



ETOA

BETTER TOURISM IN EUROPE

DESTINATIONS EXCHANGE EUROPE 2025

#DEE25

Network: IHG ONE REWARDS
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Destination Good Practice | Data practices, community engagement, and innovation

- Prof Xavier Font, University of Surrey
- Dolores Ordoñez, AnySolution
- Łukasz Wysocki, CEO, Gdańsk Tourism Organisation
- Paola Guccione, Convention Bureau Genova
- Nollaig Fahy, Dublin City Council Culture Company

EU to Local: Tourism Policy & Practice

EU Sustainable Tourism Strategy

- Ideas wanted!
- Survey deadline: 15 August

Destinations and travel trade collaboration

- What does good look like?
- policy@etoa.org





COMUNE DI GENOVA

DESTINATION GENOVA

The award as the **Best in travel 2025** by Lonely Planet celebrates the city as a destination of great charm and interest for travelers from all over the world. A city rich in history, culture with attractions like the **Palazzi dei Rolli**, the historic center and maritime traditions, capable of offering unique experiences thanks to its architectural heritage and the natural beauty that surrounds it.

Genoa is actually an emerging, **sustainable**, accessible and inclusive destination model focusing on **deseasonalisation** and ready to welcome visitors .



Genoa Best in Travel 2025





COMUNE DI GENOVA

DESTINATION GENOVA



Annual Overnight Stays

2023-2024 + 4.9%

2019-2024 + 38.46%



Cruise Passengers

Annual Passengers 1,500,000



Annual Arrivals

2023 -2024 +0.95%



Hotels & Accommodation

Hotels: 96 properties

Other Accommodation Facilities:
Over 3,000



International Visitors

2023-53% of total arrivals

2019-2024 +13%



Average Hotel Rate*

Approx. €140 per night



Airport

Distance from City 6 km



Average Length of Stay

6.5 nights



Data



Tourist offer related to **COMUNE DI GENOVA**

DESTINATION GENOA

Unesco Heritage.
The **Rolli Experience** is scheduled on the following dates:

2025

October

Friday 24-Saturday 25-Sunday 26

November

Friday 14-Saturday 15-Sunday 16

December

Friday 12-Saturday 13-Sunday 14

2026

January

Friday 16-Saturday 17-Sunday 19

February

Friday 13-Saturday 14-Sunday 15



The **Rolli Palaces** are **42 buildings** belonged to the ancient and richest families of the Renaissance period that are rich of history and culture of the past. The **Rolli Experience** , it's an immersive initiative in which the tourist can spending a long week-end in selected accommodations. The Rolli experience includes guided thematic tours to historical centre, gastronomic Genoese and typical food presentations, and expert led-visit to the most prestigious Rolli Palaces. To enhance the experinece, there are musical performances, aperitifs, tastings and themed dinners set among the fine furnishing and frescoed ceilings of the spectacular Genoese noble residences.



Genova: le Strade Nuove e il Sistema dei Palazzi dei Rolli
Inscritto nella lista del Patrimonio Mondiale nel 2006

UNESCO Heritage :The Rolli experience and historical center





COMUNE DI GENOVA

DESTINATION GENOVA



The typical historic shops in Genoa are located in the Genoese narrow streets called «caruggi» in Genoese dialect.

An attractive mix of smells, tastes and culture throughout history.

Genoa and Liguria are known for their authentic Mediterranean cuisine, a rich gastronomic tradition that emphasizes simple ingredients. A typical example, the famous **focaccia** and **pesto**.



our identity : eno-gastronomic excellence and the typical historic shops in Genoa



BOTTEGHE
STORICHE
DI GENOVA





COMUNE DI GENOVA

DESTINATION GENOVA



A system of vertical connections, including funiculars and elevators, links the sea to the mountains above the city, leading to the **Parco delle Mura**, a magnificent green route connecting the 17th, 18th, and 19th-century walls, offering breathtaking panoramic views and represent the typical example of sustainable mobility. The **mild climate** characterize Genoa. Genoa was the destination of the **Red Bull urban downhill event**. The **new project Genova Outdoor** has been developed with the aim of making Genoa a European capital of eco-sustainable tourism, an opportunity for economic growth. It includes **26 itineraries**, each of them equipped with safety information, GPS track and scale map, all reachable and usable by public transport and smart mobility to propose a model of eco-compatible tourism.



