

***CAPITALISE***  
***ON***  
**DIGITAL**  
**NOMADS**

**2022**



**FUNCTIONAL AREAS IN THE EU**

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# Intro

This guide has been prepared for the Functional Areas in the European Union and aims to provide an overview of the trends and statistics surrounding digital nomads, as well as some of the benefits that functional areas can gain by attracting them.

Overall, the rise of digital nomads presents both challenges and opportunities for functional areas in the EU. By understanding the trends and statistics surrounding digital nomads, and by focusing on leveraging their unique digital governance, functional areas can benefit from attracting digital nomads and can position themselves as global destinations for this growing group of mobile workers. On the other hand, one of the largest challenges posed by this trend is that it may continue growing into other economic areas, meaning that it could ultimately lead to workforce leaving their current hometowns to other areas that are more suitable for a digital nomad lifestyle. This leaves countries in the EU with one single option: adapt and capitalize on the trend.

The purpose of this document is to provide a starting point that Functional Areas in the EU can adapt to their own unique perspectives, with the ultimate role on better attracting digital nomads. The guide covers a range of topics, including an overview of digital nomads' trends and statistics, the benefits of attracting them to your functional area, and methods that can be used for adapting to their needs and promoting your area as a destination for digital nomads.

With a total population of more than 35 million worldwide, digital nomads spend around USD 787 billion every year on living and leisure expenses. Beside the obvious economic benefits of attracting digital nomads to a certain functional area, there are multiple other benefits. For example, digital nomads can contribute to the local economy by spending money on accommodation, food, and entertainment. They can also bring new skills and expertise to the area, which can help to stimulate innovation and drive economic growth. Furthermore, digital nomads can help to increase the area's visibility and reputation on a global scale, which can attract other highly skilled workers and businesses.

In order to attract digital nomads to a functional area, it is important to understand their needs and behaviors, and to adapt the said area to meet those needs. This may involve providing access to high-speed internet, co-working spaces, and other necessary infrastructure. It may also involve creating a digital governance framework that supports and encourages remote work, and that provides clear guidelines and regulations for digital nomads.

Nevertheless, it is important for a Functional Area to understand what is the exact digital nomad profile it is looking for and to put together a practical marketing plan to attract them. All these topics will be covered in the second sections of this guide.

Ultimately, with the right strategies and initiatives in place, cities and Functional Areas can capitalize on the digital nomad trend and position themselves as a top destination for this growing community of remote workers and digital nomads, and this Guide is the first step toward achieving this goal.

# Understanding the Digital Nomads



The first step before going into an in-depth quantitative analysis of digital nomads is to understand how digital nomads exist in the first place. This brief section highlights some ideas pertaining to the creation of this working class, their typical needs and challenges.

The technology dynamics and especially the large-scale use of the Internet and new AI automatizations have led in recent decades to the emergence of new job categories, which are better adapted to the modern and digital life. In turn, these digital working patterns, corroborated with the changes that were amplified by the global health crisis, have led to new lifestyles – of which the most often heard of in the media is the term of *digital nomad*.

Digital nomads are individuals who use digital technologies to work remotely, often while travelling and living in different locations. In recent years, the number of digital nomads has grown rapidly, and they have become an increasingly important group of mobile workers – as this guide will show in the next sections.

Digital nomads are typically self-employed or work for companies that allow them to work remotely, in high value-added economic sectors such as technology, marketing, consulting, and design, and they use a range of digital tools and platforms to communicate, collaborate, and manage their work. This allows them to live and work from anywhere in the world, as long as they have access to high-speed internet and other necessary infrastructure.

One of the defining characteristics of digital nomads is their desire for flexibility and freedom. They value the ability to work from anywhere and they often choose to live in locations that offer a good quality of life, affordable cost of living, and access to high-speed internet. Digital nomads are also attracted to vibrant cultural scenes, access to outdoor activities, and a sense of community.

The rise of digital nomads has been facilitated by a number of factors, including the proliferation of digital technologies, the increasing availability of high-speed internet, and the growing popularity of remote work. It has also been driven by a desire among many individuals to escape the traditional 9-to-5 work routine and to live and work on their own terms.

While digital nomads are often seen as a highly skilled and desirable group of workers, they also face challenges. These include issues such as lack of access to certain benefits, such as healthcare and retirement savings, and difficulties in obtaining visas and other legal documents. In addition, digital nomads may face social isolation and other challenges related to living and working in different locations.

Technology plays a crucial role in enabling the digital nomad lifestyle. Digital nomads rely on a range of tools and technologies to communicate, collaborate, and manage their work and personal lives. These tools include laptops and smartphones, as well as a variety of software and apps for tasks such as project management, video conferencing, and document sharing.

From the get-go, it is however important not to assimilate digital nomads to other working groups of individuals, such as emigrants or expats. Digital nomads are different in terms of their mobility, employment, and lifestyle, in a few key ways:

- First, digital nomads are not necessarily moving to a new country permanently. They may move around frequently, staying in one place for a few weeks or months before moving on to another location. In contrast, emigrants are people who move to a new country with the intention of settling there permanently. Expats, on the other hand, are people who move to a new country temporarily, typically for work or study.
- Second, digital nomads are not necessarily working for a foreign company. They may be self-employed or working for a company that allows them to work remotely, regardless of the company's location. In contrast, emigrants and expats are often working for a foreign company or organization.
- Third, digital nomads are often motivated by a desire for flexibility and the ability to travel and experience new places, whereas emigrants and expats are typically motivated by other factors, such as job opportunities, family, or a better quality of life.
- Fourth, digital nomads are not necessarily seeking to assimilate into the local culture. They may have a more independent and transient lifestyle, and may not be as interested in integrating into the local community. Emigrants and expats, on the other hand, are often more invested in adapting to their new home and building a life there.

Overall, digital nomads are a diverse and dynamic group of individuals who are changing the landscape of work-life balance. By leveraging digital technologies and adopting a mobile lifestyle, they are challenging traditional notions of work, location, and community, and they are creating new opportunities for themselves and for the places they choose to live and work.

# Digital Nomads: Global Trends / Statistics



# Digital Nomads: Global Trends / Statistics

The digital nomad lifestyle is growing in popularity around the world and the European Union is no exception. With its diverse cultures, vibrant cities, and beautiful landscapes, the EU is a prime destination for digital nomads seeking new adventures and opportunities. In this section, we will explore some of the global trends and statistics related to the digital nomad lifestyle and its growing presence across the globe.

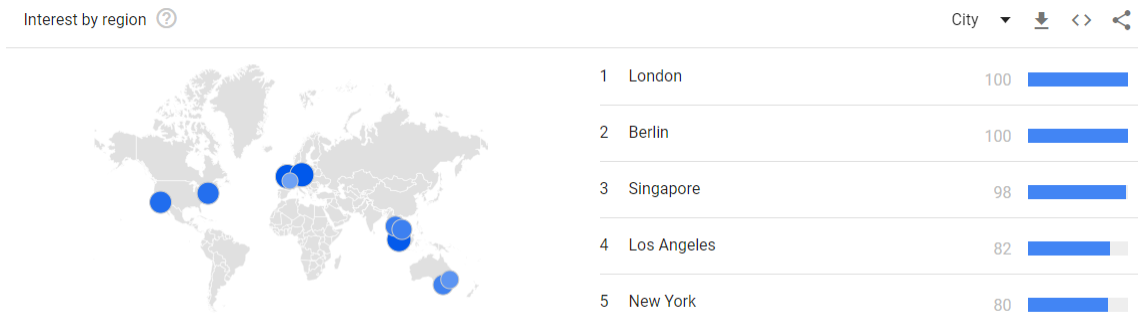
In terms of search interest on the internet, Google Trends shows that the *digital nomad* topic is becoming more and more enticing to people all around the world, reaching all-time highs after the 2019-2021 global pandemic.

