

euro-emotur



Co-funded by the COSME programme of the European Union



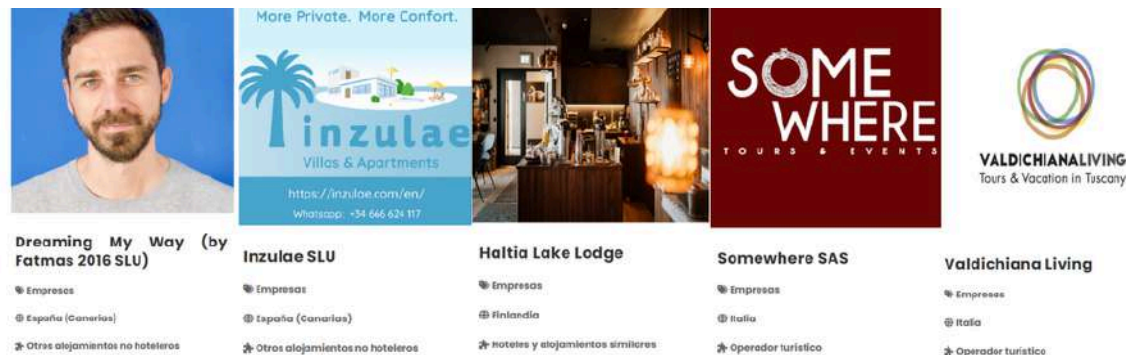
## HUB LAUNCH: 22nd April

On April 22nd we had the launch of the hub being a success with **more than 50 participants** in the live event and many others through the recordings.

The launch of the EURO-EMOTUR Hub represents **an important milestone on the EURO-EMOTUR project's path towards the digital transformation of European tourism**. The Hub's objectives encompass improving the digital competencies of SMEs, fostering cross-sector cooperation, implementing innovative solutions, designing new products and services, expanding business through transnational cooperation and ensuring long-term activities beyond EU co-financing.

The Hub is a **unique opportunity for SMEs to connect with service providers specialized in technology and digitization**, to network and share experiences, learn from best practices, receive training from specialized labs and receive support at all stages of the digital transition, from diagnosis to implementation and follow-up.

The hub is what you can see in the image and you can find more information on the following link.



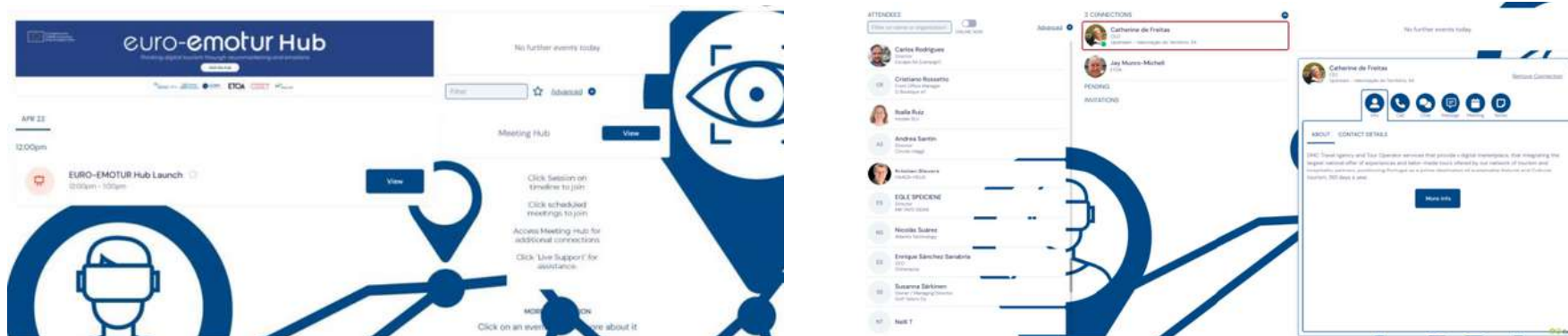
[See more](#) →

## MATCHMAKING: 22ND AND 24TH APRIL

The Consortium organised a launch event for the EURO-EMOTUR Hub as well as a matchmaking event **to facilitate interaction between beneficiary SMEs and Service Providers**. As an introduction to the collaboration due to take place via the EURO-EMOTUR hub and first introduction between SMEs and Service Providers, this event was provided a project update and taster to the works due to be undertaken in the coming months.