Vertical City, forts, outdoor and sustainability

https://smart-tourism-capital.ec.europa.eu/best-practices/european-capital-smart-tourism-best-practices_en



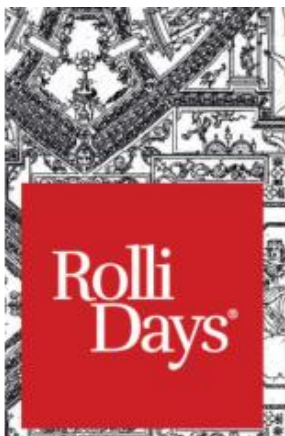
COMUNE DI GENOVA

DESTINATION GENOVA

Rolli Days

February 15-16; April 26-27 and May 2-3; October 2025

Weekends of extraordinary openings of the Palazzi dei Rolli – UNESCO Heritage; their stories are told by Science Popularizers



Euroflora 2025

April 24 – May 4, 2025
Prestigious international flowers exhibition. Setting of this year edition will be the new Waterfront di Levante



Summer open-air concerts and events

June - July 2025
Open-air concerts and events will liven the Genoese summer nights up



Nervi Music Ballet Festival

July 2025
Music, dance and prose, with national and international performances in the wonderful setting of Nervi's Parks



The Ocean Race Europe

September 3-7, 2025
The famous round-the-world regatta, that involves the planet's finest sailors, will be back to Genova for the second time



International Boat Show

65th Edition
September 18 – 23, 2025
Unmissable event for both the international yachting market and the sea enthusiasts.



Premio Paganini

58th Edition
October 14 – 26, 2025
Prestigious International violin competition named after the famous Genoese violinist Niccolò Paganini



Science Festival

October 23
November 2, 2025
The Genova Science Festival is one of the leading events in the dissemination of scientific culture and has become, over the years, an international point of reference.




Main events in Genoa



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Smart Tourism: Collaborate to Innovate

Nollaig Fahy
Tourism Innovation Manager

Aonad Tuarasóireachta
Chathair Bhaile Átha Cliath
Dublin City Tourism Unit



Content:

- **Collaboration Model**
- **Tourism Unit What? Why? How?**
- **Tourism Strategy Goals**
- **Collaborate to Innovate Examples**

Collaboration Model

DCC City Development Plan 2023-2028

DCC Tourism Strategy 2023-2028

Steering Committee

Management Team

**Smart Tourism
Manager**

**Fáilte Ireland City
Orientation Group**

Unit Manager

**Dublin Regional
Tourism Group**

**Tourism Data
Lead**

EU Data Group

The Unit is funded by Dublin City Council, and supported by Smart Dublin and Dublin City Council Culture Company



What?

- The Dublin City Tourism Unit is responsible for creating, facilitating and fostering equitable development of tourism in our city.



Why?

- The Unit, built on the foundation of multi-stakeholder collaboration supports and delivers Dublin City Council's tourism vision, and agenda. Helping Dublin to achieve its tourism development goals.



How?

Our Strategic Goals: 2023-2028 - Tourism projects and initiatives in Dublin are:

Human: serves a people centered and community based growth agenda

Sustainable: is proactive, accountable and measurable toward our climate goals

Innovative: is future-facing, creative, collaborative and digitally-advanced

Our Tourism Strategy 2023-2028

- People
- Places and Spaces
- Culture
- Climate Action and Sustainability
- Innovation - *Collaborate to Innovate Examples*
- Data and Insights



Dublin Discovery App & Active Cities Project

Example 1

Combining in-house technology, culture and tourism expertise, along with external stakeholder know-how, Dublin City launched its first AR/VR self-guided trails application in Q4 2023.

Target Audience: Local communities, and visitors to Dublin City and County.

