Fostering digitalisation of European tourism SMEs

TOURBIT is an European Commission co-funded project under COSME programme that will support tourism SMEs in the uptake of digitalisation and innovation by fostering their skills, knowledge and network until June 2024.

If you are a tourism SME located in one of the 7 TOURBIT destinations: Belgium, Lapland (Finland), France, Iceland, Portugal, Slovenia, and Catalonia (Spain) and you seek to foster your digitalisation, let’s have a look at our latest news and foreseen activities!

Meet the awarded tourism SMEs of the Tourbit Digital Acceleration Programme
Tourbit is pleased to announce the 62 awarded tourism SMEs that will benefit from Tourbit’s 10-month digital acceleration programme. Thank you to all applicants for their participation and congratulations to the 62 winners!

Discover Tourbit’s technology guide and Tourism 4.0 webinar
There are multiple tools and resources available for you to digitalize your tourism SME, you just need to learn how to implement these practices in your business. With Tourbit, Technology Guide and Tourism 4.0 webinar, you can discover how to take your company to the next level.

The Tourbit Virtual Transnational Matchathon was a great success
On 15-16 June Tourbit held its Virtual Transnational Matchathon to inspire tourism SMEs and motivate them to join new trends and create links with service providers.

Tourbit Steering Committee Meets in Reykjavík!
The meeting, organized by the Icelandic Tourism Cluster, aimed to establish the next steps, generate new ideas for the digital transformation of the tourism sector, raise awareness about the project, and gain deeper insights into the Nordic tourism ecosystem.

Go Digital Skills Programme & Tourism Startup-Scouting Service
These new activities include the new Go Digital Skills programme, an initiative to strengthen the digitalisation of tourism SMEs through a series of online webinars tailored to the level of digital readiness/maturity of the companies presented according to their DRI results.

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