

HORIZON 2020

IMPACTOUR
IMproving Sustainable Development Policies and PrActices to assess, diversify and foster Cultural TOURism in European regions and areas



D7.5 - 2nd Report on Communications and Visibility Actions
Final

Deliverable Lead and Editor: ENAT

Contributing Partners: All Partners

Date: 2023-03-15

Dissemination Level: Public

Status: Submitted

Abstract

This document presents the second report on the IMPACTOUR communications activities during Months 7 to 38 of the project. It records the visibility of the project in various publicity and dissemination channels and formats. It presents web analytics information and data, derived from Google Analytics, Facebook Analytics, LinkedIn Analytics, Twitter Analytics, and YouTube Analytics, for IMPACTOUR’s main web page and social media channels in the period 01/07/2020 – 6/03/2023.

Grant Agreement
 870747



Document Information

Deliverable Lead	Ivor Ambrose, ENAT
Internal Review #1	AMRAA
Internal Review #2	CULTUR
Document Type	Public
Work Package	WP7 – Communication, dissemination and exploitation
Document ID	D7.5 – 2 nd Report on Communications and Visibility Actions
Due Date	2023-03-15 (extension granted from 28th February 2023)
Delivery Date	2023-03-15
Status	Final

Status

This deliverable is subject to final acceptance by the European Commission.

Further Information

Web: <https://www.impactour.eu/> and Email: info@impactour.eu

Disclaimer

The views represented in this document only reflect the views of the authors and not the views of the European Union. The European Union is not liable for any use that may be made of the information contained in this document.

Furthermore, the information is provided “as is” and no guarantee or warranty is given that the information is fit for any particular purpose. The user of the information uses it at its sole risk and liability.

History

Document History	
Versions	V0.1 <ul style="list-style-type: none">• First document draft version (ENAT) V0.2 <ul style="list-style-type: none">• Version for Internal Review #1 and #2 Final <ul style="list-style-type: none">• Version submitted to the EC (UNINOVA)
Contributions	ENAT <ul style="list-style-type: none">• Ivor Ambrose• Emiliano Deferrari• Ana Garcia• Dario Imperatore EWORX <ul style="list-style-type: none">• Myrto Groupa• Eleni Liakou• Costas Paouris• Vaggelis Sotiris ALL PARTNERS

Project Partners



For full details of partners go to www.impactour.eu/partners

1 Executive Summary

This document, **D7.5**, is the second report on the Communication and Visibility of the IMPACTOUR project, as of 6th March 2023 (Month 38). The report is an update of the first report (D7.4) issued at month 6 of the project implementation period. As the project activities have increased, communications have evolved, and the “Dissemination and Exploitation Plan” has been released (D7.2, month 18).

This edition of the report, in line with the project amendment and the aforementioned D7.2, contains extensive analyses of posts to social media and other activities, presented in charts, tables and statistical breakdowns. It describes the project’s various digital and print publications and records the visibility in the dissemination channels that were foreseen in the project work plan, providing an overview of the outreach to stakeholders and the general public.

Publications and formats produced to date:

- IMPACTOUR Logo, Brand Image and Design Guide – digital
- Project Website – digital
- Online Community (Open Social community website for team members, pilot sites and invited experts) – digital
- Project Roll-up banners – digital for offset printing - various prints for Pilots’ events and face-to-face transnational meetings in Matera (2021), Ponta Delgada (2022) and Toulouse (2022)
- 5 Project Newsletters – digital PDF documents
- Project Postcards – digital (a series of 7) for pilot destinations and seasonal greetings
- Project Events – including live Webinar presentations, also available for viewing on YouTube, and face-to-face meetings, conferences and workshops
- 4 Scientific Papers published in open access scientific journals
- IMPACTOUR Social Media channels – Twitter and Facebook dedicated accounts, and a LinkedIn “Smart Cultural Destinations” group.
- IMPACTOUR videos playlist hosted on the ENAT YouTube channel, with:
 - 1 IMPACTOUR official video presentation
 - 5 IMPACTOUR Pilot Destination Stories made by project participants

Considering the COVID-19 pandemic, which has disrupted – or at least delayed – the project’s plans for events and face-to-face meetings for the first 2 years, the project Outreach Strategy (D7.1) has adapted its external communications in order to ensure the best possible interaction with stakeholders under the constraints on travel and social gatherings.

A rich tapestry of online outreach activities took place during 2021 to 2023, hosted by IMPACTOUR partners. These included professional meetings, Webinars, workshops and conferences attracting local, national and EU-level audiences.

The Project Coordinator, together with the Dissemination and Exploitation Manager and project Steering Committee have actively monitored the ongoing communications and visibility of the project over the past 38 months. Monthly, online project meetings have included status reports and Action Points for WP7, ensuring overall coordination with the project workplan and strong involvement of all project partners. Logfiles of partners’ dissemination activities (of all kinds) show that over 66,500 individuals have been exposed

to dissemination outputs, while social media outreach through partners' own online channels have reached at least 142,000 viewers.

This report shows that a large part of the Key Performance Indicators for dissemination and visibility of the project have already been achieved by Month 38. In the remaining 4 months of the project, concerted efforts will be focused on reaching all dissemination targets, using the established channels and networks and extending outreach to policymakers, researchers and practitioners in the European Cultural Tourism sector.

Table of Contents

1	Executive Summary.....	iv
2	IMPACTOUR Project Communication and Dissemination.....	1
2.1	Document Structure.....	2
2.2	Target Audiences of this Report	2
2.3	Document Status	2
2.4	Document Dependencies	3
3	IMPACTOUR Logo and Style Guide.....	4
4	IMPACTOUR Events and Webinars	5
4.1	Kick-off Meeting, UNINOVA-CTS, January 2020.....	5
4.2	1st IMPACTOUR Webinar, 4th June 2020	5
4.3	IMPACTOUR Data Pilots Workshop 30th October 2020	6
4.4	Joint Workshop with projects: SPOT-SMARTCULTUR-IMPACTOUR, 19th November 2020.....	7
4.5	Gamified Workshop: Ruralia, Urbanalia, Industrialia, Itineraria, Naturalia, 31st March 2021	8
4.6	“ReDiscover Europe” Europe Day Workshop with participation of Portuguese and Slovenian Ministers of Culture, 9th May 2021	9
4.7	“Cultural Destinations for All”. Webinar for IMPACTOUR partners and Pilot Sites on Accessible Tourism – policies, tools and methods for developing accessible destinations, 8th June 2021	10
4.8	Global World Café - pilot sites live event in Matera (with also online connected participants), 24th November 2021 Matera	12
4.9	IMPACTOUR Atlantic Session in Azores and online, 5 – 7 April 2022	13
4.10	Workshop on policy making, preparation and post-project life of projects’ web portals - Lisbon and online as a hybrid event, 5th July 2022.....	14
4.11	International Summit on Digital Transition, Madeira, 25th to 27th October 2022.....	15
4.12	Unveiling of the IMPACTOUR tool, stakeholder event with partners and pilots - Toulouse, 30th November 2022	16
4.13	IMPACTOUR partners’ dissemination and outreach activities.....	16
5	Print publications	18
5.1	IMPACTOUR Leaflet	18
5.2	Roll-up banners	19
5.3	Postcards	22
5.4	1st Newsletter, June 2020	24
5.5	2nd Newsletter, December 2020	26
5.6	3rd Newsletter, June 2021.....	27

5.7	4th Newsletter, December 2021	28
5.8	5th Newsletter, November 2022	29
5.9	IMPACTOUR Social Media: Facebook.....	30
6	IMPACTOUR Website	32
6.1	IMPACTOUR Online Community.....	33
6.2	User Guide	34
7	Website and Social Media Outreach.....	37
7.1	Web analytics	37
7.1.1	Website Key Metrics.....	37
7.1.1.1	Website Traffic Sources	38
7.1.1.2	Website Engagement.....	39
7.1.1.3	Website Demographics	39
7.1.1.4	Website Age of Users.....	39
7.1.1.5	Website Gender of Users	40
7.1.1.6	Website Languages.....	40
7.1.1.7	Website Countries	41
7.1.1.8	Website Interests of Users	41
7.1.1.9	Website Top Pages	42
7.1.1.10	Website Top PDF Downloads	43
7.1.1.11	Website Top Events	45
7.2	IMPACTOUR's Social Media Channels.....	46
7.2.1	Facebook.....	46
7.2.1.1	Key Metrics	46
7.2.1.2	Demographics	47
7.2.1.3	Age & Gender	47
7.2.1.4	Top Towns & Cities	48
7.2.1.5	Top Countries.....	49
7.2.1.6	Top Performing Reach Posts on FaceBook	50
7.2.1.7	Top Performing Reactions Posts.....	53
7.2.2	Twitter	55
7.2.2.1	Key Metrics	55
7.2.2.2	Tweets Metrics	56
7.2.3	LinkedIn.....	56
7.2.3.1	Key Metrics	56
7.2.3.2	Top Engaging Group Posts	57
7.2.3.3	LinkedIn Demographics.....	60

7.2.3.4	Job Titles.....	60
7.2.3.5	Industry	61
7.2.3.6	Location.....	62
7.2.3.7	Companies.....	63
7.2.4	YouTube.....	64
7.2.4.1	Key Metrics	64
7.2.4.2	Top Traffic Sources.....	64
7.2.4.3	Demographics	65
7.2.4.4	Geography	65
7.2.4.5	Top Cities.....	65
7.2.4.6	Age and Gender.....	66
7.3	Web and social media analytics conclusions.....	66
8	Academic publications.....	67
9	IMPACTOUR KPIs and Outreach.....	69
9.1	Outreach Targets and Stakeholders.....	72
9.2	Engagement with Data Pilots and Validation Pilot Sites	73
9.3	Dissemination Key Performance Indicators (KPIs).....	74
10	Conclusions	76
11	Annex A: List of Acronyms/Abbreviations	78
12	Annex B: Glossary of Social Media and Web Analytics Terms.....	79

List of Figures

Figure 3-1. IMPACTOUR logo	4
Figure 3-2. Style Guide (Index page)	4
Figure 4-4-1. Screenshot of 1st IMPACTOUR Webinar participants	6
Figure 4-4-2. Screenshot from the Joint Protects Workshop	8
Figure 4-3. Drawing presenting one of the Teams in the Gamified Workshop.....	9
Figure 4-4. Screenshot from the Rediscover Europe Webinar.....	10
Figure 4-5. Programme of the “Cultural Tourism Destinations for all” webinar	11
Figure 4-6. Group photo with some of the partners and pilots’ representatives in Matera .	12
Figure 4-7 - IMPACTOUR team members at Azores	14
Figure 4-8. Meeting room and connected participants during the 6 projects hybrid event .	15
Figure 4-9. Logos of H2020 workshop projects participating in the hybrid event	15
Figure 4-10. Presentation of the IMPACTOUR Tool to stakeholders in Toulouse	16
Figure 5-1. IMPACTOUR Leaflet (sides 1 and 2).....	18
Figure 5-2. IMPACTOUR Roll-up Banner	19
Figure 5-3. IMPACTOUR Roll-up Banners, Matera Global World Café	21
Figure 5-4. IMPACTOUR Roll-up Banner at Toulouse Pilots’ and Partners’ Meeting	21
Figure 5-5. IMPACTOUR Postcard, Aveyron, France (sides 1 and 2)	22
Figure 5-6. IMPACTOUR Greeting Postcards from Pilot Sites	23
Figure 5-7. IMPACTOUR Newsletter	26
Figure 5-8. First 2 pages of the second newsletter	27
Figure 5-9. First 2 pages of the third newsletter.....	28
Figure 5-10. First 2 pages of the fourth newsletter	29
Figure 5-11. Excerpt from the 5th Newsletter	30
Figure 5-12. IMPACTOUR Team Photo at Kick-off Meeting, FaceBook post	31
Figure 6-1. IMPACTOUR Website Home Page (top section only)	32
Figure 6-2. IMPACTOUR Site Map (2023).....	33
Figure 6-3. IMPACTOUR Community Home Page	34
Figure 6-4. IMPACTOUR Online Community: User Guide.....	35
Figure 7-1 – Website audience acquisition July 2021 to February 2023.....	38
Figure 7-2 – Top Channels	39
Figure 7-3 – Age	39

Figure 7-4 – Gender	40
Figure 7-5 – Interests.....	41
Figure 7-6 – Age & Gender (FaceBook)	47
Figure 7-7 – Top Town & City (FaceBook).....	48
Figure 7-8 – Top Countries (FaceBook)	49
Figure 7-9 – Top FaceBook post	50
Figure 7-10 – Second most popular FaceBook post.....	51
Figure 7-11 – Third most popular FaceBook post.....	52
Figure 7-12 – First (Reactions to a post).....	53
Figure 7-13 – Second (Reactions to a post)	54
Figure 7-14 – Third (Reactions to a post)	55
Figure 7-15 – Top performing post (Twitter)	57
Figure 7-16 – Second highest Twitter post	58
Figure 7-17 – Growth of LinkedIn Group Members.....	59
Figure 7-18 – Breakdown of Members’ Job Titles in LinkedIn Group	60
Figure 7-19 – Breakdown of Members’ Industries in LinkedIn Group	61
Figure 7-20 – Breakdown of Members’ Locations (cities) in LinkedIn Group.....	62
Figure 7-21 – Breakdown of Members’ Companies in LinkedIn Group.....	63

List of Tables

Table 2-1- IMPACTOUR Communication and Dissemination Channels.....	1
Table 7-1 – Google Analytics Key Metrics	37
Table 7-2 – Engagement	39
Table 7-3 – Language.....	40
Table 7-4 – Country	41
Table 7-5 – Top Pages	42
Table 7-6 – Top PDF Downloads.....	43
Table 7-7 – Top Events.....	45
Table 7-8 – IMPACTOUR Communication and Dissemination Channels	46
Table 7-9 – Facebook Key Metrics	47
Table 7-10 – Twitter Key Metrics	55
Table 7-11 – Tweets Metrics.....	56
Table 7-12 – LinkedIn Key Metrics	56
Table 7-13 – You Tube Key Metrics	64
Table 7-14 – Traffic Sources.....	64
Table 7-15 – Geography.....	65
Table 7-16 – Cities.....	65
Table 9-1 – Communication activities	69
Table 9-2 – Updated IMPACTOUR Dissemination Activities Plan (M38).....	70
Table 9-3 – Generic list of target audiences	72
Table 9-4 – IMPACTOUR Impact-related KPIs contribution	74

2 IMPACTOUR Project Communication and Dissemination

The Project Communications and Dissemination are directed according to the IMPACTOUR Outreach Strategy, as described in deliverable D7.1 and the IMPACTOUR Dissemination and Exploitation Plan, D7.2.

The initial communication actions during the first 6 months of the project involved setting up the project Website and social media channels, and developing digital and print publications to reach out to actors and stakeholders in the Research, Cultural Tourism and Urban/Rural Planning fields.

In the subsequent months, communication and dissemination activities have diversified, particularly through online meetings and Webinars which provided opportunities for the pilot destinations and stakeholders to engage with the project, in spite of Covid-19 lockdown periods and travel bans throughout 2020-21. These online events, described in more detail below, enabled the project to engage directly with actors in the above-mentioned fields and to recruit many of them to the online Community hosted on the IMPACTOUR website. Some online meetings also replaced the planned face-to-face workshops, when necessary, making use of interactive tools such as digital whiteboards and break-out rooms to develop theoretical concepts. Participants from the pilot sites also presented their experiences from cultural tourism sites, in particular referring to the impacts of travel restrictions due to Covid-19 and measures taken to encourage domestic visitors where this was possible. In addition, the project partners were given a schedule to ensure regular social media posts, increasing the project's online presence, and supporting the flow of project news, information and discussion with pilot destinations and researchers.

The following Table 2-1 sets out the main channels established.

Table 2-1- IMPACTOUR Communication and Dissemination Channels

Channel	Description	Location
Website	IMPACTOUR public Website	https://www.impactour.eu
Community	Project Online Community space for project team, pilot sites and invited stakeholders, experts and advisors. Media and documentation is linked or embedded for relevant information or knowledge sharing.	https://www.impactour.eu/group/1/stream
FaceBook	Social Media communications	https://www.facebook.com/H2020.Impactour
Twitter	Social Media communications	https://www.twitter.com/h2020_impactour

LinkedIn	Stakeholders' group: "Smart Cultural Tourism Destinations"	https://www.linkedin.com/groups/9053513/
YouTube	IMPACTOUR Playlist for dissemination of video content under project partner's channel, ENAT	https://www.youtube.com/watch?v=9n4lXX82Trc&list=PLfrBNzOU5Oxt5R65UuC1rJLBxbgZW_CU6
CORDIS	EC H2020 IMPACTOUR Project Fact Sheet	https://cordis.europa.eu/project/id/870747
Partners' websites and social media channels	Project content distribution via partners' channels (multipliers)	Websites and social media channels on project's List of Stakeholders (Google Spreadsheet, for partner use only).

2.1 Document Structure

This document has the following main sections:

- 1 Executive Summary
- 2 IMPACTOUR Project Communication and Dissemination
- 3 IMPACTOUR Logo and Style Guide
- 4 IMPACTOUR Events and Webinars
- 5 IMPACTOUR Print Publications
- 6 IMPACTOUR Website
- 7 IMPACTOUR Website and Social Media Outreach
- 8 IMPACTOUR Academic Publications
- 9 IMPACTOUR KPIs and Outreach
- 10 Conclusions
- 11 Annex A: List of Acronyms/Abbreviations
- 12 Annex B: Glossary of Social Media and Web Analytics Terms

2.2 Target Audiences of this Report

This Report on Communications and Visibility Actions is directed primarily to the IMPACTOUR project participants, who are "co-creators" of the project dissemination strategy. It provides a record of the actions carried out by the partners hitherto, indicating those KPIs that have already been reached and other targets that shall be attained in the last 4 months of the project, according to the Dissemination Action Plan.

External readers will gain insights into the approach taken to disseminate information about the IMPACTOUR project activities, the participating pilot destinations and the results achieved so far, up to and including month 38 of this 42-month project.

2.3 Document Status

This document, after the amendment approved in 2021, is now listed in the Description of Action as Public, since it provides information both for project internal usage and for external readers. Therefore, this second report omits a number of GDPR regulated personal data on linked lists of users/stakeholders/pilot sites and partnership.

2.4 Document Dependencies

This document builds on the previous version, D7.4 submitted in Month 6. A final deliverable (D7.8 Consolidated Impactour CPD Report) will encompass all dissemination completed until end of project, together with the Exploitation Plan to be submitted at the end of the project implementation period.

3 IMPACTOUR Logo and Style Guide

The IMPACTOUR Logo and Style Guide can be downloaded from the following website:

<https://cloud.eworx.gr/index.php/s/5W2J35ZxmGQjzFG>



Figure 3-1. IMPACTOUR logo

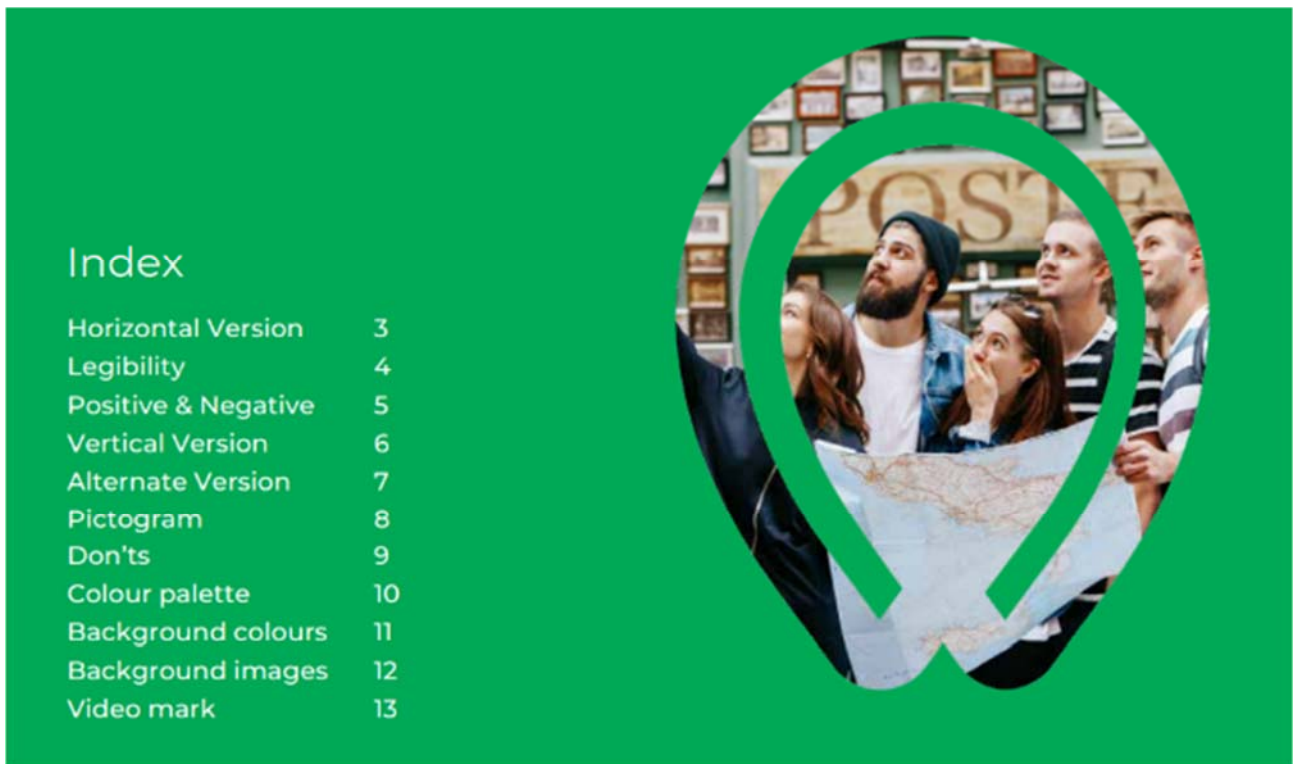


Figure 3-2. Style Guide (Index page)

4 IMPACTOUR Events and Webinars

This section presents the Kick-off Meeting, followed by an overview of the events and webinars organised and presented by IMPACTOUR partners within the framework of the project Dissemination Action Plan.