Number of Users: 22k+

Number of Trails: 2024 = 17 +10 by YE 2025 Total number of Project

Stakeholders: 15

Aonad Tuarasóireachta
Chathair Bhaile Átha Cliath
Dublin City Tourism Unit

Example 2

Two hi-tech street art sculpture installations designed to encourage people to meet and connect above borders were launched in Dublin and NYC on May 8th 2024. This project required the collaboration of 150+ people from multiple agencies and stakeholders working across several time zones.



**The People's Portal
Dublin & NYC**

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Chathair Bhaile Átha Cliath
Dublin City Tourism Unit

Examples 3-7



DUBLIN 2024



Workshops & Events =165 Partnerships =10 Legacy Projects =12





Dublin City Tourism Unit

Thank you for listening!

Nollaig Fahy, Tourism Innovation
Manager

tourisminnovation@dublincitycouncilculturecompany.ie

www.dublincitycouncilculturecompany.ie

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DISCOVER TORINO, 2025 EUROPEAN CAPITAL OF SMART TOURISM







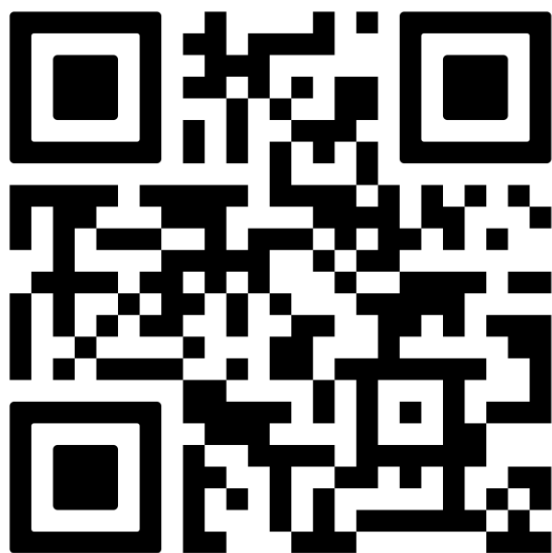
EUROPEAN CAPITAL OF SMART TOURISM

The **European Capital of Smart Tourism** is an initiative by the European Commission to recognize cities that lead the way in innovative and smart tourism solutions.

In 2025, **Torino** was selected among **21 candidate cities** from 10 countries — competing with seven finalists.

The focus is on 4 categories:

1. **ACCESSIBILITY**
2. **SUSTAINABILITY**
3. **DIGITALISATION**
4. **CULTURAL HERITAGE & CREATIVITY**





WHY TORINO IS A SMART DESTINATION?

Authenticity Value → Torino preserves and promotes its authentic identity by **protecting its rich cultural and natural heritage**.

A City for Everyone → Torino's tourism strategy **puts residents first**, fostering a vibrant, **inclusive city** that enhances quality of life for both locals and visitors.

Sustainable Innovation → Torino is leading the way in sustainable urban regeneration. By transforming its **industrial legacy into cultural hubs** and green spaces, the city is redefining itself as a creative centre for research, innovation, and the arts.

WHICH BENEFITS? DON'T BE AFRAID TO APPLY

- Preserve the values of the destination for tourists and residents alike
- Promote a series of specific USPs of Torino
- Join a network of smart cities that enables new relationships and the exchange of best practices at the European level
- It is a way to create a network within the destination itself and raise awareness among local stakeholders.

**THE NEXT 2026 ECST
COULD BE YOUR CITY!**



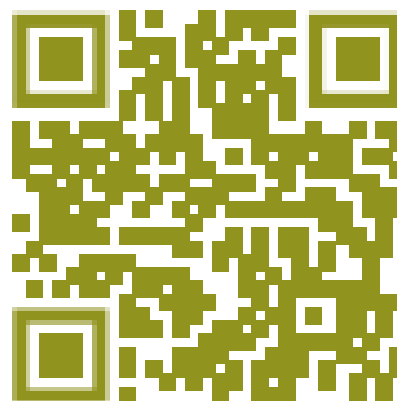
WORLD SUMMIT ON ACCESSIBLE TOURISM



3rd World Summit on Accessible Tourism

Destinations for All

Torino-Italy October 5-7, 2025





10 GOOD REASONS TO CHOOSE TORINO

1. The **first capital of Italy**, before Florence and Rome
2. Home to the **Museo Egizio**, the oldest Egyptian museum in the world
3. The **National Cinema Museum**, located inside the Mole Antonelliana
4. The city where the **Holy Shroud** is kept
5. **Royal Residences** recognized as a **UNESCO** World Heritage Site
6. Home to **Leonardo da Vinci's** self-portrait
7. The capital of **Contemporary Art**
8. Famous for its **historic cafés** and **patisseries**
9. The capital of **taste, chocolate, and vermouth**
10. A city with **18 km of arcades** perfect for shopping