While the United States leads in terms of nominal numbers, people from other places around the world have shown a growing interest in switching their current form of living to digital nomads. An interesting fact about digital nomads is that the large majority of people are travelling from well-developed countries, with large economies and high GDP/capita.

## ***International searches for "digital nomad" on Google.com***

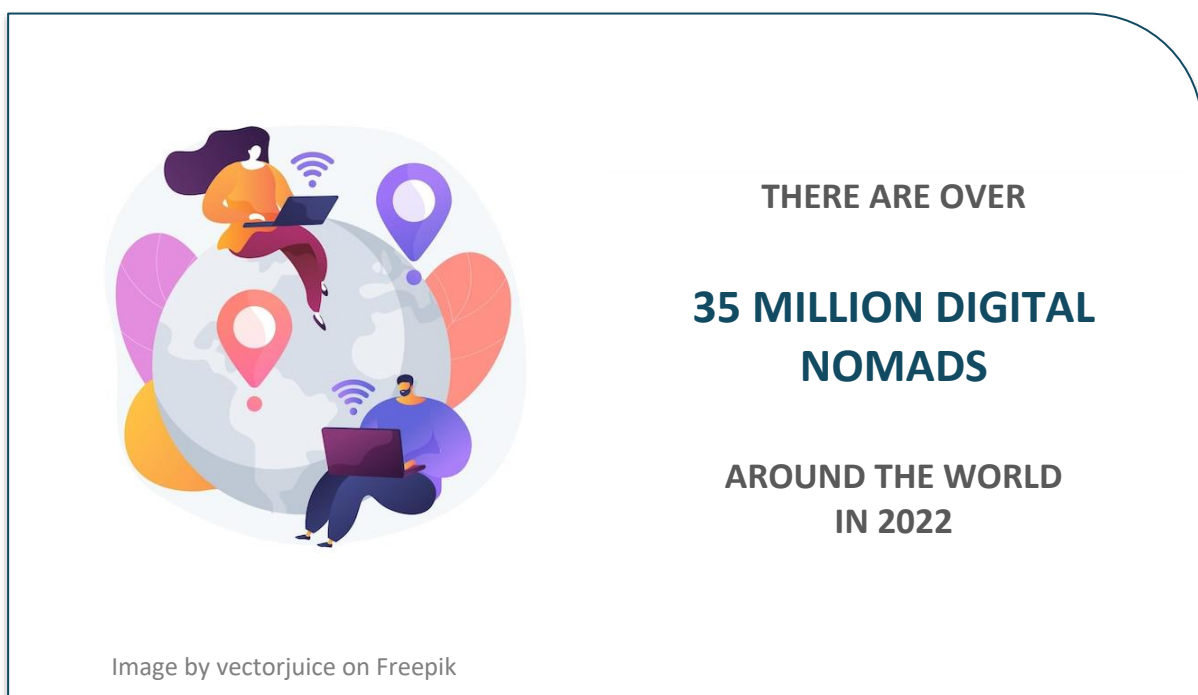






Source: Google Trends ([link](#))

According to recent estimates<sup>1</sup>, there are currently **over 35 million digital nomads worldwide**, with a significant proportion based in the EU. This number is expected to grow in the coming years, as more and more people choose to embrace the digital nomad lifestyle. The EU is home to some of the world's most popular digital nomad destinations, including cities like Barcelona, Berlin, and Lisbon.



Source: The Global Digital Nomad Study ([link](#))

As an annual study highlight below, the concept of digital nomads has moved from characterizing people being eccentric to mainstream in less than a decade.

The MBO Partners 2022 State of Independence research study<sup>2</sup> found that 16.9 million American workers currently describe themselves as digital nomads, increasing 9% from 2021 and a staggering 131% from the pre-pandemic year 2019. By corroborating the two studies, we can reach the conclusion that **close to half of global digital nomads come from the United States.**

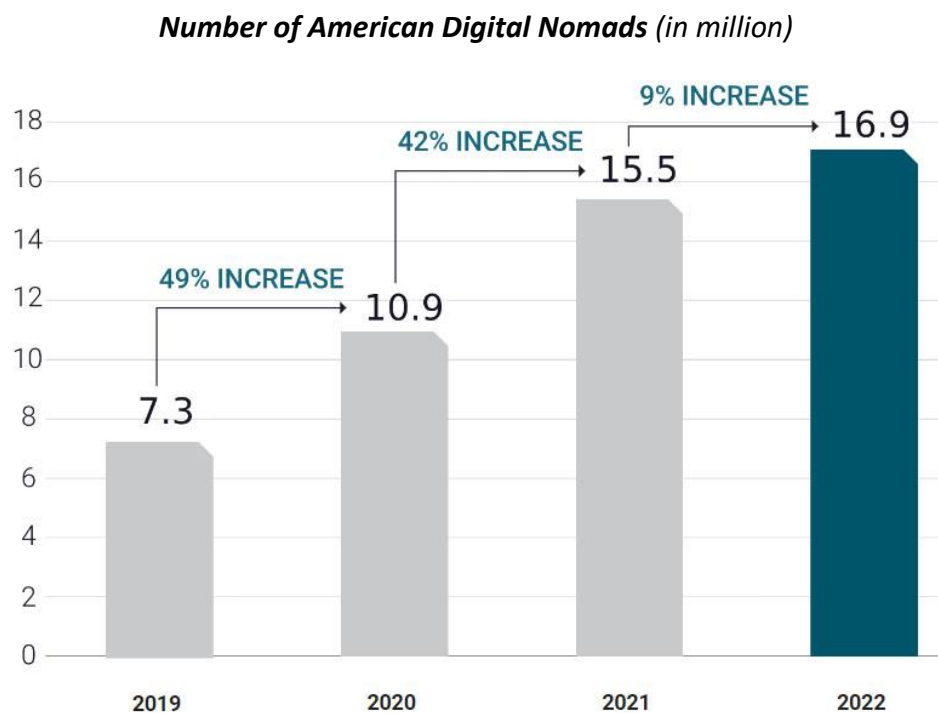
<sup>1</sup> The Global Digital Nomad study conducted by ABrotherAbroad.com. [link](#)

<sup>2</sup> The report can be found by clicking [on the following link](#)