4.1 Kick-off Meeting, UNINOVA-CTS, January 2020

The project Kick-off Meeting (KOM) was organised by the Coordinator, UNINOVA, and took place on 28 and 29 January 2020 at UNINOVA location, Portugal, with the participation of all project partners. The event was publicised in a Press Release on partners' websites, in the IMPACTOUR Websites and via Social Media. This and all other project events are recorded in the shared online document available at: [Dissemination Activity and Social Media log files](#)

A short video of the KOM was made by partner, CUT.

4.2 1st IMPACTOUR Webinar, 4th June 2020

Following the initial and severe impact of the COVID-19 pandemic, which began in early 2020, face-to-face meetings could not be held. Accordingly, IMPACTOUR was obliged to begin meeting online, both for regular partner meetings and for more in-depth seminars and discussions.

Over 40 participants from the IMPACTOUR partners and Pilot Sites took part in the **First internal webinar** held by Zoom on 4th June 2020. (Only one of two screens of the ZOOM meeting is shown in the figure below).

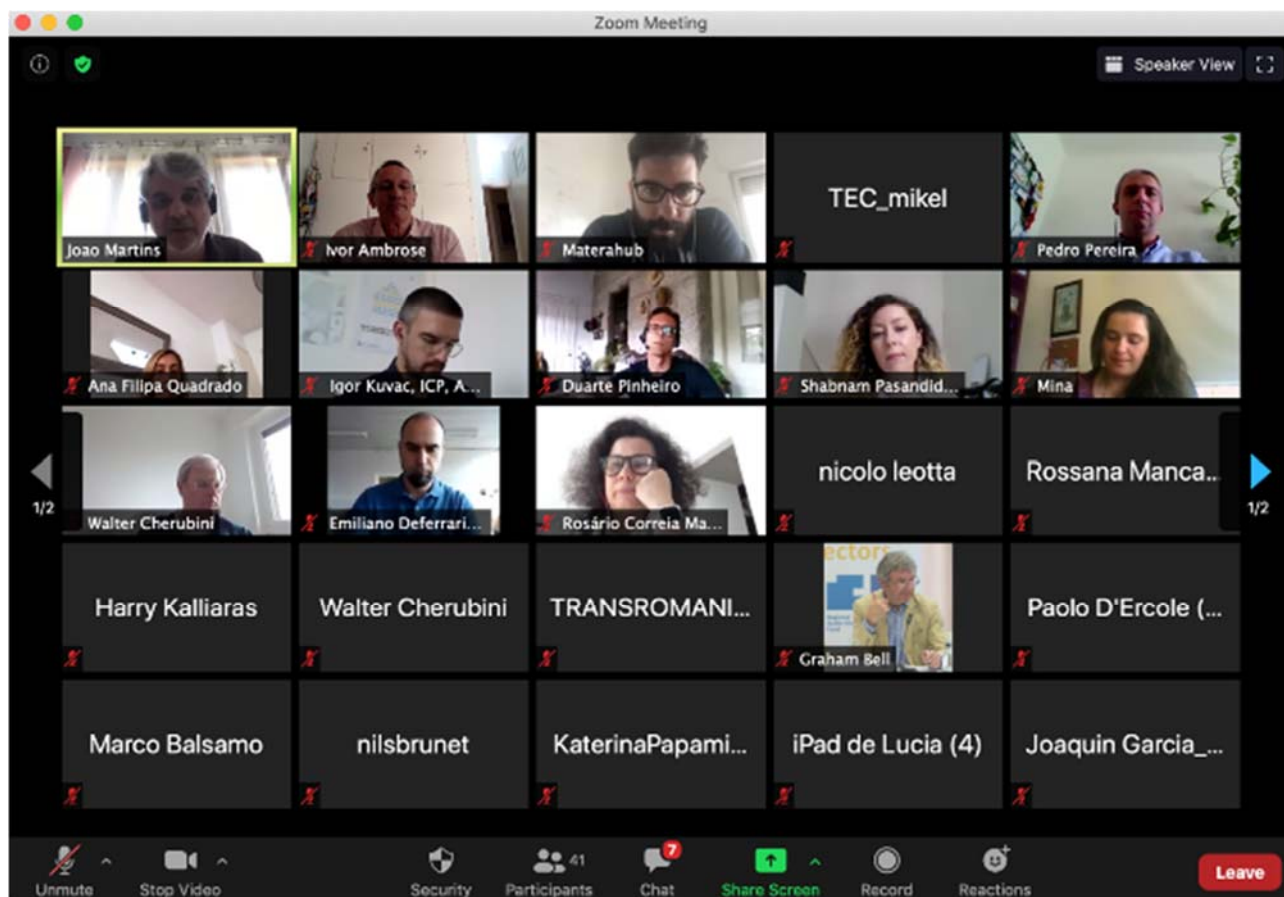


Figure 4-4-1. Screenshot of 1st IMPACTOUR Webinar participants

This was the first opportunity for the research teams and data pilots to meet each other all together. The Webinar was designed to share information about the project with the pilot sites and “break the ice” to some extent, by engaging the participants in discussion about the project’s objectives and approach.

The Webinar included a slideshow which was recorded as a YouTube video, shared with the participants after the meeting.

- 1st IMPACTOUR Webinar YouTube video (34 Minutes).

<https://youtu.be/CfJifS1GU54>

This slideshow presents:

1. General Introduction about the H2020 IMPACTOUR project on Managing Cultural Tourism Impacts,
2. Involvement of Data Pilots;
3. How project team members and Data Pilot teams can participate in the IMPACTOUR online Community.

4.3 IMPACTOUR Data Pilots Workshop 30th October 2020

The second IMPACTOUR webinar took place on the 30th of November of 2020 at the presence of the available PILOT sites. The event was organised by the H2020 IMPACTOUR partnership in order to enhance the connection between partners and the sites which will be

involved as information pilots during WP3 but also to start building the “IMPACTOUR community”. The event was the second of a series that the partnership agreed to organise in order to discuss cultural tourism related topics, partially as a plan B for the impossibility to organise in presence events with all representatives of sites, as originally foreseen by the proposal.

A summary on common elements highlighted by the various pilot sites who presented their experience and plans is the following:

- Sites used lockdown to study alternative solutions and new strategies for summer time in particular.
- Sites are giving relevance to tourism which could exploit nature and open spaces.
- Visitors are becoming more and more locals (or nearby) rather than international so experiences are important to be offered to make them rediscover places they already know.
- Digital is explored but it is expensive, and it is not sure if it is, or contributes to, sustainability.
- Social media campaigns have been launched everywhere among the sites to reach tourists and promote values like safety, local goods, environmental sustainability, health.

A topic was opened on the IMPACTOUR community website to further discuss these issues.

<https://www.impactour.eu/topics/2nd-webinar-follow-covid-19-resilience-pilot-destinations>

4.4 Joint Workshop with projects: SPOT-SMARTCULTUR-IMPACTOUR, 19th November 2020

On the 19th of November 2020 partner UNINOVA organised a joint web conference with the other projects SPOT and SmartCulTour with the objective to share expertise and imagine Cultural Tourism in 5 years' time, and foresee its potentials and threats. The IMPACTOUR Community Group made internal dissemination to pilots while partners help gather among 50 participants from all projects.

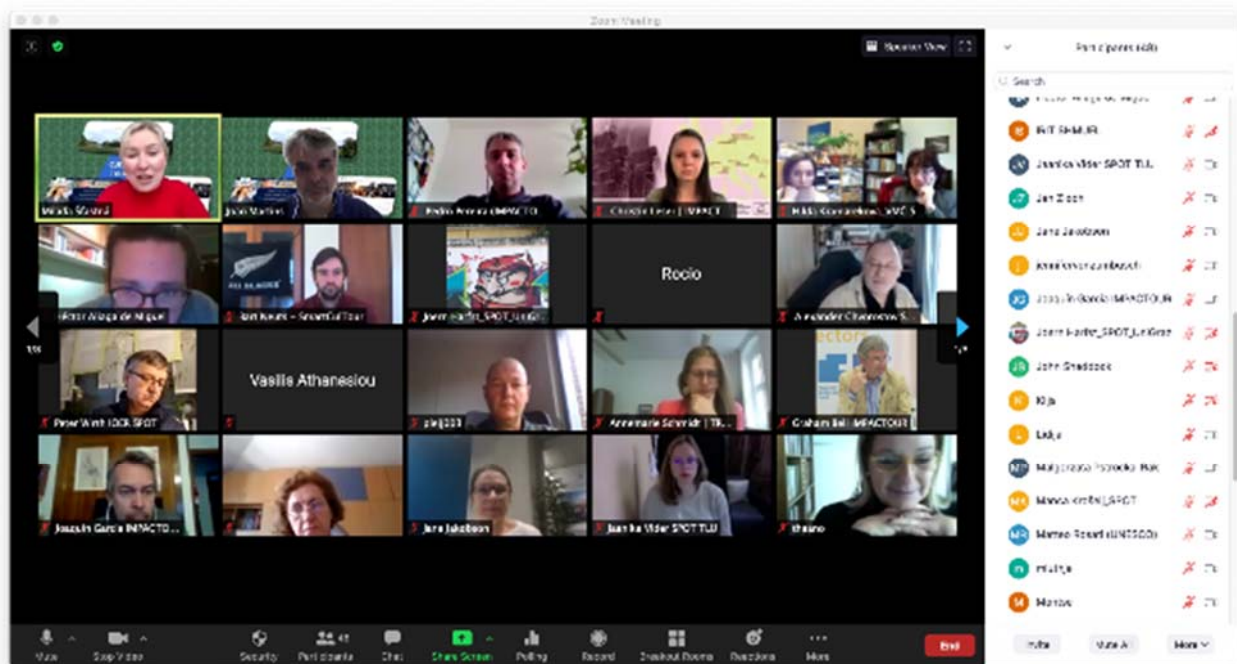


Figure 4-4-2. Screenshot from the Joint Protects Workshop

4.5 Gamified Workshop: Ruralia, Urbanalia, Industrialia, Itineralia, Naturalia, 31st March 2021

40 participants from the project partners and from the pilot sites joined together in a collaborative, gamified webinar, taking the participants on a journey to 5 different lands related to the various kinds of cultural destinations represented and studied in the project. The objective of the workshop was to let pilots and stakeholders to work together on a challenge related to their land (Ruralia, Itineralia, Urbanalia, Naturalia, Industrialia), being helped by different “wisemen” to focus on possible objectives/aspects/solutions (like accessibility, social awareness, co-creation, business plans, digitalisation), and imagine the land in 5 years, after having accomplished the agreed objective for the development of the land.

The work was successful and an entry was produced on the IMPACTOUR community with the proceeding of the gamified webinar.

<https://www.impactour.eu/system/files/2021-06/IMPACTOUR%20Gamified%20webinar%20event%20Report.pdf>



Figure 4-3. Drawing presenting one of the Teams in the Gamified Workshop

4.6 “ReDiscover Europe” Europe Day Workshop with participation of Portuguese and Slovenian Ministers of Culture, 9th May 2021

Under the auspices of the Portuguese Government, and with full collaboration from the Slovenian Government, IMPACTOUR Project organised the ReDiscover Europe Online Workshop which took place on 9th May 2021 (10:00-17:00 CET time).

The ReDiscover Europe Workshop, attended by over 400 participants, provided a unique opportunity to discuss the role of sustainable Cultural Tourism in today’s Europe. Besides important keynote presentations the workshop included panel debates (with catalyst viewpoints from policy makers, scientific researchers, industry and cultural tourism practitioners):

Theme 1: Post-COVID cultural tourism – what have we learned, what might we do differently, an opportunity for Big / SMART Data?

Theme 2: People – accessibility, inclusion/exclusion, market needs

Theme 3: Technology – digital gateways, mobile interactive content / co-curation, dynamic modelling and tourism management.

At the end of the webinar, it was possible to share a [Consensus Declaration](#) which has been further circulated to stakeholders and policymakers around Europe.

The IMPACTOUR Community website gave prominence to the event and published the Declaration of Consensus and the recordings of the meeting:

<https://www.impactour.eu/pages/consensus-declaration-rediscover-europe-workshop>

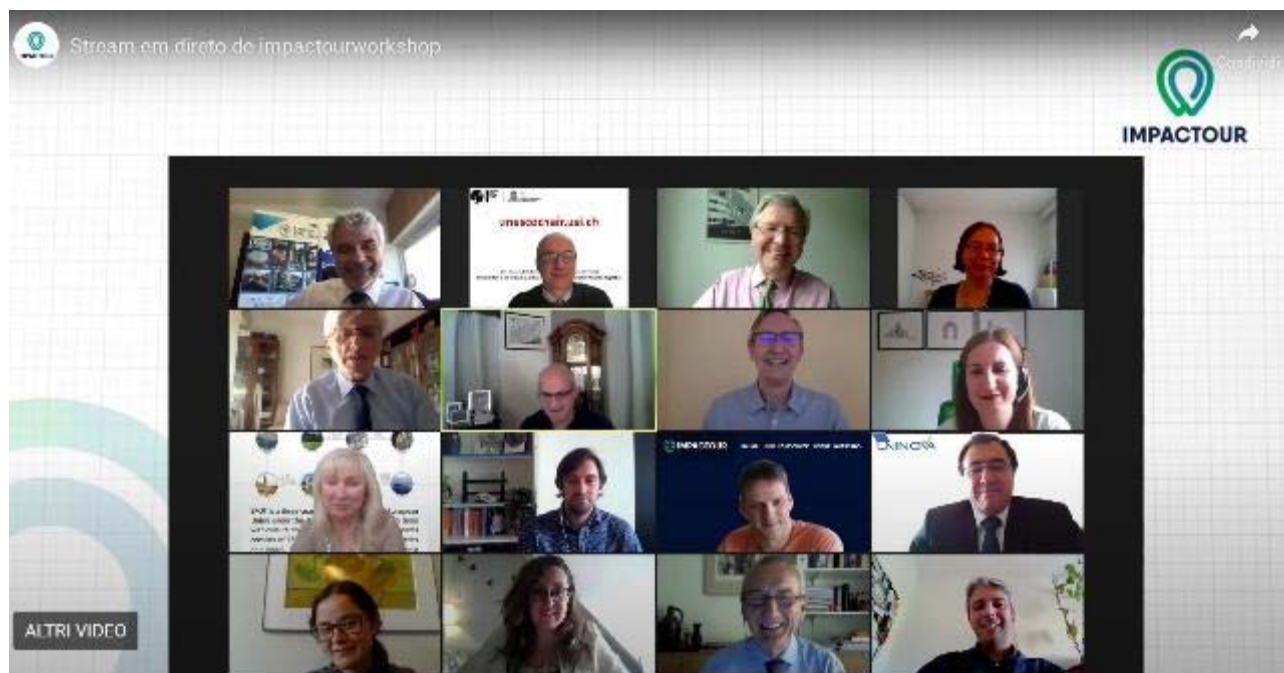


Figure 4-4. Screenshot from the Rediscover Europe Webinar

4.7 “Cultural Destinations for All”. Webinar for IMPACTOUR partners and Pilot Sites on Accessible Tourism – policies, tools and methods for developing accessible destinations, 8th June 2021

On the 8th of June 2021 ENAT organised a Webinar for IMPACTOUR partners and Pilot Sites plus guests from other H2020 projects on Accessible Tourism – policies, tools and methods for developing **accessible cultural tourism destinations for all visitors**. That is, destinations offering environments, facilities, services and experiences that are accessible to persons with disabilities and/or other specific access requirements.

Great importance was given to the topic of indicators related to accessibility for all, noting a range of good practices in data collection, (access audits, numbers of visitors with access requirements) as well as accessibility information that should be offered by Cultural Tourism Destinations. Many of these aspects were presented through key speeches by representatives of destinations, sharing their best practices.

The webinar was a success, with 45 people following the streaming.

Coverage of the event plus the presentations of speakers can be found in the project's community:

<https://www.impactour.eu/events/impactour-webinar-cultural-tourism-destinations-all>




Webinar 8 June 2021

Cultural tourism destinations for all
Cultural tourism destinations for all
 Cultural tourism destinations for all

Programme	
10.00 CEST	1. What is Accessible Tourism? Anna Grazia Laura
10.15	2. Accessible Tourism Market and Supply (pre-covid) Ivor Ambrose
	3. Cultural Tourism examples: access challenges, solutions, research and innovation
10.30	a) Accessibility of buildings, sites and public spaces Katerina Papamichail
10.45	b) Accessibility of museums and collections Emiliano Deferrari
11.00	c) Project : Digitalization of the Way of St. James Sonia García Fraile and Mercé Luz, ONCE Foundation
11.15	d) "Tur4All" - information tool for visitors to cultural sites in Portugal and Spain Ana Garcia
11.30	e) Accessible festivals and events Dario Imperatore
11.45	4. Accessible Cultural Tourism Destination Management IMPACTOUR goals, indicators, accessibility actions, pilots... Ivor Ambrose
12.00	Discussion
12.30	Close

Meeting via Zoom

<https://us02web.zoom.us/j/87692552223?pwd=ZE5YVFFROUJFSak9ndlRl.d.1o3bXdMQT09> Meeting ID: 876 9255 2223 Passcode: 184077



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 870747

Figure 4-5. Programme of the "Cultural Tourism Destinations for all" webinar

4.8 Global World Café - pilot sites live event in Matera (with also online connected participants), 24th November 2021 Matera

This event marked the return to “the new normal” for project IMPACTOUR, as for the first time in almost two years partners could meet again, and this time together with many pilot sites who took the time during difficult times to travel to Matera and participate together to the Global World Café, after a number of Local World Cafés organized as hybrid event in different countries.

The pilot sites participating to the Global World Café moved in small groups between 5 discussion tables facilitated by representatives of IMPACTOUR partnership. In each table they were asked to answer or discuss several topics relative to those 5 general domains. The objective of the tables was to identify strategies to tackle challenges, to share good practices and to define keywords.

The **social table** was able to define strategies to enhance accessibility and inclusion and to avoid over-tourism.

The debate in the **cultural table** was centred around the need to protect cultural tourism from mass tourism, natural risks and to revalue traditions at risk to disappear.

The **environmental table** was centred over the questions whether pilots measured the environmental impact of cultural tourism and how they were lacking information on environmental actions that could leverage sustainable cultural tourism.



Figure 4-6. Group photo with some of the partners and pilots' representatives in Matera

The discussion around the **economic table** was meant to record strategies to enhance the economic opportunities of cultural tourism development in the pilot destinations. The way in which the destinations collect economic data was also taken into consideration.

The **resilience table** was centred on the capacity of the pilot sites to face the challenges of COVID-19 which have suddenly transformed the destinations from overcrowded to empty, in which most of the cultural tourism attractions had to close or find ways to survive.

