



Newsletter nr. 3 - April 2025

Digi-Tour-Skills webinar series: empowering tourism professionals with digital skills

The Digi-Tour-Skills project has successfully hosted **three insightful webinars** aimed at strengthening digital skills in the tourism sector. Here's a quick summary of these engaging events:

Webinar 1: Website Management & User Experience (UX)

Date: 11th February 2025, 10 AM CET

This session focused on the essentials of managing websites and improving user experience (UX) in the tourism industry. Participants learned practical strategies for creating user-friendly and high-performing websites that engage visitors and enhance the overall user experience. Key topics included effective website management, optimizing UX for tourism websites, and utilizing user feedback to improve site performance.

Webinar 2: Content Marketing

Date: 20th February 2025, 4 PM CET

This webinar explored the fundamentals of content marketing in the tourism sector. Attendees discovered how to create engaging and relevant content that builds brand awareness and loyalty. They also learned about key tools and techniques to measure content performance, optimize marketing strategies, and drive long-term success.

Webinar 3: Social Media Marketing

Date: 21st March 2025, 11 AM CET

The third webinar in the series focused on social media marketing strategies for the tourism industry. Participants gained practical tips on how to manage social media accounts effectively, improve user engagement, and boost performance using essential tools. They also learned how to leverage user feedback to grow their social media presence.



DIGI-TOUR-SKILLS

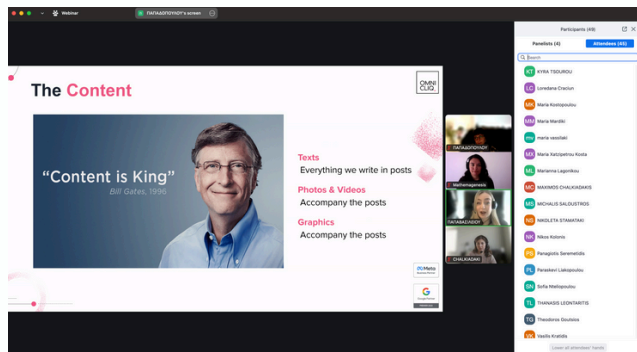
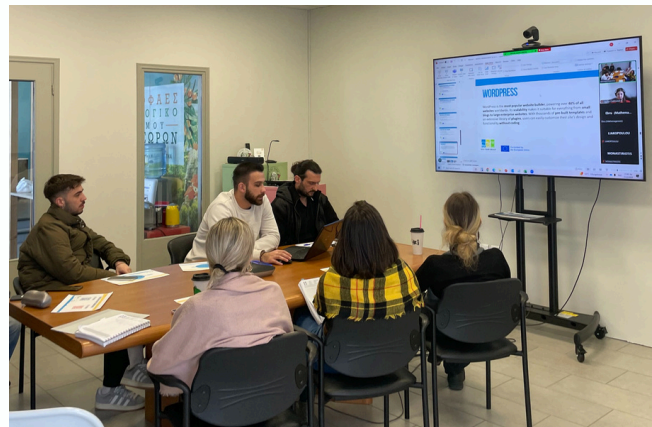
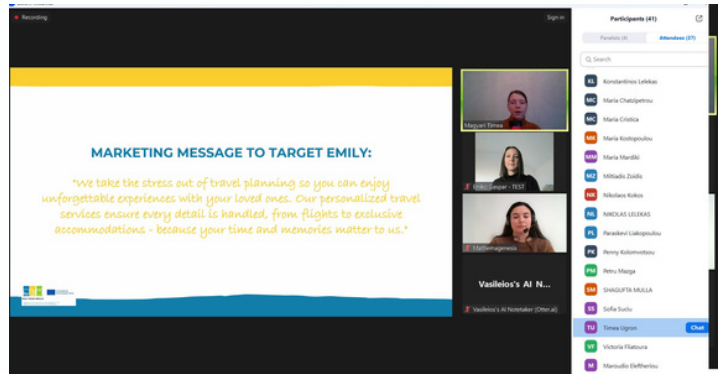
UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

Newsletter nr. 3 - April 2025

Stay tuned for more upcoming events in the Digi-Tour-Skills series, and continue enhancing your digital skills to stay ahead in the evolving tourism industry.

Upcoming webinars:

- Google Data Analytics
- Paid Advertising
- Email Marketing
- Search Engine Optimization
- Blockchain Technology
- Data Analytics and Big Data
- Virtual Reality.



STAY WITH US AND FIND OUT MORE!
FACEBOOK / LINKEDIN: DIGI-TOUR-SKILLS
INSTAGRAM: DIGI.TOUR.SKILLS
QR CODE FOR THE PROJECT-WEBSITE:

