Best Practices for Destination Management in 2025

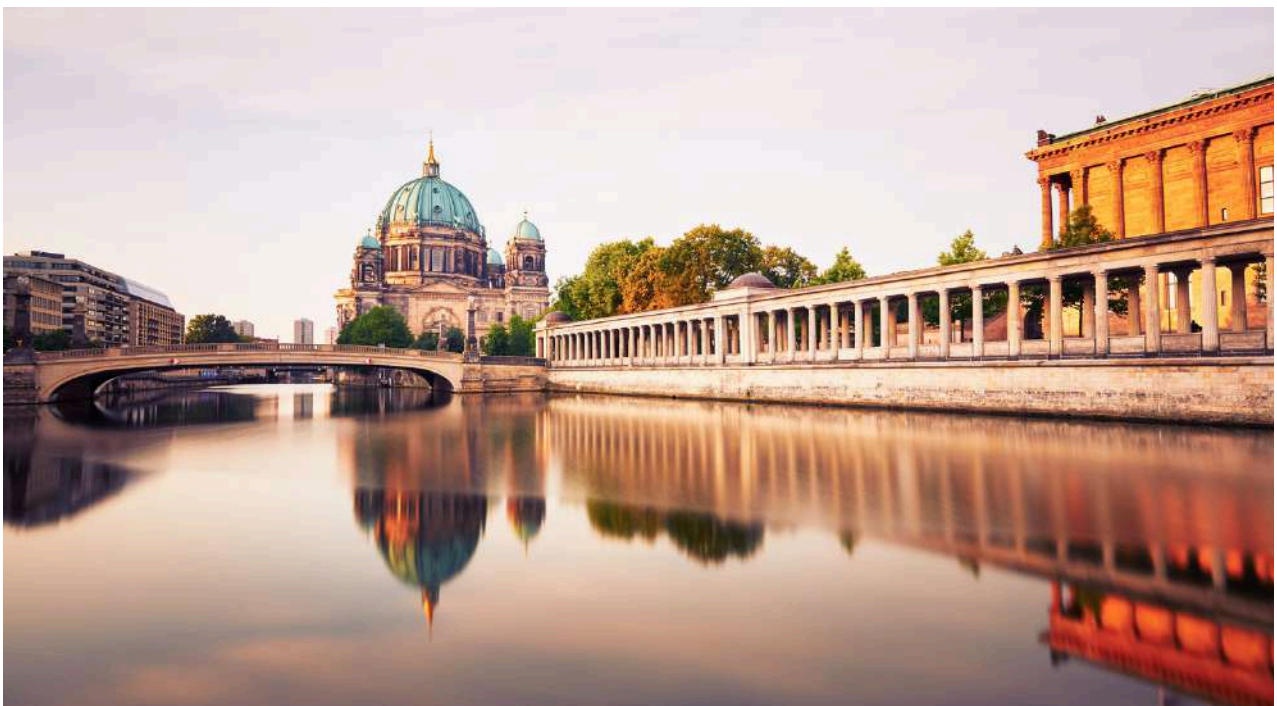## The year of balance

DATA APPEAL
ALMAWAVE GROUP

The year of balance

Managing a tourist destination has always been tough, **but right now it feels more complicated than ever before**.

In the past, a destination manager's main goal was to boost their location's reputation and maintain its competitiveness. **Today, however, the needs of a destination are much more nuanced and complex**.

And it's a delicate balance to strike.

On one hand, there's the need to attract a steady flow of visitors year-round to drive economic growth and prosperity. On the other, there's the desire to safeguard **quality of life**, **preserve local traditions** and **craftsmanship**, and maintain **the culture and rhythms that define the destination's identity**.

There's also a growing demand for human connection—the foundation of hospitality and visitor experiences. Yet, at the same time, the rise of generative AI is transforming the way destinations engage with travellers. In fact, **PwC** predicts the global AI market in tourism and hospitality will reach **$3.5 billion by 2032, growing at an annual rate of 18.94%**.

Striking the right balance between tradition and innovation—just as between tourism growth and environmental and cultural sustainability—is the greatest challenge destination managers and all tourism stakeholders will face in the coming years.

What solutions does the current landscape offer to maintain this balance?

In this first eBook on best practices for destination management, we'll focus on key themes that have emerged over the past year and explore practical solutions:

- Leveraging artificial intelligence and data analytics to make informed, effective decisions

- Adopting practices that ensure environmental sustainability

- Balancing tourism growth with residents' quality of life

- Educating travellers on respecting local communities

- Building a shared tourism ecosystem

- Harnessing event tourism to drive seasonality management and diversification.

01. Data-driven destination management

Using artificial intelligence to analyse, interpret, and make the most of data

The integration of AI and data analytics is a game-changer for tourist destinations.

For years, data analysis has been recognised as a fundamental best practice for gaining a clear, up-to-date picture of the tourism landscape and anticipating future trends—both essential elements of destination management.

Yet many destinations have struggled to adopt a data-driven approach, for several reasons:

- **Managing heterogeneous data** – Tourist destinations must handle a vast array of data from diverse sources, including official statistics, visitor feedback, tourist behaviour insights, spending patterns, and flight and hotel bookings. Aggregating these disparate sources and cross-referencing data is a significant challenge.

- **Limited analytical capabilities and resources** – Many destinations, particularly smaller ones, often lack the expertise or resources needed to implement advanced data analytics tools.

- **Privacy and data protection** – Data collection and analysis must comply with privacy regulations such as the GDPR in Europe, adding another layer of complexity.

● **Data collection and measurement indicators** – Certain crucial data types are difficult to obtain and utilise. For instance, the UN World Tourism Organization ([UNWTO](#)) has recently highlighted the challenge of effectively measuring sustainability due to difficulties in collecting and analysing data at an individual level, which in turn hampers the ability to gain a comprehensive overview.

However, generative artificial intelligence (GenAI) could completely change the game.

AI can analyse millions of data points in seconds, simplify interpretation, and provide practical insights and recommendations—**all at a relatively low cost**.

In essence, even resource-limited destinations will be able to access **high-quality data analytics without requiring in-house expertise**.

It's fair to say that AI is democratising access to and use of data across the tourism sector on a large scale.

Error-free AI: Using destination data to gain personalised and reliable recommendations

Not everything that glitters is gold

One of the main challenges many destinations face with artificial intelligence is the reliability of the information it generates. AI can experience "hallucinations," where it provides inaccurate or misleading responses, which can undermine the accuracy of analyses and strategic decisions.

The solution to this problem is **Retrieval-Augmented Generation (RAG)**, a framework that enhances the quality of AI responses by integrating proprietary, up-to-date data into the training datasets. Instead of generating information based on generic sources, AI powered by RAG uses destination-specific datasets, ensuring greater accuracy, contextualisation, and reliability.

