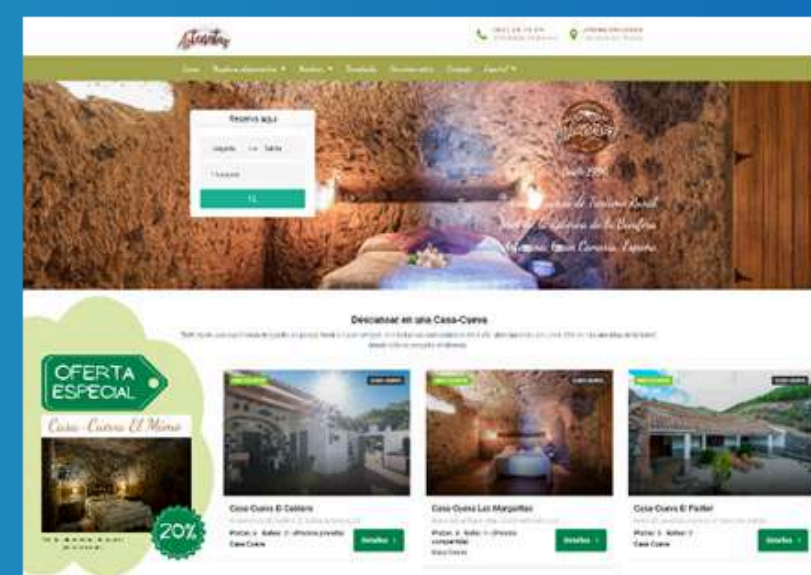
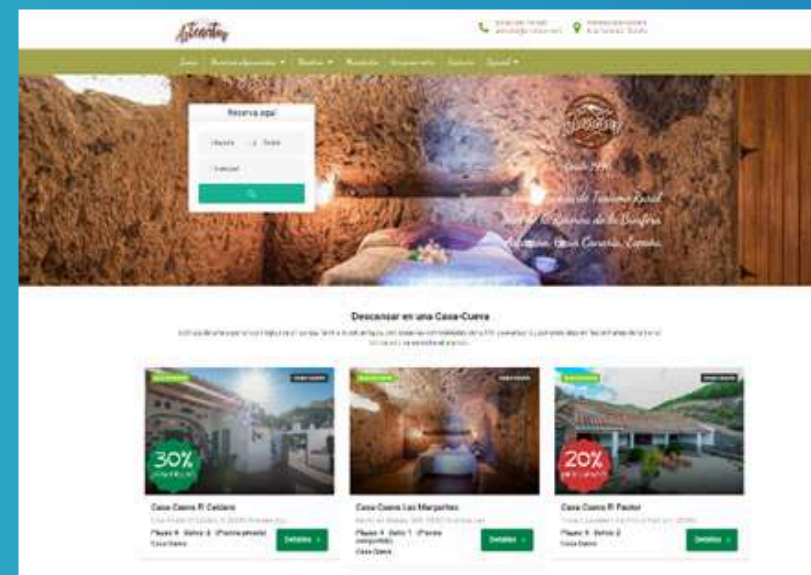
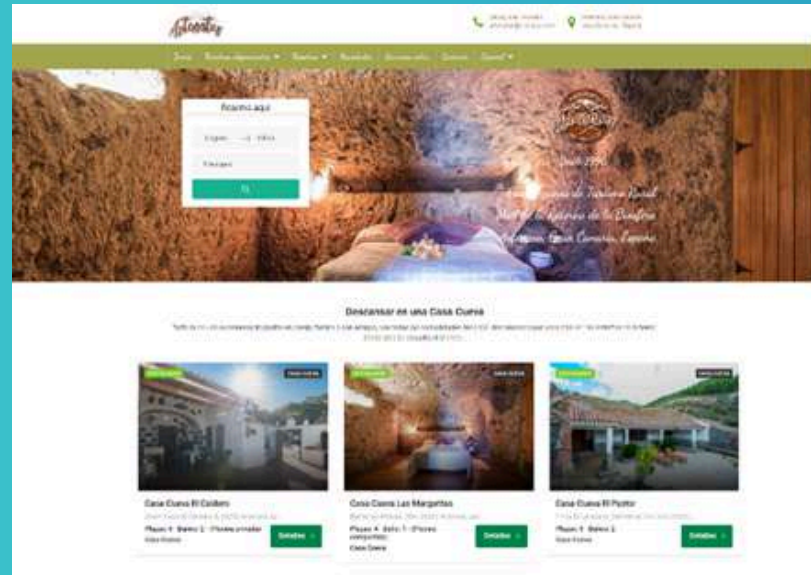
The report demonstrates how neuromarketing can provide valuable insights to enhance the connection between Artenatur and its consumers. By following these recommendations, the company will strengthen its online presence and its relationship with customers.







