

Accelerating the Digital Uptake of Tourism SMEs, Tourbit Final Conference

[Barcelona, 1st of March 2024] - The TOURBIT Final Conference, set to take place on Friday the 1st of March 2024, under the framework of the prestigious Mobile World Congress, will serve as a pivotal event for the tourism ecosystem and digital community looking to spearhead the digital transformation of Tourism SMEs.

The conference offers attendees a unique opportunity to gain practical insights into optimizing digital tools for tourism SMEs, learn about best practices in digital tourism, and foster invaluable connections with fellow experts and professionals in the sector.

Key Highlights:

- Date & Time: 1st March 2023, from 09h00 to 13h00 CET
- Venue: [Valkiria Hub Space](#), Barcelona
- Event Theme: Accelerating the Digital Uptake of Tourism SMEs
- Language: The conference will be conducted in English.

Conference Agenda:

- **Roundtable “Tourism SMEs investing in Digitalisation”:** Engage in an interactive session where participants can learn from others about the investments they’ve made to speed up the digitalization of their tourism businesses. This discussion will be a valuable source of practical knowledge and actionable strategies.
- **Masterclass “AI applied to the day-to-day reality of the Tourism SMEs”:** Explore the application of Artificial Intelligence in the context of Tourism SMEs and gain a comprehensive understanding of the upcoming trends. The AI Masterclass will include a Demo Life session to equip attendees with the knowledge needed to leverage AI technologies effectively for their business.
- **Session “Tourbit’s Contributions to the Tourism SMEs Digital Uptake”:** Discover the impact of Tourbit on advancing digital capabilities for tourism SMEs and gain on how the tools developed by this European project can effectively support your digital transition, tailored to the specific digital maturity level of your business.

Distinguished Speakers:

The TOURBIT Final Conference is proud to feature an exceptional lineup of speakers:

- **Narcís Ferrer i Ferrer**, director for the Catalan Tourist Board
- **Montse Guardia**, by Montse Guardia, President of the Board of Trustees of the UPC, Membre Consell Assessor of the AI Ethics Observatory of Catalonia, Chief People Officer IDEADED
- **Nicholas Hall**, Founder of Digital Tourism Think Tank
- **Gian Franco Mercado**, Co-founder at Hospitalidad Emprendedora

Why Attend:

- **Best Practices:** Learn from industry peers and experts about proven strategies for investing in digitalization.
- **Cutting-edge Insights:** Explore the application of Artificial Intelligence in tourism SMEs
- **Tools:** Take advantage of the Tourbit main tools and activities ready to use.
- **Networking Opportunities:** Connect with experts and peers to build valuable relationships

Registration:

Registration for the Tourbit Final Conference is now open. Secure your spot to attend in person or to receive exclusive access to the webstream: <https://tourbit.eu/tourbits-final-conference/>

Join us at the TOURBIT Final Conference to immerse yourself in the ongoing digital transition of the tourism SMEs.

About TOURBIT

The Tourbit project (Fostering digitalisation of European tourism SMEs), 75% cofinanced 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 the Tourism Innovation Centre, NEST, from Portugal.

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For more information:

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