www.st3er.eu

ST3ER

Scaling Twin Transition in Tourism by harnessing the Experience Economy for greater Resilience

Co-funded by the COSME programme of the European Union

ST3ER aims to enhance the competitiveness, resilience and sustainability of tourism SMEs through

- Capacity building
- Facilitating their green and digital transition
- Supporting SME development/scaling up
- Fostering innovative solutions for sustainable tourism (new business models, innovative services, heightened resilience)
- Promoting best practice exchanges, knowledge sharing and transfer
- Supporting 3 key audiences in the sector, namely, tourism ecosystems, SMEs start-ups and scale-ups and other ecosystem stakeholders

ST3ER will support some 72 innovative projects over two calls in 2024 & 2025, to the value of €1.96m in total.

- Innovative individual SME projects
- Innovative Collaborative SME projects
- Accelerator – Scale ups

TOURISM4.0

Resetting

Co-funded by the COSME programme of the European Union

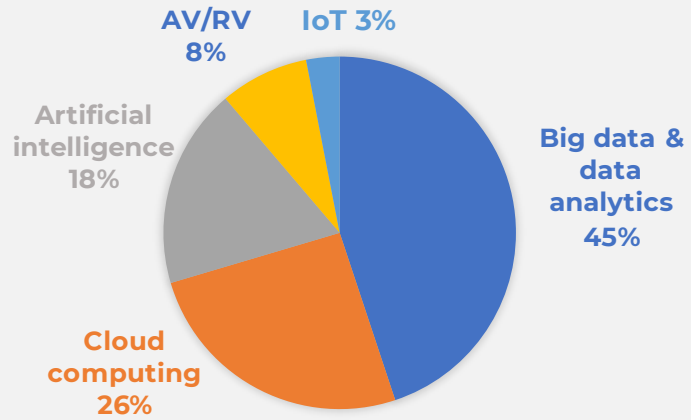
60 SMEs funded from 158 applications received

- **15** from **Portugal**
- **13** from **Italy**
- **11** from **Croatia**
- **11** from **Malta**
- **10** from **Spain**

Profile of supported SMEs

- **26 Hotels**
- **19 Tour operators / Travel agencies**
- **9 Reservation services**
- **6 Holiday accommodations**

Technologies adopted by Tourism 4.0 SMEs



UPUHH
DURA Dubrovačka razvojna agencija Dubrovnik Development Agency
MBB Malta Business Bureau
Clúster Digital
Cluster Turismo de Extremadura Agrupación Empresarial Innovadora
YoonIK
Federturismo Confindustria
Málaga TechPark; Parque Tecnológico de Andalucía
Regionalna Izba Gospodarcza Pomorza
NeST Tourism Innovation Center Portugal

https://euroemotur.eu/

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Co-funded by the COSME programme of the European Union

Thinking digital tourism through neuromarketing and emotions.

emoturlab

100 SMEs.

84 Service Providers

3 Laboratories

ULPGC Instituto Universitario de Turismo y Desarrollo Económico Sostenible

Tides

ETOA

Digital diagnosis

CISET

Turismo GranCanaria

100

Eye tracking analysis

Haaga-Helia

NECSTouR European Regions for Competitive and Sustainable Tourism

Content analysis reports

A Project coordinated by:

ULPGC Instituto Universitario de Turismo y Desarrollo Económico Sostenible

Tides