

**Deliverable 6.9. -  
Final Conference Plan  
First version**



## Work Package 6

### **EURO EMOTUR Award Report**

Deliverable 6.9. Final Conference Plan

First version

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**Project Acronym:** Euro-Emotur

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

**Project number:** 101038111

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**Deliverable:** D6.9 - First version

January 2025

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1.1	14/01/2024	▪ Initial version	

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## 1. Introduction

### 1.1. WP6 deliverable and scope

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

- Reinforcing awareness about digitalization within the tourism industry with a special focus on digitalisation through emotions.
- Fostering capacity building and skills to make easier the digital transformation process and improve the knowledge and use of new digital technologies for our target groups in the tourism sector (SMEs, service providers, tourism regions, public authorities, clusters, etc).
- Communicating the project Hub as an innovative, cross-sectorial, and useful network to boost the 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, public authorities, stakeholders, and civil society.
- Transferring results and communicating innovation and smart tourism solutions to SMEs, destinations, academics, and citizens.
- Analysing the improvement in the uptake of digitalization and new technologies to enhance competitiveness advantages, image, and reputation in the tourism market.

The Final Conference event was organized to achieve the above-mentioned objectives and enhance the project diffusion. The present deliverable **D6.9 Final Conference Plan** aims to:

- Detail the different stages of the event planning carried out by the consortium members.
- Describe the event's impact in terms of the assistance registered and its effect on the website traffic and social media.

## 2.Final Conference Event

### 2.1 Final Conference Event Planning

The Final Conference Euroemotur's communication began with a public Save the date announcement approximately two months in advance of the event. Refer to Figure 1, Figure 2 and Figure 3 to see the posts published the 15<sup>th</sup> of October 2024 on the Euroemotur's social media.

Figure 1

Final Conference Instagram – Save the date.



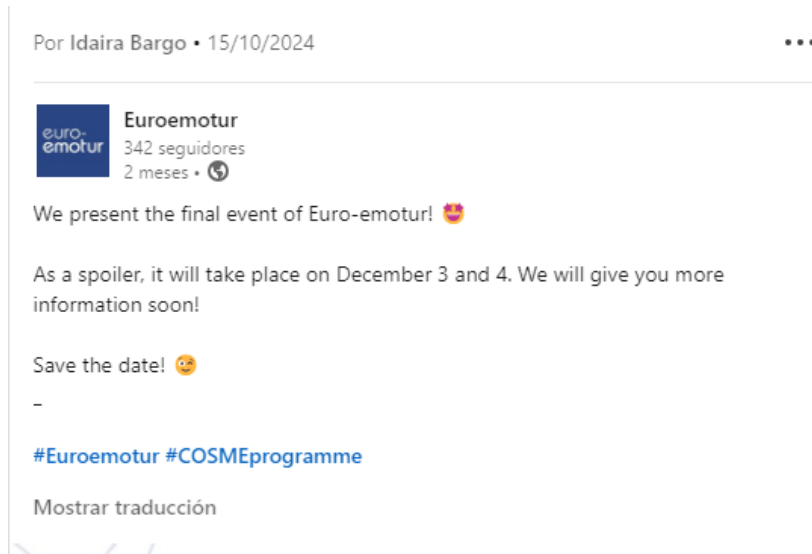
Figure 2

Final Conference Facebook- Save the date.



Figure 3

Final Conference LinkedIn- Save the date.



Furthermore, as seen in Figure 4, Turismo de Gran Canaria, who played a central role in the Final Conference organization, published on their official website an announcement for saving the date.