**The focus? The plan takes a proactive approach by addressing challenges based on identified problems and needs of SMEs.** The plan takes a proactive approach by addressing challenges based on identified problems and needs of SMEs. The goal is involving a total of 100 SMEs from Spain, Italy, Finland, and beyond.

In addition, at Euroemotur we have designed a **strategic calendar for growth called the training programme** that you can see in the following slide and we will keep you informed of future actions.



## TRAINING PROGRAMME

The Euro-emotur education and training programme **aims to empower SMEs in the European tourism sector with the digital skills, innovation mindset, and neuromarketing knowledge** necessary to succeed in the evolving landscape while promoting collaboration and sustainability, in line with the Pact for Skills, which is an initiative focusing on enhancing the employability and adaptability of the workforce in Europe through upskilling and reskilling efforts.

The education programme will be delivered **online and offline** and additionally in real-time e-conferencing sessions. Key topics will deal with:

1. New Trends on tourism communication and digitalization.
2. Digitalization through emotions.
3. Digital innovation in the new post COVID-19 scenario.
4. Neuromarketing tools (Eye Tracking, EEG, Face reader, etc.)
5. New mind sets to face the new digital ecosystem.
6. Innovative products & Experiences in the digital ecosystem.
7. How to create new and effective digital content.
8. Improving key KPIs through neuromarketing

The results of this project will be included as practical examples during the training courses, presented with the support of external experts (SMEs, technologic providers) and one MOOC on digitalization and tourism (Massive Open Online course) would be available by the end of the project.



## TRAINING PROGRAMME

SEMINAR	CONTENTS	TIME
Exploring the latest trends in tourism communication	Hot topics in tourism communication	April 2024
Developing innovative tourism products and experiences	Tips to render a memorables experience	18.01.2023 14:00 CET
Being a better client for your web agency I: - Google analytics: basic KPIs	Basic knowledge on understanding the web analytics KPIs and what they mean	March
Being a better client for your web agency II - Social media: setting targets and monitoring performance	The course aims to show some basics on how social media work to support the SMEs to set targets for their own social media and monitoring how they are managed	April
Being a better client for your web agency III - basic rules you have to know about designing an effective website	Basic rules to follow to design a website: where should the BE be, positioned, the kind of pictures to use, where to position relevant information, color for the CTAs	February

## TRAINING PROGRAMME

SEMINAR	CONTENTS	TIME
AI and tourism SMEs: what can AI do for you? Part I - General Content management and creation	An overview of the possible help AI can provide in creating or managing content for tourism SMEs with examples on how it can be practically used	March
AI and tourism SMEs: what can AI do for you? Part II - Customer relationships	How AI can be employed to support in the management of customer relations: chatbots, to virtual assistants, conversational commerce, adapting the content to the buyer persona, etc. with applied examples	TBD
Developing a Data Driven approach to decision making	How can data help in different management situation? How to combine different data sources for better understanding	March - April
Introduction to the use neuromarketing tools	Introduction to neuromarketing and its applications. Practical use of eye tracking, EEG, and face reader technologies. Enhancing customer experiences with neuromarketing insights	February-March
There's never a second chance to create a first impression. What can Eye Tracking do for you?	Introduction to the concepts of projected and perceived images. Practical tips to improve the image the SMEs project to their target audience.	March-April
Analyzing emotions: truly understanding your customers	Analyzing emotions using face coding. Testing your digital contents.	TBD

## The final conference of our sister project: 23rd May

### Euroemotur will be presenting the project at the final conference of our sister project Resetting

The **RESETTING** project aim was to facilitate a transition towards more resilient, circular, and sustainable operating models of European tourism companies through the testing and integration of innovative digitally-driven solutions that reduce unnecessary burdens, improve the quality of the tourism experience, contribute to the decarbonisation of the tourism sector and more inclusive economic growth – not only for small and medium-sized companies but also for the residents of the destinations.