The event has been prepared and disseminated internally through the project's community, externally on social media and it has also been covered by a local television report. More information can be found at:

<https://www.impactour.eu/group/38/impactour-world-cafe-matera-november-2021>

4.9 IMPACTOUR Atlantic Session in Azores and online, 5 – 7 April 2022

After holding several online partner meetings, a face-to-face meeting was held in Azores to bring together all the project partners again, putting into practice some of the work that the face-to-face format allows for a more interactive and close approach.

The IMPACTOUR Atlantic Session was held in São Miguel, Azores, where the partners' meeting took place, which also included the online participation of some of the partners. Social tables were created, with the partners being divided into two groups, where they were asked to discuss and validate the strategies and KPI's related to the 5 general domains, in order to encourage the sharing of good practices and define action strategies to combat the challenges facing cultural tourism. Partners at the Atlantic Session are shown in Figure 4-7.



Figure 4-7 - IMPACTOUR team members at Azores

4.10 Workshop on policy making, preparation and post-project life of projects' web portals - Lisbon and online as a hybrid event, 5th July 2022

IMPACTOUR coordinator, UNINOVA, hosted a workshop with partners from five other H2020 Research and Innovation projects, SPOT, SMARTCULTOUR, TEXTOUR, INCULTUM and BE.CULTOUR to share experiences and discuss ideas for applying ICT to Cultural Tourism (CT) development in the EU. There was broad agreement that the major issue is not basically ICT development but rather ICT implementation, which is hindered by poor internet access and lack of basic infrastructure, especially in rural and outlying areas, where many CT destination pilots are located. The ageing of the population and digital exclusion is especially prevalent in rural areas and viable solutions require carefully coordinated actions, involving a range of actors – SMEs, public authorities and civil society - working together.

Key messages from the workshop included the following:

- It is important to understand that tourism (and cultural tourism) is a TOOL and not an OBJECTIVE.
- Cultural tourism cannot be a replacement for other economic areas. Local communities should receive compensation (services payment) from tourism income in order to keep their traditional activities alive.
- The focus should always be on the local communities. Their sustainable development is mandatory, particularly if rural communities are considered.
- Sustainable development of traditional local communities should benefit from the European projects' deployment (through SMEs, preferably local ones)
- Careful application of ICT and implementation of structural measures should go hand-in hand. Financial incentives to local authorities are also important. Structural funds should be used to develop basic infrastructures, as a way to potentiate ICT careful application and sustainability.

The meeting provided a list of conclusions for consideration by the European Commission when formulating future RTD and Innovation policies and programmes. These conclusions were grouped under a series of headings addressing: CT policy, (differentiated from Tourism policy), Europeanisation, Coordination of EC Research and Innovation, CT as a Sustainable Development paradigm, Infrastructure, Implementation and Continuous Monitoring and Evaluation.

The workshop participants concluded that a European hub to aggregate project results would be an interesting initiative. This hub would not be a simple repository of written deliverables but a true repository of products and outcomes of the projects. The creation of a cultural tourism project cluster was also considered a valuable initiative in order to allow the transfer of results into the society. Furthermore, it is important that local governments increase the support to cultural tourism and not only tourism.

An image of the hybrid workshop in progress is shown in Figure 4-8.



Figure 4-8. Meeting room and connected participants during the 6 projects hybrid event



Figure 4-9. Logos of H2020 workshop projects participating in the hybrid event

4.11 International Summit on Digital Transition, Madeira, 25th to 27th October 2022

UNINOVA, in cooperation with the Madeira Regional Government and other partners, organised an [International Summit on Digital Transition](#). The summit covered several related topics, including Cybersecurity, e-learning, Big Data, Health, Energy/Smart Cities, Tourism and Cultural Tourism, Manufacturing, Maritime... and more.

Keynote speeches by high-level participants from policy-making and practice were followed by thematic presentations, mostly dedicated to European projects, and panel discussions. The interventions considered EC guidelines, calls and future research and innovation policies.

Additionally, the IMPACTOUR partners who attended used the opportunity to further discuss the creation of a Cultural Tourism Cluster - an idea which emerged from a meeting held by the coordination of the six running cultural tourism H2020 projects in July (see 4.9 above).

4.12 Unveiling of the IMPACTOUR tool, stakeholder event with partners and pilots - Toulouse, 30th November 2022

Project's pilot destinations and partners had the possibility to meet again for the unveiling of the first version of the IMPACTOUR tool. Great importance was given to the explanation of the way cultural destinations can start using the tool, first by uploading the relevant data connected to the followed indicators, then to use the data in a smart way to set their best strategies. It has been explained also how, with the possible comparison between destinations, more data will be available to help for the best decision making.

The meeting was also the occasion to engage and prepare the pilot destinations for a new dissemination initiative to be launched with the official release of the tool (which was launched in February 2023). It was agreed to produce “story-telling” videos, made with and by the destinations, to explain their challenges and the importance of testing the IMPACTOUR tool for the development of their destinations. More information about the meeting can be found at:

<https://www.impactour.eu/events/stakeholder-project-meeting-impactour-toulouse>

Partners and pilots at the meeting are shown in Figure 4-10.



Figure 4-10. Presentation of the IMPACTOUR Tool to stakeholders in Toulouse

4.13 IMPACTOUR partners' dissemination and outreach activities

The IMPACTOUR project partners have each played a significant role in dissemination and outreach to the many and varied project stakeholders, locally, nationally and at European and International levels. They have utilized their own professional networks, holding events - both in person and online, and promoting project deliverables, articles and IMPACTOUR newsletters in their own publications and via their social media channels.

Two shared, online spreadsheets denoted as “**Dissemination Logs**” have been continuously updated by the partners, between January 2020 and February 2023. The Dissemination Management team at ENAT has coordinated this activity to ensure a sustained output of information across all partner countries and to different target audiences.

The shared logfiles showing all partner dissemination activities up to February 2023 are available

at [this public link in “View only” mode on Google Drive](#). The logfiles allowed the analysis of the following:

- **The Dissemination Activities log** provides a detailed record of all types of information and publicity actions by partners, related to WP7. Each entry includes the date, partner, type of action, activity description, location, type of audience, number of people targeted, external link and countries addressed.
- **The Dissemination Activities log** records **152 separate actions** targeting an estimated **64,538 persons**. (Audience sizes could not be estimated for some actions, in particular online activities).
- **The Social Media Activities log** provides a detailed record of all types of information published on partners’ social media channels. Each entry includes the date, partner, type of action, activity description, social media used, type of audience, number of people reached, URL, external link and countries addressed.
- **The Social Media Activities log** records **268 separate “posts”** which reached verified audiences of **142,048 persons**. (Audience reach was measured shortly after posts were published, at the time when the logfile entry was created. Therefore, the actual number of post views is likely to be even higher, due to shared posts, re-tweets and so on, which may have occurred after the log entry was recorded).

Noting the numbers of persons and organisations reached by these activities, the efforts of IMPACTOUR partners have clearly made a strong contribution to the overall dissemination and visibility of the project. The impact of partners’ efforts is reflected in the high levels of achievement of project dissemination KPIs, as shown in Section 9, IMPACTOUR KPIs and Outreach, below, where most of the KPIs have already been reached by Month 38.

Moreover, the 28 pilot destinations that are in close contact with the project partners have also shared many IMPACTOUR posts and events with their own networks, thereby acting as “multipliers” for the dissemination of project activities and results.

In addition, it can be noted that the “sister” projects of IMPACTOUR within the same Horizon 2020 funding line for Cultural Tourism Research and Innovation: [SPOT](#), [SMARTCULTOUR](#), [RURITAGE](#), [TEXTOUR](#), [INCULTUM](#) and [BE.CULTOUR](#) have also actively disseminated news and information about IMPACTOUR, although these actions have not been monitored systematically across partners’ dissemination channels.

5 Print publications

IMPACTOUR print publications have been produced as digital PDF files and are accessible for downloading from the IMPACTOUR Website.

The Project Leaflet and the first Newsletter are currently available in English and will be published in some of the languages of the project partners.

5.1 IMPACTOUR Leaflet

IMPACTOUR leaflet intends to describe the project at-a-glance and is available at:

<https://cloud.eworx.gr/index.php/s/QaLmrMMzCsZa9tq>

This PDF file is intended for off-set printing as a 2-sided, A4 document which is folded as a “triptych” flyer. The images below show its two sides in reduced size.



Figure 5-1. IMPACTOUR Leaflet (sides 1 and 2)

5.2 Roll-up banners

The IMPACTOUR Roll-up banner is shown on the next figure. It is available as a PDF file for off-set printing, at 180 cm x 80 cm in portrait format.



Figure 5-2. IMPACTOUR Roll-up Banner

Additional IMPACTOUR banners were produced for Workshop events where Partners and Pilots took part, both in Matera (November 2021) and Toulouse (December 2022).



Figure 5-3. IMPACTOUR Roll-up Banners, Matera Global World Café



Figure 5-4. IMPACTOUR Roll-up Banner at Toulouse Pilots' and Partners' Meeting

5.3 Postcards

The Communication team at EWORX has, so far, created 7 digital “greeting” cards to publicise the IMPACTOUR project. Others are planned for the last phase of the project from March 2023 to June 2023. The A5 print-ready PDF cards show images from the Pilot Sites involved in data collection. Postcards are available for download from the [IMPACTOUR website](http://www.impactour.eu) and will also be distributed by email. The first examples are shown below.



Chemin de Compostelle en Aveyron, France is one of 15 Pilot Sites across Europe participating in the IMPACTOUR H2020 Research and Innovation project (2020 - 2023) Managing Tourism Impact on Cultural Destinations.

Subscribe to IMPACTOUR Newsletter:
<https://www.impactour.eu/pages/sign-our-news>

<https://www.impactour.eu> | [f H2020_impactour](https://www.facebook.com/H2020_impactour) | [@H2020_impactour](https://www.instagram.com/H2020_impactour)

IMPACTOUR has received funding from the European Union's Horizon 2020 research and innovation programmes under grant agreement No 870747.



Four horizontal lines for an address.

Contact: UNINOVA-CTS
Attention: IMPACTOUR, Prof. João Martins, Project Director
Campus Da Caparica Quinta Da Torre 2829-516 Caparica, Portugal
Email: impactour_geral@uninova.pt

Figure 5-5. IMPACTOUR Postcard, Aveyron, France (sides 1 and 2)



Figure 5-6. IMPACTOUR Greeting Postcards from Pilot Sites

5.4 1st Newsletter, June 2020

Each of the 6 planned Newsletters feature profiles of two partner organisations and an invited Guest Article by one of the project Advisory Board Members or another expert. Newsletters also include feature articles on the IMPACTOUR Pilot Sites, summaries of key Deliverables and project news, written for a general audience.

At the time of this report 5 out of 6 newsletters have been released, the last one is planned by the time of the last project public event in Madrid and the last joint projects conference in Brussels.

The first edition of the IMPACTOUR Newsletter is available as a PDF document at the IMPACTOUR website for reading or downloading/printing, at the following URL:

https://www.impactour.eu/system/files/2020-07/Impactour-NEWSLETTER%201_June%202020_EN_0.pdf

The newsletter is also disseminated via email to project newsletter subscribers and via the websites and mailing lists of project partners. This 1st Newsletter is reproduced below, in reduced format.



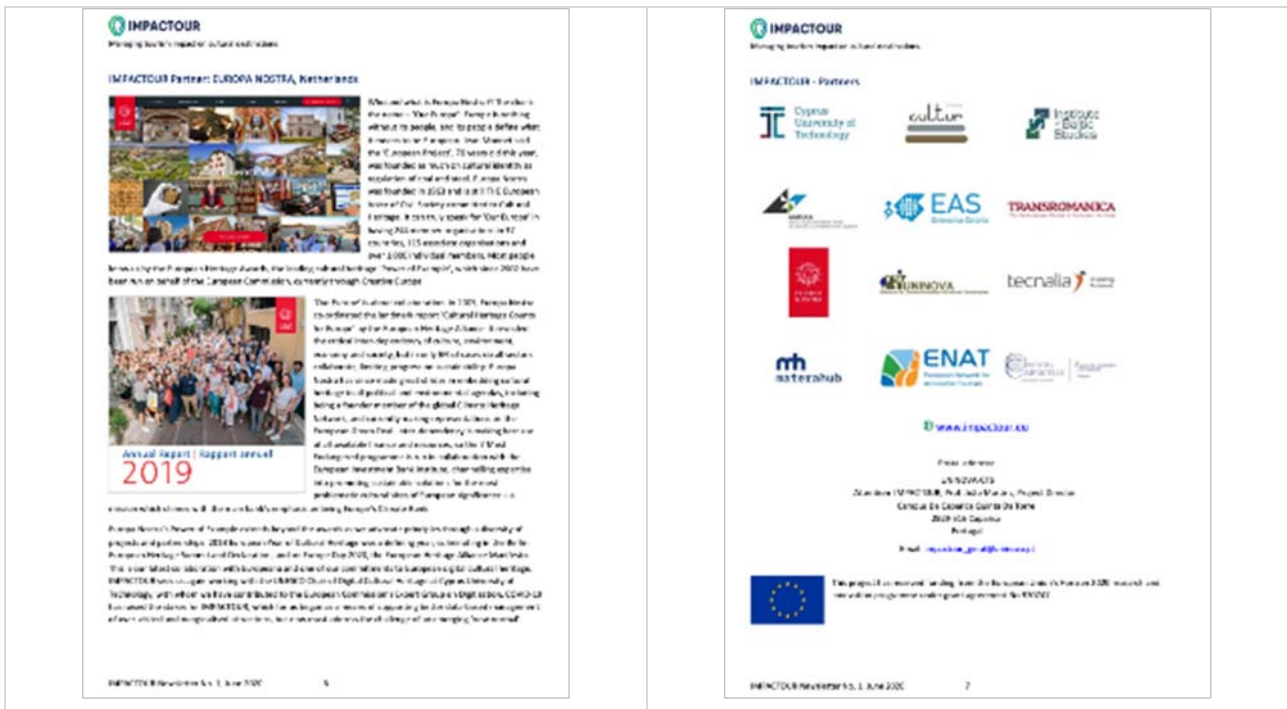


Figure 5-7. IMPACTOUR Newsletter

5.5 2nd Newsletter, December 2020

The second Newsletter of IMPACTOUR was focused on the impact of COVID-19 on cultural tourism. It reported on the recent Webinar with the European “Pilot Destinations”, learning from the project’s collaborating teams how they have tackled “the year of COVID”, how businesses and communities were impacted and the strategies that they have employed to continue their relationship with visitors. The Guest Article was written by IMPACTOUR Advisory Board Member, Professor Greg Richards, who delved into the concept of “resilience” and highlighted the power of “creative tourism” as a way forward for tourism and communities.

The highlighted project partners were the following:

- TRANSROMANICA - The Romanesque Routes of European Heritage, Germany
- TECNALIA Research & Innovation, Spain

The second IMPACTOUR Newsletter can be accessed at:

https://www.impactour.eu/system/files/2021-01/NEWSLETTER_2_Dec-2020_EN.pdf



Figure 5-8. First 2 pages of the second newsletter

5.6 3rd Newsletter, June 2021

The third newsletter of the project, issued in June 2021, documented various activities done by the project for pilot sites partners, stakeholders and joint initiatives with other H2020 funded projects.

- Report on the ReDiscover Europe Workshop
- Report on the Gamified Workshop with pilot sites
- Report on the thematic webinar: Cultural Tourism Destinations for All
- Presentation of Raab pilot site (Croatia)
- Presentation of partners ENAT and Estonia Tourist Board
- Presentation of the newly opened LinkedIn Group “Smart Cultural Tourism Destinations”.

The third IMPACTOUR Newsletter can be accessed at:

<https://www.impactour.eu/system/files/2021-07/IMPACTOUR%20NEWSLETTER%203%2C%2030%20June%202021%20EN-fin-reducedsize.pdf>

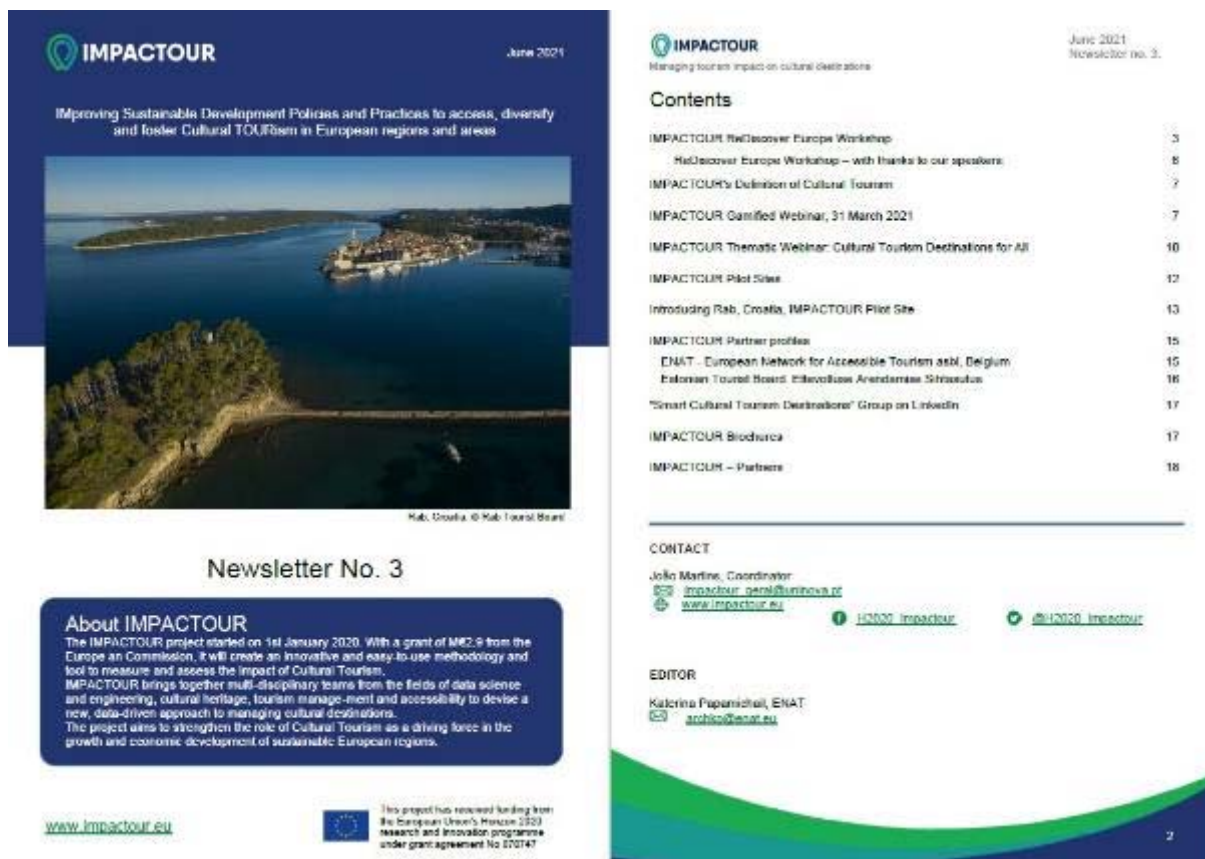


Figure 5-9. First 2 pages of the third newsletter

5.7 4th Newsletter, December 2021

The fourth Newsletter of the project, issued in December 2021, was primarily focused on the main initiative of the period, the World Cafés, gathering both at local and European level the pilot sites, in search of the best indicators of cultural tourism to implement the IMPACTOUR tool. Good coverage was made of:

- the 7 Regional World Cafés held as hybrid event in different countries during the Summer of 2021
- the Global World Café organised in Matera in November 2021, marking the return of a face-to-face event for the project since the beginning of the pandemic.

Other information included:

- the presentation of new IMPACTOUR pilot sites, including the city of Palmi (Italy)
- articles about project partner CUT, Cyprus University of Technology and UNESCO Chair on Digital Cultural Heritage (DCH).

Moreover, the possible participation to IMPACTOUR community was extended to stakeholders, destination managers and experts outside the partnership and the pilot sites. The fourth IMPACTOUR Newsletter can be accessed at:

https://www.impactour.eu/system/files/2022-04/IMPACTOUR%20NEWSLETTER%204%2C%20December_2021_red_EN.pdf



Figure 5-10. First 2 pages of the fourth newsletter

5.8 5th Newsletter, November 2022

The fifth Newsletter of IMPACTOUR, issued in November 2022, testifies the growing activity of dissemination of the project's objectives and outcomes, on the eve of the release of the long awaited IMPACTOUR tool.