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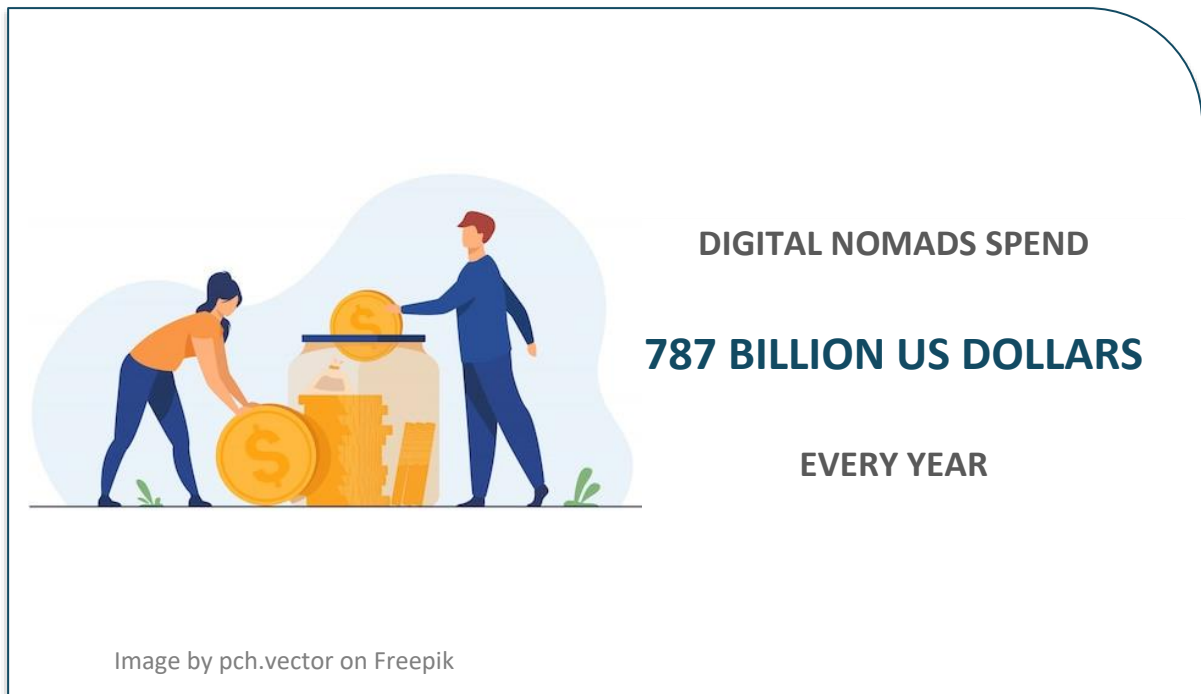


Source: MBO Partners 2022 State of Independence research study ([link](#))

According to the same study that was performed by interviews and survey responses of digital nomads around the world, **the global economic value of the digital nomad community amounts to \$787,000,000,000 per year**, calculated as the aggregate of digital nomad spending annually.

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<sup>3</sup> The Global Digital Nomad study conducted by ABrotherAbroad.com. [link](#)



Source: The Global Digital Nomad Study ([link](#))

Just from these two factors alone, if the global digital nomad community were a country, we would draw the following conclusions:

- It would rank #41 in the world in terms of population size (35 million people), just after Canada and Morocco;
- It would rank #23 in the world in terms of nominal GDP (USD 787 billion), just after Switzerland and Taiwan;
- It would rank #38 in the world's most prosperous country based on Gross National Income per capita (Atlas Method - USD 22,485), just after Portugal, Czech Republic or Estonia

On average, **digital nomads spend approximately USD 1,785 per month**, which does not include savings and money reinvested in their business. This situation, wherein digital nomads bring foreign earned income to spend among the local population, presents an opportunity to inject cash into and boost each of these countries' local economies.



Image by pch.vector on Freepik

### THE AVERAGE DIGITAL NOMAD SPEND

**\$1,875 PER MONTH  
OR  
\$22,499 PER YEAR**

**DURING THEIR TRAVELS**

*Source:* The Global Digital Nomad Study ([link](#))

It is likely that the average digital nomad has a higher monthly budget than the average income of citizens from the top 10 countries preferred by digital nomads. This is because digital nomads are known to have higher incomes and are able to afford a more expensive lifestyle. Furthermore, 9 out of the top 10 countries for digital nomads are likely to have lower average incomes compared to the average digital nomad.



Image by redgreystock on Freepik

### MEDIAN SALARY OF DIGITAL NOMADS

**\$85,000 PER YEAR**

### AVERAGE SALARY OF DIGITAL NOMADS

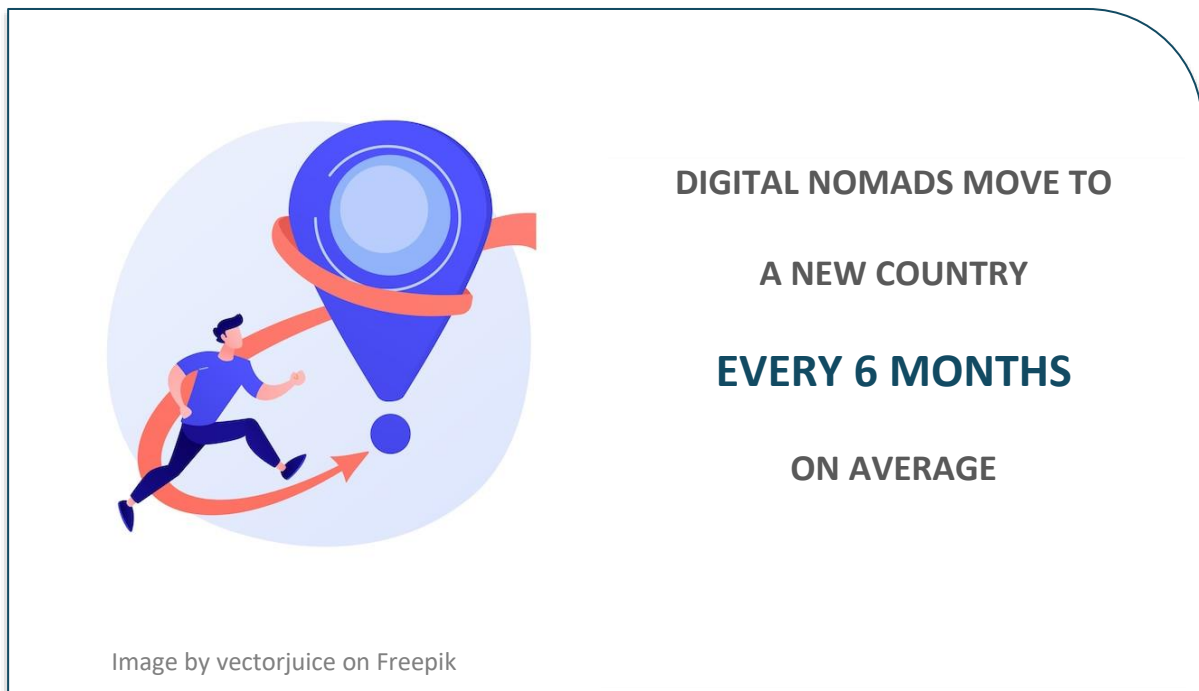
**\$122,337 PER YEAR**

*Source:* The 2023 State of Digital Nomads, NomadList ([link](#))

Moreover, the median annual salary of digital nomads is USD 85,000, while the **average annual salary of digital nomads amounts to USD 122,337**. Approximately 34% of digital nomads have an annual income between USD 100,000 – USD 250,000.