13:00-13:45h | RESETTING Legacy:  
Panel discussion with EISMEA and  
other COSME projects representatives

Ricardo Aguado, EISMEA  
Yeimy Ospina, Tourism4.0  
Caitlín Breathnach, ST3ER  
Eleonora Ambrosi, EU Digitour  
Sergio Moreno, EURO Emotour

### Why should you join?

At the RESETTING Final Conference, you can delve into an event teeming with life and activity concerning the various aspects of tourism, specifically innovation and digital transformation. You will be able to enjoy:

A roundtable and Knowledge Exchange Session, as you join five of the SMEs that participated in the project's open calls to discover the direct impacts of the RESETTING project.

A series of Live demo sessions of the Smart Tourism Tools developed by the project, as you will discover firsthand the cutting-edge applications and tools the project developed!

The possibility of meeting like-minded individuals and businessmen in the field of tourism, as the event will be joined by many of the SMEs that participated in the project's open calls, experts in the field and members of the European institutions dedicated to tourism promotion!

## ANALYZING EMOTIONS: TRULY UNDERSTANDING YOUR CUSTOMERS



**Dr. Arminda Almeida Santana**, professor of marketing at the University of Las Palmas de Gran Canaria (ULPGC) and Manager of the Institute of Tourism and Economic and Sustainable Development (TIDES) **presents the webinar titled “Analyzing emotions: truly understanding your customers”.**

This webinar will introduce the SMEs who are beneficiaries of the project to the analysis of facial expressions, one of the most basic methods in the emerging field of neuromarketing. **This is a very useful technique in marketing that will help improve the performance of SMEs.**

Analyzing emotions:  
Truly understanding your customers.  
Dra. Arminda Almeida Santana



[Watch video →](#)



## Neuromarketing techniques

We continue to present other of our techniques, we present the **augmented reality** technique.

What is **augmented reality**?

Augmented reality is a technological resource that superimposes digital content and information on the physical world, allowing users to interact with virtual objects and the real environment at the same time. Virtual objects are added to the real world during the user experience.



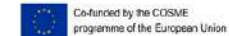
## Get to know our service providers

		SERVICE PROVIDERS			
1. Atlantis Technology	21. Atoom Barcelona S.L.	41. Verkkokauppa kasvuun	61. Leviathan Srl	81. SmartGuide s.r.o.	
2. AnySolution	22. Salmi Platform Oy	42. Tmi Salla Honkavuori	62. S.C. Sistemi di Cassa s.r.l.	82. Trustpilot A/S	
3. 2 Coders Studio S.L.	23. Salmi Productions Oy	43. Limefish srl	63. Advinsar srl	83. Ringo d.o.o.	
4. Innoarea Projects S.L.	24. HMMH Consulting Oy	44. My company srl	64. Afterpixel SRL	84. Benchmarking Alliance	
5. Coli Neuromarketing	25. Mainostoimisto Kiuas	45. Hotel Performance SRL	65. BrioWeb		
6. Orbisnauta	26. Aptual Commerce Oy /Johku	46. Traversi	66. CREW snc		
7. Let's Talk Management (LTM)	27. Sähköinen Liiketoiminta Suomi Oy	47. Koobcamp S.r.l.	67. Datagest Srl		
8. Wise People	28. Mainostoimisto Davas Oy	48. DM Communication SRL	68. Irene Tognazzo		
9. Internet Tourism Solutions S.L.	29. Miracolo Oy	49. Jampaa srl	69. Wedia - Digital Business Agency		
10. Ayser	30. Miller Growth Oy	50. Firenze webdivision srl	70. 3DS Digital Agency		
11. Digital Experience SI / Data-k.	31. Turnout Oy	51. Piardi	71. NST		
12. Bold digital Comms SL	32. Digitoimisto Dude Oy	52. WRM Srl	72. Hospitality advisors group		
13. Blimay	33. Mainostoimisto AdBar	53. Digital Automations srl	73. Easy dots, MB		
14. Aritz Ibáñez	34. RevenueOps Oy	54. Time2Marketing	74. Intakt B.V.		
15. linkhub.ai	35. Trimedia Oy	55. Francesca Pagliali	75. Coding Delta B.V.		
16. Biterna	36. Exove Oy	56. Smartway S.n.c.	76. Século das Luzes		
17. RevenueManagementWorld.co	37. Orange Advertising Oy	57. Sixor SRL	77. Astrolábio - Orientação e Estratégia S.A.		
18. Kumo Consultoria SL	38. Artific Intelligence Oy	58. Cad3D.Expert	78. Cosmiquestions		
19. Coco Solution SL	39. And Now for Something Completely Different	59. Egomedia s.a.s di Giordano F. &	79. SIA Selected agency		
20. Kcharra	40. Ignia Oy	60. GF Studio SRL	80. Netserve		