Figure 4

Save the date Turismo de Gran Canaria

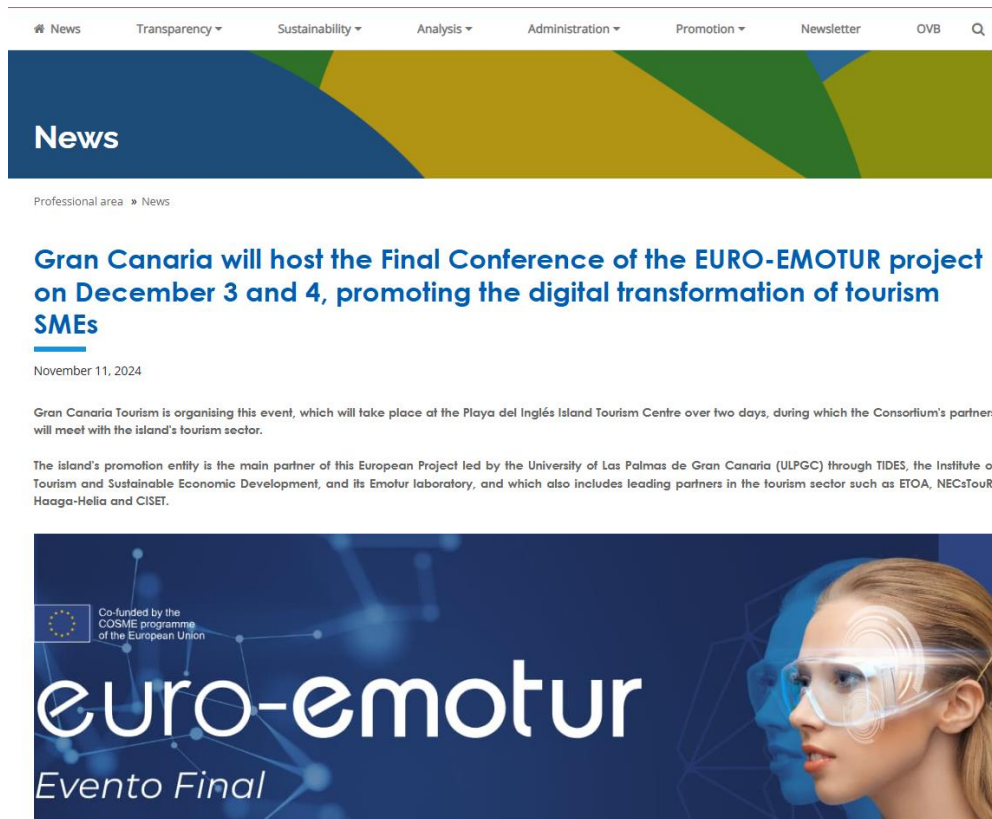


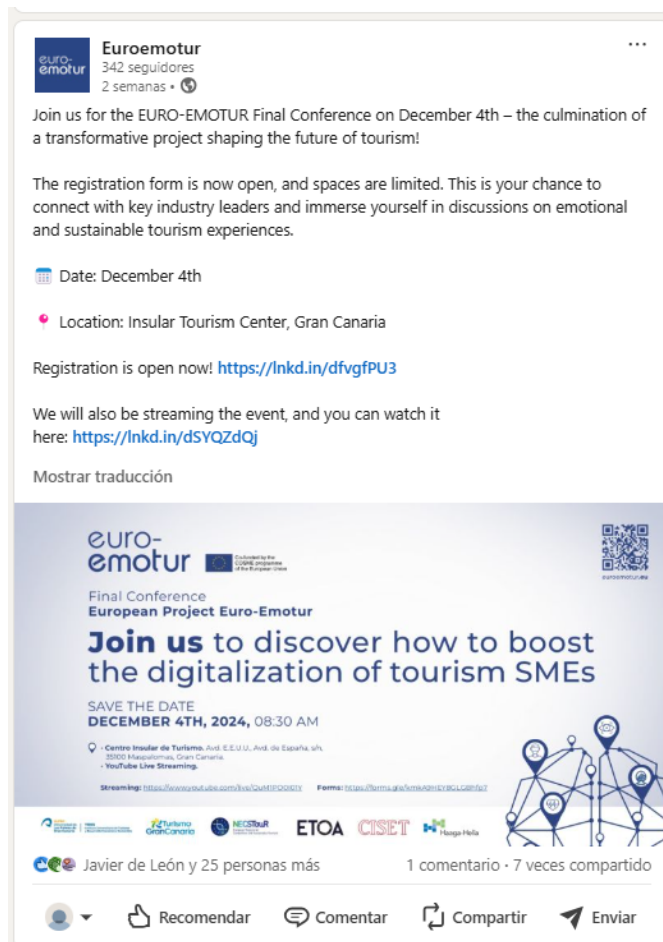


Figure 5  
Final Conference official invitation



To be able to predict the possible number of assistants, a Google Forms to confirm the assistance was launched and published in several communication channels, for instance, in the Euroemotur LinkedIn with the official invitation, as seen in Figure 6.

**Figure 6**  
**LinkedIn post with the official invitation**



Turismo de Gran Canaria, also made public the preregistration link on their website through an [official new](#). Refer to figure 7 to see the new screenshot.

Figure 7

Official new Turismo de Gran Canaria



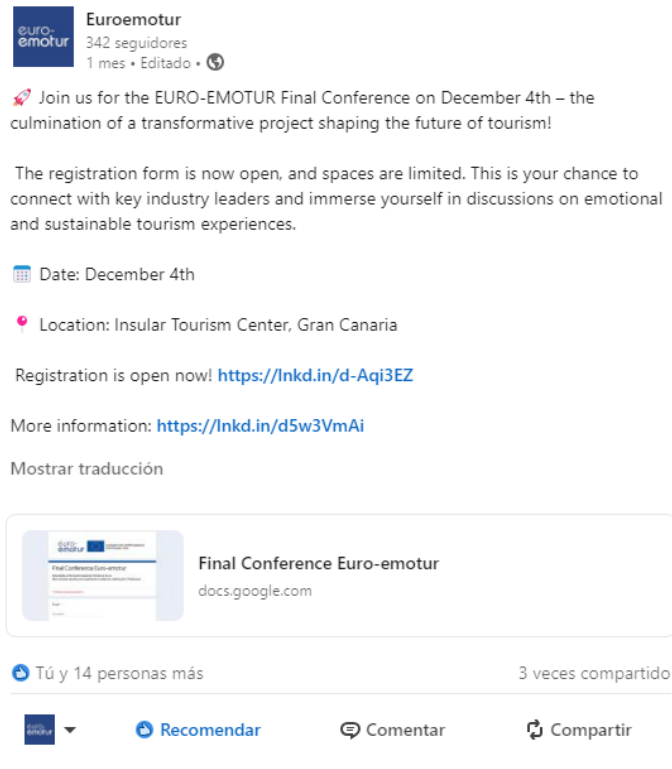
The screenshot shows the Turismo de Gran Canaria website. At the top left is the Turismo Gran Canaria logo. At the top right is a "View in browser" link. Below the header is a yellow button that says "CALL FOR APPLICATIONS". Below the button is a calendar icon and the date "December 4, 2024". The main content area features a large headline: "Discover Euro-Emotur's future strategy: Digitalization and Neuromarketing!". Below the headline is a banner for the "euro-emotur Evento Final" scheduled for "3 y 4 de Diciembre de 2024". The banner includes the Euro-Emotur logo, the COSME programme logo, and an image of a woman wearing futuristic glasses. At the bottom of the banner are logos for Turismo de Gran Canaria, Turismo Gran Canaria, NECTOUR, ETOA, CISET, and Haaga-Helia.

Gran Canaria will host the **Final Conference and the presentation of the future strategy of the EURO-EMOTUR project**, a pioneering initiative that promotes the digitalisation of tourism SMEs through neuroscience and advanced technology.