In terms of the **pace of travel, it is also worth mentioning that 80% of digital nomads stay in one place between 3 to 9 months**, with visas playing an important role to the time digital nomads decide to spend abroad working independently. Other important key factors pertaining to the digital nomads' pace of travel<sup>4</sup> are:

- 30% of them have been traveling for two years or less;
- 50% of them have traveled for four years or less;
- 30% of digital nomads have been on the road for 10+ years;

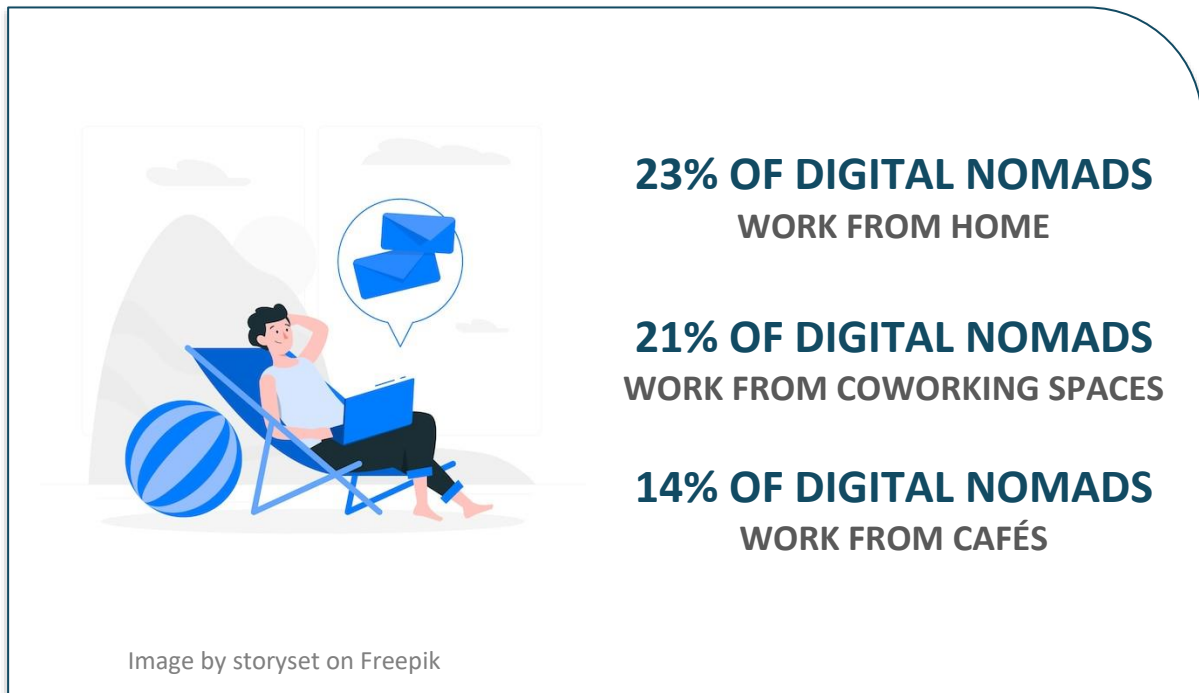


Source: The Global Digital Nomad Study ([link](#))

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<sup>4</sup> The Global Digital Nomad study conducted by ABrotherAbroad.com. [link](#)

In terms of the **preferred workplace for digital nomads**, the Global Digital Nomad Study performed by ABrotherAbroad shows that 23% of nomads prefer to work at their home or accommodation over anywhere else. Another 21% of digital nomads prefer to primarily work at coworking spaces, 14% preferred to work in cafes over any other option, while only 6% of digital nomads prefer to work in public libraries.



Source: The Global Digital Nomad Study ([link](#))

In terms of the **digital nomads' decision to move to a new destination**, the two major factors in choosing a location are the cost of living and accessible, high-speed internet (56% of digital nomads choose destinations based on these two factors). Other relevant factors for digital nomads are safety (15% of nomads surveyed), access to nature and outdoor activities (11% of digital nomads), friendly visa situation (9% of digital nomads).

# Digital Nomads: a Profile of Unity through Diversity



# Digital Nomads: a Profile of Unity through Diversity

To better understand who digital nomads are and what is the scale of this increasing work trend, this section of the Guide will perform a walkthrough through multiple available statistics to generate a multifaceted profile of the digital nomads.

**Understanding the target market is of the utmost importance** for any Functional Area seeking to engage in a strategic document for attracting digital nomads. In this sense, this section contains an extensive model of the average digital nomad profile. It is highly recommended that Functional Areas perform a similar approach on their strategic document, emphasizing who is the desired profile of digital nomads seeking to visit and work in their particular area.

The first step in this approach is to differentiate digital nomads from other categories of citizens working abroad, such as expats, tourists, or frequent travelers

In addition to the growing number of digital nomads in the EU, there are also several global trends that are shaping the digital nomad landscape. For example, the rise of flexible work arrangements and remote work has made it easier for individuals to become digital nomads. Furthermore, the proliferation of coworking spaces and other shared work environments has made it easier for digital nomads to find places to work and connect with other like-minded individuals.

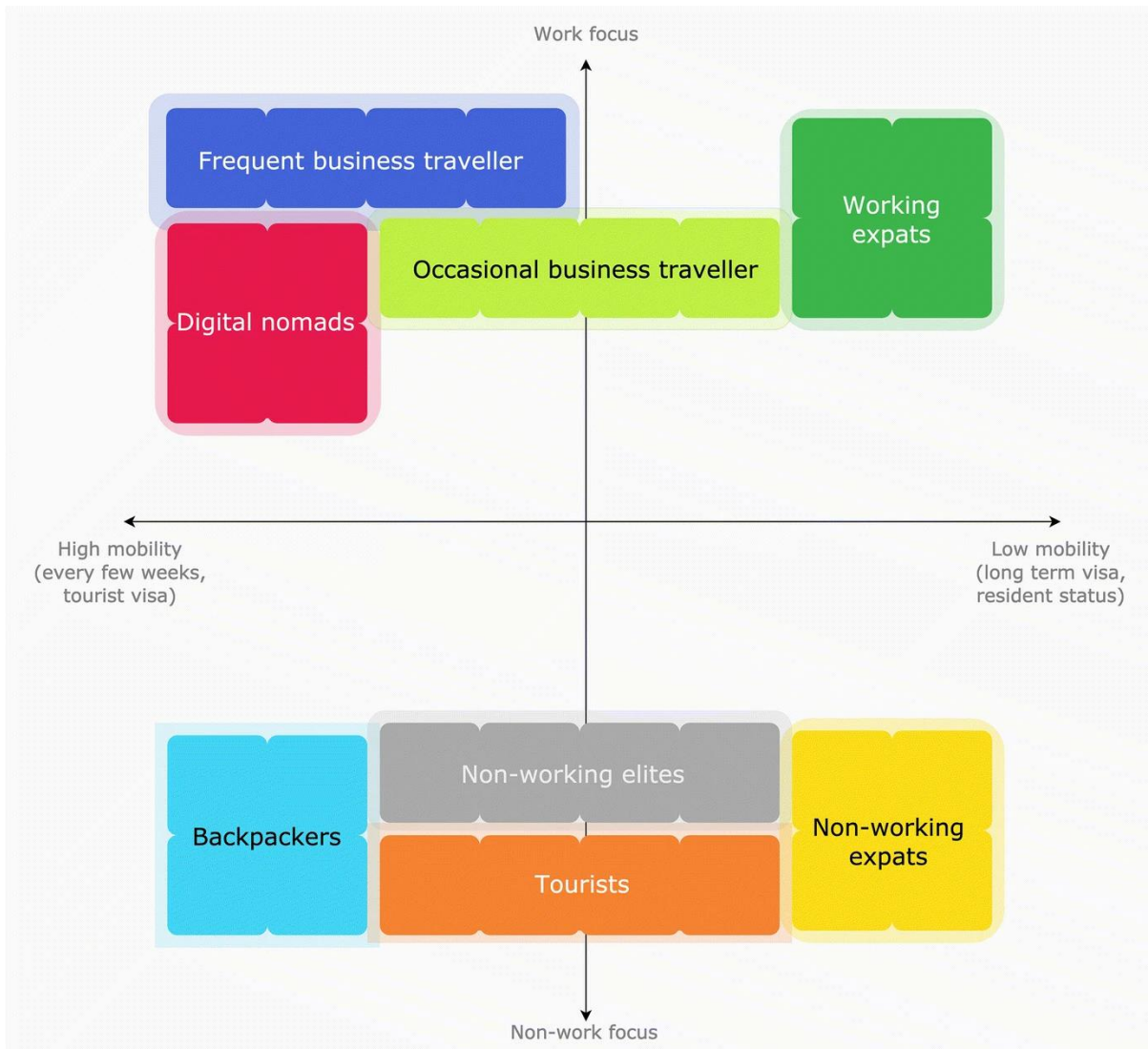
A study<sup>5</sup> published in 2020 on the work-life balance of digital nomads analyzes the distinction between digital nomads and other types of international tourists in two directions: focus on professional activities and mobility. The diagram below is a starting point for understanding how digital nomads can be seen in relation to their travel time and focus on work.