Visibility is firstly given to:

- IMPACTOUR workshop on policy-making with EC and H2020 “sister” projects

Then it is reported a number of international conferences in which IMPACTOUR has been presented:

- the 15th Conference for Cultural Tourism in Europe in Krk, Croatia, 19-22 October 2022
- the Madeira Digital Transformation Summit in Funchal, Portugal, 24 – 27 October 2022
- the 3rd World Smart Destinations Conference, Valencia, Spain, 21-23 November 2022

A focus is also made on one project’s partner:

- Association of Municipalities of the Autonomous Region of the Azores (AMRAA)

The fifth IMPACTOUR Newsletter can be accessed at:

https://www.impactour.eu/system/files/2022-11/IMPACTOUR%20NEWSLETTER%20no5%2C%20November_2022_EN.pdf



Figure 5-11. Excerpt from the 5th Newsletter

5.9 IMPACTOUR Social Media: Facebook

As foreseen, dedicated Facebook and Twitter pages were created for the IMPACTOUR project. Continuous updates on project news, events and discussions, with contributions from all partners will be continuously posted. Figure 5.12. presents the first FaceBook post related to the project's kick-off meeting, in Lisbon. The IMPACTOUR Facebook page can be found at: https://www.facebook.com/H2020_Impactour



Figure 5-12. IMPACTOUR Team Photo at Kick-off Meeting, FaceBook post

6 IMPACTOUR Website

IMPACTOUR's online presence was established in March 2020, (Month 3 of the project) with the launch of the project website at www.impactour.eu

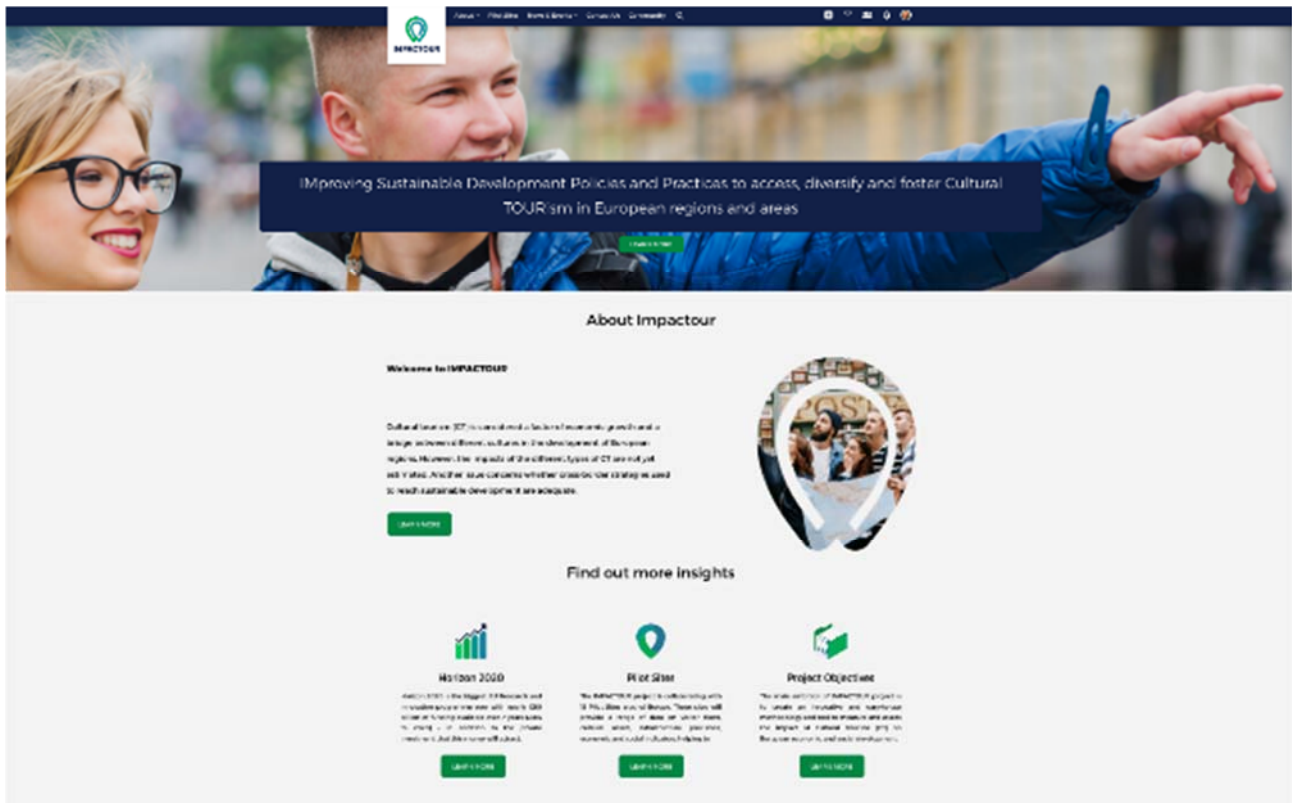


Figure 6-1. IMPACTOUR Website Home Page (top section only)

The IMPACTOUR Site Map is shown on the following page in Figure 3.2. Not all sections are published at present (e.g. Deliverables) and further sub-sections will be added as project outputs are produced.

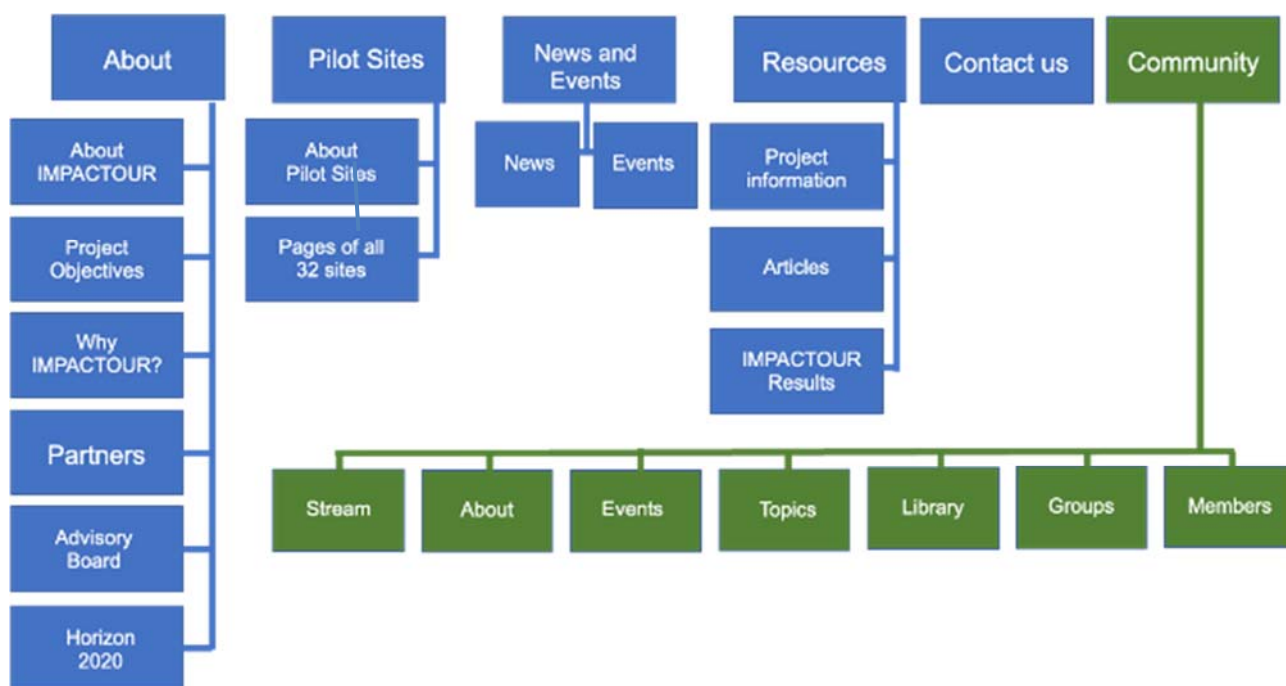


Figure 6-2. IMPACTOUR Site Map (2023)

Footer menu links are as follows:

- Privacy;
- Contact us;
- Newsletter sign up;
- Facebook;
- Twitter;
- LinkedIn.

6.1 IMPACTOUR Online Community

The IMPACTOUR Community was launched in March 2020 and is online at:

<https://www.impactour.eu/group/1/stream>

This is a private online community, with membership by invitation only. It is managed by ENAT and was developed by EWORX, using the open-source software platform, 'Open Social'. The Community webpage is shown in Figure 6-3, below.

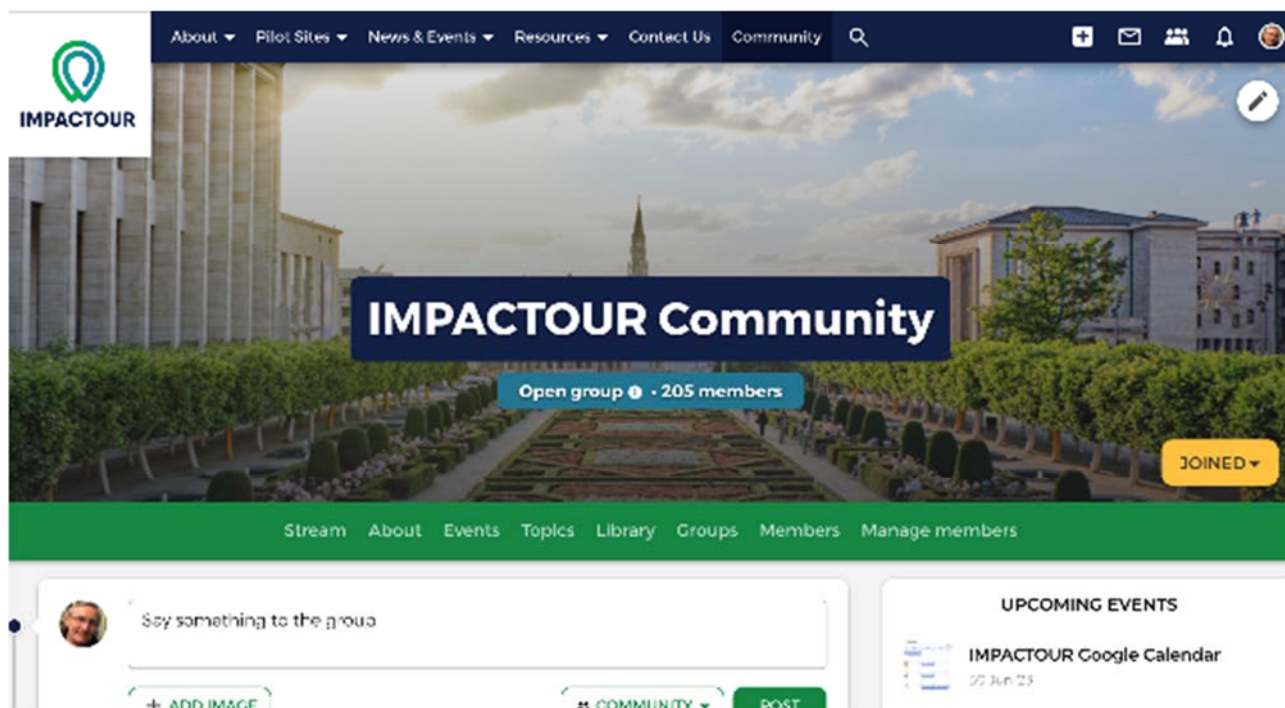


Figure 6-3. IMPACTOUR Community Home Page

On 6th March 2023 there were **205** registered members. These include:

- IMPACTOUR project team members (about 60 members, connected to the partners, plus Advisory Group members);
- Pilot Sites' representatives and external members (about 140 members).

The number of members will continue to increase during the last throughout the life of the project as additional, personal invitations are sent to:

- IMPACTOUR Advisory Board members;
- External experts;
- European Commission staff;
- EU Policymakers;
- New Data Pilots' representatives.

Each partner has nominated a Dissemination Contact Person (DCP) who acts as moderator and facilitator of discussions on the Community platform, ensuring a high degree of interactivity among the team members and invited stakeholders. The DCPs are listed in D7.1 Outreach Strategy.

6.2 User Guide

A User Guide for the Community website has been produced by EWORX S.A. The first edition was published on 14 April 2020. The Guide may be consulted and downloaded by the members at:

https://www.impactour.eu/system/files/2020-03/IMPACTOUR%20Community%20User%20Guide%20v1.0%2020200323_0.pdf

The contents of the Community User Guide are shown in Figure 6-4, below.

IMPACTOUR Community User Guide	
Table of Contents	
Create new Topic.....	2
Create new Event	3
Create New Library Item.....	4
Settings Page	8
Account Information.....	8
Email Notifications	8
Privacy Settings	10
Edit Profile	10
Following	11
Private messages	11
My Groups.....	12
Posts.....	12
Additional Social Features	12

Figure 6-4. IMPACTOUR Online Community: User Guide

Since June 2020 IMPACTOUR Community members began to share items amongst themselves. There are currently 39 Groups, covering all Pilot sites and topics related to IMPACTOUR topics with some that are communicating in Estonian, French, Greek, Italian, Portuguese and Spanish languages.

The Community pages include, in total: 22 Events, 49 Library items, 26 Topics and 223 Basic Pages.

Lively discussions and exchanges take place in the Community as members became more familiar with the possibilities offered by the Open Space platform with, for example, the Topic, “*Definition of Cultural Tourism*” attracting two initial contributions and 8 analytical comments from team members. The Community provided a useful platform for discussions related to the World Cafe meetings, being conducted in national languages with stakeholders in different countries. Project partners moderated these discussions to develop topics and gather information on critical subjects, such as data collection methods, cultural tourism strategies and the use of indicators. Conversations that began on other social media channels such as the IMPACTOUR FaceBook page or in the LinkedIn group are developed in more depth, and posts are more often opened by pilot sites than project partners to promote activities and to share information.

The IMPACTOUR Community will continue to grow towards the end of the project and beyond. As the IMPACTOUR Tool is tested, partners, pilots and other stakeholders will use the recently formed “Tool Testing Group” to discuss how the tool works, as well as possible difficulties and improvements. Also, the recently added “Video Production Group” is

currently developing and publishing Story-telling videos by personalities who are active in the pilot destinations.

7 Website and Social Media Outreach

This section presents Web analytics information and social media data, derived from a number of analytical tools, including:

- Google analytics – <https://analytics.google.com/analytics/web/>
 - for the IMPACTOUR website and web content
- Looker Studio - <https://lookerstudio.google.com/reporting>
 - for Web and social media outreach
- FaceBook Activity Log
 - for FaceBook activity, including mentions, shared links, likes, ...
- FaceBook Insights: - Page views, Likes, Reach, Engagement (Clicks, Reactions, Comments, Shares),
- Twitter analytics
- YouTube analytics
- LinkedIn analytics

The data analytics cover the period 01/7/2020 to 06/3/2023 where possible and for March 2022 to March 2023 where older historical data is not available (i.e. for LinkedIn and Twitter channels).

Conclusions for IMPACTOUR’s Web and social media presence are provided at the end of Section 7.

7.1 Web analytics

This sub-section provides analytics information and data concerning [IMPACTOUR’s website](#)

Google Analytics was added to the [IMPACTOUR website](#) in July 2020.

7.1.1 Website Key Metrics

Table 7-1 presents the **Key Metrics**, including the number of sessions, new visitors, average session duration, average pages per session and the overall number of pageviews annually, from July 2020 to March 2023.

Table 7-1 – Google Analytics Key Metrics

Year	New Visitors	Average Session Duration	Average Pages per Session	No. of Pageviews	Bounce Rate	No. of Sessions
7/2020-7/2021	8.240	00:01:08	1.81	20.503	62.43%	11.311
7/2021-7/2022	8.447	00:01:22	1.90	19.418	66.82%	10.222
7/2022-3/2023	4.192	00:00:49	1.53	7.33	75.08%	4.779
Total:	19.379	00:01:11	1.79	43.790	67.12%	24.467

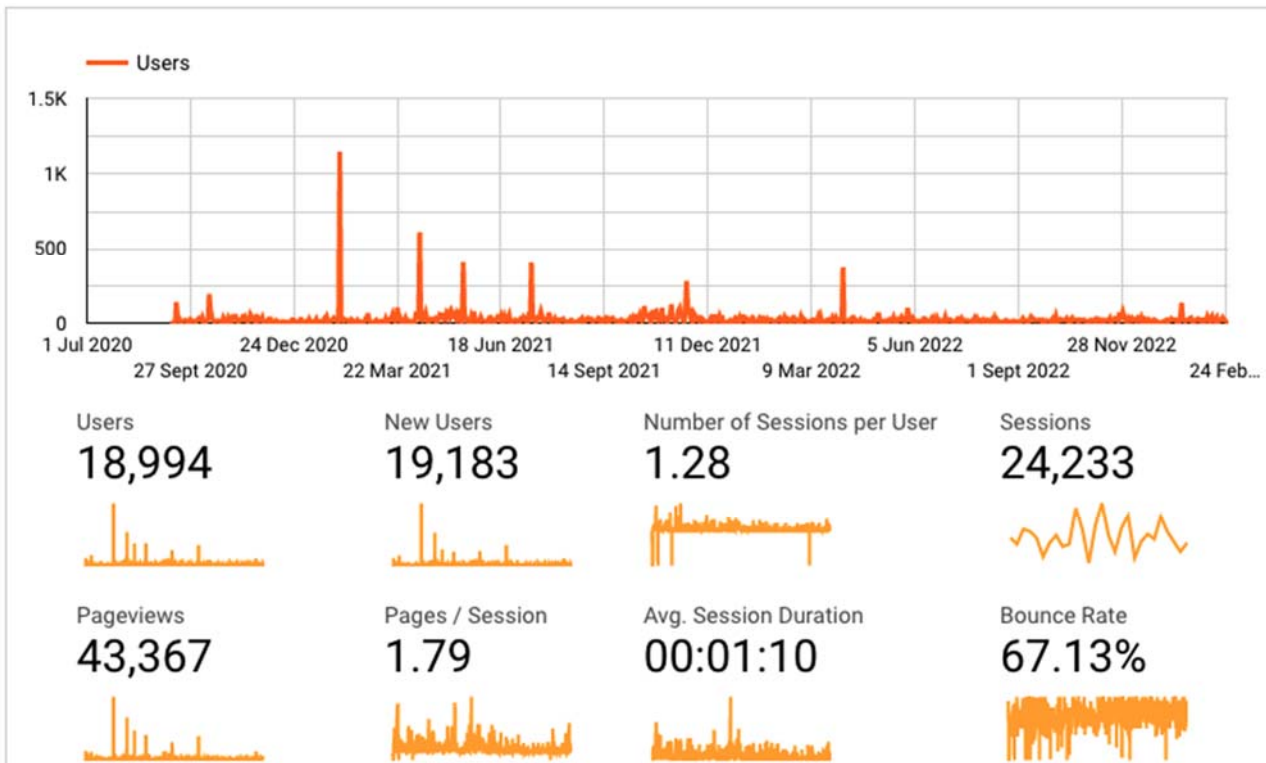


Figure 7-1 – Website audience acquisition July 2021 to February 2023

Figure 7-2 (above) shows that the frequency and number of visits typically increased when publications were released and in connection with webinars and project events involving the general public, project stakeholders and IMPACTOUR Pilot Destinations.

7.1.1.1 Website Traffic Sources

Figure 7-3 presents the **Top Traffic Sources** during the given reporting period.

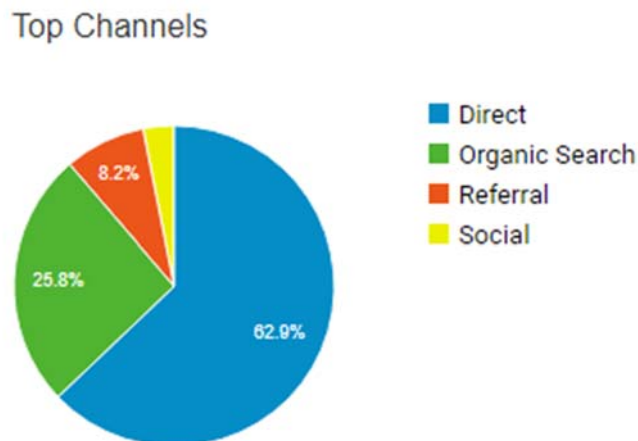


Figure 7-2 – Top Channels

- **Direct traffic** constitutes **62,8%** (12.685 users) of overall traffic sources.
- **Organic search** constitutes **25,8%** (5.208 users) of overall traffic sources.
- **Referrals** constitute **8,2%** (1.652 users) of overall traffic sources.
- **Social media** constitutes **3,1%** (629) of overall traffic sources.