As seen in Figure 8, some reminders for the assistance inscriptions were launched by the project as well.

Figure 8

### Final Conference reminder



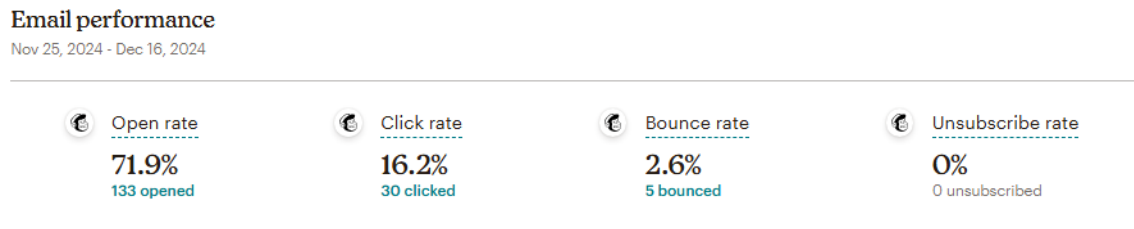
The screenshot shows a LinkedIn post from the profile 'Euroemotur', which has 342 followers and was edited 1 month ago. The post text reads: 'Join us for the EURO-EMOTUR Final Conference on December 4th – the culmination of a transformative project shaping the future of tourism!'. It continues: 'The registration form is now open, and spaces are limited. This is your chance to connect with key industry leaders and immerse yourself in discussions on emotional and sustainable tourism experiences.' The event details are: 'Date: December 4th' and 'Location: Insular Tourism Center, Gran Canaria'. Registration is open now at <https://lnkd.in/d-Aqi3EZ>. More information is available at <https://lnkd.in/d5w3VmAi>. Below the text is a thumbnail image of a Google Docs document titled 'Final Conference Euro-emotur'. The post shows it was shared 3 times and has 14 more people in the audience. At the bottom are buttons for 'Recomendar', 'Comentar', and 'Compartir'.

The invitations were also sent to the Euroemotur list stored in MailChimp. The list was composed of 188 emails in which the SMEs beneficiaries of the project, the service providers accepted on it, the consortium partners, and the AB members were included.

As shown in Annex 1 the invitation was sent on the 25<sup>th</sup> of November 2024 using MailChimp.

The metrics regarding this mailing are seen in Figure 9.

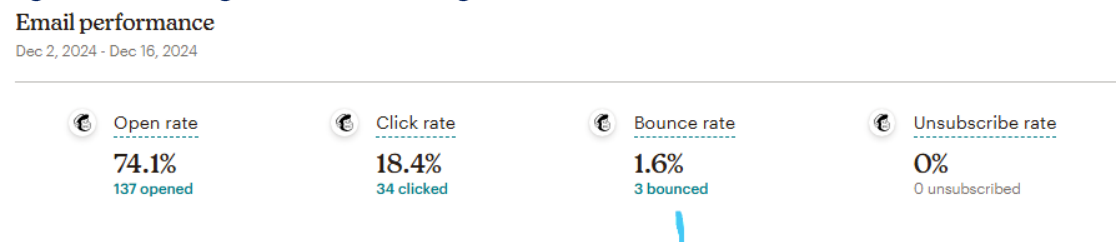
Figure 9 -Invitation mailing metrics



A second email with the program for the Final Conference was sent on the 2<sup>nd</sup> of December 2024 (See annex 2).

The metrics regarding this mailing are seen in Figure 10.

Figure 10 -Programme mailing metrics.



## 2.2 Final Conference Execution

The Euroemotur Final Conference was celebrated in hybrid modality on the 4<sup>th</sup> of December 2024 in Centro de Turismo Insular (CIT) in Maspalomas, Gran Canaria.

Please refer to Annex 3 to see the agenda followed. The Final Conference was structured in 8 sessions: the official opening, the Euroemotur Achievements and Milestones, the participation of the Advisory Board (AB) representative, the Service Providers (SPs) and SMEs presentations, the delivery of the Euroemotur awards, the intervention of the Project Officer (PO) from the EISMEA (European Innovation Council and SMEs Executive Agency), the sessions related to the sustainability of the project, the master class given by the invited sister projects and the official event closure.

In total, 23 people intervened in the conference. See the details in Table 1 in next page.

Table 1. Participants in the conference

	Name	Organization	Session
1	Sergio Moreno Gil	Principal Investigator Euroemotur	Official opening, Sustainability of the project & Legacy,
2	Pablo Llinares	Director Gerente de Turismo de Gran Canaria	Official opening
3	Excmo. Sr. Don Lluís Serra Majem	ULPGC Rector	Official opening
4	Arran Wiltshire (online)	Director of Events. ETOA	Euroemotur Achievements, Milestones, Overall Contribution and Impact
5	Federica Montaguti	CISET representative	Euroemotur Achievements, Milestones, Overall Contribution, and Impact
6	Kristian Sievers	Haaga Helia representative	Euroemotur Achievements, Milestones, Overall Contribution and Impact
7	Valeria Cabra	ULPGC representative	Euroemotur Achievements, Milestones, Overall Contribution and Impact
8	Beatrice Avagnina	Turismo de Gran Canaria representative	Euroemotur Achievements, Milestones, Overall Contribution and Impact
9	Adriana Tramullas	NECSTouR representative	Euroemotur Achievements, Milestones, Overall Contribution and Impact
10	Carlos Romero (online)	Director of Tourism Research, Development & Innovation at SEGITTUR	AB Intervention
11	Alejandro Alonso Deniz	Fatmas representative	SMEs & SPs presentations
12	Daniel García. (online)	E-commerce Manager	SMEs & SPs presentations

