

## The European project Tourbit deliver a total of 520,000€ to support the digitalisation projects of 62 tourism SMEs

- The Tourbit Digital Acceleration Programme will support, during 10 months, 62 tourism SMEs in their digital transformation process
- The call for proposals for tourism SMEs received more than 230 applications from all over the Tourbit destinations
- 62 tourism SMEs have been awarded with a subgrant of up to 9,000€ to implement their digitalisation projects with the support of a mentor/expert from Tourbit pool of service providers

Friday, July 7<sup>th</sup>, 2023. – In February 2023, the Tourbit project launched a [call for proposals for tourism SMEs](#) aiming to finance innovative digitalisation projects for tourism SMES located in Belgium, Catalonia (Spain), France, Iceland, Lapland (Finland), Portugal and Slovenia. The call raised a lot of interest from the tourism sector as it received 232 applications until April 2023.

After a thorough evaluation process undergone with internal and external evaluators, the Tourbit partnership is pleased to announce the name of the **62 tourism SMEs** that will benefit during 10-months from the [Tourbit Digital Acceleration Programme](#):



## BELGIUM

- PULLMAN HOTEL Bruxelles-midi
- LITTLE GUEST
- DESTINATION EVERYWHERE
- DOLCE LA HULPE BRUSSELS
- HOTEL AMIGO
- TERO
- DISCOVERENT

## CATALONIA (SPAIN)

- TURISMO VIVENCIAL
- HANALEY
- POL VIATGES
- Inout Hostel
- OUTDOOR ADVENTOUR
- VIATGES INTERGAVÀ
- Sweet Accommodations
- RuntheWorld
- Nautic Ocean
- Cerdanya Ecoresort
- AETHNIC
- HOTEL OHLA BARCELONA
- Fox House
- TRAVELFY CREADORES DE RECUERDOS

## LAPLAND (FINLAND)

- Quality Rentals Rovaniemi
- Pyhä-Luosto Travel
- Taxari Travel Agency
- Kakslauttanen Arctic Resort
- Lapland Deluxe
- ProSanta
- Polar Star Travel
- Experience365
- Bearhill Husky
- Lucky Ranch

## FRANCE

- Residence VAL DE ROLAND
- CHLOROPHYLL
- Europe Active
- APARTHOTEL AMMI
- Un p'tit voyage
- HOTEL SAINT MAURICE
- POINT-VOYAGES
- HelloBud Travel
- La Petite Vadrouille

## ICELAND

- Midgard Adventure and Midgard Base Camp
- GeoCamp Iceland
- Hamrar Camping
- Hotel Breiddalsvik
- Blábjörg Resort
- Elding Whale Watching
- Borea Adventures