Thanks to this technology, destinations no longer just collect vast amounts of data—they can transform it into targeted, actionable insights. The result? **Management and promotional strategies that are truly tailored, based on verified data relevant to the local context**.

DMOs can gain practical insights into various aspects of destination management. For example:

- Optimising investments and better allocating resources.

- Planning targeted marketing strategies based on different types of travellers and their origins.

- Developing effective new tourism products.

- Improving infrastructure and services.

- Engaging and training stakeholders.

- Managing and enhancing the destination's reputation.

How can AI and data analytics be used effectively?

- **Opt for intelligent destination management platforms**: AI can analyse large volumes of data in seconds, but the real advantage lies in its ability to translate that data into clear, actionable insights. Use advanced intelligent tools like D / AI Destinations, which not only collect and analyse data but also provide real-time feedback on the decisions to be made.

- **Test, measure, and adapt strategies in real time**: The most common mistake is gathering data without using it to drive decisions. AI allows strategies to be updated in real-time based on fresh data, helping destinations stay agile and responsive to market needs.

- **Use AI to build a digital twin of the destination and simulate future impacts**: Consider investing in a "digital twin," a precise digital replica of the destination that integrates data on traffic, sentiment, energy consumption, and flows. Through AI, you can simulate hypothetical scenarios and understand how a new infrastructure, an event, or adverse weather conditions could impact the destination.

"There could be a dark side to the idyllic scenario painted by AI supporters. What if artificial intelligence, rather than expanding our choices, ended up reducing them? AI could standardise the travel experience, stripping away the unpredictability that makes every adventure memorable. Cities already suffocating from mass tourism would collapse under the weight of even more concentrated flows, while hidden gems would remain just that—hidden from profit-driven algorithms. The future of travel will depend on the choices we make today. Artificial intelligence can become our ally, but only if we are the ones guiding it, not the other way around."

Mirko Lalli
CEO and Founder Data Appeal

Munich: Creating exceptional experiences through neighbourhood and visitor analysis

Munich, with a population of 1.5 million, is the third-largest city in Germany and one of the country's main tourist destinations. From January to August 2024, Munich welcomed over 6 million visitors and recorded more than 12 million overnight stays.

To better understand visitor preferences and personalise its tourism offerings, the DMO Simply Munich partnered with The Data Appeal Company.

Using the D / AI Destinations platform, which performs AI-powered data analysis, the destination discovered that each neighbourhood offers unique opportunities to tap into the preferences of key markets and different types of travellers.

The appeal of Munich's neighbourhoods

	Sentiment	Area Popularity	Digital traces volume	% of the total of digital traces
Altstadt (Old Town)	84%	62	114.906	27%
Maxvorstadt	84%	61	86.016	20%
Schwabing	85%	60	68.825	17%
Haidhausen	85%	58	44.563	
Neuhausen	84%	57	36.300	
Giesing	84%	56	27.115	
Westend	84%	55	29.606	
Glockenbach	86%	45	10.419	
Schlachthof quarter	86%	45	4.665	
Total for all 9 areas			422.415	
Overall total for Munich	83%	74		

(Analysis of Sentiment Score, Popularity Index, and volume of digital traces)

D/AI DESTINATIONS

With this level of granular analysis, the DMO was able to fine-tune its promotional strategies and tailor its offerings, boosting the destination's perceived value.

Read More

02. DMOs and environmental sustainability: Making it work

Tourism and sustainability often seem to be on opposing tracks.

On one hand, tourism is one of the world's largest and fastest-growing industries, **generating over 3% of global GDP and providing jobs to millions of people**. On the other hand, its environmental footprint is one of the hardest to reduce, given factors like high CO_2-emitting transportation, the exploitation of natural resources, significant energy consumption, and the social impact on local communities.

How can we bring these two worlds together without compromising the economic and social value of tourism?

Resolving this conflict will be one of the most complex challenges of the coming years.

Sustainability in the hospitality sector

In the hospitality sector, efforts to invest in eco-friendly solutions, clean energy, and waste reduction are growing. However, the rise in travellers and the construction of new facilities inevitably result in higher consumption and emissions.

Not to mention the challenge of local **infrastructure**. Even the most environmentally-conscious hotel, if situated in an area where energy is sourced from fossil fuels, will struggle to reduce its emissions.

This highlights the need for **collaboration between the private sector and local governments** to improve energy networks and make renewable energy more accessible in the tourism sector.

Sustainability in the aviation sector

More people want to travel sustainably, but making air travel eco-friendly remains a challenge. Commercial air travel is responsible for about **2-3% of global CO_2 emissions**, and this share continues to rise as air traffic increases.

The problem is that right now, there are no widely available alternatives to fossil fuels.

Sustainable Aviation Fuel (SAF), an alternative fuel made from waste and other residues with at least 65% lower impact than conventional fuel, currently makes up just 0.3% of global usage. According to the International Air Transport Association (IATA), it is expected to barely reach 0.7% by 2025.

There are several reasons behind the limited adoption of SAF:

- High production costs, **up to 4 times higher** than traditional fuel.

- Lack of **large-scale biorefineries** for SAF production.

- Dependence on **incentives and regulations** to drive the transition.

Some airlines are testing flights with higher SAF percentages but are passing the sustainability cost onto passengers, imposing higher fares for those who choose the "green" option. A strategy that clashes with the current global economic uncertainty and the tourism industry's accessibility needs.

How can sustainability be promoted without losing sight of the bigger picture?

Tourism businesses won't be able to go green unless sustainability becomes a global priority at all levels, with the entire supply chain, including institutions, shifting from intent to actual action.

Investment in research, tax incentives for those adopting sustainable practices, and stringent regulations are needed to accelerate the sector's ecological transition.

What can DMOs do to take the lead in the ecological transition?

1. **Create a shared ecosystem**: Achieving sustainability isn't something that can be done in isolation. For a destination to become more sustainable, a comprehensive plan is needed that involves everyone – institutions, businesses, associations, residents, and tourists. Everyone must contribute to achieving a common goal. The destination should act as a catalyst for change, promoting collaboration and taking coordinated actions that lead to tangible results.

2. **Measuring the effectiveness of actions taken**: You can't improve what you don't measure. Defining KPIs and sustainability indicators allows you to assess the impact of adopted initiatives over time. The Destination Sustainability Index, for example, is a proprietary index from Data Appeal available on D / AI Destinations. It measures the destination's performance across various areas: environmental, social, governance, and overtourism.
Once objectives are set and initiatives are launched, it's crucial to track the progress of various KPIs to determine whether and how they've delivered results.

IHG and the sustainability challenge

IHG (InterContinental Hotels Group) has made significant progress in reducing its environmental footprint and emissions per available room, recording: **-9.4% in energy consumption per room -11.5% in greenhouse gas emissions per room**.

That said, the group's total emissions have increased by 7.2% since 2019.

IHG had set a target to reduce emissions by 46% by 2030, but external factors, such as dependence on local energy grids and the group's expansion, make this goal difficult to reach.