13	Enrique Sánchez.	CEO Orbisnauta	SMEs & SPs presentations
14	Elisa Zambelli (online)	Travel Designer & Web Content. Itinera	SMEs & SPs presentations
15	Andrea Santin. (online)	CFO. Circolo Viaggi	SMEs & SPs presentations
16	Ilkka Lariola. (online)	Representative. NaturaViva	SMEs & SPs presentations
17	Hanna Kallioniemi (online)	Representative Nlux	SMEs & SPs presentations
18	Alan Vella (online)	Project Officer. EISMEA	EISMEA. Tourism funding opportunities
19	Teemu Moilanen	Coordinator	Special Conference
20	Laatikainen Elisa	Representative	Special Conference
21	Cinzia De Marzo	Coordinator TRACE	Sister projects participation
22	Paulo Morgado	Coordinator eMOTIONAL Cities	Sister projects participation
23	Iñigo García-Aranda Goya	Representative Canarias Living Lab	Sister projects participation

### 2.2.1 Attendance

39 onsite attendees were present during the final conference, of which 18 were members of the Euroemotur Consortium. Refer to Annex 4 to see the attendance list.

## 3 Final Conference Impact

### 3.2 Website and Social Media metrics

On the Euroemotur website, an announcement showing the link to the streaming of the Final Conference Event was redacted. See [Discover the Future of Emotional and Digital Tourism at the Euroemotur Final Event](#).

Furthermore, the hosting partner Turismo de Gran Canaria redacted a new on their website related to the different interventions and activities carried out on the Euroemotur Final Conference frame. See [EUROEMOTUR project strengthens its commitment to promote transnational work on the path towards the digitalization of the tourism sector](#)

Regarding the website, during the previous days, i.e., from the 26th of November 2024 until the 3rd of December 2024, the views of Euroemotur's Facebook profile and the traffic to the web were progressively

incremented, reaching the maximum activity on the Final Conference Day. Refer to Figure 11 to see the organic increment in Facebook views and to Figure 12 to see the website visualizations.

Figure 11 – Facebook views, previous days Final Conference.

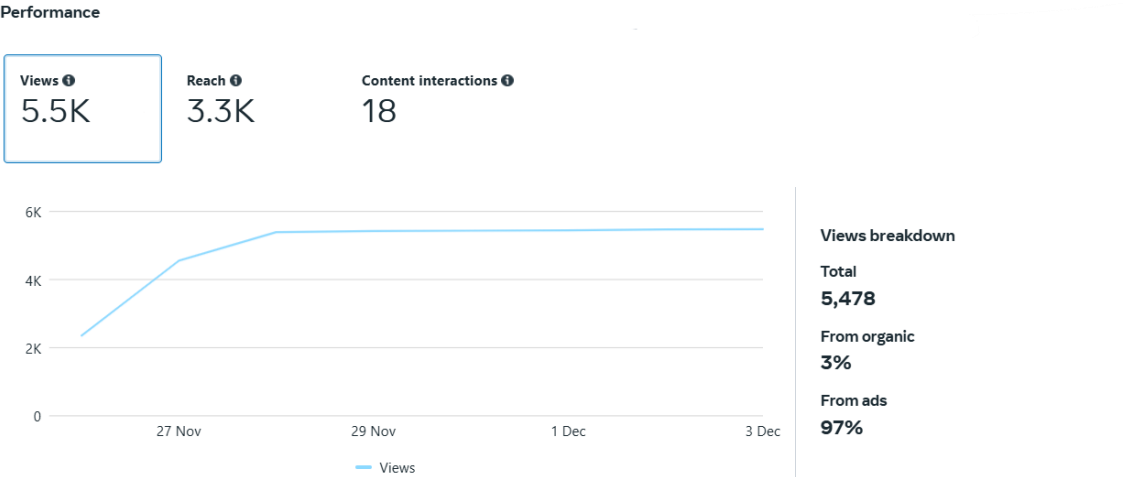
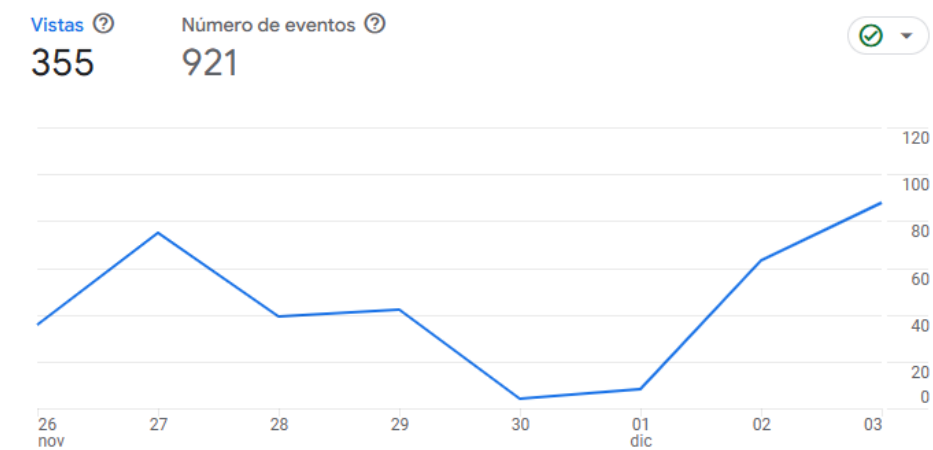


Figure 12 -Website views, previous days. Final Conference



### 3.3 YouTube Channel Metrics

Not only the streaming recording is public and available on [this YouTube Link](#), but also the events [after movie](#).

Regarding the Final Conference streaming, as shown in Figure 13, as of the 7<sup>th</sup> of January 2025, 275 visualizations have been reached. Furthermore, 4782 impressions were achieved, and the total amount of hours viewed amounted to 79.2 hours.