## Get to know our SMEs



### 100 Awarded SMEs



1. Aegean Outdoors IKE	21. Vaikon Loma ja Lohi AY	41. Kildesa S.L.	61. MB Tavo Gidas	81. Rapallo sas - Mare Live
2. Alexandros Kourelis Visit Meteora	22. Vanajanlinna Oy	42. Kustavi S.L.U.	62. UAB Janikes kellones	82. Rocca del leoni - Villa Ducale
3. Asklepieia Health Cluster SA	23. Vuokatin Matkailukeskus Oy	43. LPBUS Incoming	63. UAB Pilni lagaminai	83. San Benedetto Camping
4. City Contact Mepe	24. Azores Wine Company, Mri, Lda	44. Medher World Company, S.L.	64. Delta Tours	84. Venice Tours
5. Elisabeth Plus SA	25. Escape SA	45. RK Hotels Camarias 2015 SL	65. Albergo Erica Sas di Vescovi A. & C.	85. Villaggio Turistico Internazionale
6. Mazi Travel Services	26. Expotel LDA	46. Sand and Sea Resorts, S.L.	66. Borgo Ronchetto	86. Camping Mare monti
7. Outdoors Training IKE	27. Go2Nature, Unipessoal Limitada	47. Te Llevo Travel SL	67. Circolo Viaggi SRL	87. Villa Retreats
8. Arctic Light Hotel Oy	28. MTLV Viagens & Logistica LDA	48. Viajes Canarias Rural s.l.	68. Park Viaggi S.R.L.	88. Hotel Villa Ottone
9. Explore Finland Oy	29. NH Concierge Services LDA	49. Aloha Turia	69. G Boutique srl	89. Valdichiana living
10. Foribon Oy	30. Romainveste	50. Cicerone Cultura y Ocio SL	70. Hironelle Srl	90. Somewhere Sas
11. Glass Resort Arctic Circle Oy	31. Rotas do Vento LDA	51. No Limit Experiencias SL	71. Hotel Alla Torre	91. S-Cape Countryside Travels
12. Golf Tailors Oy	32. Torres & Barreira, LDA	52. Oceano de Experiencias, S.L.	72. Innovazioni srl	92. NWT SRL
13. GreenStar Hotels Oy	33. Upstream Portugal	53. Sustainable Experiences Europe S.L.	73. Insidecom srl	93. Molise Wow
14. Hannan Travels Oy	34. Artenatur	54. Turiart	74. IT-Excellence by Asolando	94. MobilitySquare SRL
15. Harriniva Oy	35. Asociacion Turismo Rural Isla Bonita	55. Viatges Travelec	75. Itinera SRL	95. Hotma Srl
16. Hotel Arthur Oy	36. Bnbdays	56. Warq Events & Holidays SL	76. Kia Ora S.R.L.	96. Hotel Savoia Genova
17. Hullu Poro Oy	37. Canarian Hospitality SL	57. Baltic Clipper Ltd	77. La Rocca Camp srl	97. Gif srl
18. Natura Viva Oy	38. Fatmas 2016 SLU	58. Baltic Travel Group UAB	78. Le Palme Camping Srl	98. Genova City Hotel srl
19. Pyhä Igloos Oy	39. Inversiones Babia de Avalos S.L.	59. Baltic Way, UAB	79. Palazzo Vitturi Srl	99. Gea Ambiente e turismo
20. Savonlinnan Seudun Matkailu Oy	40. Inzulae SLU	60. BPC Travel	80. Delta Tour Navigazione Turistica & Crociere Fluviali	100. Charme & AAdventure Srl