TOP TEN

PRODOTTI E SERVIZI TURISTICI
TOURIST PRODUCTS AND SERVICES
PRODUITS ET SERVICES TOURISTIQUES



TURISMO TORINO E PROVINCIA

Turismo Torino e Provincia is the official tourism board promoting Torino and its area as a top destination for leisure, culture, nature, sports, and business tourism.

We welcome tourists in our **Tourist Information Centres**.

We give information, promotional materials and provide **tourist products and services** to travel trade such as:

TORINO+PIEMONTE CARD

MERENDA REALE®

EXTRA VERMOUTH

WELCOME TOURS

FOCUS: TORINO+PIEMONTE CARD



Available in digital format via **QR code**: easy, convenient, and smart!

- **Valid for 1, 2, 3, or 5 days** for 1 adult and 1 child under 12
- **Junior Card** (up to 3 days) for visitors **under 18**
- **Free or reduced admission** to top museums, fortresses, castles, and **UNESCO Royal Residences** throughout Torino and Piemonte.
- **Exclusive discounts** on public transports, Tourist Services, the City Sightseeing Bus Torino, themed activities, guided tours, and major regional events.

Net rates available for travel professionals



FOCUS: FOOD & WINE NETWORKS

A trip to Torino also means a journey into taste:

EXTRA VERMOUTH

The authentic Torino tradition of aperitivo: a tasting of three Vermouth di Torino paired with five samples, including a sweet one, as tradition demands. (25)

MERENDA REALE®

A little journey back in time: enjoy a Merenda Reale® in the historic cafés or inside Royal Residences, choosing a **cup of hot chocolate** or a “**Bicerin**” together with the irresistible traditional biscuits. (8)

MANGÉBIN

The circuit of restaurants offering **typical local cuisine** in Torino and its province. The goal is to promote regional cuisine while supporting the local economy.





EXPERIENCE

TOURS & ACTIVITIES

INCOMING OPERATORS NETWORK

A selected list of **incoming professionals** which offer customized packages and services, available all year-round.

NETWORK:

Tour Operators incoming, Service Providers, Hotel Consortia, Tourist transport suppliers

- Public-private partnership to boost the destination
- Strengthen the tourism offer and enhance the private sector
- Professional hospitality system and event support
- Use of *Turismo Torino e Provincia* brand

THANK YOU!
SEE YOU IN TORINO!





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LIVE
from

The **Hague.**

◆ The City
The Partners
The **Hague.**

◆ The City
The Partners
The **Hague.**



1. Opportunity Identified

- ◆ **Spreading Quality Tourism to Strengthen Liveability**
- ◆ **Balance, seasonal peaks and visitor pressure**
- ◆ **The Hague = rich offer, accessible and under the radar**
- ◆ **Position as sustainable, high-quality alternative to busy cities**

2. Strategic Approach – Collaboration & Trade

- ◆ City-wide strategy across tourism, culture, housing, mobility
- ◆ Strategic partners + Light Trade Package (for SMEs)
- ◆ Joint actions: FAM trips, trade fairs, shared storytelling



3. Tactical Actions – Campaigns & Tools

- ◆ Big5 campaign in Amsterdam: Vermeer, Escher, Rembrandt, etc.
- ◆ Ruimtemonitor: live visitor flow tracking (city & coast)
- ◆ Sustainability: campaign with Deutsche Bahn & NBTC
- ◆ Binnenhof renovation: creative alternatives incl. visitor centre