7.1.1.2 Website Engagement

Table 7-2 presents the **Engagement** of the users based on their Session Duration Bucket, their sessions and their corresponding Pageviews for the given period.

Table 7-2 – Engagement

Session Duration Bucket	Sessions	Pageviews
0-10 seconds	20150	23966
11-30 seconds	1164	2473
31-60 seconds	715	1719
61-180 seconds	872	3038
181-600 seconds	738	3757
601-1800 seconds	606	4637
1801+ seconds	222	4200

7.1.1.3 Website Demographics

This section presents the demographics of IMPACTOUR’s webpage visitors including their age, gender, interests, language, and country.

7.1.1.4 Website Age of Users

Figure 7-4 presents the **Age** of the users, during the given reporting period.

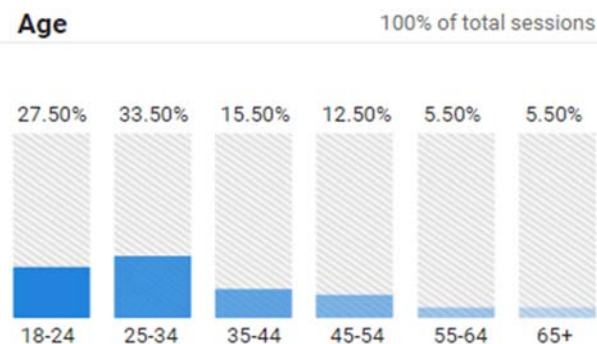


Figure 7-3 – Age

7.1.1.5 Website Gender of Users

Figure 7-5 presents the **Gender** of the users, during the given reporting period.

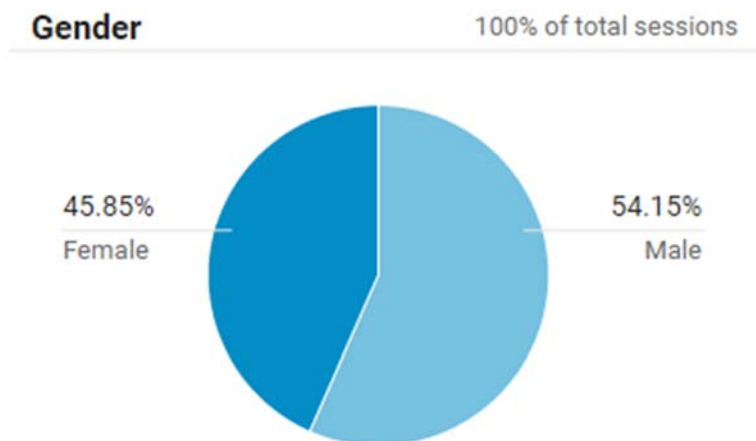


Figure 7-4 – Gender

7.1.1.6 Website Languages

Table 7-3 presents the **10 most frequent Languages** of the users, the number of users, and the corresponding sessions from July 2020 to March 2023. Apart from English (US and UK) which were the most popular language of origin, Spanish and Italian were in the third and fourth place respectively.

Table 7-3 – Language

Languages (system-region)	Users	Sessions
en-us English	7007	8094
en-gb English	2797	4471
es-es Spanish	1973	2424
it-it Italian	1286	1762
pt-pt Portuguese	936	1133
el-gr Greek	559	754
de German	403	489
fr-fr French	402	512
de-de German	363	604
es Spanish	298	396

It should be noted that the large number of site visitors who use, for example, English and Spanish, exceeds the number of users from English or Spanish-speaking countries, as shown in the next section.

7.1.1.7 Website Countries

Table 7-4 presents the **10 most frequent Countries**, based on users' geographical locations, the number of users, and the corresponding sessions from July 2020 to March 2023. **Spain**, the **United States** and **Greece** are in the top 3 countries of users' origin, closely followed by Italy and Portugal.

Table 7-4 – Country

Country	Users	Sessions
Spain	2319	2862
United States	1998	2131
Greece	1741	2882
Italy	1590	2129
Portugal	1398	1723
Germany	777	1079
France	752	879
Netherlands	733	740
Finland	706	719
Cyprus	558	756

7.1.1.8 Website Interests of Users

Figure 7-6 presents the **Interests** of the users, during the given reporting period.



Figure 7-5 – Interests

It should be noted that the above “interest categories” are derived from Google Analytics, which provides a profile of the site users based on their personal google searches, etc. (This feature is likely to be removed from analytics in the near future, due to GDPR issues). It does not reflect what they actually search for in the IMPACTOUR site,

To gauge the interests of site visitors in relation to cultural tourism issues, it is necessary to examine the subject matter of, for example, the “Top pages” visited, the content of “Top PDF downloads” and “Top events”. Analytical data on this type of visitor behaviour is shown in the next sub-sections.

7.1.1.9 Website Top Pages

Table 7-5, below, presents the **20 most visited pages**, the unique pageviews, the average time spent on each page, and the corresponding bounce rates from July 2020 to March 2023.

The page related to [Bottraffic](#) was the second most popular page and is no longer active while the most popular page was the [Homepage](#). The third most popular page was the [About page](#).

Regarding the highest average time spent on a page, the page regarding [Rediscover Europe workshop](#) (251.27 seconds) recorded the highest average time, followed by [Pages-Partners](#) (218.19 seconds).

The page regarding [IMPACTOUR Community](#) page recorded the lowest bounce rate (47,92%).

The page [Bottraffic](#) at 99,61% (which is no longer active) recorded the highest bounce rate, followed by [Contact us](#) at 88,94%.

When it comes to calculating the impact of a **high bounce rate**, the **type of content** on a page is the determining factor. ‘If you offer types of content for which single-page sessions are expected, then a high bounce rate is perfectly normal’.¹ This assumption is the case for the informative pages mentioned below which, although performing well in metrics such as page views and entrances, they record a high bounce rate.

Table 7-5 – Top Pages

Page	Pageviews	Unique Pageviews	Average Time on Page (seconds)	Entrances	Bounce Rate
/	13383	9405	45.26	8944	53.61%
/bottraffic.live	2055	2047	0.00	2047	99.61%
/pages/about-impactour	1152	1033	166.45	600	70.25%
/user/login	1118	837	39.82	387	71.32%
/group/1/stream	946	585	117.24	217	50.00%
/news-events/events/impactour-	800	657	251.27	456	64.66%

¹ <https://support.google.com/analytics/answer/1009409?hl=en>

Page	Pageviews	Unique Pageviews	Average Time on Page (seconds)	Entrances	Bounce Rate
rediscover-europe-workshop					
/news-events/events	679	515	66.96	223	64.57%
/news-events/news	645	474	82.61	193	73.58%
/pages/palmi-calabria-italy	584	530	173.93	493	87.20%
/pages/project-objectives	578	526	138.00	293	81.36%
/pages/about-pilot-sites	508	388	121.43	232	87.07%
/pages/partners	498	461	218.19	230	66.24%
/pages/pilot-sites	486	400	50.48	262	86.97%
/pages/kyperounta-cyprus	445	382	173.82	323	73.68%
/pages/contact-us	432	397	66.36	235	88.94%
/pages/almada-portugal	422	369	75.33	285	76.84%
/pages/faja-dos-cubres-portugal	387	336	81.88	253	78.82%
/pages/horizon-2020	364	331	128.10	242	81.40%
/group/1/impactour-community	310	206	96.47	96	47.92%
/pages/trebinje-bosnia-herzegovina	297	263	141.05	211	79.72%

7.1.1.10 Website Top PDF Downloads

Table 7-6 presents the **20 most downloaded PDFs**, the total events and the unique events from July 2020 to March 2023. The PDF of IMPACTOUR's [Brochure-July 2020](#) has been the most popular PDF download for the given time period. This was followed by the [Brochure-November 2020](#). (Note: The titles or topics of the PDFs are indicated within the URLs shown in the first column of the table).

Table 7-6 – Top PDF Downloads

PDF	Total Events	Unique Events
/system/files/2020-07/Impactour_Brochure-July-2020-smallerfile_0.pdf	182	145
/system/files/2020-11/Impactour_Brochure_A5%282020-11-05%29.pdf	116	102

/system/files/2020-09/Impactour%20Brochure_0.pdf	100	83
/system/files/2021-04/IMPACTOUR%20ReDiscover%20Europe%20Workshop%20Programme.pdf	83	59
/system/files/2020-09/Kalvet%2C%20T.%20et%20al.%202020.%20Sustainability-12-07470_1.pdf	77	59
/system/files/2020-09/Kalvet%2C%20T.%20et%20al.%202020.%20Sustainability-12-07470.pdf	69	44
/system/files/2021-04/ReDiscover%20Europe%20First%20Announcement_LOGO.pdf	47	32
/system/files/2021-11/D1.1%20-%20Report%20on%20Cultural%20Tourism%20Leading%20to%20Sustainable%20Economic%20and%20Social%20Development%20-%20vFinal.pdf	47	38
/system/files/2021-11/D1.3%20-%20Identification%20of%20tools%20for%20Cultural%20Tourism%20impact%20assessment%20-%20vFinal.pdf	46	32
/system/files/2021-11/D2.1%20-%20IMPACTOUR%20List%20of%20criteria%20and%20indicators%20to%20carry%20out%20the%20comparative%20assessment%20vFinal.pdf	43	31
/system/files/2021-01/NEWSLETTER_2_Dec-2020_EN.pdf	41	30
/system/files/2021-11/D3.2%20-%20IMPACTOUR%20Stakeholders%27%20Engagement%20Plan%20-%20vFinal.pdf	33	30
/system/files/2021-07/IMPACTOUR%20NEWSLETTER%203%2C%20030_June_2021_EN-fin-reducedsize_0.pdf	32	28
/system/files/2020-09/IMPACTOUR-Postcard%20France.pdf	31	25
/system/files/2020-10/Impactour-NEWSLETTER%201_June%202020_EN_0.pdf	27	24
/system/files/2021-11/D3.3%20-%20IMPACTOUR%20Data%20Collection%20Methodology%20-%20vFinal.pdf	27	22
/system/files/2021-04/ReDiscover%20Europe%20Announcement%20%28%29.pdf	26	21
/system/files/2020-09/Impactour-NEWSLETTER%201_June%202020_EN_0.pdf	25	20

/system/files/2020-10/IMPACTOUR-Postcard-Chemin%20de%20Compostelle%20en%20Aveyron-A5.pdf	21	17
/system/files/2021-11/D7.4%20-%20IMPACTOUR%201st%20Report%20on%20Communications%20and%20Visibility%20Actions_vFinal.pdf	21	18

7.1.1.11 Website Top Events

Table 7-7 presents the **10 top events**, the total events and the unique events from July 2020 to March 2023. The term, “events” in Google analytics terminology, refers to visits to other websites from links that are presented on the IMPACTOUR webpages.

Cordis Europa was the most popular event for the given time period, followed by the IMPACTOUR workshop.

Table 7-7 – Top Events

Top Events	Total events	Unique Events
https://cordis.europa.eu/project/id/870747	205	162
https://impactourworkshop.pt/	125	94
https://www.transromanica.com/	121	99
http://www.euromed2020.eu/workshops	114	77
https://www.chemins-compostelle.com/	112	89
https://cordis.europa.eu/programme/id/H2020_TRANSFORMATIONS-04-2019-2020	105	78
https://culturviajes.org/	104	75
https://www.tecnalia.com/en/	104	87
http://www.uninova.pt/	97	70
https://www.ibs.ee/en/	96	84

7.2 IMPACTOUR’s Social Media Channels

This section provides analytics for all IMPACTOUR’s social media channels with a focus on their **Key Metrics** and the **Demographics** of their corresponding audiences. Wherever analytics were not accessible for the period of July 2020 to March 2023, the available dates were included with a yearly scope (LinkedIn and Twitter channels).

Table 7-8 presents the main channels of IMPACTOUR.

Table 7-8 – IMPACTOUR Communication and Dissemination Channels

Channel	Description	Location
Website	IMPACTOUR Website	https://www.impactour.eu
Community	Project Online Community space for project team, pilot sites and invited stakeholders, experts and advisors.	https://www.impactour.eu/group/1/stream
Facebook	Social Media communications	https://www.facebook.com/impactour.impactour.9
Twitter	Social Media communications	https://www.twitter.com/h2020_impactour
LinkedIn	Social Media communications	https://www.linkedin.com/groups/9053513/
YouTube	Project platform for dissemination of video content	https://www.youtube.com/@europeannetworkforaccessib1480

7.2.1 Facebook

This section presents **Key Metrics**, **Demographics** and **Top Posts** for IMPACTOUR’s [Facebook](#) page between July 2020 and March 2023.

7.2.1.1 Key Metrics

Table 7-9 presents Facebook’s **Key Metrics** including reach, followers, likes and content interactions from July 2020 to March 2023.

Table 7-9 – Facebook Key Metrics

Reach	Followers	Likes	Content Interactions
7.747	252	228	71

7.2.1.2 Demographics

This section presents the demographics of IMPACTOUR’s Facebook page including age and gender, towns and cities and countries.

7.2.1.3 Age & Gender

Figure 7-7 presents the **Age and Gender** of the users, during the given reporting period.

Age & gender ⓘ

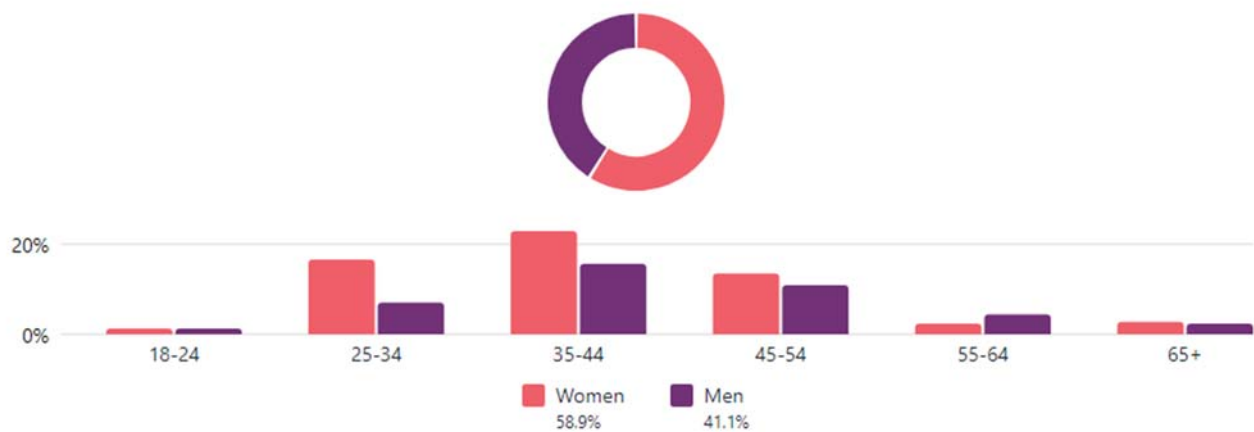


Figure 7-6 – Age & Gender (FaceBook)

7.2.1.4 Top Towns & Cities

Figure 7-8 presents the **Top Towns and Cities** of the users, during the given reporting period.

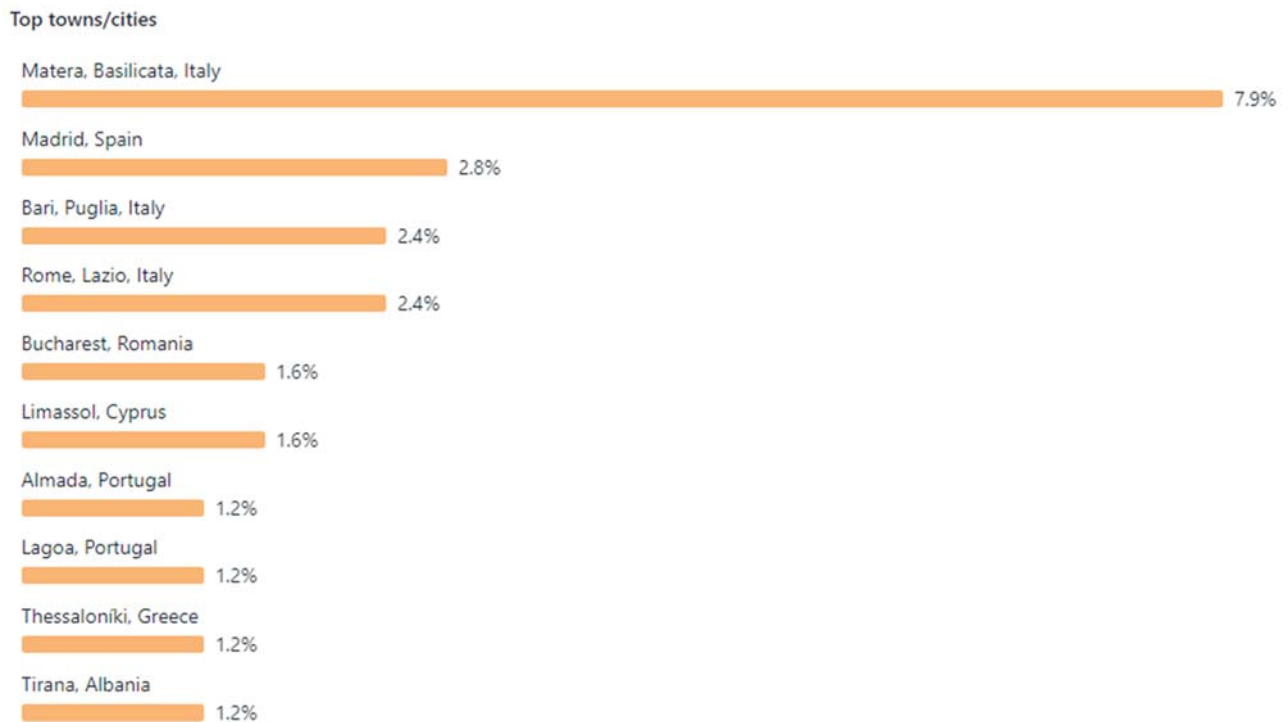


Figure 7-7 – Top Town & City (FaceBook)

It may be noted that 5 of the top-10 towns are located in or close to IMPACTOUR Pilot Destinations.

7.2.1.5 Top Countries

Figure 7-9 presents the **Top Country** of the users, during the given reporting period.

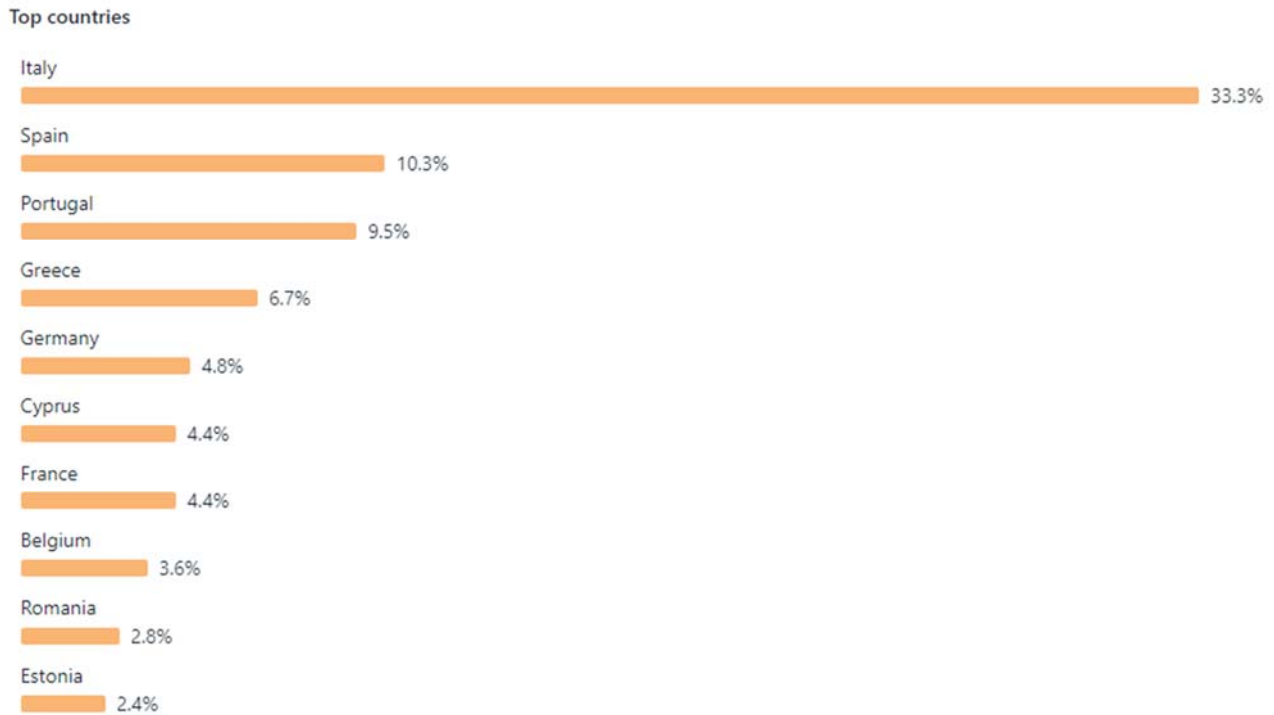


Figure 7-8 – Top Countries (FaceBook)

Almost all the top ranked countries are participating directly as pilots and /or partners in the IMPACTOUR project. Only Romania is not directly associated with the project.