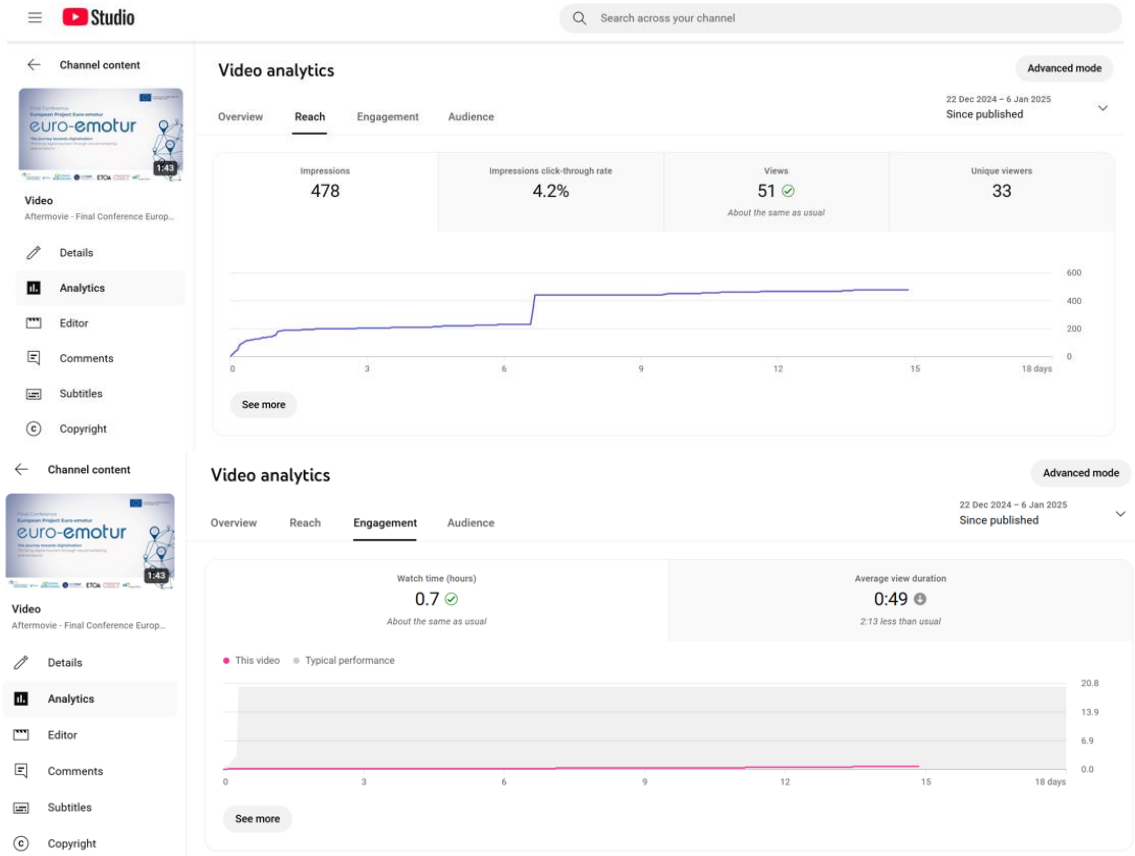


As for the after-movie video, carried out to enhance the project diffusion, it was published on the 23<sup>rd</sup> of December 2024, and as for the 7<sup>th</sup> of January 2025 54 views and 479 impressions were achieved, as specified in Figure 13 and as detailed in Figure 14.

Figure 13-Streaming and after movie compiled metrics.

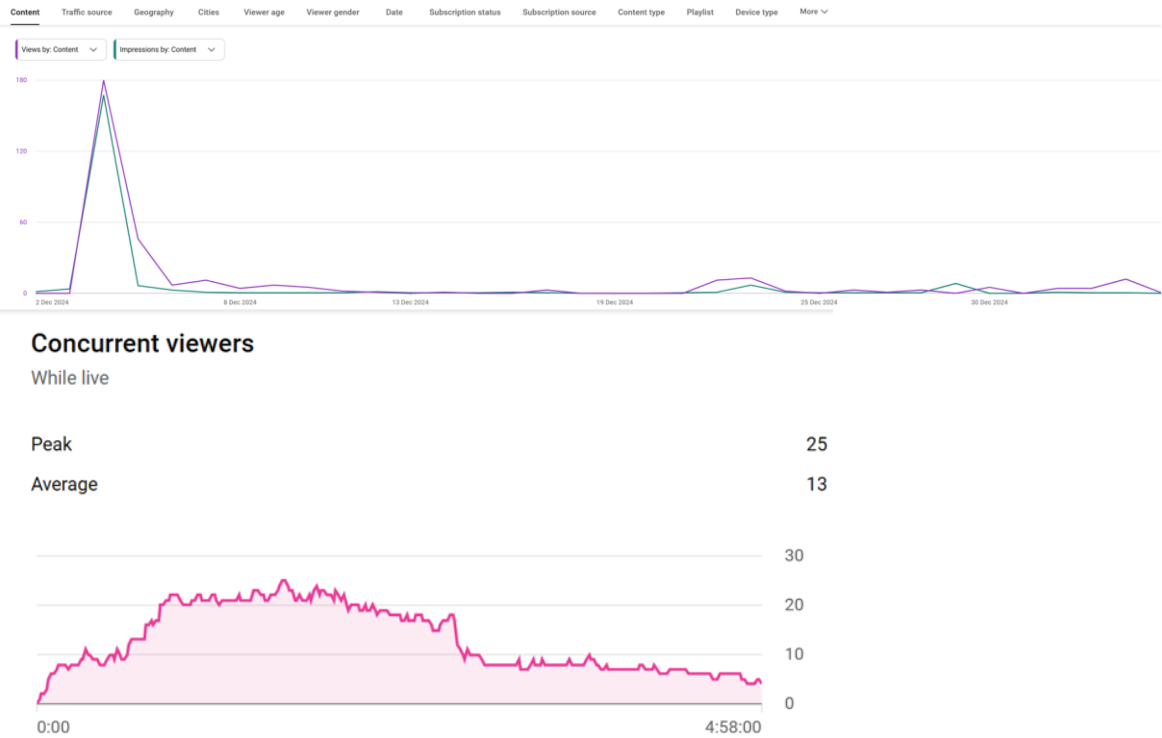
Content		Views ↓	Watch time (hours)	Subscribers	Average view duration	Impressions	Impressions click-through rate
Duration	Publishing date						
Total		327	79.2	10	14:40	5,261	1.9%
4:56:56	Full Broadcast - Final Conference European Project Eur...	275 84.1%	78.5 99.1%	10 100%	17:18	4,782	1.7%
1:43	Aftermovie - Final Conference European Project Euro-e...	52 15.9%	0.7 0.9%	0 0%	0:50	479	4.2%