# ONLINE STRATEGY AND USER EXPERIENCE (UX) | ARTENATUR





# SELF-ASSESSMENT TOOL

The Self-Assessment tool is a survey designed to assess the digital maturity and needs of tourism professionals and organizations, guiding them towards effective digital transformation strategies.

## 1. Intro questions

Q1. Official/legal name of your business

Up to 2000 characters

Q2. Established year

Min. value: 1900, Max. value: 2024

Q3. Main business activity

- Hotels and similar accommodation
- Camping grounds and similar accommodation
- Other non-hotels accommodation
- Travel agency
- Tour operator

Q4. Where is the business located?

Q5a. Number of non-seasonal employees (including the owner and their family members or any associate/partner if they work habitually for the business)

Min. value: 1

1. Intro questions
2. Strategy & Leadership (Maturity)
3. Digital enablers (Maturity)
4. External communication (Readiness)
5. Employees, skills (Maturity) and expertise differentiation
7. Data awareness (maturity)
8. Products & Processes awareness (maturity)

[SELF-ASSESSMENT  
TOOL](#) →





# BEST PRACTICES

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amfm vending



# Ringo

Villaggio Turistico Internazionale  
★★★★★



Best practices 







# EURO-EMOTUR AWARDS

EURO-EMOTUR AWARDS

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euro-emotur

Best Visual Content Creation Winner

**DREAMING MY WAY**

Co-funded by the COSME programme of the European Union

ETOA CISET

euro-emotur

Innovation in Technology Use Winner

**TE LLEVO TRAVEL S.L.**

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ETOA CISET

euro-emotur

Excellence in Business Management Winner

**VIAJES CANARIAS RURAL**

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Best Web Functionality Service Winner

**ATLANTIS TECHNOLOGY**

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Innovation in Digital Content Creation Winner

**ORBISNAUTA**

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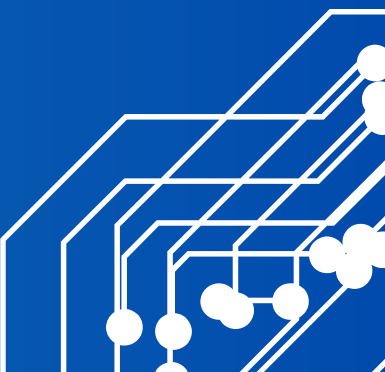
Best neuro-web design, AI automated systems for tourism SMEs Winner

**JAMPAA**

Co-funded by the COSME programme of the European Union

ETOA CISET

    **ETOA** **CISET** 



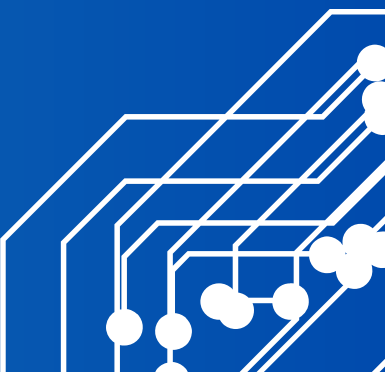




# EURO-EMOTUR AWARDS



We are thrilled to announce that six extraordinary companies have been honored with prestigious awards for their outstanding contributions to the world of emotional tourism under the Euro-Emotur initiative!



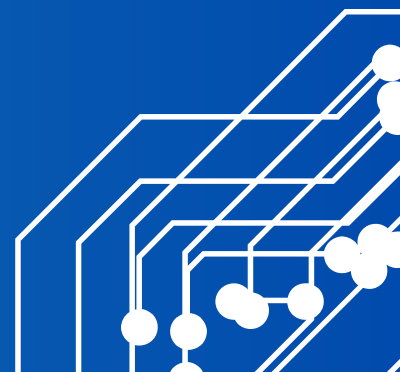




# EURO-EMOTUR RECOGNITION



In a celebration of innovation and creativity, Euro-Emotur proudly honors the following companies for their remarkable contributions to transforming the world.







# EURO-EMOTUR RECOGNITION

EURO-EMOTUR RECOGNITION

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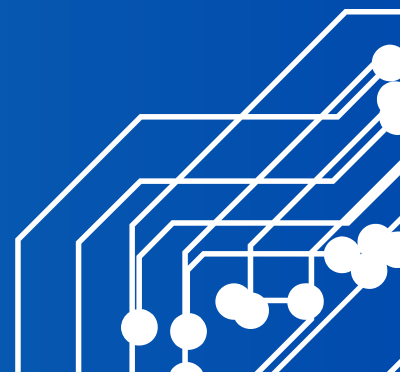
HALTIA LAKE LODGE 

2 2CODERS 

ATOOMSTUDIO Coding Delta LA ROCCA® CAMPING \*\*\*\*\* VILLAGE

NORTHERN LUXURY itinera travel

ULPGC Instituto Universitario de Turismo y Desarrollo Económico Sostenible Tides Turismo Gran Canaria NECSTouR European Regions for Competitive and Sustainable Tourism ETOA CISET Haaga-Helia







# 03

# TRAININGS





# PILLS

"Training pills" are short educational modules designed to deliver practical and specific knowledge on digital skills applied to tourism.

