



Financiado por
la Unión Europea
NextGenerationEU



GOBIERNO
DE ESPAÑA

MINISTERIO
DE INDUSTRIA
Y TURISMO

SECRETARÍA DE ESTADO
DE TURISMO



Plan de
Recuperación,
Transformación
y Resiliencia



SEGITTUR
turismo e innovación



PLATAFORMA
INTELIGENTE DE
DESTINOS

Smart Destinations Platform - PID

March 26th 2026



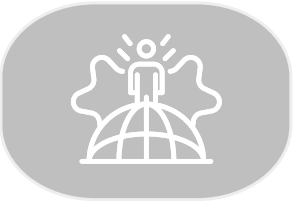
PLATAFORMA
INTELIGENTE DE
DESTINOS



WHO WE ARE SEGITTUR



State-Owned Company for Tourism Innovation and Technology Management, under the **Ministry of Industry and Tourism**, and attached to the **State Secretariat for Tourism**.



To enhance innovation (R&D&i) in the Spanish tourism sector, **bridging public and private** efforts.



- **Foster digital transformation** in tourism.
- **Promote sustainable tourism** development.
- **Support entrepreneurs and innovative SMEs.**

METHODOLOGY



TECHNOLOGY

METHODOLOGY

SMART TOURIST DESTINATION (DTI) PROGRAM

Management model that considers the **cross-cutting nature** of tourism activity and the unique characteristics of each destination

5 DTI Model PILLARS

ASSESSMENT



GOVERNANCE
A COMPLEX TOURISM SYSTEM

INNOVATION
A LEVER FOR IMPROVEMENT

TECHNOLOGY
ITS IN TOURISM PROCESSES

SUSTAINABILITY
PRESSURE ON THE TERRITORY

ACCESIBILITY
INCLUSIVE TOURISM FOR ALL



METHODOLOGY

DTI NETWORK



Red DTI

Destinos turísticos inteligentes

Supporting destinations in their
transition towards **smart management**
and **sustainable tourism**

The network in numbers

716
MEMBERS

518
Destinations

99
Institutions

89
Companies

10
**International
observers**



TECHNOLOGY – SMART DESTINATIONS PLATFORM

A MATURITY PATH

Level
0



NO PLATFORMS

SOME DESTINATIONS
OPERATE DISCONNECTED
DIGITAL TOURISM SOLUTIONS

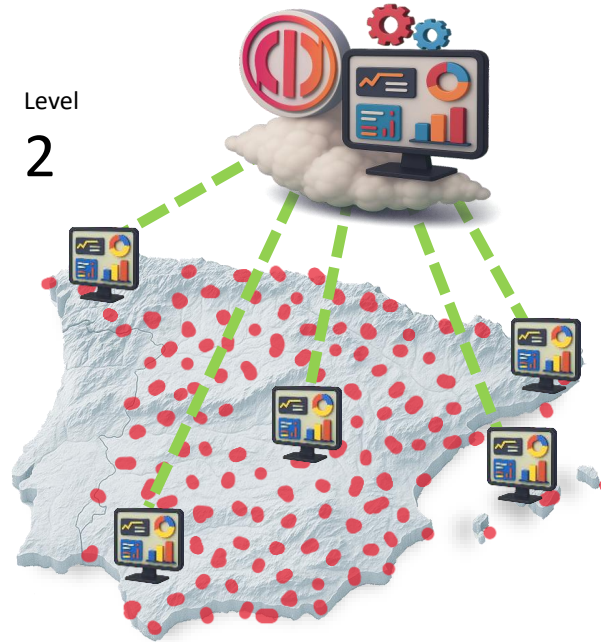
Level
1



ISOLATED LOCAL PLATFORMS

EACH DESTINATION WORKING
WITH THEIR OWN DIGITAL
TOURISM SOLUTIONS

Level
2

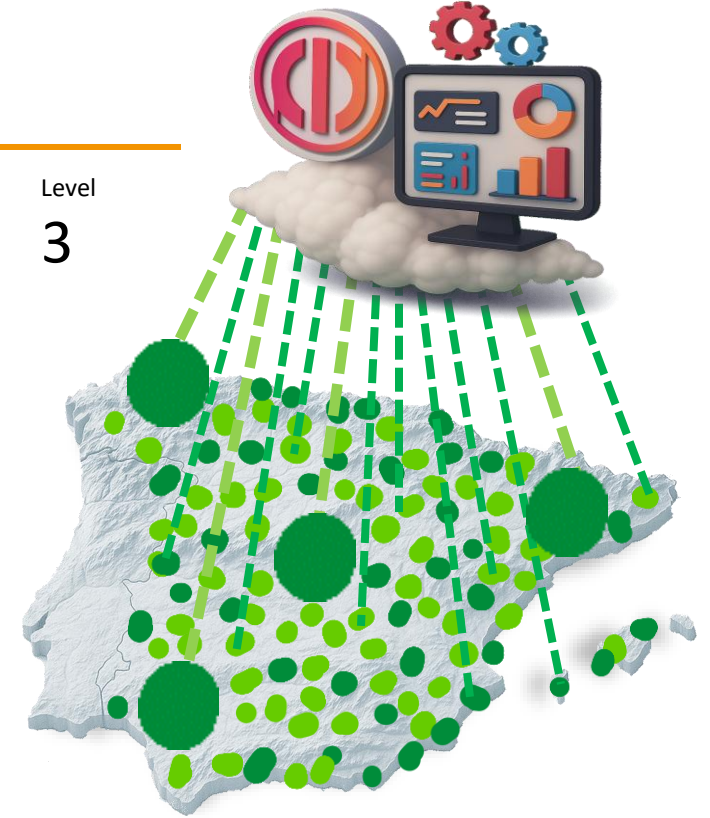


SMART DESTINATIONS PLATFORM

INTEGRATED WITH LOCAL PLATFORMS,
ENABLING NEW SYNERGIES THAT WOULD
BE IMPOSSIBLE ON THEIR OWN

**Problem: Small and medium destinations
DON'T have \$ / Tech skills to deploy their
own platform**

Level
3



SMART DESTINATIONS PLATFORM "AS A SERVICE"

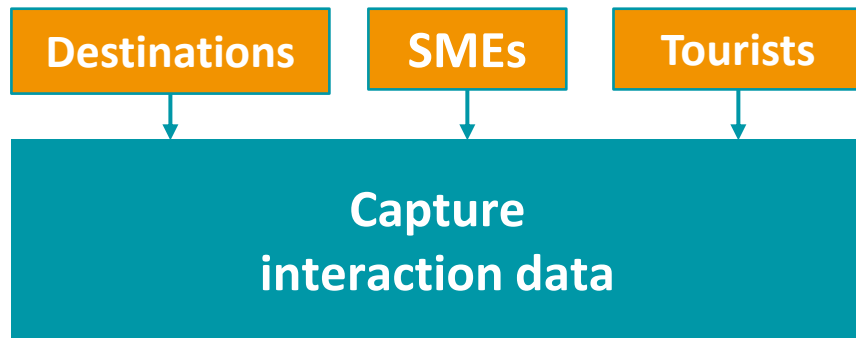
TWO-SPEED DIGITAL PUBLIC INFRASTRUCTURE

Adaptation to the capabilities of each destination

TECHNOLOGY – SMART DESTINATIONS PLATFORM

WHAT THE SMART DESTINATIONS PLATFORM AIMS TO ACHIEVE

The PID is a **DIGITAL PUBLIC INFRASTRUCTURE** that allows the collection of real-time tourist information and the application of a specific strategy to **implement the destination's objectives**.



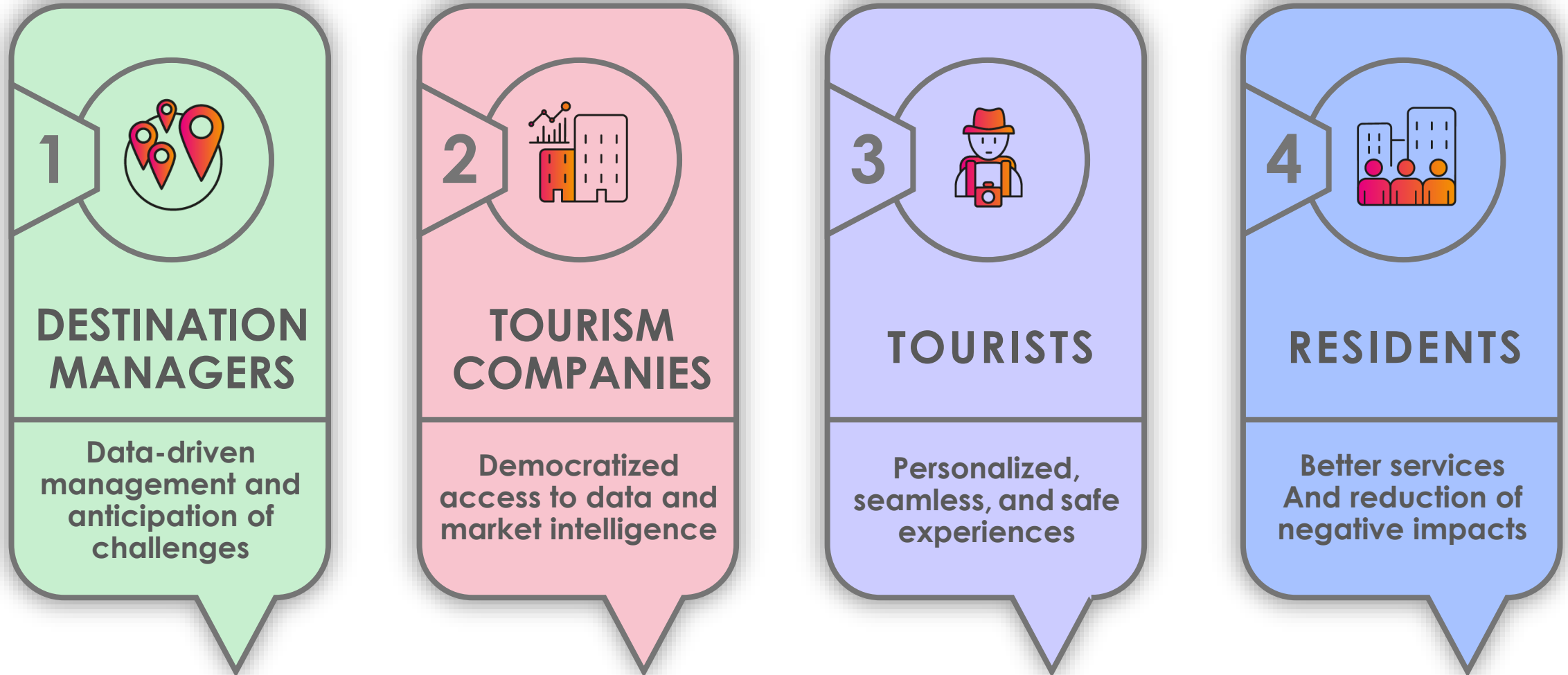
The **specific tourism strategies to be applied through the PID are flexible**, allowing each destination to apply the most appropriate strategy to achieve its own objectives.



Through different channels: National Tourist App, Destination Websites, Travel Assistant, etc.

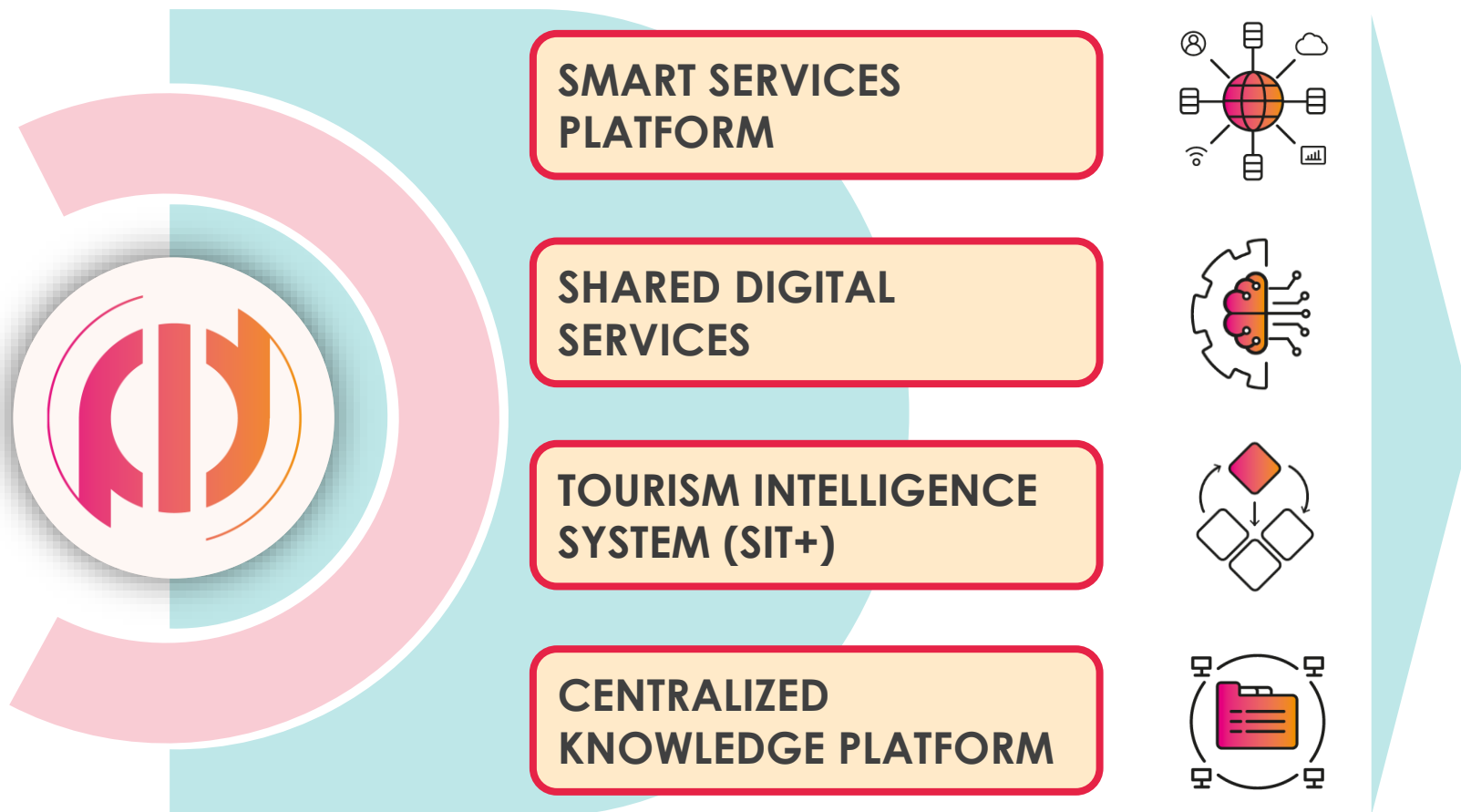
TECHNOLOGY – SMART DESTINATIONS PLATFORM

A NEW TOURISM MODEL CENTERED ON PEOPLE

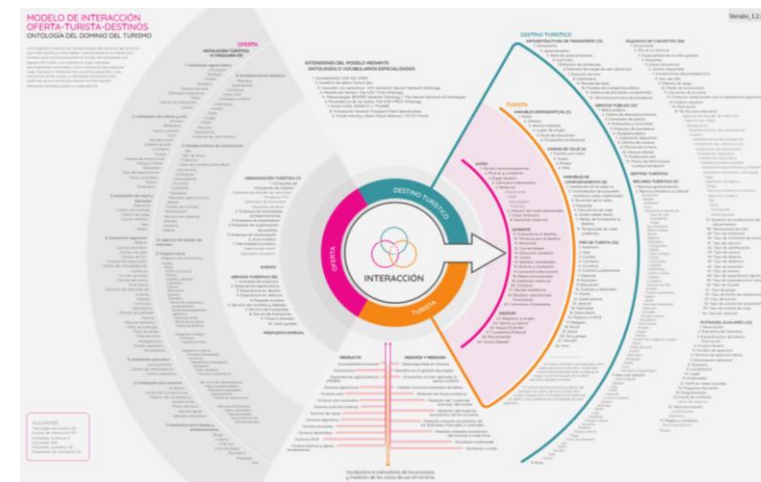


TECHNOLOGY

SMART DESTINATIONS PLATFORM MAIN COMPONENTS



TOURISM ONTOLOGY Common Language



TECHNOLOGY

SPANISH TOURISM DATA SPACE

Trusted environment created to **generate real value** around the data held by the stakeholders. They can share data one to one, voluntarily and securely.