Figure 14 After movie, detailed views, impressions and engagement



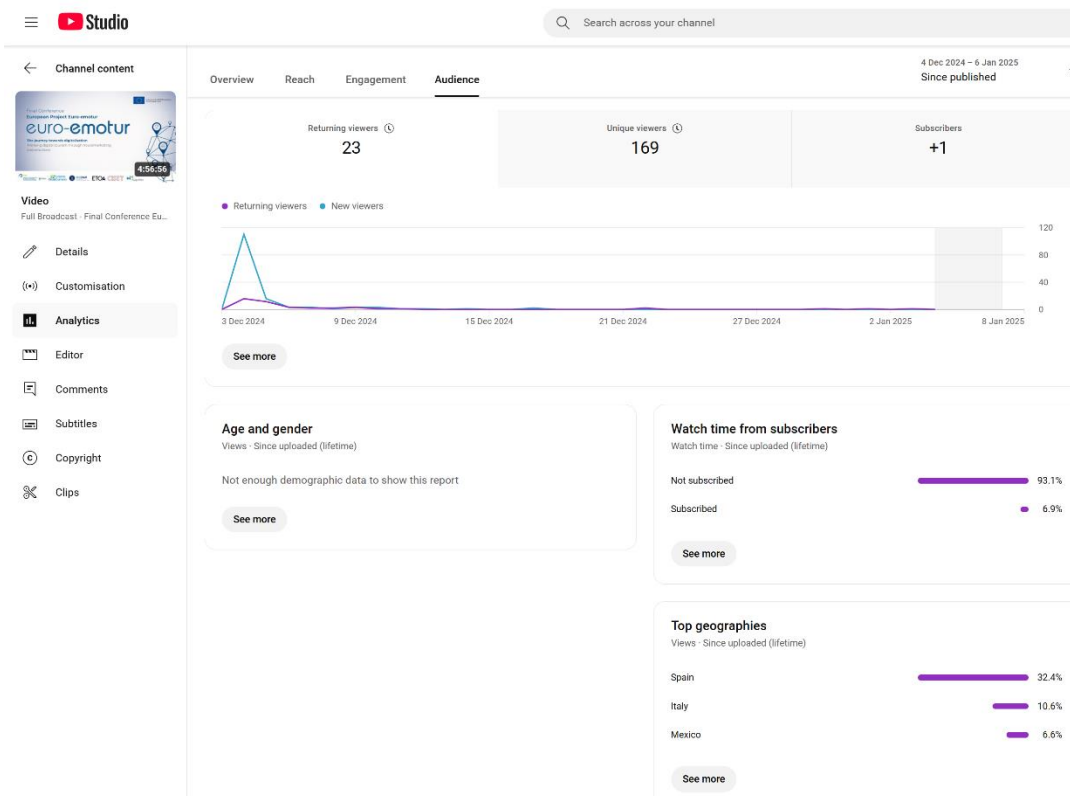
As seen in Figure 15, the peak of both metrics, that is, the streaming views and the streaming impressions was on the Final Conference Day. Furthermore, 25 people were connected to watch the streaming live.

Figure 15- Impressions and visualizations, timeline



The streaming was a successful action for the project diffusion, since as presented in Figure 16, 169 unique viewers were attained, and they were in Spain, Italy, and Mexico. Moreover, 17 users liked the video.

Figure 16- Audience Streaming



## 4 Final Conference Outcomes

The Final Conference event enabled Euroemotur to continue unlocking new possibilities for the tourism business. It was an opportunity to wrap up the project with the participation of all its stakeholders.

The Euroemotur Final Conference successfully communicated not only the project's importance for the European tourism industry but also its impact on it. During the conference, the milestones and achievements reached during the project were explained. Furthermore, a special focus was put on the Euroemotur legacy, like the digital hub and the already available self-assessment tool. The project sustainability was also a central topic.

The different participants of the project had the opportunity to give insights into the project, thus the public authorities emphasized the

project scale and its importance, the consortium members' representatives explained the milestones and achievements accomplished emphasizing the challenges and progress made, the Advisory Board representative gave his insight about the project performance and its impacts on the industry level, the SMEs gave their testimony about how Euroemotur eased their journey towards digitalization. Moreover, the service providers explained how their digital solutions could add tangible value to the SMEs in the frame of the Euroemotur project.

The EISMEA and the sister projects played an important role in the Final conference. The project officer from EISMEA gave his vision regarding Euroemotur general performance and promoted participation in other public calls launched for projects in the tourism field. The sister projects and keynote speaker interventions were related to the tourism and the technological fields.