However, the group has stated that it is determined not to lose the battle and is ready to:

● Support affiliate hotels in adopting more sustainable practices

● Use its influence to promote change in the industry

● Maintain a transparent approach in tracking emissions

● Periodically review its targets to align with the evolving context

IHG's experience is truly representative because it shows how sustainability in tourism isn't just about individual companies—it depends on the entire energy ecosystem.
Achieving ambitious emissions reduction goals requires coordinated efforts from the private sector, institutions, and energy providers.

03. The overtourism challenge: Balancing tourism growth and citizen well-being

Google Trends reveals that searches for the term "**overtourism**" have **almost tripled since January 2024**, highlighting its rise as one of the most discussed topics in global tourism.

Following the travel boom of the past year, more cities around the world are feeling the impacts of overtourism.

City centres overwhelmed with crowds, constant queues, rising traffic congestion, soaring living costs and housing prices, increased waste, and disruptive behaviour. **Once beautiful places are fast becoming places that are hard to live in.**

Barcelona, Venice, Prague, Seville, Mallorca, the Canary Islands, and Kyoto are just a few of the destinations affected by the phenomenon.

While tourism represents an invaluable source of income and employment, it can significantly impact the quality of **life for residents, the guardians of local culture and traditions.**

Moreover, an overcrowded destination also harms the tourist experience, as visitors won't be able to fully appreciate and enjoy what the destination has to offer.

This is why DMOs, in collaboration with national stakeholders, must increasingly **take the lead in promoting balanced tourism.**

"We live in a finite world and all destinations have a finite capacity. Hotels, airlines and tour operators are interested in attracting and carrying more tourists to destinations.

Local and national governments, with the communities they serve, need to ask themselves whether they will use tourism to make a better place for people to live in or whether they will allow their place to be used by tourism, the place where they live and work and bring up their children.

Overtourism is an example of a 'tragedy of the commons', it makes rational sense for individual businesses to attract tourists and day visitors, it is good for their business. But collectively and cumulatively, this leads to overtourism."

Harold Goodwin
Professor Emeritus and Founding Director of the Responsible Tourism Partnership

Addressing overtourism: What can be done?

What makes overtourism particularly challenging to manage is the wide variety of causes that can generate the issue.

To achieve meaningful results, each destination needs to understand the underlying causes of the phenomenon and invest in targeted strategic actions.
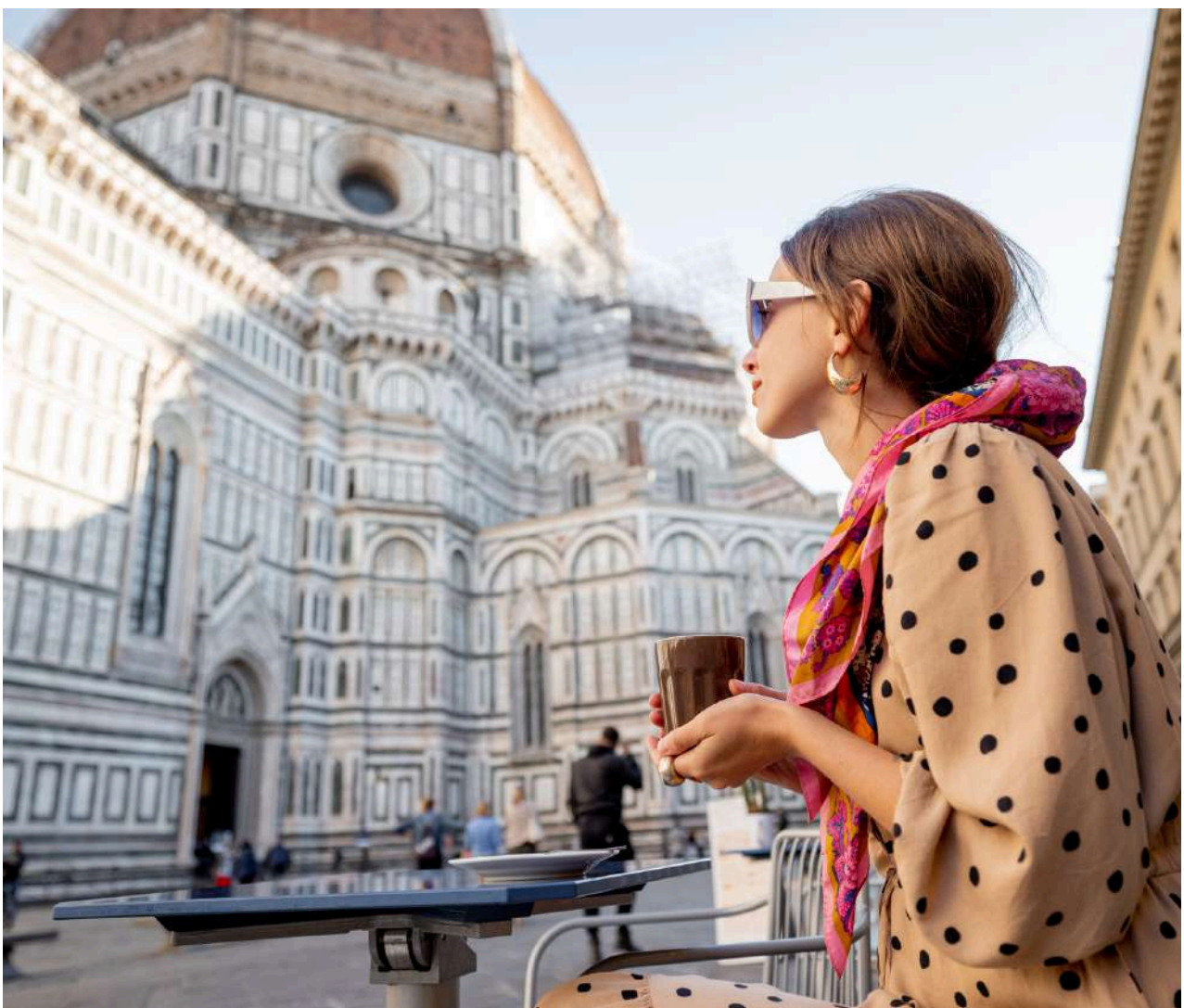
Let's take a look at the **strategies** that the most well-known destinations have implemented to mitigate overtourism and improve the quality of life for residents:

- **Regulated access**: Institutions in some destinations, such as Venice and Barcelona, have decided to introduce regulations to manage and contain tourist flows. For example, limiting the number of daily visitors or introducing an access ticket.