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<sup>5</sup> The freedom trap: digital nomads and the use of disciplining practices to manage work/leisure boundaries, Dave Cook. 12 March 2020. SpringerLink. [link](#)



### Digital nomad activity assessment chart



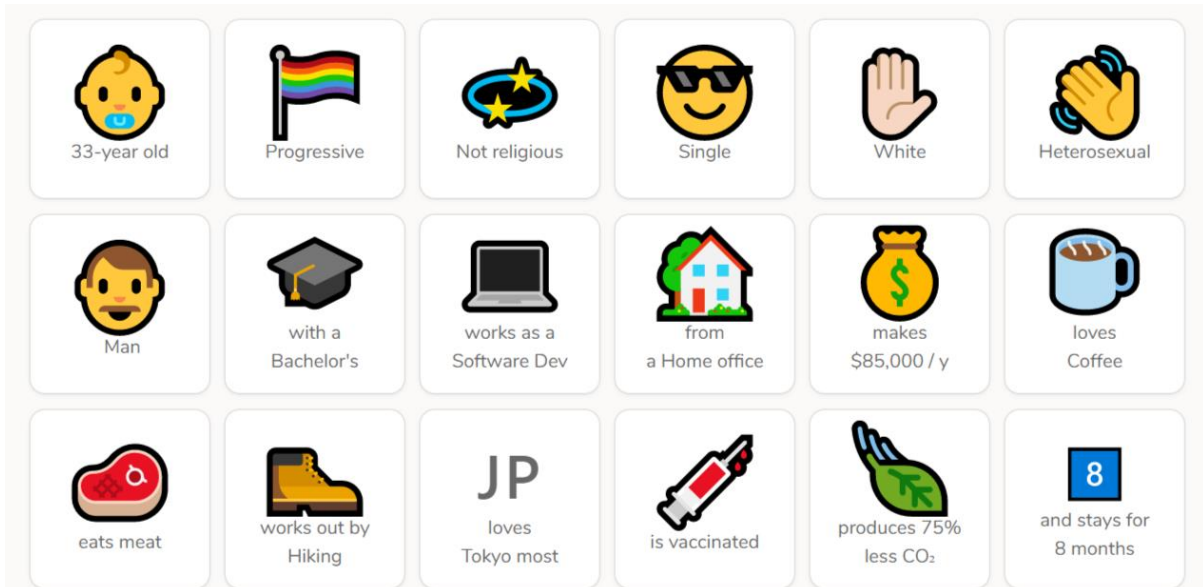
Source: [SpringerLink](#)

As can be seen from the figure above, the lifestyle of a digital nomad involves carrying out a work activity in other locations around the globe, usually for a period of 3-6 months, with the possibility of returning. Digital nomads have a high mobility and are highly focused on work. The difference between digital nomads and business travelers is that digital nomads tend to stay longer in the destination place, while the difference between them and expats is that they have higher mobility, being able to leave the country and relocate at their own convenience.

Going forward, this section will contain multiple information pertaining to the digital nomad profile from the Nomad List platform - a website visited by more than 4 million people from the digital nomad community. Nomad List is the leading authority in digital nomad statistics and is conducting a dynamic study with live data pulled directly from its large database of users to allow understanding their profile at a granular level.

The **2023 State of Digital Nomads by Nomad List** shows that the average age of digital nomads is 33 years old, they come predominantly from the United States, they are mostly men, they have graduated from higher studies and earn an average of over \$85,000 per year, and stay for approximately 8 months in a country at a time. They have an active lifestyle, playing sports frequently, they work as software developers and prefer to work from a home office, and their favorite destinations are Japan, Portugal and Thailand.

**The average digital nomad profile**



Source: [Nomad List](#)

After viewing the previous diagram of personal traits of digital nomads, the next step is to analyze some of these features on a more in-depth approach, so that it can be easier for Functional Areas to start the process of identifying their own target visitors. In this sense, identify if there is a large enough pool of individuals that would correspond to the desired type of digital nomad to visit the FA.

Although the chart shows that the average digital nomad is a man, the graph below shows that this is true, but not by a high margin.

Nomads by gender	
Gender	%
Men	59%
Women	40%
Other	0%

Nomads by relationship	
Relationship	%
Single	65%
In a relationship	35%

Approximately **59% of all digital nomads worldwide are men**, while 41% of the remaining digital nomads are women. At the same time, **two thirds of digital nomads are not in a relationship**.

As the 2023 State of Digital Nomads show, there are significant differences on how men and women choose their destinations, the time they regularly spend in a location, what attractions they are seeking or what are their main professions. There are also significant differences in terms of the marital and relationship status of digital nomads.

In terms of age, **more than half of digital nomads are aged between 28 and 37** (a total of 58%). This is also an important factor to consider when approaching digital nomads, due to the fact that different age groups seek different types of destinations, with different types of activities and amenities.

As it pertains to nationality, as it was shown before, almost half of digital nomads originate from the United States. **Europe trails behind North America, but has significantly more digital nomads in comparison to other continents.** This is an important factor because some digital nomads like living in proximity to their homes and other European destinations are in their top preference.

Nomads by age		Nomads by nationality		
Age	%	#	Country	%
28	4%	1	United States	49%
29	5%	2	United Kingdom	8%
30	7%	3	Russia	5%
31	6%	4	Canada	4%
32	6%	5	Germany	3%
33	9%	6	France	3%
34	6%	7	Australia	2%
35	6%	8	Brazil	2%
36	6%	9	Netherlands	2%
37	5%	10	Spain	1%

Source: [Nomad List](#)

In terms of education, the data processed in the Nomad List survey shows that **most digital nomads achieved higher education and work in high paying activities.** Just shy of 10% of digital nomads graduated from high-school only, while more than half have a Bachelor's Degree. Another 33% of the total digital nomads also completed a Master's program, while only 3% hold a PhD.