The event wrapped up the Euroemotur project, emphasizing its importance, impact, and scale. The assistants and participants were able to join a conducive learning atmosphere, where real experiences were shared to benefit the rest of the participants facing similar challenges. Likewise, along all the sessions a dynamic exchange enabled the reinforcement of the Euroemotur community's collective growth. It could be stated that the Final Conference summarized the Euroemotur accomplishments and the information, tools, and resources resulting from its performance, which are now available to smooth the digital transformation efforts.

Thus, this event represented a chance for all the Euroemotur community members to reflect on the project's performance over the past three years, receive valuable insights, and share experiences, which enriched not only the collective learning but also the Euroemotur Project diffusion. The transnational event successfully integrated the participation of public authorities, the consortium members, the AB members, the EISMEA project officer, the SMEs and service providers, the sister projects, the keynote speaker, and the general public.

## 5 Conclusion

The present D6.9 reported the planning process necessary for the success of the international Euroemotur Final Conference. It evidences the activities executed on it and the total number of assistants and participants. It mentions the reach of the streaming recording. Furthermore, it analyzes the conference impact by studying the website traffic and the social media reach in the previous and posterior days of the Final Conference.

The Euroemotur Final Conference celebrated not only the culmination of a shared journey but also the beginning of a profound transformation in the European tourism industry. Euroemotur demonstrated how science, technology, and tourism can merge to create new opportunities for SMEs, positioning them at the forefront of innovation and global competitiveness.

In conclusion, the final conference was an opportunity to place value on the Euroemotur project achievements and milestones, as well as its impact on the European tourism industry. It also allowed the project to reinforce the concept of the Euroemotur digital innovation ecosystem created for learning and collaboration that enabled SMEs to connect with advanced technologies through people's emotions and the knowledge generated by tourism laboratories, thus transforming the tourism experience and strengthening the SME's competitiveness.

Furthermore, the Final Event focused on the future perspective Euroemotur generated, marking the beginning of a continuous transformation that will drive digital innovation in European tourism.

## 6 Annexes

# Annex 1 - Mailchimp Invitation Email



You're Invited to the Final Event of EUROEMOTUR!

Desde Euroemotur <euroemoturproject@188231462.mailchimpapp.com>

Fecha Lun 25/11/2024 14:27

Para Valeria Cabra - Euroemotur <valeria.euroemotur@ulpgc.es>

[View this email in your browser](#)



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## You're Invited to the Final Event of EUROEMOTUR: Experience the Emotion of European Tourism!



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of the European Union



euroemotur.eu

Final Conference  
**European Project Euro-Emotur**

**Join us** to discover how to boost  
the digitalization of tourism SMEs

SAVE THE DATE  
**DECEMBER 4TH, 2024, 08:30 AM**

• Centro Insular de Turismo, Avd. E.E.U.U., Avd. de España, s/n,  
35100 Maspalomas, Gran Canaria.  
• YouTube Live Streaming.

Streaming: <https://www.youtube.com/live/QuM1PQ0i0IY> Forms: <https://forms.gle/kmkA9HEFY8GLGBHfp7>





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# Annex 2 - Second email, Final Conference programme

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Final Conference

European Project Euro-emotur

# euro-emotur

**The journey towards digitalisation**

Thinking digital tourism through neuromarketing  
and emotions



**WHEN**

**3-4 DECEMBER 2024**



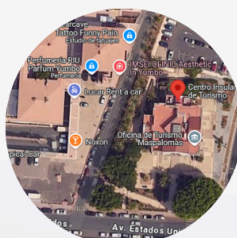
**WHERE**

**CENTRO INSULAR DE  
TURISMO  
GRAN CANARIA**



**LANGUAGE**

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# Final Conference European Project Euro-emotur euro-emotur

## The journey towards digitalisation

Thinking digital tourism through neuromarketing  
and emotions



### WHEN

3-4 DECEMBER 2024



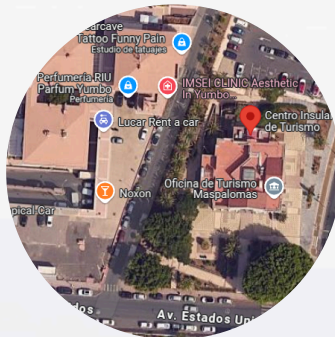
### WHERE

CENTRO INSULAR DE  
TURISMO  
GRAN CANARIA



### LANGUAGE

ENGLISH



# Final conference: 4 december

TIME	ACTIVITY
08:30 - 9:00	Showroom opening. Live demo session
09:00 - 09:30	<b>Official Opening</b>
	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	<b>Euroemotur Achievements and Milestones Overall Contribution and Impact</b>
	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
	Impact at the European Level: Adriana Tramullas. NECSTouR
10:05 - 10:15	<b>Advisory Board Intervention</b>
	Carlos Romero. Director of Tourism Research, Development & Innovation at SEGITTUR. Online.