These are the analyses we have conducted for our SMEs

# CONTENT ANALYSIS

With content analysis we managed to improve audience understanding and optimise content performance to generate higher content marketing ROI, strengthen online presence and improve customer service.

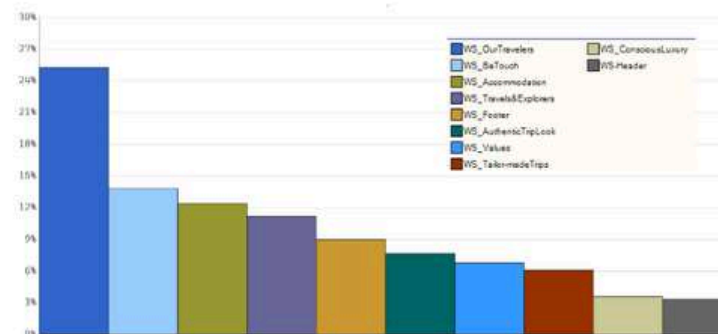


## 4. Content Analysis Results

### 4.1 Homepage Distribution

Chart 1 presents the distribution of the content on each of the sections distinguished on the homepage. On the Y-axis the coverage percentage is shown whereas on the X-axis the distinguished nodes are mentioned. Hence, 10 distinct sections were differentiated. The section with the major amount of content is the Our Travelers section, comprising 25.32% of the total analyzed content.

Chart 1  
Web Structure



These are the analyses we have conducted for our SMEs

## EYE TRACKING

Eye tracking is crucial for understanding where a person's interest and attention lie because it provides real-time insight into their visual focus. By tracking the movement and fixation of the eyes, researchers can discern what elements within a scene, image, or interface capture attention and engage the viewer.



These are the analyses we have conducted for our SMEs

## EYE TRACKING

With eye tracking studies, it is possible to gain an in-depth understanding of customer behaviour to optimise the website, advertising and marketing, increasing conversions and sales. In this way, objective data on user attention is obtained to improve user experience, usability and design effectiveness.



CISET

## Coming soon...



### LIVING LAB

The Online Living Lab Week organised by TGC, ULPGC, Ciset and Haaga Helia, with the technical support of ETOA will be held the **18th of June**. This event will include all the hub-stakeholders, with presentations and matchmaking. There will be presentations from the labs: presenting aggregated results from our diagnosis and analyses, the self-assessment tool if available, novelties in the hub, aggregated emotional index and other relevant KPIs, training material and best practices. The SMEs will be invited to present their case and their needs or achievements allowing peer-to-peer learning. Service providers will be invited to present their services and solutions.

### ARATUR

From **May 24 to 26**, the Palacio de Congresos de Zaragoza will host the next edition of the Aragonese Tourism Trade Fair (ARATUR), an essential event to **explore the latest offers and trends in the tourism sector**.

### FESTIBIKE

A great party around the bicycle with an extensive program of activities and a complete Bike Test where you can try all the new products on the market.

## Coming soon...



We want to announce that **Euroemotur will be present at the congress "Tourism: the state of the art (3rd). Tenerife Global Summit 2024"** which will be held between June 19 and 21, 2024. The objective of the Tenerife Global Summit 2024 is to provide solutions to the challenges facing smart destinations.

Tourism destinations are facing the great challenge of digital transformation and climate change. In recent years the travel industry has embarked on a path towards sustainability and technological specialization.

But successful destinations are looking for real solutions to gentrification, the depletion of natural resources, global competition, changes in consumer habits, the technological revolution or the threat of cyber-attacks.

For more information about the congress you can access its [website](#)



Emotur

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