Another important aspect pertaining to digital nomads is their type of employment. The labor market shifts that occurred throughout the pandemic has permitted **more than 44% of digital nomads to have a full-time job** while working away from office. Other large types of employment include freelance jobs (17% of total) and startup founders (16%). A significantly lower percentage of nomads are employed in contractor, agency, or other types of activities.

Nomads by education		Nomads by employment	
Education	%	Employment type	%
High School	10%	Full time	44%
Higher education	90%	Freelance	17%
<ul style="list-style-type: none"> <li>Bachelor's Degree</li> </ul>	54%	Startup founder	16%
<ul style="list-style-type: none"> <li>Master's Degree</li> </ul>	33%	Full time contractor	7%
<ul style="list-style-type: none"> <li>PhD</li> </ul>	3%	Agency	7%
		Other	6%

Source: [Nomad List](#)

As it was emphasized in the previous section of this Guide, the average salary of digital nomads amounts to approximately USD 122,337 per year. **More than one third of digital nomads have a yearly salary between \$100k - \$250k**, while another third has a salary ranging between \$50k - \$100k per year.

Nomads by income		Where do nomads work from	
Income	%	Place	%
< \$25k / y	6%	Home office	60%
\$25k - \$50k / y	15%	Coworking	15%
\$50k - \$100k / y	34%	Café	8%
\$100k - \$250k / y	35%	Dining table	4%
> \$250k - \$1M / y	8%	Office	4%
> \$1M / y	2%	Couch	4%
Average	\$122,337 / y	Bed	2%
Median	\$85,000 / y	Van	1%

Source: [Nomad List](#)

Contrary to popular belief as presented by the media, digital nomads do not only seek for coworking spaces or popular coffee shops. **Approximately 60% of digital nomads actually prefer working from a home office**, meaning that they seek accommodation facilities that allow them to work comfortably (having at least a dedicated desk or dining table). Coworking comes in second with 15% of the digital nomads' preferences, while café's come in third with 8%.

How long do nomads stay in one city?		How long do nomads stay in one country?	
Duration	%	Duration	%
< 7 days	46%	< 7 days	0%
7 – 30 days	33%	7 – 30 days	59%
30 – 90 days	14%	30 – 90 days	28%
90+ days	7%	90+ days	14%
Average	70 days (2 months)	Average	243 days (8 months)
Median	7 days		

Source: [Nomad List](#)

In term of their average stay, digital nomads spend approximately **70 days in one city and 243 days in one country**. The stay differs on a large number of factors and more than often digital nomads have lower stays in EU countries, where other destinations are nearby. The proximity of a city to other attractive locations plays an important role in the digital nomads' decision to stay for longer. For example, in Southeast Asia, digital nomads tend to stay for a longer period of time due to the large distance and poor connection between locations.

More than 59% of digital nomads stay on average approximately 7-30 days in one country, before moving to the other one. The rest of 41% stay for more than 30 days in one country on average.

The most visited country for digital nomads is the United States – in close connection with the fact that close to half of the total digital nomads originate from this country. This means in fact that the digital nomads from the US decide to start or complete their working journey around the world in their home country. The second most visited country is Spain, which has gained a significant boost in the last years due to its good all-year-round weather and summer destinations. Thailand has decreased to the third place, although approximately 5% of digital nomads continue to visit this country.

**Europe continues to be attractive to digital nomads, with 6 out of the 10 most visited countries.** Looking on cities, the same situation applies, with the large cities and capitals of European countries leading the ranking. One of the advantages presented by Europe is the proximity to other countries and the very good connectivity between cities, allowing digital nomads to travel freely and enjoy a good quality of life. During the winter season, digital nomads seem to travel outside Europe to other continents with a more pleasant weather.

Most visited cities			Most visited countries		
#	City	% visited	#	Country	% visited
1	London	2.41%	1	United States	15%
2	Bangkok	1.89%	2	Spain	5%
3	New York City	1.67%	3	Thailand	5%
4	Berlin	1.65%	4	United Kingdom	4%
5	Paris	1.58%	5	Germany	4%
6	Lisbon	1.5%	6	Mexico	4%
7	Barcelona	1.46%	7	France	3%
8	Lisbon	1.4%	8	Italy	3%
9	San Francisco	1.32%	9	Portugal	3%
10	Chiang Mai	1.13%	10	Indonesia	2%

Source: [Nomad List](#)

It is also important to highlight that countries with a good tradition of being expats magnets don't necessarily appeal to digital nomads. For this example, we see Malta or Ireland – two of the largest EU countries in terms of the share of expats – being some of the least liked countries by digital nomads.

This list is continued by other countries that do not have a very good reputation of being tourist friendly, such as Moldova, Chile, or North Macedonia.

On the other hand, **Croatia and Japan are the most liked countries by digital nomads.** They are followed by Taiwan, Russia, Brazil, Morocco, and the United States. This shows that digital nomads seem to prefer very heterogenous areas of the world, with different attraction and cultural opportunities.

Most liked countries			Least liked countries		
#	Country	Rating	#	Country	Rating
1	Croatia	4.9	1	Moldova	3
2	Japan	4.9	2	Barbados	3
3	Taiwan	4.85	3	Malta	3.35
4	Russia	4.8	4	Albania	3.35
5	Brazil	4.75	5	Ireland	3.35
6	Morocco	4.7	6	Chile	3.45
7	United States	4.7	7	Uruguay	3.55
8	Netherlands	4.7	8	North Macedonia	3.55
9	Czechia	4.7	9	Dominican Republic	3.75
10	Finland	4.7	10	Lebanon	3.75

Source: [Nomad List](#)

As previously mentioned, preferences between men and women digital nomads are quite different. The tables below show that no top 10 most liked cities by one gender correspond to the ones liked by the other gender. While men prefer to work and travel in Asia and South America, women seem to also enjoy Europe.

Most liked cities by men			Most liked cities by women		
#	City	Rating	#	City	Rating
1	Tokyo	4.81	1	Lisbon	4.58
2	Medellin	4.77	2	London	4.44
3	Chiang Mai	4.77	3	Canggu	4.38
4	Split	4.74	4	Chiang Mai	4.38
5	Buenos Aires	4.72	5	Budapest	4.29
6	Vienna	4.71	6	Sofia	4.29
7	Dubai	4.67	7	Oaxaca	4.29
8	Taipei	4.67	8	San Francisco	4.17
9	Austin	4.67	9	Bangkok	4.17
10	Madrid	4.63	10	Edinburgh	4.17

Source: [Nomad List](#)



# Reasons to become a global destination for digital nomads



# REASONS TO BECOME A GLOBAL DESTINATION FOR DIGITAL NOMADS

Transforming a place into a global destination for digital nomads drives economic benefits, increases demographic resilience, and improves innovation.

Countries and local governments should put digital nomads on their development agenda because the digital nomad movement is accelerating.

Remote working is not a new concept, but digital nomadism skyrocketed as a trend once the pandemic started, and the world turned its attention towards working from home as a solution.

