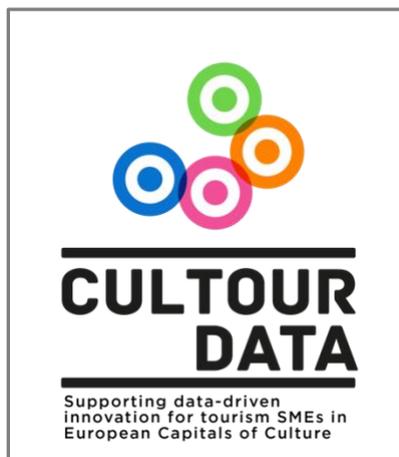


CulTourData



CulTourData is a project co-funded by the COSME programme of the European Union that will explore how to support the development of tourism SMEs by valorising the productivity of the European Capitals of Culture (ECOC) network and how a data driven approach can drive growth.

The project will help tourism SMEs by focusing on WHY and HOW to look beyond the right website, tool or application and grasp the importance of making data and analytics part of a business

strategy, product development, organisational process and culture, in order to be competitive, sustainable and attractive

The considerable cultural legacy created by the ECOC network will be harnessed to illustrate how a link can be created between tourism destinations and tourism SMEs. Sustainable tourism and development will be stimulated by inviting SMEs to participate in the co-creation of future ECOC events programming, encouraging synergies in multidisciplinary business approaches that mix creativity with tourism, culture and digital technology.

The project will enhance data-driven tourism innovation, in support of accessible and transformative cultural tourism across Europe, by organizing a two-fold support scheme that targets both tourism SMEs and European Capitals of Culture through: capacity building processes and activities, mentoring, collaborative creativity-oriented matchmaking, evidence based assessment processes and financial support.

100 tourism SMEs, 100 Creative and Cultural Industry (CCI) operators and 60 active ICT and digital technology players will be engaged with.

This will be achieved through the following actions:

ECoC-led Ecosystem - Supporting cooperation, capacity building and knowledge transfer among ECoCs (past, present and upcoming) especially with regard to the legacy and synergies between CCIs and tourism, to enhance their ability to develop mid to long term strategies to promote balanced and sustainable tourism growth.

ECoCs Watch - Boosting and learning how to create a data-driven culture among ECoCs, especially future Capitals. Data collection and analysis, market intelligence, best practices to enhance strategies when applying such data for tourism development and to optimise the legacy of ECoCs’;

Transformative Bootcamp - Building on the information and insights from the EcoC Watch to empower tourism SMEs to be data- driven market players through:

- a) **Inspirational mentoring** between digitally advanced SMEs and those lagging behind in the digital transformation process;
- b) **Virtual training programme** to explore and learn data-driven approaches;
- c) **Collaborative Matchmaking** to help tourism SMEs move through their digital transformation, supporting them to be more sustainable and provide travellers with more personalised experiences.

ECoCs Policy Lab – Stimulating active participation in cultural and tourism policy making at local and regional level helping diverse audiences (public authorities, businesses, associations and NGOs, foundations and communities) explore and understand the data collected through the ECoCs Watch.

The link between communication and impact evaluation will be demonstrated practically throughout the project. SMEs will feed into the story telling to illustrate how empowerment, learning and capacity building unfold through the project activities

The project consortium is a public-private partnership of 8 partners from 7 countries. It includes a rich variety of profiles to reach the target groups and build on considerable expertise and experience.

Each partner is linked to one ECoC (past, present or upcoming) to leverage experience and networks, including Matera 2019, Leeuwarden 2018, Chemnitz 2025, Košice 2013, Lieira 2027 and Extremadura 2030.

P1 - Consorzio Materahub Industrie Culturali e Creative is a SME acting as an intermediary organisation supporting CCIs in capacity-building and cross- fertilisation with other sectors. It is the Coordinator of the project and will add value through the wealth of networks, experiences, tools and frameworks that really fit to the scope of this project;

P2 - Basilicata Creativa is the cluster of cultural and creative industries of the Basilicata Region, and includes important Italian research bodies (CNR,

CulTourData project description.

ENEA), the University of Basilicata and CCI companies. It will be the coordinator of the Collaborative Matchmaking and will deal with the major part of the support scheme.

P3 - Inqubator Leeuwarden is a foundation backed by the Municipality of Leeuwarden, and helps entrepreneurs establish their business and maximise their personal growth. It will co-coordinate the Transformative Bootcamp and will co-coordinate the Collaborative Matchmaking .

P4 - Ip Leira is a HEI that includes research centres, four incubators and one start-up accelerator. It will lead the ECoCs Watch and will act as co-coordinator of the Collaborative Matchmaking and of the ECoC Policy Lab.

P5 - Economic Development Corporation, City of Chemnitz is the central business support agency for the city of Chemnitz, and is co-responsible for the current realignment and the new foundation of the Destination Marketing Organisation for Chemnitz-Zwickau-Region. It will lead the ECoC Policy Lab, with a full engagement in the running of the ECoCs Watch.

P6 - Association of Extremadura Tourism Cluster has the main aim to promote the development of the tourism sector in the Extremadura region and support the development and management of the support scheme.

P7 - ENAT has the mission to make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world. ENAT will lead all the communication and dissemination activities.

P8 - Košice Turizmus is a Public Tourism Agency, is deeply rooted in the ECoC Košice 2013. It will help manage the support scheme, the ECoCS Watch and the Policy Lab.

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(Innovation uptake and digitalisation in the tourism sector)

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Project Website: <https://www.cultouriscapital.eu/cultourdata/>

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