**5 neuromarketing rules to keep in mind.**  
*Tips from the neuromarketing analyses conducted on the Euro-Emotur business websites.*

Federica Montaguti  
Senior researcher at Ciset - International Centre of Studies on Tourism Economy

[Watch video](#) →

**The 5 errors you better avoid.**  
*Tips from the neuromarketing analyses conducted on the Euro-Emotur business websites.*

Erica Mingotto  
Researcher at Ciset - International Centre of Studies on Tourism Economy

[Watch video](#) →

**Why networks are important for innovation?**

Elisa Meglioli  
Junior researcher at Ciset - International Centre of Studies on Tourism Economy

[Watch video](#) →

**Why the data about your guests is so important?**

Erica Mingotto  
Researcher at Ciset - International Centre of Studies on Tourism Economy

[Watch video](#) →

**AI – What can it do for you?**

Federica Montaguti  
Senior researcher at Ciset - International Centre of Studies on Tourism Economy

[Watch video](#) →

[Pills](#)





# WEBINARS

Webinars are live or recorded online sessions aimed at providing in-depth insights and practical knowledge on digital transformation and innovation in tourism.



[Watch video](#) →



[Watch video](#) →



[Watch video](#) →

[Webinars](#)







# TESTIMONIALS

Testimonials on EuroEmotur are real-life success stories and experiences shared by professionals and organizations, highlighting the impact of digital transformation in the tourism sector.

euro-emotur  
Your Gateway to Digital Transformation

Chiara Ballestrin  
Asolando

[Watch video →](#)

euro-emotur  
Your Gateway to Digital Transformation

Claudio Rivero  
Casitas Canarias

[Watch video →](#)

euro-emotur  
Your Gateway to Digital Transformation

Enrique Sánchez  
Orbisnauta

[Watch video →](#)

euro-emotur  
Your Gateway to Digital Transformation

Carlotta Valdesolo  
Circolo Viaggi SRL

[Watch video →](#)

euro-emotur  
Your Gateway to Digital Transformation

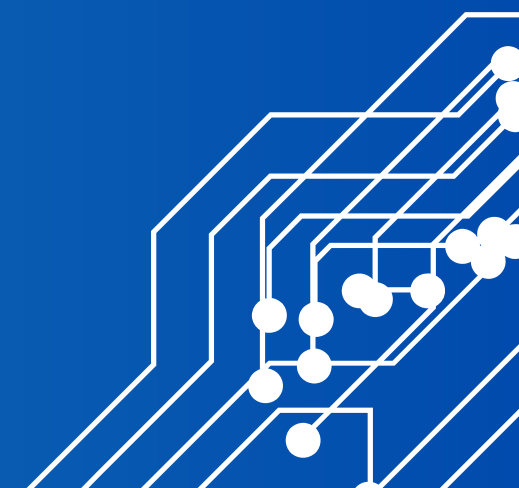
Nicola Trentin  
Jampaa

[Watch video →](#)

euro-emotur  
Your Gateway to Digital Transformation

Chiara Ballestrin  
Asolando

[Watch video →](#)





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# euro-emotur

**The Euro-Emotur project** has established itself as an innovative model in the digitization of European tourism, achieving significant results in its three years of duration. It has brought together 100 SMEs, 84 service providers and 3 laboratories, promoting collaboration between key industry players in 20 countries. This has resulted in an interconnected community driving innovation in the tourism sector.

Thanks to the Euro-Emotur Hub, participating companies have accessed tools such as digital self-diagnosis, training resources, neuromarketing practices, and strategies to design unique tourism experiences. In addition, public-private partnerships and transnational cooperation have been fostered, promoting the long-term competitiveness and sustainability of the sector.

The project has transformed the way in which SMEs adopt digital technologies, helping them to optimize processes, improve customer experience and explore new business models, laying the foundations for sustainable growth beyond European co-financing.





Emotur

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CISET

ETOA

 Haaga-Helia



 **ULPGC**  
Instituto Universitario de  
Turismo y Desarrollo  
Económico Sostenible

 Tides

 Gran Canaria

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