7.2.1.6 Top Performing Reach Posts on Facebook

This section presents the top 3 IMPACTOUR Facebook posts in terms of reach and interactions.

First

Figure 7-10 presents the top performing post in terms of reach for the given time period.

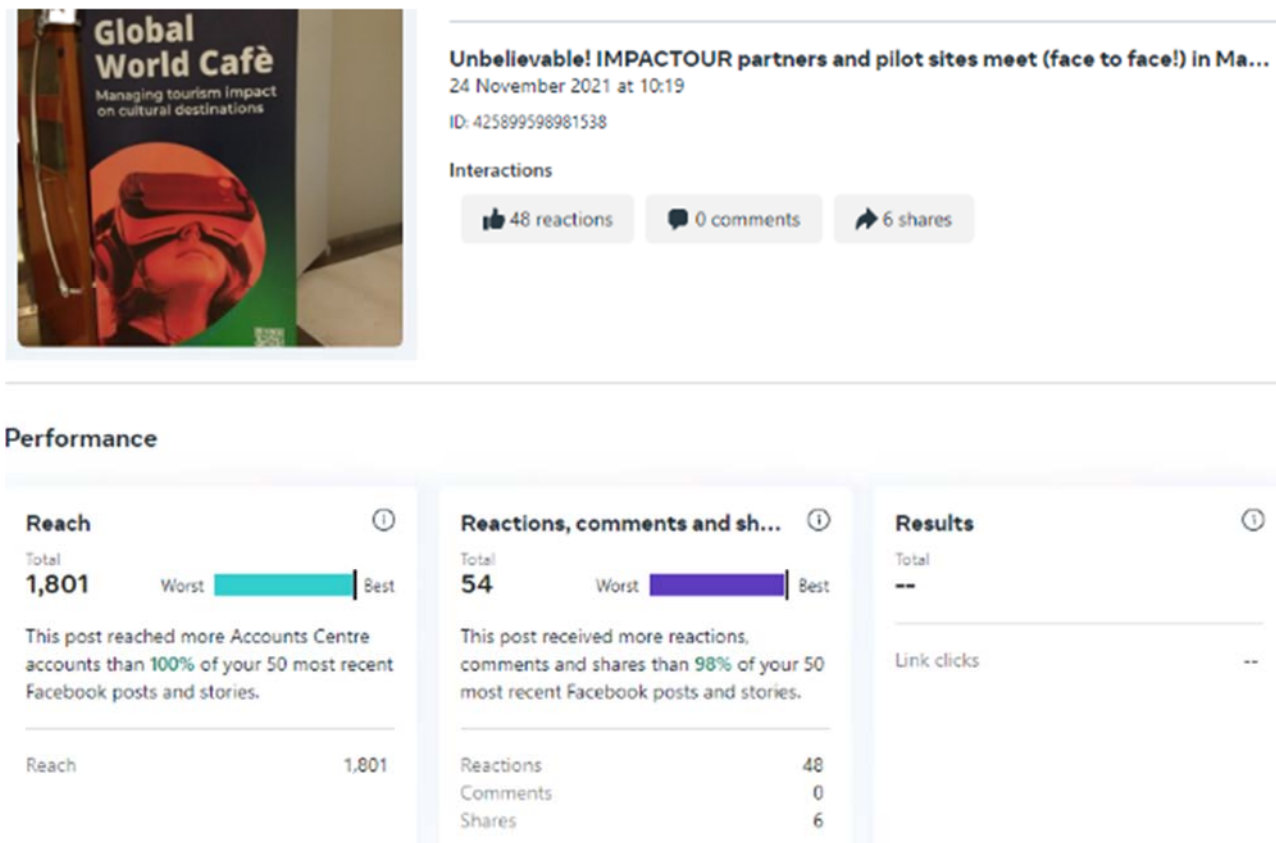


Figure 7-9 – Top Facebook post

Notably, the post which was most popular, with 1,801 views and 54 reactions, refers to the first face-to-face event of the project after 22 months, due to the COVID-19 travel restrictions in 2020-21.

Second

Figure 7-11 presents the second top performing post in terms of reach and reactions for the given time period.

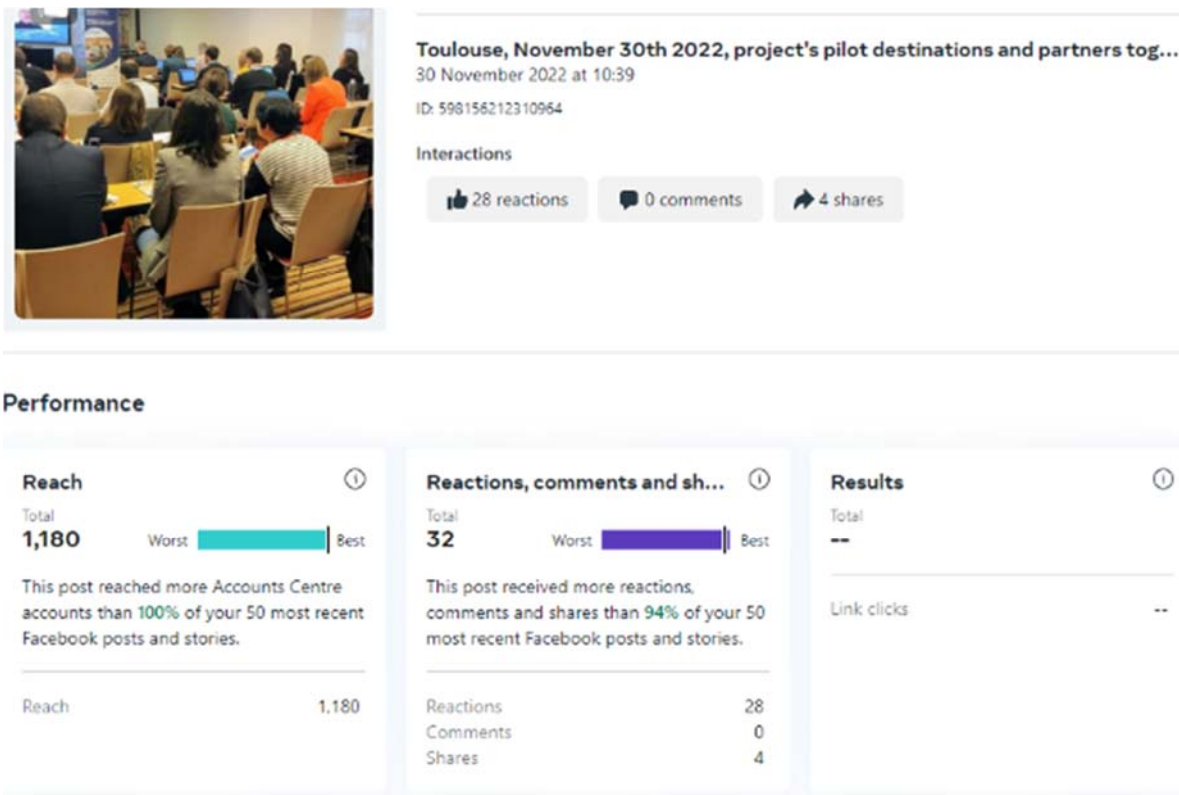


Figure 7-10 – Second most popular FaceBook post

Third

Figure 7-12 presents the third top performing post in terms of reach for the given time period.

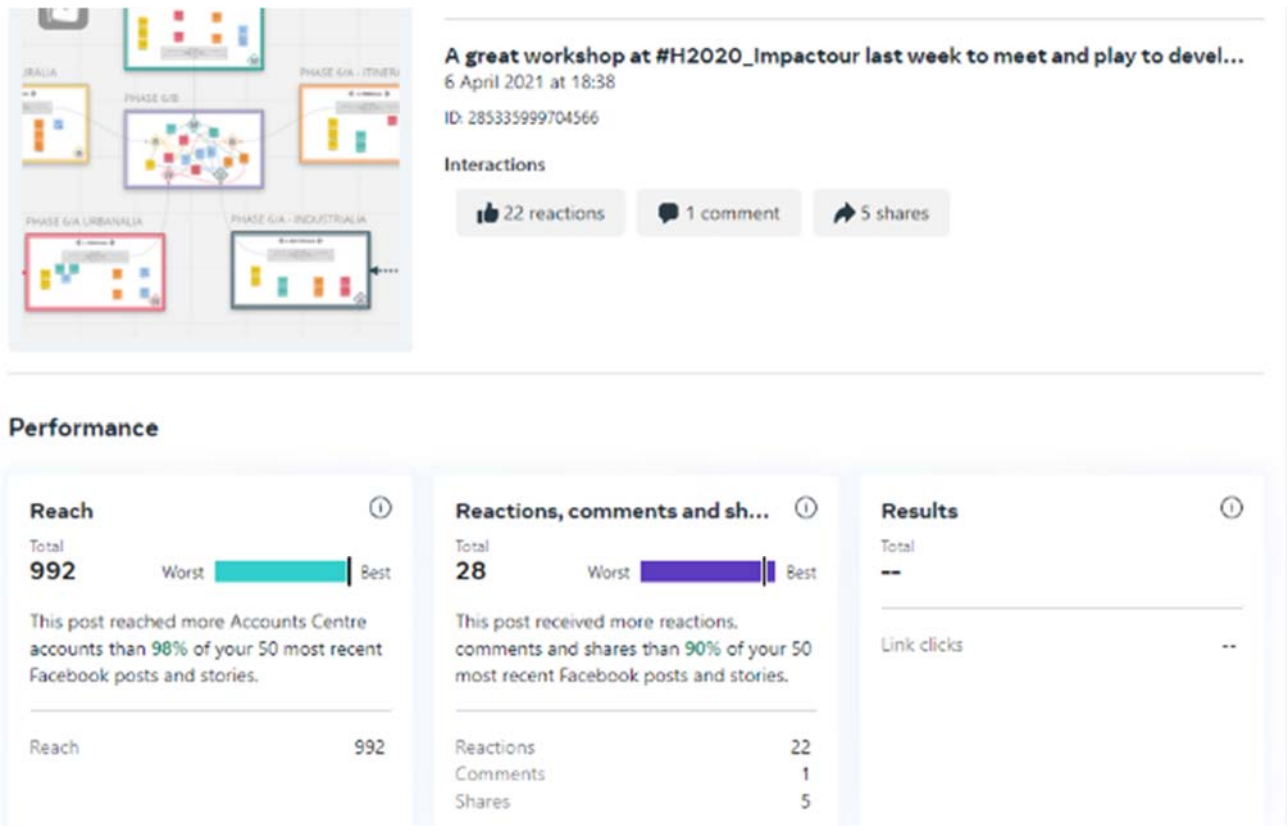


Figure 7-11 – Third most popular Facebook post

7.2.1.7 Top Performing Reactions Posts

This section presents the top 3 IMPACTOUR's Facebook posts in terms of reactions and interactions.

First

Figure 7-13 presents the top performing post in terms of reactions for the given time period.

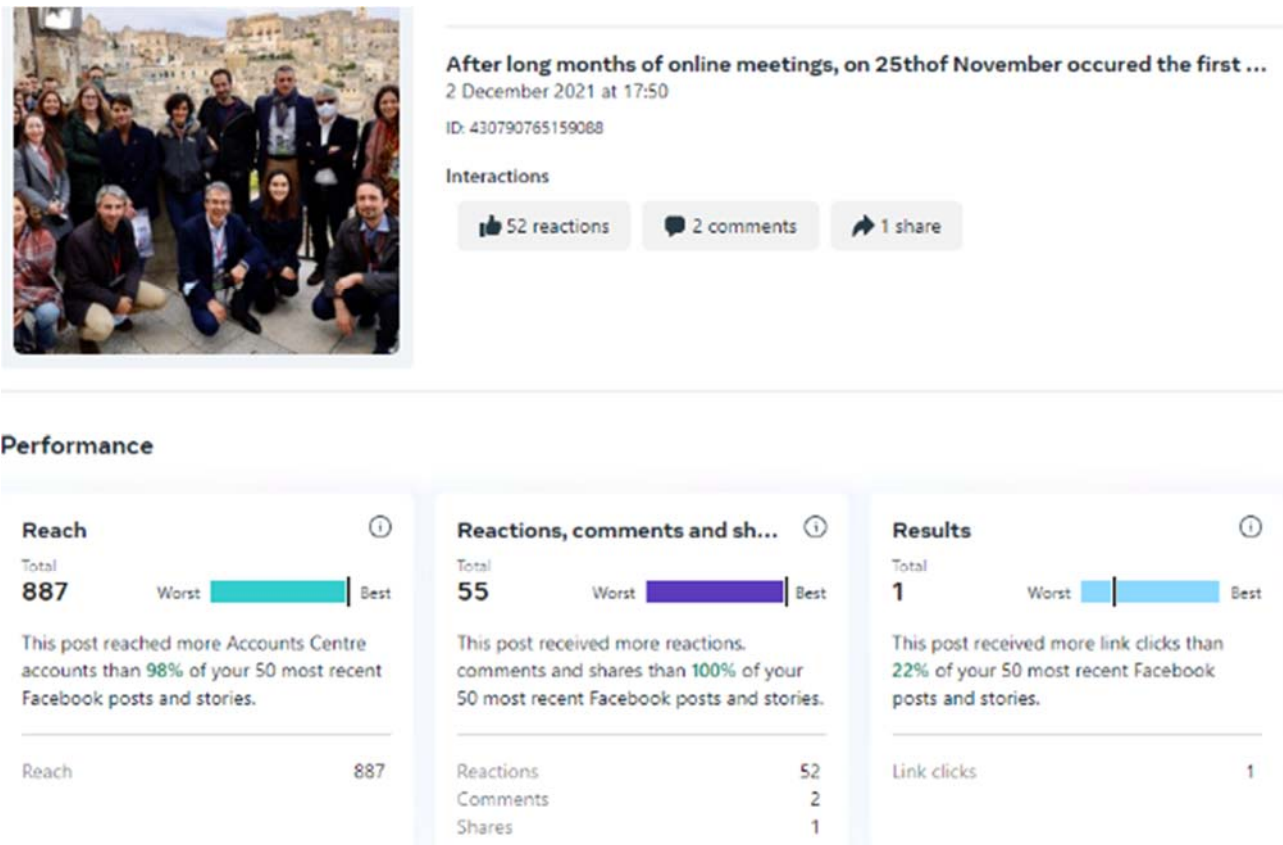


Figure 7-12 – First (Reactions to a post)

Second

Figure 7-14 presents the second top performing post in terms of reactions for the given time period.

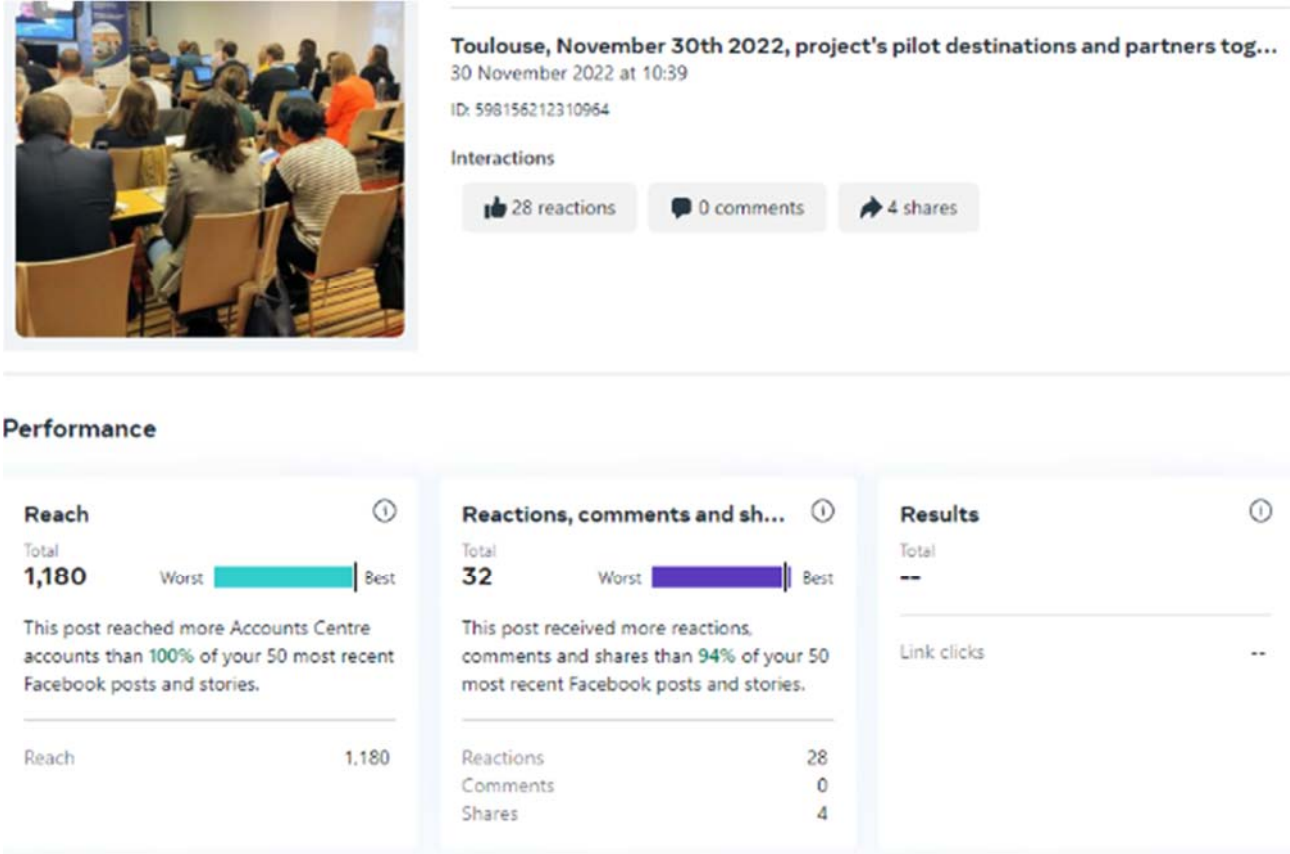
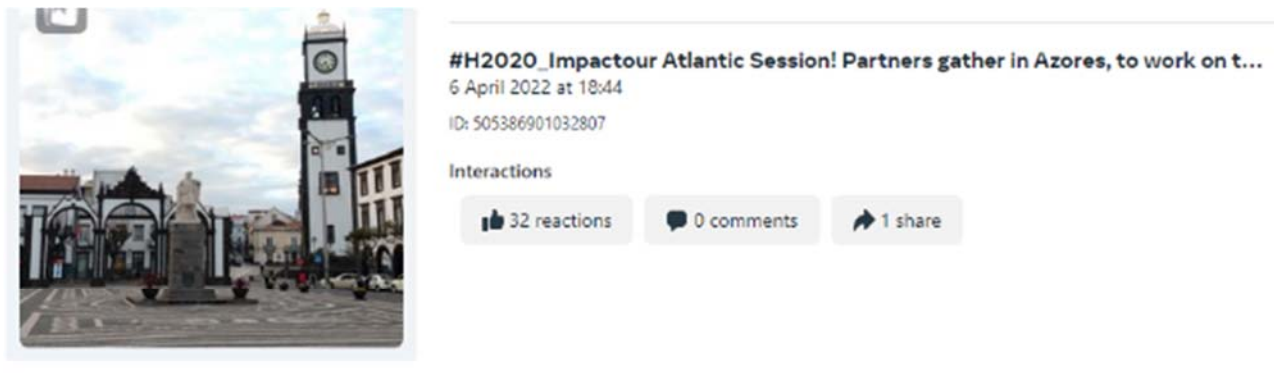


Figure 7-13 – Second (Reactions to a post)

Third

Figure 9 presents the third top performing post in terms of reactions for the given time period.



Performance



Figure 7-14 – Third (Reactions to a post)

7.2.2 Twitter

This section presents **Key Metrics**, **Demographics** and **Top Posts** for IMPACTOUR's [Twitter](#) account between March 2022 and March 2023. A demographic analysis of the audience was not possible due to [Twitter's regulations](#).

7.2.2.1 Key Metrics

Table 7-10 presents the **key metrics**, including the number of sessions, new visitors, average session duration, average pages per session and the overall number of pageviews from March 2022 to March 2023.

Table 7-10 – Twitter Key Metrics

Followers	Following	Tweets	Content Interactions
128	22	46	71

7.2.2.2 Tweets Metrics

Table 7-11 presents the tweets, likes, impressions, engagements, and engagement rate of IMPACTOUR’s twitter for each month between March 2022 and March 2023.

Table 7-11 – Tweets Metrics

Metrics	Tweets	Likes	Impressions	Engagements	Engagement Rate
March	1	1	251	2	0.5%
April	0	0	207	0	0.0%
May	1	5	106	10	1.8%
June	2	7	105	17	0.6%
July	1	9	155	32	9.8%
August	0	0	21	0	0.6%
September	2	8	317	20	2.7%
October	1	2	58	10	1.4%
November	1	4	106	30	5.1%
December	1	4	325	9	3.6%
January	0	0	22	0	0.0%
February	2	8	411	13	0.8%
March			3		

7.2.3 LinkedIn

This section presents **Key Metrics**, **Demographics**, and **Tops Posts** for IMPACTOUR’s [LinkedIn](#) group between March 2022 and March 2023. The group, named, “Smart Cultural Tourism Destinations”, has 157 members as of March 2023.

7.2.3.1 Key Metrics

Table 7-12 presents the **key metrics**, including the number of sessions, new visitors, average session duration, average pages per session and the overall number of pageviews from March 2022 to March 2023.

Table 7-12 – LinkedIn Key Metrics

Posts	Members	Post Views	Content Interactions
9	157	1.311	71

7.2.3.2 Top Engaging Group Posts

This section presents the 2 most engaging posts in IMPACTOUR's LinkedIn.

First

Figure 7-16 presents the top performing post in terms of engagement for the given time period.



Figure 7-15 – Top performing post (Twitter)

Second

Figure 7-17 presents the second top performing post in terms of engagement for the given time period.

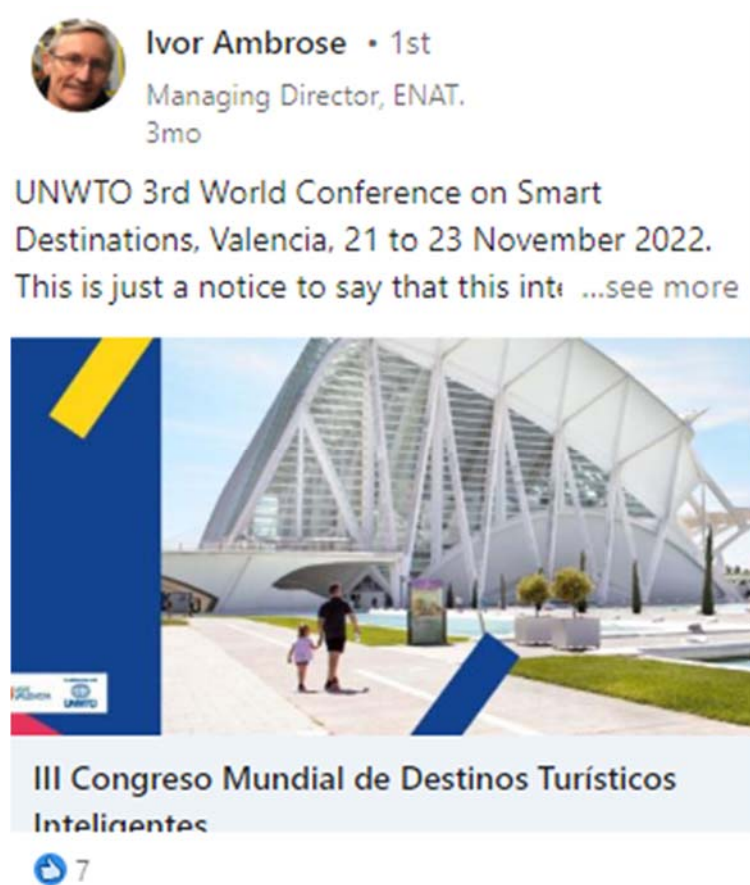


Figure 7-16 – Second highest Twitter post

Growth

Figure 7-18 presents the **Growth** of group members from March 2022 to March 2023.

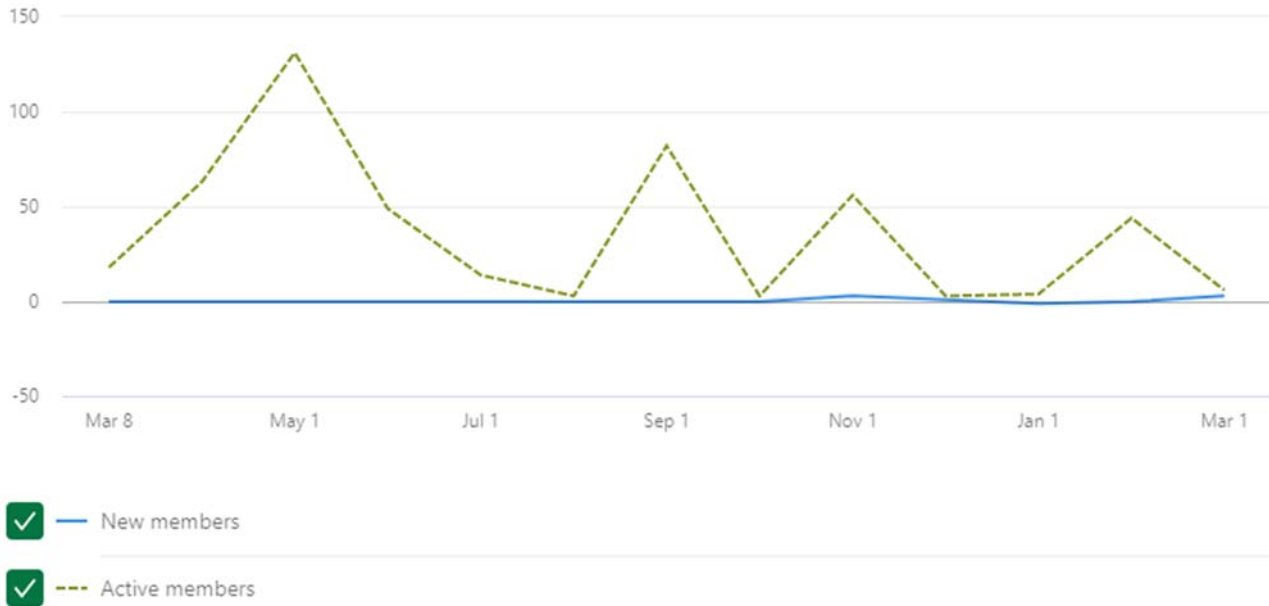


Figure 7-17 – Growth of LinkedIn Group Members

7.2.3.3 LinkedIn Demographics

This section presents the job titles, industries, locations, and companies of IMPACTOUR's LinkedIn group members.

7.2.3.4 Job Titles

Figure 7-19 presents the **Job Titles** of the members for the given time period.

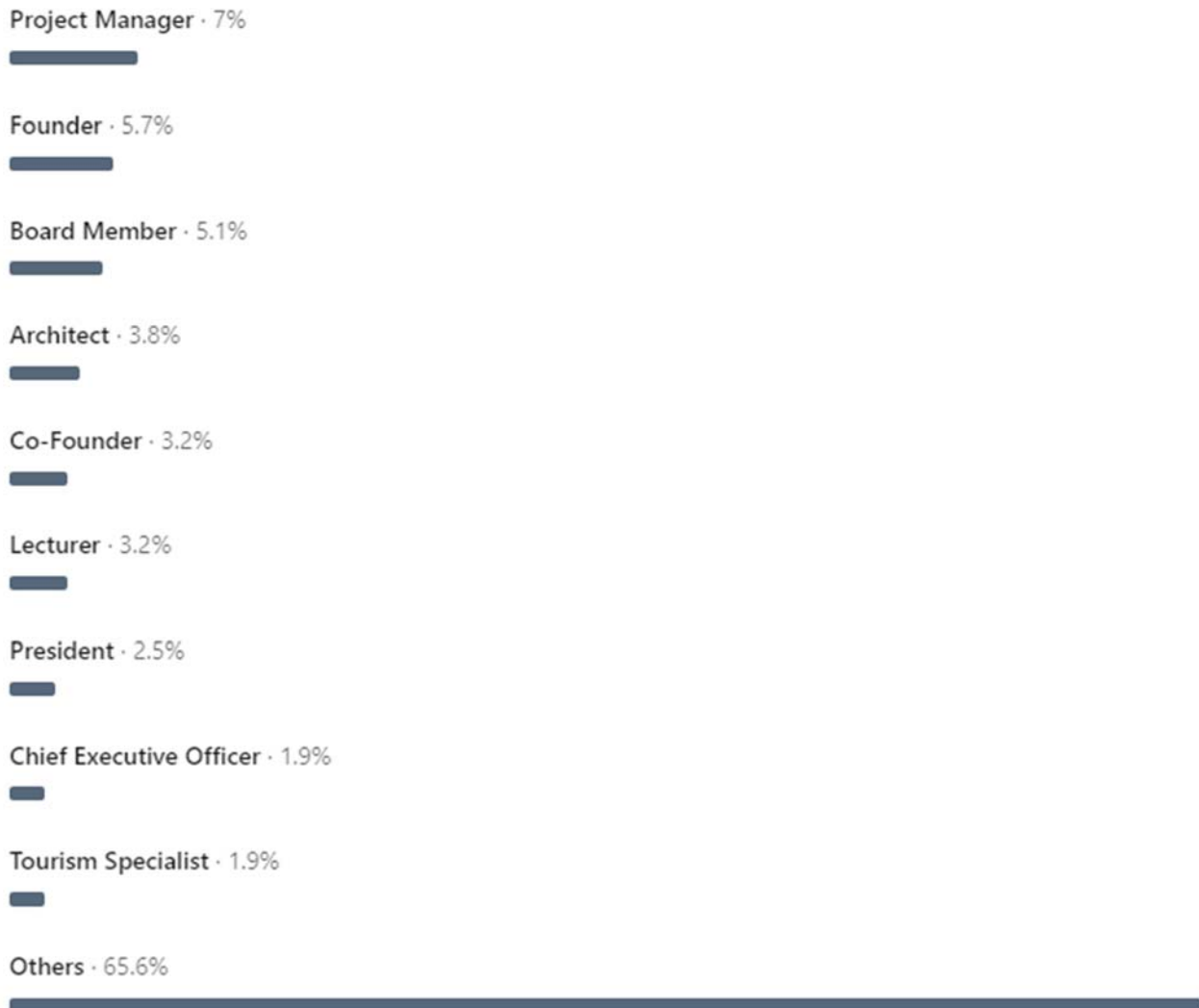


Figure 7-18 – Breakdown of Members' Job Titles in LinkedIn Group

7.2.3.5 Industry

Figure 7-20 presents the **Industries** of the members for the given time period.



Figure 7-19 – Breakdown of Members' Industries in LinkedIn Group

This table shows that a quarter of the group members are engaged in the tourism and travel industries, which reflects the strong interest of these professions in cultural tourism.

7.2.3.6 Location

Figure 7-21 presents the top **Locations** of the members for the given time period.

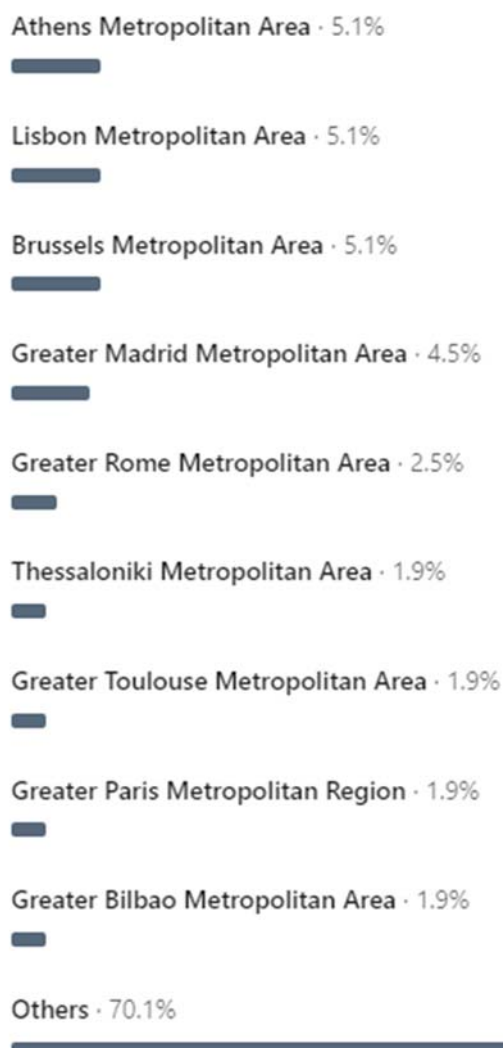


Figure 7-20 – Breakdown of Members' Locations (cities) in LinkedIn Group

The geographical spread of group members is very broad, with the highest concentration being from Athens, Lisbon, Brussels and Madrid, reflecting the IMPACTOUR partners' locations and physical networks. However, the numbers from the top 9 cities are not large, ranging from 5.1% to 1.9% of members, and around 70% of members are in locations outside the top nine.

7.2.3.7 Companies

Figure 7-22 presents the **Companies** of the group members, (counting only those who gave this information when signing up), for the given time period.

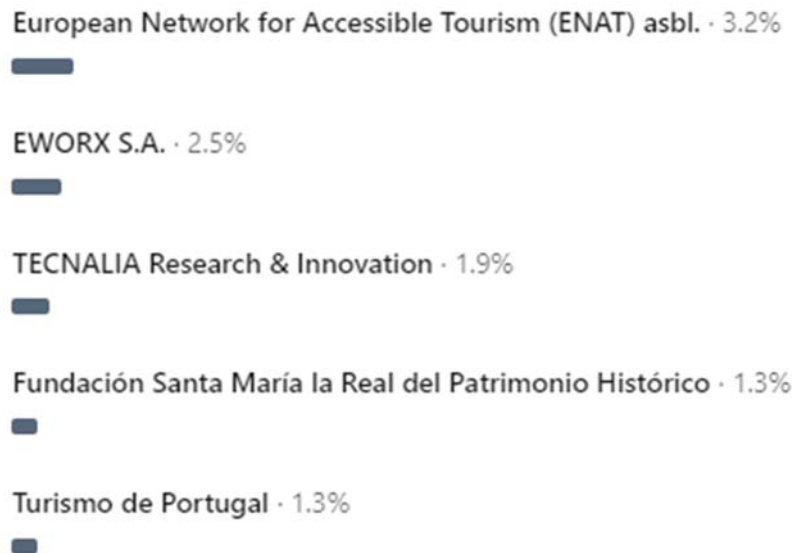


Figure 7-21 – Breakdown of Members' Companies in LinkedIn Group

All the above companies are partners in the IMPACTOUR project. It should be noted that most of the group members did not reveal their affiliations.

7.2.4 YouTube

This section presents **Key Metrics**, **Traffic Sources** and **Demographics** for IMPACTOUR's [YouTube page](#) between July 2020 and March 2023.

7.2.4.1 Key Metrics

Table 7-13 presents the **Key Metrics**, including subscribers, videos, views, average view duration and average percentage viewed for the given time period.

Table 7-13 – You Tube Key Metrics

Metrics	Subscribers	Videos	Views	Average View Duration	Average Percentage Viewed
2020-2023	7	12	1.152	00:01:56	17.9%

7.2.4.2 Top Traffic Sources

Table 7-14 presents the **Traffic Sources** for IMPACTOUR's YouTube channel including views, watch time in hours, average view duration, impressions and impressions CTR.

Table 7-14 – Traffic Sources

Traffic source	Views	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate (%)
External	808	28.1756	0:02:05	-	-
Direct or unknown	90	2.5774	0:01:43	-	-
Playlists	77	1.6758	0:01:18	638	7.84
YouTube search	53	2.2958	0:02:35	587	7.33
Channel pages	43	0.6169	0:00:51	287	11.15
Playlist page	41	0.576	0:00:50	329	8.51
Browse features	21	0.6952	0:01:59	35	8.57
Suggested videos	11	0.5835	0:03:10	242	2.48
Total	1152	37.3328	0:01:56	2118	7.65

7.2.4.3 Demographics

This section presents the countries, cities and age and gender of IMPACTOUR's YouTube visitors.

7.2.4.4 Geography

Table 7-15 presents the **Countries** of origin of the IMPACTOUR's YouTube channel visitors, including views, watch time in hours and average view duration. **Cyprus** is first as it is the country associated with the most popular [video](#) (IMPACTOUR Destination Story, Kyperounda, Cyprus) of the playlist.

Table 7-15 – Geography

Geography	Views	Watch time (hours)	Average view duration
Cyprus	555	17.172	0:01:51
Italy	26	0.8949	0:02:03
Austria	14	0.2679	0:01:08
Canada	14	0.278	0:01:11
Great Britain	10	0.486	0:02:54
Greece	10	0.3384	0:02:01
Total	1152	37.3328	0:01:56

7.2.4.5 Top Cities

Table 7-16 presents the **Cities** of origin of the IMPACTOUR's YouTube channel visitors, including city names, views, watch time in hours and average view duration.

Table 7-16 – Cities

Cities	City name	Views	Watch time (hours)	Average view duration
0x14e73316ac02f49d:0xdaa97f957025b012	Limassol	157	5.0953	0:01:56
0x14de1a2976764cf7:0x9a004774d887bfab	Strovolos	49	1.4927	0:01:49
0x14de1767ca494d55:0x5b5ea49c0311c0a5	Nicosia	39	1.2089	0:01:51
0x14de1b98d25efabd:0x5b3e116a54bb53cd	Lakatamia	22	0.7288	0:01:59
0x4786c1493f1275e7:0x3cffcd13c6740e8d	Milan	20	0.712	0:02:08
0x89d4cb90d7c63ba5:0x323555502ab4c477	Toronto	12	0.2689	0:01:20
0x14e70663f42de2c9:0x6c05fdff50f4b5e7	Paphos	11	0.3325	0:01:48
Total		1152	37.3328	0:01:56

7.2.4.6 Age and Gender

Age and gender for YouTube Analytics is measured through verified profiles therefore the results were not indicative for the overall audience and were not taken into account.

7.3 Web and social media analytics conclusions

The online presence of IMPACTOUR is characterised by a strong and consistent professional image that is maintained across all digital platforms. The website and social media channels of the project have successfully reached a wide audience encompassing all age groups and audience response is particularly strong in EU countries. To ensure a professional and credible online presence, IMPACTOUR has diligently followed all relevant EU standards and guidelines regarding Web accessibility, and has applied “best practices” in social media outreach.

Despite the fact that the number of followers and members across all channels is not substantial, it is important to note that the short time span since the project's inception and the ongoing COVID-19 pandemic may have impacted these figures. Nevertheless, the quality of content and information distributed by IMPACTOUR has been deemed sufficient and appropriate throughout the project's duration.

The engagement rates of the project's online presence have been dynamic, showcasing a high level of trustworthiness across all levels of interaction. Based on the report's findings, it can be concluded that IMPACTOUR has achieved its purpose of creating informative and engaging online platforms for all interested parties. This bodes well for the remaining five months of the project, during which time a more intensive dissemination to stakeholders is expected as the project results are published online and two conferences, will take place in Madrid and Brussels.