4. Progress & Learnings

- What's working
 - ◆ Shift to shoulder season travel
 - ◆ Stronger trade partnerships
 - ◆ Cultural interest in The Hague growing
- Challenges:
 - ◆ Influencer ROI: now KPI-driven
 - ◆ Support needed for small trade partners

5. Impact on Priorities

- ◆ Working with Travel Trade = long-term investment
- ◆ Spreading in space & time stays top priority
- ◆ Scaling storytellers with partners
- ◆ Aligning campaigns with seasonal capacity
- ◆ 2026 focus: new boulevard Scheveningen & Kijkduin upgrades, and continuing to tell the Binnenhof story through creative alternatives





The City
The Beach
The **Hague.**



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Who we are

London & Partners is the business and destination agency for London.

We are a social enterprise, combining purpose with commercial rigour.

We are funded by grants, partners and our portfolio of venture businesses.



1969

2003

2011

NOW



Under the
National Tourism
Board (Visit
Britain)

Not much
investment or
London brand
recognition



London Brand
Awareness

Driver for MICE



London bid as a
drive to change the
perception of
London

Harness messaging
about venues, hotel
investment,
infrastructure



Integrated DMO -
merger with FDI
and Study London

Focus on the value
of business tourism
and the meetings
industry as drivers
of investment, jobs
and growth



Driver of strategy
and new events

Creating our own
events like
London Tech
Week and Ride
London

What we do

High Growth Business Support

We support international and domestic businesses in high-growth sectors to scale



Micro Business Support

We help small business owners to get the support they need to thrive.



Capital Investment

We bring global institutional capital to London to fund priority real estate, energy and infrastructure