- **New codes of conduct**: Implementing codes of conduct for tourists to prevent inappropriate attire, noise disturbances at night, or late-night alcohol consumption.
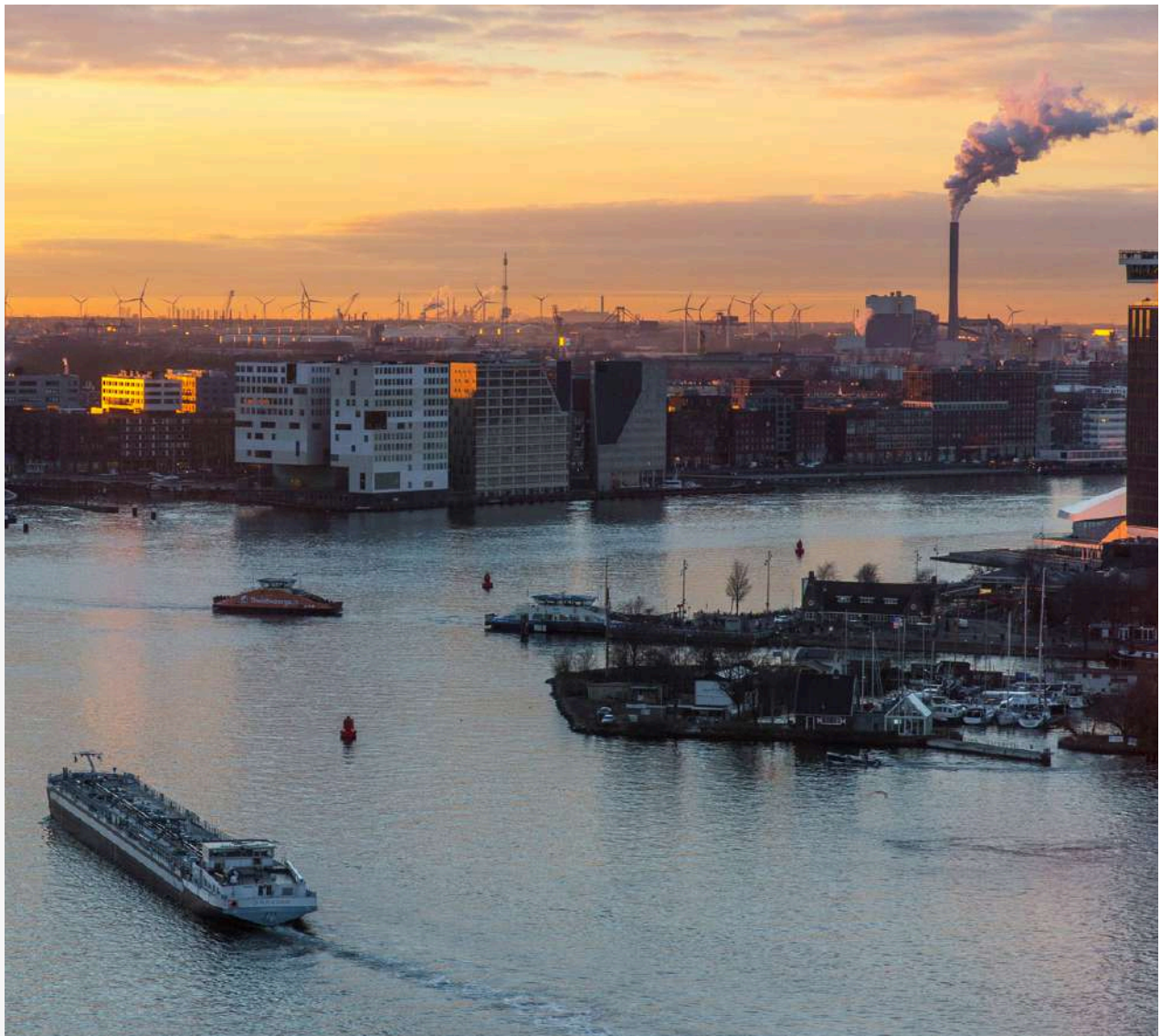
- **Demarketing and brand repositioning**: Some well-known destinations have launched specific campaigns to discourage certain types of travel that negatively impact the city's well-being. In **Amsterdam**, for example, the issue of bachelor and bachelorette parties led to the launch of the "Amsterdam's Stay Away" campaign. Similarly, to discourage disruptive tourists, **Florida** launched the "We're Breaking Up With You" campaign.

- **Promotion of responsible tourism**: Educating tourists on respectful and sustainable behaviours is crucial. DMOs can develop awareness campaigns that encourage visitors to respect the environment, local traditions, and host communities, promoting a more mindful and less impactful travel experience.

- **Cruise and transport controls**: Limiting cruises and tourist buses has had a very positive impact on various destinations. Amsterdam has decided to ban cruise ships, while **Dubrovnik** limits the number of cruise ship arrivals to two per day and has increased the minimum stay time in port to 8 hours.

- **Use of advanced technologies for flow management**: The use of technological tools, such as big data analytics and artificial intelligence, enables DMOs to track tourist movements in real-time and anticipate peak periods. This data can help distribute visitor flows more effectively, highlight lesser-known but high-potential areas, and develop strategies to promote year-round tourism.

Sustainability and diversification of tourist flows: Seville's data-driven strategy

In 2023, Seville was named the **European Capital of Smart Tourism**, highlighting its commitment to new technologies and sustainability.

That year, the city stood out with a unique communication strategy aimed at raising awareness among both visitors and residents about the measures implemented to make Seville more sustainable. One of the key initiatives was the "**Smart Streets**" project, which promoted the city's sustainable development progress with engaging messages. According to an **analysis by Mabrian**, these efforts led to a 6-point increase in the Sustainability Perception Index.

However, the city didn't stop there.

In 2024, to avoid the risk of overtourism, Seville focused on a detailed data analysis to identify alternative tourist areas with a good density of points of interest (POIs) and a high level of positive sentiment. This initiative aimed to expand and diversify the tourism offer, preventing overcrowding in the most popular areas while promoting a balance across different parts of the city.

Thanks to Data Appeal's destination management platform, D / AI Destinations, Seville examined each neighbourhood in detail, from the most visited to the lesser-known areas off the typical tourist routes.

With insights on sentiment and popularity, Seville is now able to identify areas that, while not yet included in the most frequented tourist circuits, show strong potential due to their characteristics and the positive feedback from visitors.

Read the full customer story

Controlling short-term rentals: Balancing policy and sustainability

In recent years, the rapid expansion of short-term rental platforms like **Airbnb and Vrbo** has reshaped the hospitality sector in many tourist destinations. While they provide flexibility for travellers and new income opportunities for property owners, they have also played a key role in driving overtourism, gentrification, and increasing living costs for local communities.

Drawn by the prospect of higher profits, many landlords have stopped renting to locals or students, **converting their properties into short-term holiday lets instead**. This shift has contributed to a housing crisis in historic city centres such as Florence, Milan, Barcelona, and Prague.

The unchecked rise of short-term rentals has led to depopulation in some areas and a shift in local businesses, with more shops and restaurants catering exclusively to tourists. As a result, many historic centres have lost their distinct character and identity.