Digital nomads are individuals that want to have a nomadic lifestyle and be able to do the job they love no matter where they live. This lifestyle is primarily possible due to a good internet connection and other technological advancements.

In recent years, there has been a significant increase in the number of digital nomads, and many countries are now competing to become top destinations for these individuals. In this section, we will explore some of the reasons why a Functional Area should strive to become a global destination for digital nomads.

It is not a surprise that many reports and articles promote destinations and provide various analyses and rankings of places' suitability to attract digital nomads, such as the Digital Nomad Index, the Digital Nomad Search Continues, or the Work and Wander: Meet Today's Digital Nomads.

All this movement helps places to be recommended to digital nomads when they are planning their next host location.

The Digital Nomad Movement is right at the intersection of two needs:

- (1) places to attract tourists and talents, and
- (2) people to break their routines and get to continuously experience other cultures.

There are many compelling reasons for a Functional Area to strive to become a global destination for digital nomads. From the economic benefits to the potential for cultural enrichment, attracting digital nomads can have a positive impact on a local community in multiple ways.

Therefore, this section of the guide focuses on highlighting just a few ways on how digital nomads can contribute to the improvement of a Functional Area, once their remote work needs are met.

## Economic benefits

First and foremost, attracting digital nomads can provide a significant boost to a Functional Area's economy. Digital nomads typically have a high disposable income (an average annual income of over USD 120,000) and are willing to spend money on travel, accommodations, and local goods and services.

Given that digital nomads can spend on average up to three months in a single city and that their average monthly expenditures rise to USD 1,875, we can draw the following conclusion:

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*If a Functional Area manages to attract 10,000 digital nomads in a single year, the **total direct economic impact generated amounts to more than 56 million dollars***

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If it seems hard for a Functional Area with no previous experience to attract 10,000 or more digital nomads in a calendar year, than it is worth noting that this number represents 0.028% of the total number of digital nomads currently travelling around the world.

To reiterate the previous statement in terms of the number relative to the total number of digital nomads: *if a Functional Area manages to attract 1/3500 of the total number of digital nomads in a single year, the total direct economic impact amounts to more than 56 million dollars.*

This influx of capital can also help support local businesses and stimulate economic growth in indirect ways. Aside from directly spending money on a destination, digital nomads tend to bring new ideas and perspective to their destinations.

Other economic benefits that digital nomads can bring to a Functional Area are:

- Increased access to talent in specialized areas, such as software development, engineering, and data science.
- A larger and more diverse pool of talent for recruiters to draw from.
- Increased access to global markets and increased collaboration between local and international partners.
- Increased access to new technologies and knowledge.

Furthermore, attracting digital nomads can also help to bring new ideas and perspectives to a country. Digital nomads are typically highly educated and come from a variety of cultural backgrounds, and their diverse experiences and perspectives can help to enrich a country's cultural fabric and foster innovation and creativity.

## Cultural benefits

Digital nomads can bring a diverse range of experiences, perspectives, and ideas to a city, enriching the local culture and society. They may also be interested in learning about and engaging with the local culture, which can lead to increased understanding and collaboration between different groups.

In addition to the economic benefits, becoming a destination for digital nomads can also help to promote a country's brand and reputation. Digital nomads often share their experiences on social media and other online platforms, and a country that is known for its attractive lifestyle and welcoming attitude towards digital nomads can expect to receive a lot of positive exposure.

## Social benefits

Digital nomads may form a community within the city, creating connections and networks that can benefit both the nomads and the local population. They may also be more open to new experiences and ways of living, which can lead to increased creativity and innovation.

Digital nomads are often followed on social media platforms by travelers, which are interested in their lifestyle and want to experiment living in other countries for longer timeframes.

This is why one of the social benefits of bringing digital nomads to a Functional Area is that they indirectly increase tourism in that area, by presenting their experiences on various social media channels.

## Environmental benefits

Digital nomads may have a lifestyle that is more sustainable and eco-friendlier, as they may prioritize living in smaller spaces, using public transportation, and reducing their carbon footprint.

Digital nomads have the potential to bring a variety of environmental benefits to a functional area. By living and working remotely, digital nomads can reduce their carbon footprint by eliminating the need for air travel, which is one of the largest contributors to global carbon emissions. Additionally, digital nomads can reduce their energy consumption by utilizing green energy sources such as solar power, reducing their reliance on traditional energy sources.

Additionally, digital nomads can help to reduce waste by utilizing shared workspace or virtual office arrangements, which reduce the need for physical office space, and thus reduce the amount of waste created by traditional office buildings. By utilizing technology such as video conferencing, digital nomads can also reduce the amount of paper used for communication, which further helps to reduce waste.

## Innovation benefits

Having digital nomads come to a city can improve innovation in a number of ways. Firstly, digital nomads bring with them a wealth of knowledge and experience. They provide an outside perspective on local businesses and the way they operate, helping to identify areas where innovation can be implemented. This can be beneficial to businesses in the city, as well as entrepreneurs and startups, who can benefit from the nomads' expertise.

Secondly, digital nomads can help to create a more diverse and vibrant culture. They help to bring new ideas and perspectives to the city, which can help to drive innovation. This can also lead to an increase in the number of tech startups in the area, as digital nomads often have an entrepreneurial mindset and can help to create a supportive environment for new businesses.

Finally, digital nomads often become involved in the local community. This can help to bring together different groups of people, who can work together to create more innovative solutions. This can be beneficial to the entire city, as it can lead to the development of new products and services, as well as the growth of local businesses.

## **Tourism benefits**

Attracting digital nomads can boost a city's tourism industry in several ways.

First, digital nomads often travel to new places for extended periods of time, which can help to increase the overall amount of tourism in a city. Because digital nomads often travel for work, they may also be more likely to visit a city during non-peak tourism seasons, which can help to spread out the tourism demand and reduce seasonality in the industry.

Additionally, digital nomads often share their experiences and recommendations with their networks on social media and other online platforms, which can help to promote a city and attract more tourists.

Furthermore, digital nomads often make use of local tourism services, such as tours, activities, and events, which can help to support the local tourism industry and create jobs. Overall, attracting digital nomads can help to create a positive feedback loop that can benefit the tourism industry in a city.

# How can Functional Areas capitalize on digital nomads?



# HOW CAN FUNCTIONAL AREAS CAPITALIZE ON DIGITAL NOMADS

Successful cities on attracting digital nomads don't solely rely on good weather or proximity to other countries. They put concentrated efforts on attracting them.

The digital nomad trend has been on the rise in recent years, with more and more people choosing to work remotely and travel the world while earning a living. As a result, cities around the world are starting to capitalize on this trend and are actively seeking ways to attract digital nomads to their region.

Digital nomads are attractive to cities for a number of reasons. They often have a high level of education and are skilled in a variety of fields, including technology, marketing, and entrepreneurship. They are also known for their flexibility and adaptability, which makes them ideal for a variety of businesses and industries.

In addition to their skills and expertise, digital nomads are also drawn to cities that offer a high quality of life, affordable living costs, and a vibrant culture and community.

As a result, cities that are able to provide these amenities are well-positioned to capitalize on the digital nomad trend and attract this highly sought-after demographic.