8 Academic publications

At month 38 of the project, four scientific articles have been published and one is under review. The scientific articles are as follows:

1. João Martins (Project Coordinator) participated in the special Issue on: [A European Perspective on Cultural Heritage as a Driver for Sustainable Development and Regional Resilience](#) of the journal "Sustainability". The article, Innovative Tools for Tourism and Cultural Tourism Impact Assessment by IMPACTOUR colleagues has been published in the scientific journal, *Sustainability* 2020, 12 (18), 7470; <https://doi.org/10.3390/su12187470> The article draws on an original research study of 15 cultural tourism destinations in Europe, conducted in 2020 within the framework of the H2020 project, [IMPACTOUR](#), co-funded by the European Union.
2. Tarmo Kalvet & Maarja Olesk & Marek Tiits & Janika Raun, 2020. "[Innovative Tools for Tourism and Cultural Tourism Impact Assessment](#)," *Sustainability*, MDPI, vol. 12(18), pages 1-30, September.
3. Ivor Ambrose, Katerina Papamichail, "Information Tools for Cultural Tourism Destinations: Managing Accessibility", in [ToSEE – Tourism in Southern and Eastern Europe, Vol. 6, pp. 25-37, 2021.](#)
4. Pedro Pereira, João Martins, Graham Bell, Tarmo Kalvet, Shabnam Pasandideh, "COVID-19 and mitigation strategies: the IMPACTOUR Pilots Community perspective". In: [ToSEE – Tourism in Southern and Eastern Europe, Vol. 6, pp. 587-606, 2021.](#)

Partner TECNALIA has submitted the following article which is under review by the Editor to be published in the Journal of Tourism Destination and Marketing and Management:

5. Mikel Zubiaga de la Cal, Alessandra Gandini, "Sustainable Cultural Tourism: Proposal for a Comparative Indicator-based Framework" <https://www.sciencedirect.com/journal/journal-of-destination-marketing-and-management>

It is anticipated that the target of **10 publications** will be met with additional technical papers for the joint conference, "**International Conference on Cultural Tourism Advances**", Brussels, 27-28th June 2023, organised by the European Research Executive Agency together with 6 Horizon projects, IMPACTOUR, SMARTCULTOUR, SPOT, TEXTOUR, INCULTUM and Be.CULTOUR.

The Conference website can be accessed at:

<https://ees.kuleuven.be/en/culturaltourismconference>

The Call for Papers has been launched by KU Leuven, to gather technical and project articles on cultural tourism policy, cultural tourism management and governance, dynamic visitor management systems, contribution to regional development and resilience, transformative tourism, sustainable development indicators, forecasting, virtual museums, augmented reality and other digital visitor-centric tools, digitization for preservation, public

accessibility. The deadline for submissions is foreseen for the 14th April 2023, with notification of acceptance the 19th May, for publication the 16th June 2023. IMPACTOUR expects to produce 6 papers concerning Cultural Tourism challenges, innovation and the development and exploitation of the IMPACTOUR tool by the pilot destinations. Papers from the conference are planned for publication by Springer, reflecting the breakthroughs and future perspectives of Cultural Tourism.

9 IMPACTOUR KPIs and Outreach

The following table, 9-1, sets out the project communication activities, as stated in the proposal and in the Outreach Strategy (D7.1). In the columns “KPIs” and “Timings”, comments have been added **in bold**, indicating the status of achievement of the targets at Month 38.

Table 9-1 – Communication activities

Activity	Channel	Description	KPIs	Timing
Corporate identity	On/ offline	Logo and funding logo usage. Colours and layouts and guidance for communication	IMPACTOUR Design Guide	M2 DONE
Website	Online	WCAG AA (Web Content Accessibility Guidelines) and GDPR compliant Website with sections: Home, About, Resources, Data, Results, Community and Contact. (IMPACTOUR and EU HORIZON 2020 branded site, with EU funding acknowledgement).	At least 8000 unique page views by end of project. At least 150 items published in total (all sections) See Web analytics section: all targets are exceeded	M2 – M42 Ongoing
Comm Material	Print	Project Flyer, Postcard, Pop-up poster	Printed material delivered. Digital material Published	M4 – M6
Video	Online	3-minute video about IMPACTOUR with sub- titles for general audience.	Video distribution via YouTube and social media Published	M24
Press releases	Online	At least every 6 months. Announcing progress of the project activities and presenting actions at Pilot Data sites, with focus on local actors in collaboration with IMPACTOUR partners.	Publication of Press releases: - on project website - on at least 4 external websites. 11 “News” items published on the IMPACTOUR website	M6 to M42
Social Media	Online	Dedicated Facebook and Twitter pages. Continuous updates on project news, events and discussions, with contributions from all partners. Led by ENAT with co-administrators: UNINOVA, CULTUR.	At least 1000 followers/likes by end of project. At least 150 posts by Project Partners by end of project 127 followers on Twitter 246 followers on FB 143 members of LinkedIn Group 516 (Running total)	M1 to M42 Ongoing

Newsletter	Online	Every 6 months. Public document announcing progress of the project activities, rotating presentations of partners and Data Pilot sites; sequential thematic section in each edition based on S & I objectives and policy goals.	Publication: - on project website - read/downloaded by at least 50 site visitors - launch / release through the clustering lists 5 Newsletters published At least 125 downloads of Newsletters from project website alone, and multiplied by social media distribution.	M6 to M42
Mass media	Online	Engagement with local media channels at Data Pilot sites and Validation sites. Coordination with on-site events.	- At least one national media event/interview in at least 3 countries. Pending	M6 to M42
Mass media	Online	International news outlets targeting: Euronews; BBCWorld/Click and The Travel Show; DW- SHIFT.	At least one international media event/interview. - Press coverage of final conference in Brussels. Pending	M6 to M42

Content, target audience and intensity of dissemination activities are closely related to the specific project phases, starting with communication activities (about the project and results to multiple audiences) and gradually incorporating dissemination activities (about the results that will be produced for the audiences that may use them). A schedule of dissemination activities is provided in Table 9-2 where the updated **IMPACTOUR Dissemination Activities Plan** is presented.

Table 9-2 – Updated IMPACTOUR Dissemination Activities Plan (M38)

Period	Activity	Target	Coverage	Expected impact
M3	Spread of project objectives awareness	Consortium partners	European	Fixing and tuning of project ideas raised at proposal level, including the long term dissemination plan review and release with a detailed timetable
From M6 on	Clustering with other EU projects	Researchers Stakeholders General public	European National Regional Local	Create a wide stakeholders list to mobilize and contact stakeholders from several related areas and obtain feedback from them

From M6 on	Dissemination material	Researchers Stakeholders General public	European National Regional Local	Tools and contents to present the project and its results (social media, press releases, flyers, presentations, fact sheets). Electronic tools will be preferred to printed materials. The latter will be kept to minimum quantities (500 brochures printed and distributed at events)
M6, M12, M18, M24, M36, M42	Periodical dissemination outputs eNewsletters (6 editions)	General public Researchers Stakeholders	European National Regional Local	eNewsletters provide regular updates on the IMPACTOUR community about its progress. Distribution via email to registered users, the website, the partners' networks to a community of min. 600 people
From M8 onwards	Data Information Pilots community	Researchers Stakeholders	European National Regional	Consolidate the Data Information Pilots community with 45 entities involved.
After M12, when concrete results are available	Participation in external Events (Includes Webinars, due to pandemic)	Researchers Stakeholders	European National Regional	Partners' participation in conferences, seminars and workshops to represent the project and network with key players and practitioners. At least 6 external events to be attended
After M12, when concrete results available	Participation in external Events (Includes Webinars, due to pandemic)	Stakeholders General public	European National Regional Local	Partners' participation in public conferences, seminars and workshops to present the project to practitioners and general public. At least 8 events to be attended
After M12, when concrete results are available	Academic publications, conferences	Researchers	Global European	4 articles submitted for peer reviewed articles, targeting open access journals, and conference presentations.
M38	White paper	Researchers Stakeholders	European National Regional	Spread the White paper among all stakeholders to create awareness and establish a solid base on how to face sustainable cultural tourism. Reach 600 recipients.
M30-M42	Webinars	Researchers Stakeholders	European National Regional Local	Disseminate the policy recommendations and best practices among the policy makers and practitioners and reach at least 100 participants.
M40	Academic publications, conferences	Researchers	Global European	6 more articles submitted for peer reviewed articles, targeting open access journals, and conference presentations.

M40	Final Conference	Researchers Stakeholders	European National	Present the IMPACTOUR methodology and tool to 80 practitioners and policy makers of high European level.
-----	------------------	--------------------------	-------------------	--

9.1 Outreach Targets and Stakeholders

Table 9-3 presents an overview of audiences for project dissemination and the content that the project aims to produce for each target group.

Up until M38 of the project, the IMPACTOUR partners have prepared a **List of Project Stakeholders** and **List of Journals** (for academic publications), which is maintained in the project's online folder. This list may be consulted at the project Google Drive folder, "WP7>Stakeholders" located at:

<https://tinyurl.com/yaowhuon>

Currently, 46 Key stakeholder organisations and groupings are identified, while the List of Key Journals includes 13 publications in the field of Cultural Heritage, Digital systems, Engineering and planning. The lists are being expanded as the project moves towards the production of the final outputs in the last 4 months of the project.

Table 9-3 – Generic list of target audiences

Audience groups	Target audience	Targeted content
Research	Researchers, academics, PhD students	R&D publications, academic references
Stakeholders	Policy makers, Public authorities, Practitioners, Cultural heritage and tourism experts and professionals, Related associations, Related NGOs, CCIs, Related international networks, Innovators	Recommendations, Reports, Comparative assessment studies, key success factors definition, IMPACTOUR methodology and tool

IMPACTOUR plans to publish at least 10 academic articles and make academic presentations at 10 conferences over the course of the project. Academic outlets and conferences we aim come from the domains of tourism (journals like Tourism Management, Applied Geography, Computers, Environment and Urban Systems; conferences like International Conference on Location Based Services), ICT governance (Government Information Quarterly; eGov/ePart, HICSS, ICEGOV, EGPA), as well as software engineering (such as Sustainable Cities and Society; International Conference on Digital Heritage, International Conference on Engineering, Technology and Innovation). However, due to COVID-19 pandemic several of the conferences have been cancelled or have more limited attendance than expected. To reach academic community, as a mitigation measure,

we are aiming to publish longer academic articles in highly ranked and cited journals (e.g. those indexed by Web of Science and/or SCOPUS, to compensate for the smaller number of publications and conference participations.

9.2 Engagement with Data Pilots and Validation Pilot Sites

The IMPACTOUR project engages with 28 Pilot Sites around Europe, as listed on the project website at: <https://www.impactour.eu/pages/about-pilot-sites>

These sites provide a range of data on visitor flows, cultural assets, infrastructure provisions, economic and social indicators, helping to define, build and eventually test the new IMPACTOUR tools for destination management. In the later phase of the project, from February 2023, the pilot destinations participate in validating the use of the IMPACTOUR Tool, while contributing to the periodic updating of their data.

Pilot sites:

1. [Almada, Portugal](#) (External pilot - UNINOVA)
2. [Borgata Paraloup](#) (External pilot - Materahub)
3. [Camino de Santiago - Castile and León, Spain](#) (External pilot - Cultur)
4. [Capital City Magdeburg, Germany](#) (External pilot - Transromanica)
5. [Cascais, Portugal](#) (External pilot - UNINOVA)
6. [Chemin de Compostelle en Aveyron, France](#) (linked to ACIR Compostelle)
7. [Corvo Island, Portugal](#) (linked to AMRAA)
8. [Fajã dos Cubres, Portugal](#) (linked to AMRAA)
9. [Kyperounta, Cyprus](#) (External Pilot - CUT)
10. [Lagoa das Furnas, Portugal](#) (linked to AMRAA)
11. [Municipio 2 Milano & CPM, Italy](#) (Linked to ENAT)
12. [Murgia National Park, Italy](#) (External pilot - Materahub)
13. [Museo de Pontevedra, Spain](#) (External pilot - Cultur)
14. [Palentian Romanesque, Spain](#) (External pilot - Cultur)
15. [Palmi, Calabria - Italy](#) (External pilot - Materahub)
16. [Pico Island, Portugal](#) (linked to AMRAA)
17. [Rab, Croatia](#) (External Pilot - UNINOVA)
18. [Rota de Romanico](#) (External pilot - Transromanica)
19. [Sao Jorge Island, Portugal](#) (linked to AMRAA)
20. [Sao Miguel Island, Portugal](#) (linked to AMRAA)
21. [Strasse der Romanik](#) (External pilot - Transromanica)
22. [Tartu, Estonia](#) (linked to IBS)
23. [Terceira Island, Portugal](#) (linked to AMRAA)
24. [Trebinje, Bósnia-Herzegovina](#) (External pilot - UNINOVA)
25. [Trikala, Greece](#) (External pilot - ENAT)
26. [Vidzeme, Latvia](#) (External pilot - IBS)
27. [Voie d'Arles](#) (Linked to ACIR)
28. [Võru County, Estonia](#) (External pilot - IBS)

Initial contacts were established with the pilot sites in the first 6 months of the project. WP3 sets the framework for establishing a positive working relationship with the pilot sites, which began, formally, in month 8.

Each pilot destination has its own profile on the IMPACTOUR website. Pilot site representatives have been admitted to the IMPACTOUR online Community.

The first Webinar with representatives of the pilots was held on 4th June 2020 in which the project was presented. The Webinar also included a briefing on the Pilot Sites' expected involvement in the project and they were introduced to the online IMPACTOUR Community website, where all Pilot representatives are enrolled as members.

Throughout the project, the **IMPACTOUR Dissemination and Exploitation Plan (D7.2)** includes actions for engaging the pilot sites in project dissemination to the key audiences and stakeholders through relevant publications, events, online articles and social media posts.

9.3 Dissemination Key Performance Indicators (KPIs)

As stated above, the IMPACTOUR Outreach Strategy includes a number of targets for project communications and dissemination actions throughout the course of the IMPACTOUR project. Table 9-4 shows the target values and achieved outreach figures for 10 KPIs that were stated in the project proposal.

Table 9-4 – IMPACTOUR Impact-related KPIs contribution

Description	Minimum Target value	Achieved by Month 38	Related WP
Participants in IMPACTOUR stakeholders' community (engaged with Data Information Pilots)	45	205	WP3
Number of non-partners policy makers involved in IMPACTOUR	50	Approx. 100 (Webinars, Conferences, Consultations)	WP1, WP2, WP6
Number of private/public partnerships analysed	10	10+	WP1, WP2
Number of assessed Cultural Tourism policies and practices analysed (including Data Information Pilots)	40	150+	WP1, WP2
Number of identified appropriate Cultural Tourism strategies	15	40+	WP1
Number of Key success factors identified	30	29	WP4
Number of identified KPIs to measure Cultural Tourism impact	15	55	WP4
Number of R&D documents published	10	4	WP1-7
Number of countries reached in dissemination	40	160	WP7
Number of Cultural Tourism Stakeholders' dissemination views (Web & newsletter)	3000	Estimated over 200,000	WP7
Number of Cultural Tourism Stakeholders participating in training activities (Face-to-Face and Webinars)	100	600+	WP7

The Dissemination Lead Partner ENAT, and Associated Partner EWORX, continue to monitor the above KPIs continuously.

10 Conclusions

This second report on the communications and visibility of the IMPACTOUR project has provided an overview of activities related to WP7 Communications, Dissemination and Visibility, up to Month 38 of the project. It records the successful implementation of the IMPACTOUR strategic communications plan to date, with a range of events, as well as print, digital and multi-media outputs. Despite the negative impacts of Covid-19, since 2021 the project has held a number of face-to-face events involving EU H2020 projects, pilot destinations and external stakeholders, including influential European Cultural Tourism organisations and decision makers.

Due to the COVID-19 pandemic, the project Outreach Strategy (D7.1) was modified, taking into account the delay or possible cancellation of face-to-face events. Accordingly, the first IMPACTOUR Webinar was held in June 2020, attended by representatives of the data pilots. Since then, the project held or participated in 10 online and in presence/hybrid events ranging from technical workshops to several major EU and International conferences.

The main focus of the first 6 months was on the establishment of the visual and graphic identity of the project through a collaborative work process led by EWORX and ENAT, in cooperation with the Coordinator, UNINOVA. All partners were involved in the key decisions regarding the development of the project dissemination strategy, the design of the project website, the online “Open Social” Community, the content of key publications (project leaflet, roll-up banner, Newsletters and postcards) and the preferred social media channels.

Monitoring of dissemination activities has taken place continuously, in accordance with the Dissemination Action Plan, with the use of shared, online “Dissemination logfiles” filled in by project partners. This proved very successful for generating interest among stakeholders and reaching out to audiences estimated at over 200,000 persons, globally.

Counting project print and digital publications, “in person” events, hybrid and online events, a total of over 64,700 persons have been targeted by the IMPACTOUR dissemination actions and at least 142,000 persons were reached by social media posts.

IMPACTOUR’s online presence is comprised of the project website, with an interactive Community section for verified members, together with IMPACTOUR pages in key social media channels: FaceBook, Twitter, LinkedIn and You Tube. This has created a strong and consistent professional image across all digital platforms. The website and social media channels of the project have successfully reached a wide audience encompassing all age groups and a wide range of professions including research communities, private and public sector organisations. Audiences are particularly strong in EU countries. To ensure a professional and credible online presence, IMPACTOUR has diligently followed all relevant EU standards and guidelines regarding Web accessibility, and has applied “best practices” in social media outreach.

The number of followers and members across some social media channels is not substantial, (for example, on YouTube, where a number of scheduled “Destination stories” were only recently published) however, the information distributed by IMPACTOUR has been widely disseminated by partners and pilot sites, multiplying the verified outreach figures that could be determined by web and social media analytics

The engagement rates of the project's online presence have been dynamic, showcasing a high level of trustworthiness across all levels of interaction. Based on this report's findings, it can be concluded that IMPACTOUR has achieved its purpose of creating informative and

engaging online platforms and information formats for all interested parties. This bodes well for the remaining four months of the project, during which time a more intensive dissemination to stakeholders is planned as the project's final results are published online and two open conferences will take place in Madrid and Brussels.

11 Annex A: List of Acronyms/Abbreviations

Acronym/ Abbreviation	Description
AB	Advisory Board
CA	Consortium Agreement
CDP	Communication and Dissemination Plan
CT	Cultural Tourism
DCP	Dissemination Contact Person (appointed by project partner)
DEM	Dissemination and Exploitation Manager
DEP	Dissemination and Exploitation Plan
E	Exploitation Objective
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation
IMPACTOUR	IMproving Sustainable Development Policies and PrActices to assess, diversify and foster Cultural TOURism in European regions and areas
IPR	Intellectual Property Rights
KER	Key Exploitable Results
KPI	key performance indicator
OS	Outreach Strategy
PC	Project Coordinator
PCB	Project Coordinator Board
PCDM	Pilots Coordinator and Data Manager
PM	Project Manager and Scientific Coordinator
SC	Steering Committee
SoA	State of the Art
UNWTO	World Tourism Organization
WCAG	Web Content Accessibility Guidelines
WP	Work package
WPL	Work Package Leader

12Annex B: Glossary of Social Media and Web Analytics Terms

Acronym/ Abbreviation	Description
Session	A session is the period of time the user is actively engaged in the website. All usage data is associated with a session.
No. of sessions	Total number of sessions within the date range.
Avg. session duration	The average length of a session.
Avg. pages per session	The average number of pages viewed during a session. Repeated views of a single page are counted.
Pageviews	Pageviews is the total number of pages viewed. Repeated views of a single page are counted.
Unique pageview	Number of sessions during which the specified page was viewed at least once. A unique pageview is counted for each URL + page Title combination.
Avg. time on page	The average amount of time users spent viewing a specific page.
Entrances	The number of times visitors entered the site through a specified page or set of pages.
Bounce	Also referred as single page view visit, the bounce is a visit that consists of a single page view.
Bounce rate	The percentage of single-page sessions in which there was no interaction with the page.
Total events	The number of times events occurred.
Unique events	A count of the number of times an event with the category/action/label value was seen at least once within a session.
Facebook page impressions	The total number of times any organic or paid content from the page or about the page appeared on someone's screen. Content can include posts, check-ins, ads, stories from friends who interacted with the page, and more.
Facebook total reach	The daily number of unique accounts that have seen any content associated with the profile's pages, including posts, posts to the page, page like ads, mentions, and check-ins.
LinkedIn page impressions	The total number of times the page's posts were shown to LinkedIn users.
LinkedIn page reach	The number of unique LinkedIn users who have seen the page's posts.
Twitter post impressions	The number of times people saw the page's tweets.
Twitter mentions	The number of tweets where the profile's twitter handles are specified.

Avg. engagement rate	A percentage calculated for all posts and calculated as the sum of engagement rated for each post divided by the number of posts.
Post engagement rate	The percentage of engagements, including clicks, likes, shares, and comments, on the post out of the number of users who viewed it.
Average CTR	The percentage of impressions that resulted in a click.