In response, many cities have introduced regulations to curb short-term rentals, limit new hotel developments, or cap the number of days a property can be rented to tourists. The goal is to **ease housing pressures, stabilise prices, and encourage residents to stay in historic centres.**

Leveraging AI and data analytics for smart regulation of Ibiza's short-term rental market

Ibiza's success in regulating short-term rentals (STRs) highlights the power of data-driven governance in addressing tourism-related challenges. The rapid increase in STRs has contributed to housing shortages, rising living costs, and growing anti-tourism sentiment across Spain, particularly in the Balearic Islands. Recognising the need for regulation, Ibiza's government (Consell d'Eivissa) partnered with Mabrian to develop an innovative monitoring system, based on Mabrian's proprietary tool to control short-term rentals offerings.

The initiative's first step was comprehensive data mapping, using Mabrian's platform to track listings, pricing, licensing, and quality indicators. By integrating official registries and enabling real-time updates, the government gained an unprecedented level of insight into the short-term rentals market. **This intelligence enabled the creation of the Illegal Short-Term Rentals Taskforce, which spearheaded enforcement efforts.** Armed with these insights, **Ibiza's authorities are empowered to enforce regulations more effectively, ensure that all lodging services adhere to established quality standards, and proactively safeguard the destination's image and reputation.**

Within a month of implementation, starting in February 2025, illegal STR listings in Ibiza dropped by 27%, demonstrating the effectiveness of data-powered decision-making. The success also is facilitating stronger collaboration between local authorities, industry stakeholders, and rental platforms. Ibiza's model sets a benchmark for balancing tourism growth with local welfare, proving that technology can be a crucial ally in sustainable destination management.

"Technology has been instrumental in promoting sustainable management and tourism practices. Indeed, Artificial Intelligence and Generative Artificial Intelligence represent a significant advancement, enabling the travel and tourism sector to adopt a data-driven approach to destination and sustainability management. This plays a crucial role in evaluating the unique characteristics of each destination and the impact of implemented measures through the benchmarking and monitoring of progress and challenges in addressing this complex undertaking."

Carlos Cendra
Partner and Director of Marketing and Communication at Mabrian

04. Responsible tourism: Raising awareness among residents and visitors

The Tourist Syndrome: A threat to the stability of entire cities

In many cases, protests from residents and the limitations imposed by institutions are not just about the number of tourists, but about their often disrespectful and rude behaviour.

This is known as the "tourist syndrome," a **tendency for people to adopt behaviours that are unusual compared to their everyday life while on holiday.**

According to a survey conducted by Radical Storage on over 1,200 American adults, more than half of the respondents admitted to adopting **unusual behaviours** or straying from their typical character while travelling.

Holidays are often perceived as a break from the routine, a time when rules and conventions seem to carry less weight.

This phenomenon is what psychotherapist Tina Chummun refers to as the "**holiday mindset**": a state where hedonism temporarily takes over, and people feel freer from social norms and personal responsibilities.

This sense of freedom can lead travellers to engage in actions they would normally never consider.

The behaviours range from **small infractions**, such as occupying beach loungers with towels for hours, to **more serious incidents** like picking plants without permission or interacting disrespectfully with monuments and statues.

In some cases, this trend takes on even more problematic connotations: thefts, daytime drunkenness, inappropriate dress, public indecency, and much more.

Perhaps the "tourist syndrome" is merely a side effect of travel enthusiasm, but it could also be a symptom of a shift in the perception of tourism – now seen as the **pursuit of extreme experiences at any cost**, often at the expense of respecting the places and people who inhabit them.

Therefore, institutions and DMO must actively collaborate to discourage these behaviours and protect destinations, fostering a tourism model focused on quality rather than quantity.

Guiding tourists to respect locations and local residents

In recent years, raising awareness among tourists has become increasingly necessary. **The goal is to ensure that tourists don't just "use" the tourist destination for their own enjoyment but also contribute to its growth and preservation.**

Some destinations even aim to make tourists feel part of an ecosystem that needs safeguarding, encouraging them to leave the vacation spot better than they found it.

In some cases, rules and restrictions have had to be imposed to protect residents' well-being. However, the growing trend is to address the root of the issue: **changing the mindset of travellers.**

Travellers are more likely to adopt a responsible attitude when they understand the issue and feel accountable for the care and preservation of the places they visit.

What are the most common strategies that destinations, in collaboration with local authorities, have developed to achieve this goal?

Awareness campaigns and "traveller pledges"
Many destinations have implemented codes of conduct or formal pledges that visitors must agree to before their trip. A well-known example is the Palau Pledge, which requires every tourist entering the Pacific island nation to sign a commitment to respect the environment and local culture, with clear guidelines on acceptable behaviour. Likewise, New Zealand's Tiaki Promise encourages travellers to care for the land, respecting both nature and local communities.

Rules and restrictions for misbehaviour
Education is key, but in some cases, enforcing strict regulations is essential. For example, Florence has specific regulations to ensure urban decorum, while Amsterdam has a conduct code for its Red-Light District.