Destination

We develop London as a destination and attract visitors and events



London Brand

We grow London's global reputation to support economic growth

Commercial & Partnerships

We create partnerships and profit-making ventures to scale our impact



London's growth sectors

Frontier innovation: London's next superpower



Financial, professional and business services & tech



Creative industries and technologies



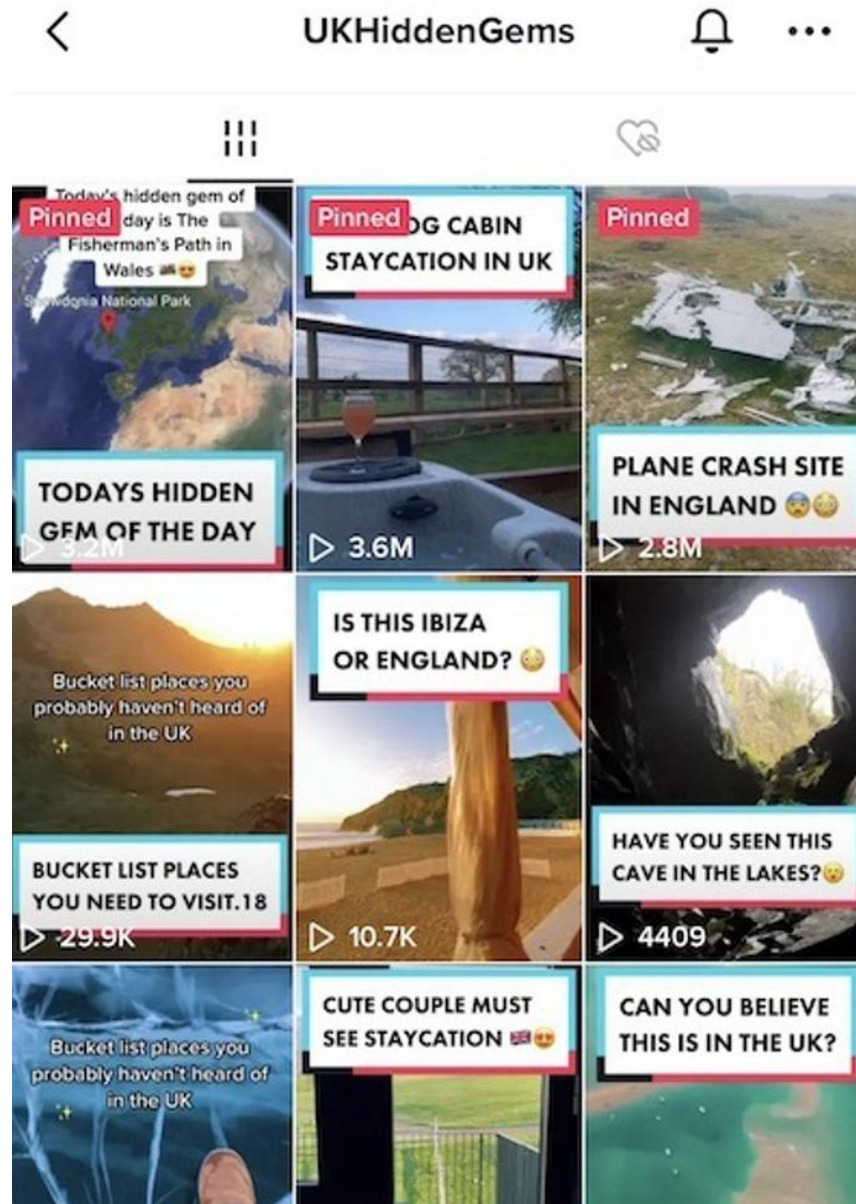
Experience economy



International education



TRAVEL IS NOW IN EXPERIENTIAL OVERDRIVE



Today's travellers navigate a world in flux:



Economic Constraints

Global leisure travel budgets are projected to grow by just 1%.

(Simon Kucher, 2024)



Shifting Demographics

42% of US underserved travellers feel limited by their identities when planning travel.

(Expedia, 2024)



Health Priorities

Wellness tourism reached \$830.2 billion in 2023 and is expected to grow 10%+ by 2028.

(Global Wellness Institute, 2024)



Digital Influence

92% of young travellers' last trips were motivated in some way by social media.

(McKinsey, 2024)



Climate Concerns

55% of global travellers checked the sustainability of the accommodation on their last holiday – up from 22% last year.

(Mariott, 2024)

Three key shifts in consumer travel



Travel goes niche

Travel experiences are becoming niche, with consumers seeking novelty, uniqueness and authenticity.



Travel gets conscious

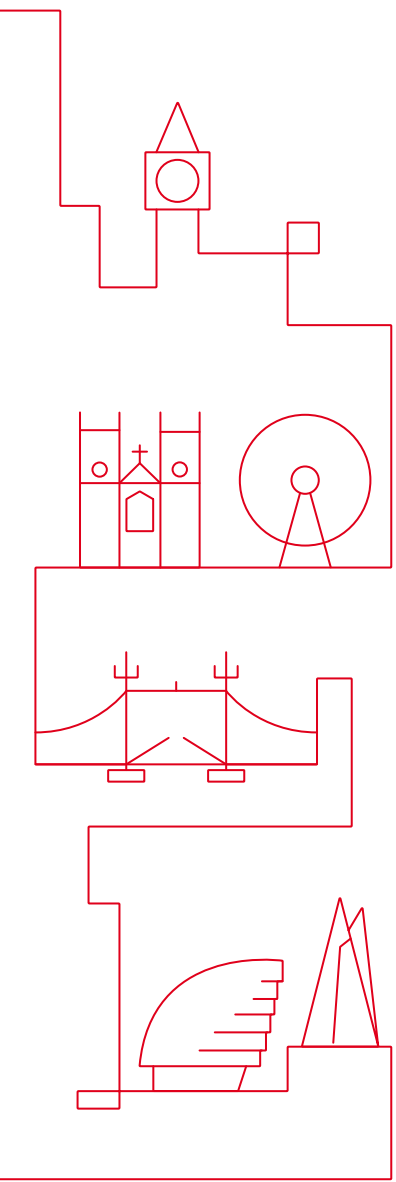
Consumers grow conscious and intentional of their travel habits, exploring options around wellness and sustainability.



Travel becomes flexible

Travel is hyper-personalised and flexible to meet the needs of ever-changing lifestyles, work rhythms and consumer identities.

Let's get you thinking...



Who are the
thought leaders on
local London culture
and history that you
can partner with?

What subcultures
and fandoms can
you leverage for
events and
itineraries?

What are the hyper-
local stories and
traditions that can
spotlight London's
rich history?