# Final conference: 4 december

TIME	ACTIVITY
10:15 - 10:50	<b>Service Providers &amp; SMEs presentations</b>
	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.
	NaturalViva (SME): Ilkka Lariola. Online.
	Nlux (SME): Hanna Kallionemi. Online.
10:50 - 11:00	<b>EuroEmotur Awards</b>
11:00 - 11:15	<b>EISMEA. Tourism funding opportunitities: Alan Vella. Project Officer. EISMEA. Online.</b>
11:15 - 11:45	Coffee Break
11:45 - 11:55	<b>Sustainability of the project, Euroemotur legacy: Sergio Moreno Gil</b>
11:55 - 12:55	<b>Masterclass and participation of Sister projects</b>
	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	<b>Event closure: Wrap up and official close of the event</b>
13:25 - 14:00	Demo Emotur LAB
14:00 - 14:30	Lunch


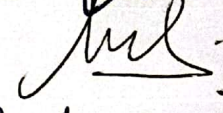



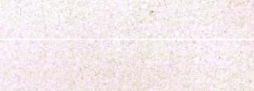


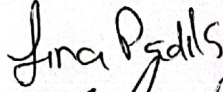
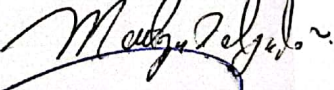
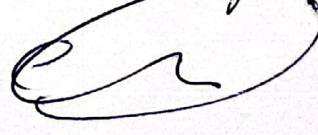





# Annex 4 Assistance list, Final Conference

Final Conference European Project Euro-emotur: 4 december

## Participants

Name	Organisation	Sign
Eduardo Reyes	T&C	
Nicolás Suárez Rodríguez	ATLANTIS TECHNOLOGY	
Beatrice Avagnina	CE	
Victor Martinez	CE	
Nicolás Suárez		
Toni Perdomo	T2 Travel	
Sonia Santana Cerpa		
<del>Kristian Sievers</del>		
<del>Adriana Tramullas</del>		
Enrique Sánchez Sanabria	Orbis nauta	
Claudio	VIAXES CANARIAS RURAL	
Cohélet		
Lina Marcela Padilla Delgado	USB Colombia	
Maritza Delgado	USB Colombia	
Sergiu Iacob		
Zoraida	Thusho de J.	
Fernando Estany		
Carlos Navarro Martinez		
Fernando Medina		
Estefanía Susana		
Iván García		
Alejandro Palazón		
Pablo María Díaz Estévez		
Gonzalo Andrés	Amorvel	
Adriana Ferraz	Amorvel	





José Ramón Zagalaz  
Jimenez  
Paula Schlueter Parrilla  
Daniel Díaz López  
Irene Navarro González  
Miriam Navarro González  
María del Carmen  
González Medina  
Andrea Socorro  
Dominique Nathalie Díaz  
Padrón  
Marc Llorens  
Manuel Mora Lourido  
Carmen Marrero  
Carlos Amador  
Juan Andrés Melián  
María José Capdepón  
Valcarce  
Dzhansel Muharem Sabri  
Osman  
Nieves Gomez  
Laura Pérez Rodríguez  
Alejandro Alonso Déniz  
Carmen García Manzano  
Néstor Reyes Calabuig  
Alina Demian  
Cristian Santana  
Jorge Enrique Nuez  
Eugenio Herrera  
~~Sergio Moreno Gil~~  
Pablo Llinares( )  
Lluís Serra Majem( )  
~~Arran Wiltshire~~  
~~Federica Montaguti~~

*[Handwritten signature]*

TURISMO de Gran Canaria *[Handwritten signature]*

*[Handwritten signature]*





~~Valeria Cabra~~

~~Carlos Romero~~

Daniel García

~~Elisa Zambelli~~

~~Andrea Santin~~

~~Ilkka Lariola~~

Hanna Kallionemi

Teemu Moilanen

Cinzia De Marzo

Paulo Morgado

~~Bruno Miranda~~

Iñigo García-Aranda Goya

*Cinzia De Marzo*  
*Paulo Morgado*

*Iñigo*


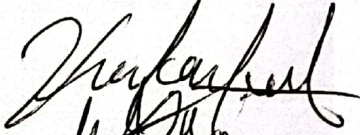
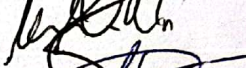


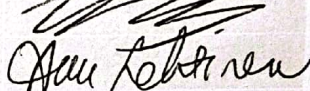
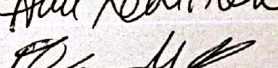
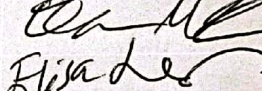
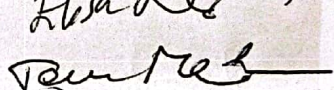
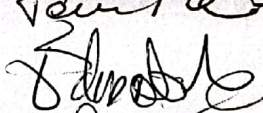

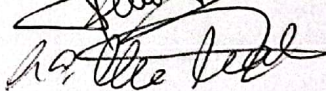
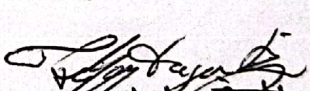
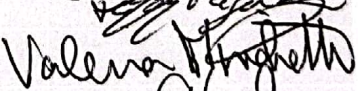
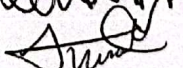
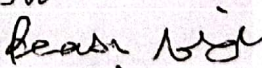

*Rocio Estévez Quintana - CÁMERA EC*  
*Borja Saavedra de Sancho - Seaside Collection*





Final Conference European Project Euro-emotur: 4 december

## Participants

Name	Partner	Sign
Sergio Moreno	ULPGC	
Valeria Cabra	ULPGC	
Arminda Almeida	ULPGC	
Patricia Picazo	ULPGC	
Kristian Sievers	Haaga Helia	
Anu Lehtinen	Haaga Helia	
Elina Moreira Kares	Haaga Helia	
Elisa Laatikainen	Haaga Helia	
Teemu Moilanen	Haaga Helia	
Eduardo Reyes	Turismo Gran Canaria	
Paula Schlueter	Turismo Gran Canaria	
Elena Miranda	Turismo Gran Canaria	
Federica Montaguti	CISET	
Valeria Mingotti	CISET	
Adriana Tramullas	NECSTouR	
Beatrice Avegnina	Consulta Europa	
Víctor Martínez	Consulta Europa	
Tatiana David		