Rewarding positive behaviours
Some cities are experimenting with incentives for visitors who adopt sustainable practices. For example, in 2024, Copenhagen launched CopenPay, a pilot project aimed at encouraging sustainable behaviours among tourists. The initiative rewards eco-friendly actions, such as cycling, participating in clean-up activities, or volunteering at urban farms, offering free access to cultural experiences and local attractions in return.
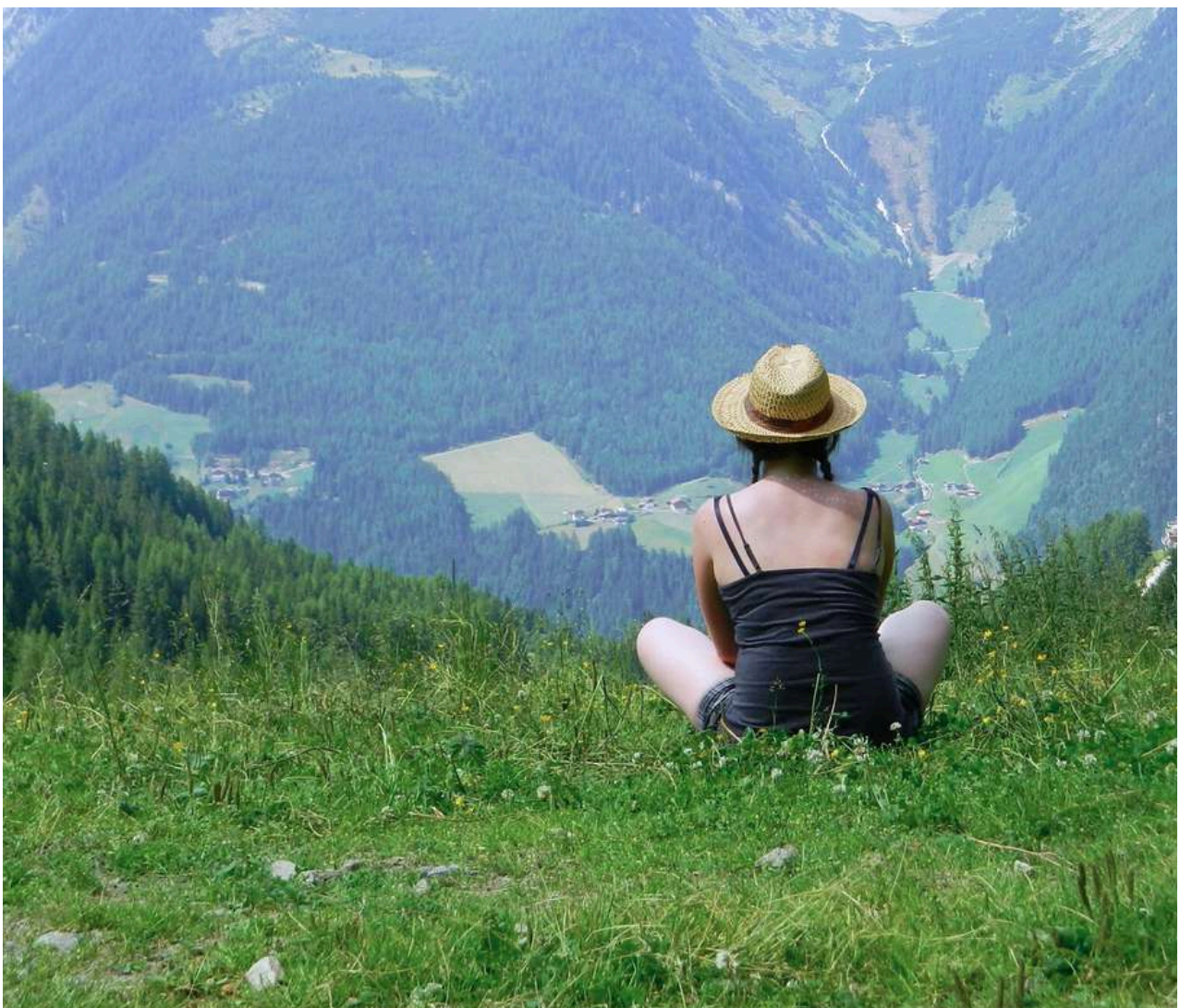
Involving local communities

An increasingly popular approach is integrating residents into the management and promotion of responsible tourism. In some Italian villages, for example, locals organise guided tours to showcase authentic and sustainable local traditions. The Faroe Islands, in 2019, introduced the "Closed for Maintenance" programme, which temporarily closes the islands to allow selected volunteers to take part in environmental maintenance and conservation projects. This initiative has gained increasing support over the years.

The possibilities for incentivising and raising awareness among tourists about the importance of responsible travel are numerous and they're not mutually exclusive.

Albufeira, Canary Islands and Florence: 3 initiatives supporting responsible tourism

Three very different places use three equally distinct but potentially complementary strategies to promote responsible tourism.

Albufeira, Portugal: New behaviour rules

The city of Albufeira, one of the main tourist destinations in the Algarve, has introduced a new code of conduct developed with residents to improve the quality of tourism and preserve urban decorum. For example, wearing bikinis and swimsuits in public areas will be prohibited. Violations may result in fines ranging from 300 to 1,500 euros.

Canary Islands, Spain: "The Islands Aren't Suitable for Everyone" campaign

The Canary Islands launched the bold advertising campaign "The Islands Aren't Suitable for Everyone." The goal is to attract environmentally conscious travellers who respect the unique identity of the archipelago while discouraging uncivil behaviours.

Florence, Italy: "Florence is alive"

The Florence is alive campaign, launched by the Municipality of Florence and the Destination Florence Foundation as part of the #EnjoyRespectFirenze programme, aims to raise awareness among both visitors and residents about the importance of respectful and sustainable behaviour. Using a nudging approach, the campaign encourages tourists to adopt eco-friendly transportation, avoid littering, and respect the city's cultural heritage. Beyond that, it seeks to rebuild the relationship between tourists and locals, helping to reshape the increasingly negative perception of tourism within the community.

05. Building a shared tourism ecosystem by engaging stakeholders in collaborative projects

The success of a destination largely depends on the **seamless collaboration between DMOs and tourism stakeholders**, who must work together to find shared strategies and solutions to achieve common goals.

Stakeholders, in this context, include all individuals and organisations actively involved in managing and promoting the destination. Their interests are directly impacted—positively or negatively—by tourism trends in the area, and in turn, their actions and responses shape the local tourism landscape.

Tourism operators—**hotels, tour operators, travel agencies, and restaurants**—play a key role in delivering high-quality services to visitors. They are on the front lines, welcoming guests, serving meals, guiding tours in museums and attractions. As the bridge between the destination and travellers, these operators are instrumental in shaping the destination's image and reputation.

At the same time, local stakeholders—such as **public institutions, cultural organisations, associations, and residents**—play a crucial role in shaping the destination's identity and preserving its environment and cultural heritage.

In fact, even tourists can be considered stakeholders, as their choices and behaviours influence the tourism offer and shape its evolution over time.