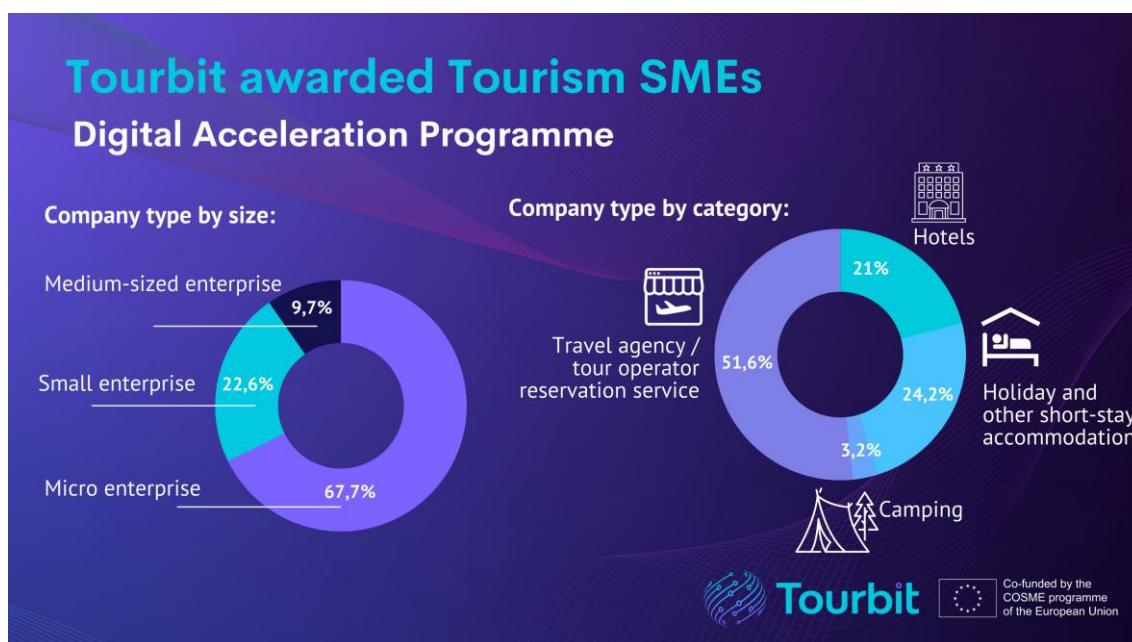
## PORTUGAL

- Car2U
- Turaventur
- Landescape - garden studios
- Azores Boat Adventures
- Casa da Avó Genoveva
- Travel 4 Experiences by TDO
- Casa Velha - Turismo Rural
- Casa dos Vales
- Futurismo Azores Adventures

## SLOVENIA

- Skladnost
- KAMP MENINA
- MAYA TEAM
- ŠPEL
- Apartmaji Portorož
- Vila Robida
- NASTANITVE GREEN ISTRIA TRUŠKE

Tourbit's Digital Acceleration Programme beneficiaries will receive financial support (8,000€ for SMEs located in Catalonia, Portugal and Slovenia; or 9,000€ for SMEs located in France, Belgium, Iceland and Lapland) to implement their digitalisation project through the support of a service providers, such as mentors, consultants, and/or technology/ innovation providers from the Tourbit pool.



## More than 180 attendees to the Tourbit Virtual Transnational Matchathon with 60 bilateral meetings between tourism SMEs and service providers

In that sense, Tourbit project organised on 15 & 16 June 2023 the [Tourbit Virtual Transnational Matchathon](#) (TVTM 23) that helped the Tourbit awarded SMEs to make successful matches with the Tourbit Services Providers for the implementation of their digitalisation projects. With more than 60 bilateral meetings, it was definitely a chance for networking, learning, and building long-lasting relationships that will shape the future of tourism SMEs' business and of the tourism ecosystem. The first day of the TVTM 23 was also open to all tourism SMEs and aimed to inspire them with new trends and foster the exchanges with Service Providers.

This event is framed in the series of actions that the Tourbit project is organising to boost the digitalisation of tourism SMEs. Further activities will come this fall like the **Go Digital Skill Programme**, a series of trainings offered through online live webinars, according to the level of digitalisation of the SMEs, and the **Tourism Startup-Scouting Service** that will be focus to the connection between tourism SMEs and the start-ups community with the dissemination of 40 startup profiles on Tourbizz and the Innovation & Start-up talks.

## About Tourbit

The Tourbit project (Fostering digitalisation of European tourism SMEs), 75% co-financed by the European COSME programme, was launched in January 2022 with the aim of boosting the adoption of digitalisation and innovation, promoting resilient and competitive SMEs.

Until June 2024, the consortium, formed by the following 8 partners, will promote the digital transformation of the European tourism sector: the **Catalan Tourism Board**, leader of the project, the **Barcelona Chamber of Commerce, Paris & Co**, **ARCTUR**, the **hospitality.brussels cluster** hosted by **hub.brussels** the **Icelandic Tourism Cluster**, the **University of Applied Sciences of Lapland** from Finland and **Tourism Innovation Centre, NEST**, from Portugal.

[www.tourbit.eu](http://www.tourbit.eu)

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## For more information:

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