5 PRINCIPLES

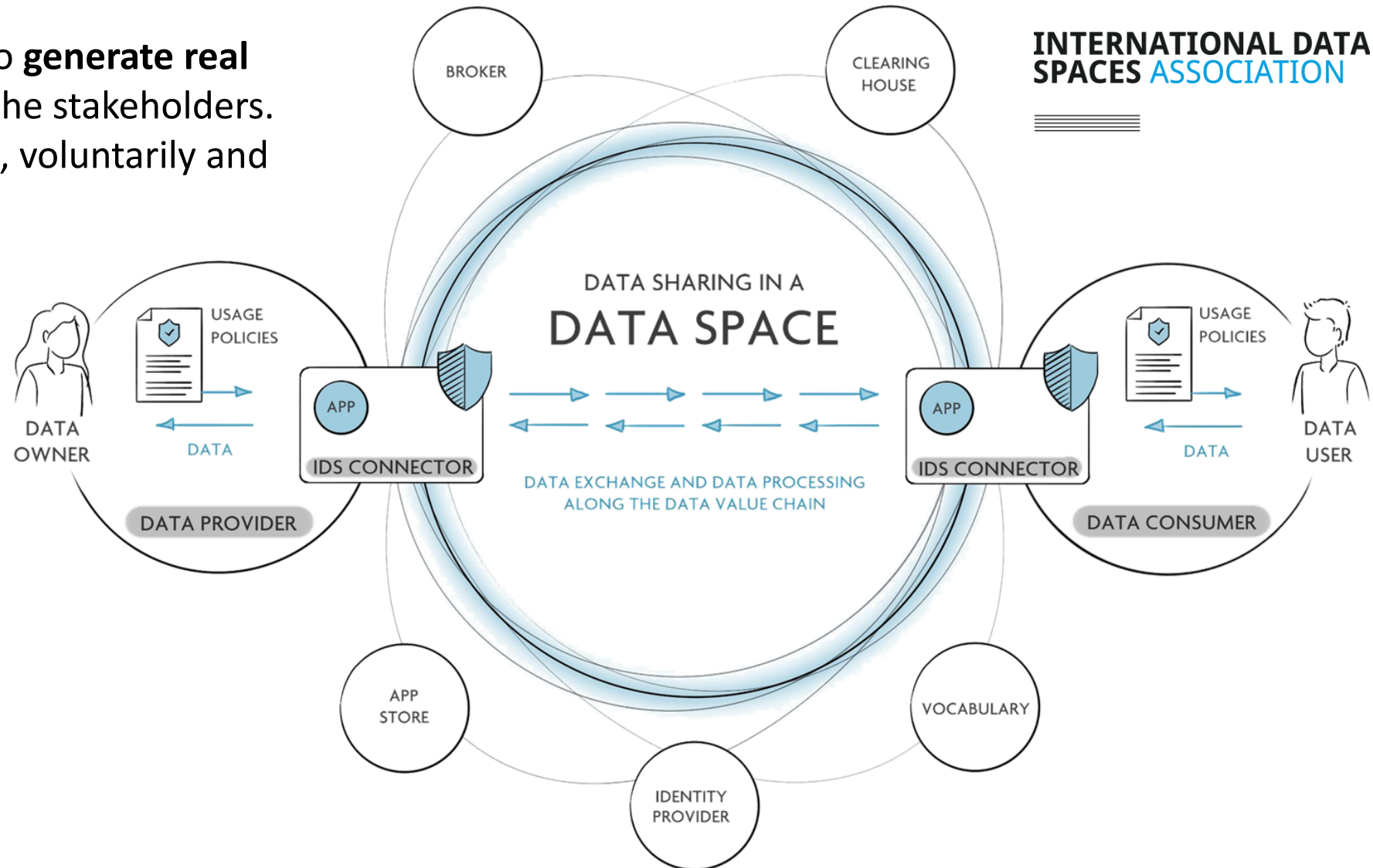
INTEROPERABILITY

SOVEREIGNTY

GOVERNANCE

TRUSTWORTHINESS

FEDERATION





USE CASE

From Data to Experience

**PERSONALIZATION IN MOUNTAIN DESTINATIONS
THROUGH SMART DESTINATIONS PLATFORM**

FROM DATA TO EXPERIENCE

WHERE IS THE DATA, AND WHO HAS IT?



SKI CLUB



TRAVEL AGENCY



LOGISTICS



ACCOMMODATION



RESORT



SKI RENTAL



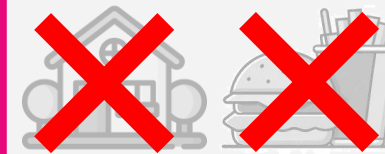
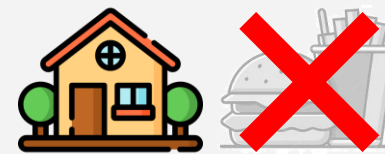
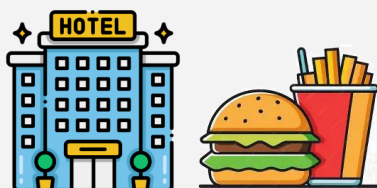
RESORT
RESTAURANTS



OTHER
ACTIVITIES

FROM DATA TO EXPERIENCE

ONE TRAVELER, MANY (UNCONNECTED?) JOURNEYS



FROM DATA TO EXPERIENCE

THE CURRENT SITUATION: EVERYONE HAS DATA, BUT NO ONE SHARES IT



- Data is **locked in silos**
- No connection between stakeholders or destinations
- No real-time activation
- Very limited personalization

There are KPIs as “occupied rooms” or “lift passes sold”, but **not real people knowledge**, with preferences, behaviors, and context.

Without sharing data
every stakeholder knows something about the traveler
BUT NO ONE REALLY KNOWS THE PERSON

FROM DATA TO EXPERIENCE

PERSONALIZATION IN MOUNTAIN DESTINATIONS THROUGH SMART DESTINATIONS PLATFORM

BEFORE

- Known traveler
- Preferences + history
- Personalized planning
- Smarter demand distribution

PLATAFORMA
INTELIGENTE DE
DESTINOS



DURING

- Real-time data
- Dynamic recommendations
- Local spending activation
- Flow & sustainability management



AFTER

- Behaviour analysis
- Loyalty & engagement
- Future personalization
- Continuous destination improvement

Smart Destinations Platform - PID



THANK YOU FOR YOU ATTENTION!



Financiado por
la Unión Europea
NextGenerationEU



GOBIERNO
DE ESPAÑA

MINISTERIO
DE INDUSTRIA
Y TURISMO

SECRETARÍA DE ESTADO
DE TURISMO



Plan de
Recuperación,
Transformación
y Resiliencia



SEGITTUR
turismo e innovación



PLATAFORMA
INTELIGENTE DE
DESTINOS