Given the complexity of today's tourism landscape, the role of the DMO has expanded, evolving into a bridge that connects the various stakeholders.
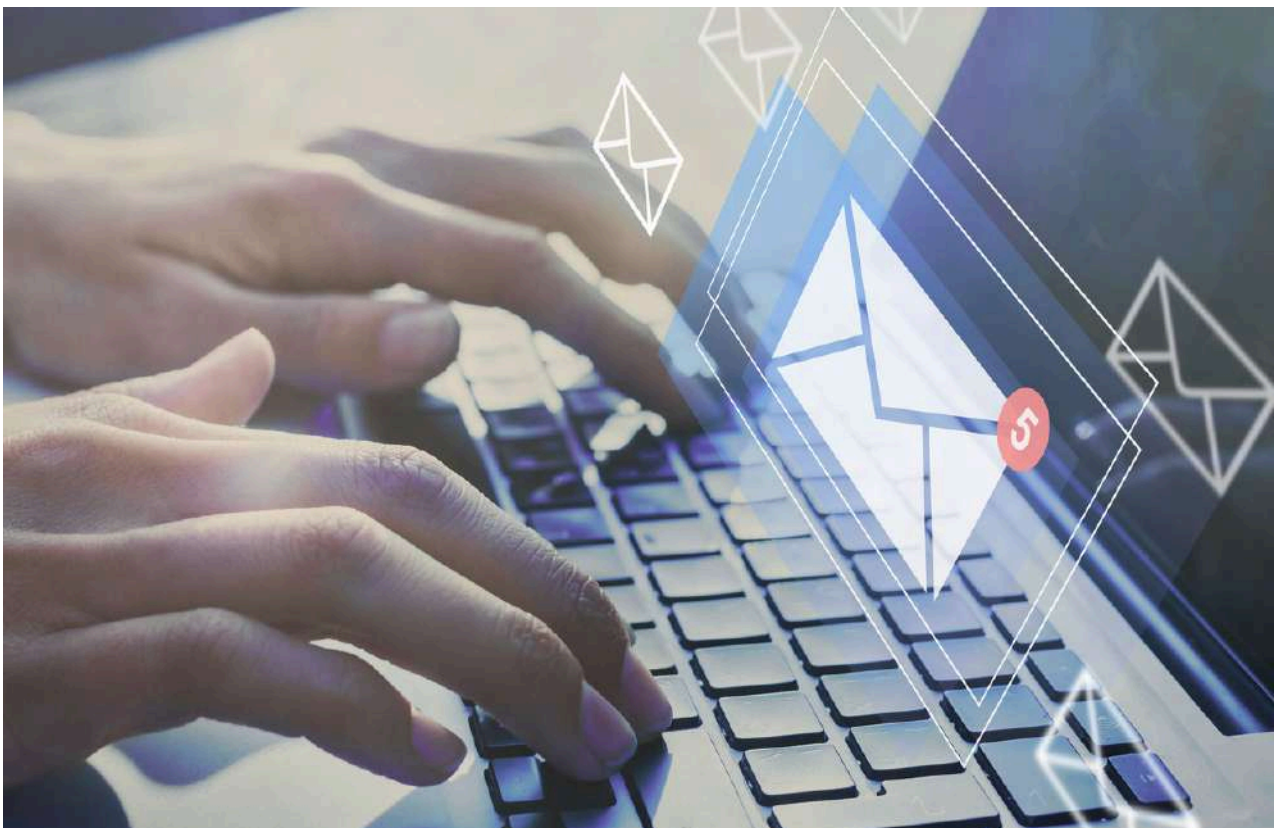
Once again, it's a delicate **balancing act, with the DMO responsible for aligning the interests of all parties involved to create a cohesive and sustainable tourism ecosystem**.

How to engage tourism stakeholders through data analysis: 4 practical examples

Tourism data can be a powerful tool to support and engage operators and stakeholders in managing and promoting a destination.

- **Newsletters, reports, and bulletins** - Regularly sending informative newsletters with updates on tourism activities, upcoming events, and destination performance data can help operators make informed decisions and identify areas for improvement. These reports can also provide the media with valuable insights to support articles and in-depth analyses.

- **Educational webinars** - Tourism data analysis can serve as the foundation for webinars and online events, offering valuable insights while facilitating the exchange of experiences, ideas, and best practices.

- **In-person events and training workshops** - Face-to-face meetings remain essential for engaging with competitors and industry players, learning about best practices, and forming strategic partnerships that benefit the destination.

- **Building a tourism observatory** - Developing a local, regional, or national tourism observatory can provide stakeholders with access to valuable data for tracking trends, measuring the impact of initiatives, and making evidence-based decisions. In Italy, for example, the Veneto Region launched the Osservatorio del Turismo Regionale Federato, an open online platform that helps stakeholders gain deeper insights into tourism trends through reliable, curated data analysis.

The importance of sharing strategies and goals between DMOs and stakeholders

"Participation is a key word for us—the ability to bring together public and private entities, along with all the city's stakeholders. From day one, when we started developing the Florence is Alive campaign—which was later executed by a local agency—we gathered all major stakeholders in the same room to share the campaign, its messages, and objectives. Each of them embraced it, to the point that we now even have a shared editorial calendar with coordinated social media planning. The same messages are released on the same days, all leading to a single landing page where visitors can find all relevant information"

Carlotta Ferrari
General Manager, Fondazione Destination Florence

06. Event tourism as a strategic asset

Event tourism has experienced a significant boost since the pandemic. Internationally, events like sporting competitions, concerts, festivals, and trade fairs have become powerful attractions, driving substantial tourist flows.

Take **Taylor Swift's Eras Tour**, for example.

Statistics from the **U.S. Travel Association** speak volumes. For instance, two concerts in Pittsburgh generated a business turnover of $46 million. Los Angeles, which hosted six shows, saw an economic impact of $320 million and 3,300 new job opportunities.

Even sport events generate unprecedented economic activity. An analysis by Data Appeal of the 2024 Formula 1 Grand Prix in Abu Dhabi revealed that the race attracted 170,000 spectators and generated over $179 million in spending, 85% of which was allocated to hospitality.

For travellers, combining a holiday with a special event turns the trip into something even more memorable.

For destinations, events can be an extraordinary opportunity to:

- Attract new types of tourists

- Diversify visitor flows and reduce seasonality by drawing people even during traditionally low seasons

- Boost lesser-known areas with high tourism potential

- Extend the tourism season and foster more sustainable growth in related industries

- Improve the destination's perception and reputation

The elephant in the room: Managing sustainability in a destination during major music events

Concerts attract large crowds and, while they generate significant economic benefits, they also put pressure on local environments and communities. In this case, balance is the key.

Addressing these challenges requires a thoughtful approach that balances the desire for cultural and economic growth with the need to preserve and protect the destinations hosting the events.

How can destinations ensure an exceptional experience for participants while preserving the environment and residents' quality of life?
Once again, data can play a central role in destination event management. Real-time analysis and valuable insights can provide vital information to guide decisions and minimise negative impacts.

- An accurate analysis of expected attendance and the territorial and temporal impact of events allows for better preparation for participant arrival, minimising disruptions for residents.

- Improving infrastructure and services based on OTA data helps meet the increased demand.

- The scalability of services such as waste management and transportation optimisation prevents inconveniences for both residents and the environment.

- Economic planning supports local businesses by identifying the most impacted areas and ensuring quality services through strategic resource allocation.

- Collecting and analysing feedback after events helps assess impacts and refine future strategies.

- Promoting sustainable practices and protecting vulnerable areas ensures that high-traffic zones are managed appropriately, preserving the local environment.
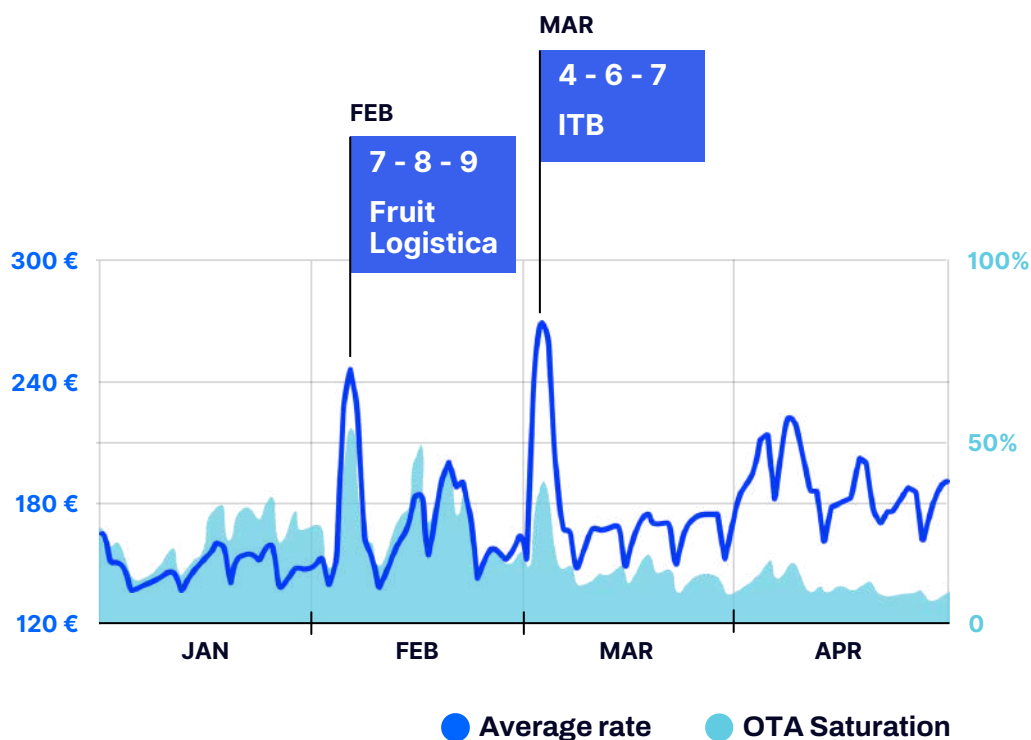
Berlin: Central Europe's business event hub

Business events are a powerful draw for the city of Berlin. According to a joint analysis by The Data Appeal Company and Mabrian, two major business events lead the charge for international attendance in the first half of the year.

These events are Fruit Logistica and, above all, ITB Berlin, one of the largest tourism fairs in the world, which clearly impact hotel prices and occupancy rates in the capital.

These two fairs alone generate a steady flow of business travellers, often traveling solo from Switzerland, Germany, and the United Kingdom.

ITB BERLIN AND FRUIT LOGISTICA SEE THE HIGHEST PEAK IN OTA RATES

January - April 2024

MAR
4 - 6 - 7
ITB

FEB
7 - 8 - 9
Fruit Logistica

Legend: ● Average rate   ● OTA Saturation

Vienna: A celebration of cultural events

While Berlin shines as a center for business events, Vienna stands out in the first half of the year for its cultural and musical events. A study by The Data Appeal Company, using the D / AI Destinations platform, reveals that between April and June 2025, **Vienna is set to host 850 events, drawing over 4 million visitors and generating an estimated 300 million euros in spending.**

The biggest events in terms of attendance and expenditure will include:

- **Vienna Marathon (April 6)**: 400,000 attendances, 35.7 million euros in spending.

- **Donauinselfest (June 21-23)**: 2.7 million attendances (out of a total of 4.1 million expected for the quarter), 216 million euros in spending.

The Donauinselfest is Europe's largest free outdoor festival, held annually in Vienna on the Danube Island (Donauinsel). The three-day event, typically at the end of June, attracts millions of visitors, especially from Austria. It takes over the entire city, creating a significant economic impact, particularly in the food and beverage sector and transport services. However, the influx of people also leads to logistical challenges, such as waiting times in venues and rising prices.
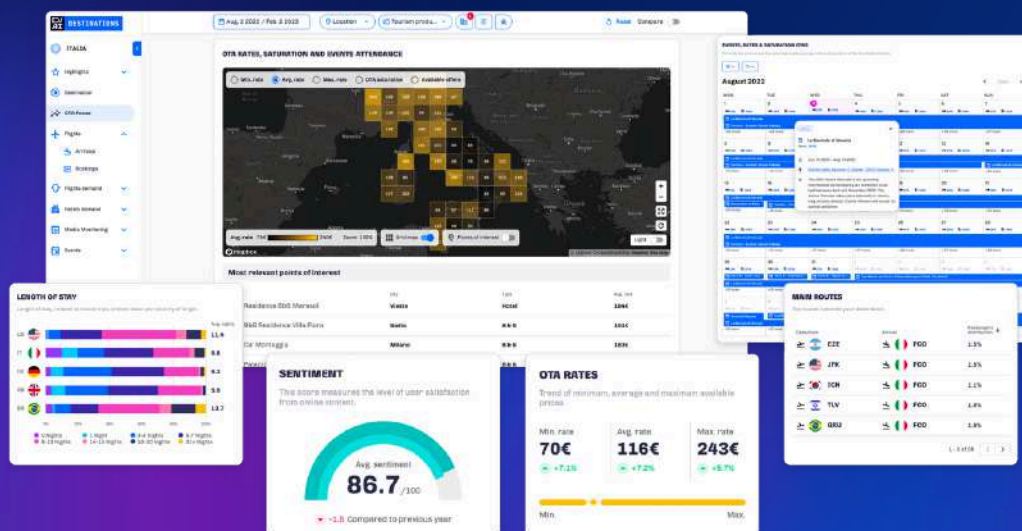
Learn more about D / AI Destinations

We simplify data
to help you make the most strategic decisions
The all-in-one platform for tourism destinations

Access precise data and ready-to-use insights about your destination, visitors, and local operators to make effective decisions and grow sustainably.

Plan innovative strategies, attract the right visitors, and gain an unmatched competitive edge.

The DMO platform, D / AI Destinations, gathers, simplifies, and consolidates everything you need to enhance the visibility and performance of your destination:

- **Flights:** searches and bookings
- **Hotel rates and occupancy** trends from online portals
- **Traveller behaviours and preferences**
- **Online reputation:** overall and by sector (hotels, restaurants, attractions, etc.)
- **Events:** analyse expected attendance and projected spending
- **Comparisons:** year-on-year and against competitors
- **Spending Module:** anonymised data provided by VISA to understand visitor spending habits
- **Personalised practical advice generated in real-time by AI** based on your destination's reviews

Request a free trial

The Data Appeal Company

The Data Appeal Company SpA (formerly Travel Appeal) was founded in 2014 and acquired in 2022 by Almawave Spa, a company listed on the Euronext Growth Milan market of the Italian Stock Exchange and part of the Almaviva group.

Utilising a proprietary algorithm based on artificial intelligence, machine learning, and semantic analysis, Data Appeal collects, measures, and analyses all publicly posted feedback online.

It merges this feedback with geographical and contextual data, helping businesses across industries leverage insights to guide decisions and gain a competitive edge.

The company's goal is to democratise and simplify the use and comprehension of data, assisting businesses and institutions in making effective and informed decisions.

This, in turn, aims to accelerate progress towards a more sustainable and inclusive world.

Explore our solutions
for tourist destinations
»

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