In this document, we will explore the ways in which cities can capitalize on digital nomad trends and attract them to their region. By understanding the needs and preferences of digital nomads, cities can position themselves as a top destination for this growing community of remote workers and digital nomads.

There are various factors that enable talent to be a digital nomad in your village, city, functional area, region, or country, besides a good salary.

This section of the Guide will focus on the following eight factors, considered as the most important for a digital nomad in choosing his next destination for remote work.

The 10<sup>th</sup> and the most important factor is the strategic document (in the form of a strategy or marketing plan) which will conjure all previous factors and pack them in a campaign that can successfully attract a large number of digital nomads.

1

### AFFORDABLE AND FAST VISA SYSTEM

- Provide a digital nomad visa
- It can be combined with various forms of tax incentives

### GOOD INTERNET CONNECTION

- It should be available in public places
- EU funds can be used to develop WIFI connexion at the whole city level

2

3

### FRIENDLY COMMUNITY CENTRE

- More welcoming coworking spaces should be developed, including ones that belong directly to the municipality

### AFFORDABLE ACCOMMODATION

- Should offer the comfort needed for telecommuting
- Website/ mobile app that presents all accommodation lists in the city

4

5

### HIGH QUALITY OF LIFE

- Opportunities for many leisure activities
- Package to attract nomads such as tour bus, open museums, bars for nomads

### AFFORDABLE COST OF LIVING

- Local stimulents such as vouchers for accommodation, free subscription for public transport, free coworking office

6

7

### SAFE ENVIRONMENT

- Safe and liveable neighbourhoods with limited risks and a strong community
- Development of a digital nomad neighborhood or village

### NOMAD DESTINATION

- Be known as a destination through marketing campaigns and a dedicated entity that focuses on attracting digital nomads

8

9

### OWNING A PIECE OF REAL-ESTATE IN PEOPLE'S MIND

- Make digital nomads emotionally attached to your destination
- Transform digital nomads to brand ambassadors

### STRATEGIC DOCUMENT

- Create and implement a strategic document
- Partner up with local stakeholders
- Focus on digital marketing activities & aftercare

10



**1**

# **AFFORDABLE AND FAST VISA SYSTEM**



Rapid technological change strongly impacts all aspects of life, making people and the public sector flexible and adaptable to continuously evolving trends. What about the public sector? In the case of digital nomads, governments need to put in place a rapid and efficient solution for foreigners that choose to work remotely and visit the world. Since working or visitor visas are not completely suitable, multiple countries launched visas for digital nomads.

Governments at all levels realize that digital nomads spend more money than tourists, don't put much strain on public services, create jobs for locals - and even start local businesses. Because of this, over 45 countries have created digital nomad visas and other programs making it easier to for digital nomads to locate in their countries.

Most visa applications require applicants to (1) meet the minimum income established by the host country, (2) be self-employed or work for/manage a business that is outside the host country, (3) have health insurance for their entire staying, (4) demonstrate they have a place to live in and (5) pay a fee.

The discussion must also move to taxes. What taxes digital nomads should pay or not if they pay back home? Countries need to establish appropriate programs and incentives that are attractive and fair. In addition to permits and taxes, local governments must also offer digital public services that allow remote workers to easily fulfill their obligations as temporary residents.

Another aspect of digital nomads that governments need to consider is the potential impact on local economies and communities. Digital nomads often choose to live in and visit countries with lower costs of living, and this influx of foreign workers can drive up demand for housing, food, and other necessities. This can lead to increased prices and competition for resources, which can be detrimental to local residents.

To address this issue, governments can implement policies that ensure that digital nomads contribute to the local economy and community. This could include requiring digital nomads to pay local taxes, participate in community events and initiatives, and support local businesses. By incorporating digital nomads into the local community, governments can help to minimize any negative impacts and ensure that the benefits of digital nomadism are shared by all.

Furthermore, governments need to consider the potential long-term effects of digital nomads on their economies and communities. As more and more people choose to become digital nomads, it is possible that some locations could become dependent on this income stream. In the event of a sudden downturn in the number of digital nomads, such as a global economic recession or a change in visa policies, these locations could be severely impacted. To mitigate this risk, governments can diversify their economies and promote other industries and sectors.

Overall, the conversation surrounding digital nomads is complex, and any place aiming to become a global destination for digital nomads should develop integrated strategies at the national and local levels, including incentives and programs to support this growing trend.

Although it's not the Functional Area's role to make sure that a visa system exists at the national level for digital nomads, it is however important to start the conversation and explain what are the benefits of doing so.

Harvard Business Review created a comprehensive list of visas or alternative programs issued by countries around the world (see below), which contains information such as duration, fees, income tax, minimum income, and proof of health insurance.

Source: Harvard Business Review ([link](#))

### Digital Nomad Visa Programs

A summary of digital nomad visa programs issued by countries, along with visa programs that are close alternatives.

While all countries require some sort of health insurance, the degrees are variable. Some countries require a full-fledged personal health insurance policy, while others may ask workers to buy some sort of prepaid health policy that the country offers to tourists.

Country	Duration (months)	Fees for individuals (in US\$ as of exchange rate on May 17, 2022)	Income tax liability	Income minimum	Proof of health insurance required
			YES ● NO ○	YES ● NO ○	YES ● NO ○
● FORMAL DIGITAL NOMAD VISA PROGRAM	● RENEWABLE ■ NOT RENEWABLE				
● Anguilla	12	\$2,000	○	●	●
● Antigua & Barbuda	24	1,500	○	●	●
● Aruba	3	73	○	○	●
● Australia	12	347	●	●	●
● Barbados	12	2,000	○	●	●
● Belize	1	0	○	●	●
● Bermuda	12	263	○	●	●
● Brazil	12	70	●	●	●
● Cambodia	1	42	●	●	●
● Cape Verde	6	57	○	●	●
● Cayman Islands	24	1,469	○	●	●
● Colombia	3	52	○*	●	●
● Costa Rica	24	550	○	●	●
● Croatia	12	155	○	●	●
● Curaçao	6	297	○	○	●
● Cyprus	12	63	○	●	●
● Czech Republic	12	163	●	●	●
● Dominica	18	900	○	●	●
● Dubai (UAE)	12	611	○	●	●
● Ecuador	24	450	○†	●	●
● Estonia	12	100	●	●	●
● Georgia	12	33	●	●	●
● Germany	36	100	●	●	●
● Greece	12	88	○†	●	●
● Grenada	12	1,500	○	●	●
● Iceland	6	60	○	●	●
● Indonesia	1	50	○	●	●
● Italy	24	57	●	●	●
● Jamaica	12	100	●	●	●
● Malta	6	315	○	●	●
● Mauritius	12	0	○†	●	●
● Mexico	12	45	●	●	○§
● Montenegro	12	205	●	●	●
● Montserrat	12	500	○	●	●
● Norway	48	630	○†	●	●
● Panama	9	300	○	●	●
● Portugal	12	163	○	●	●
● Romania	12	126	○	●	●
● Serbia	6	95	○	●	●
● Seychelles	12	47	○	●	●
● Spain	12	90	○	●	●
● Sri Lanka	12	500	○	●	●
● St. Lucia	12	70	○	●	●
● Taiwan	36	160	○‡	●	●
● Thailand	48	30	○	●	●
● Vietnam	1	50	○	●	●

\*Up to 6 months †Up to 180 days ‡Up to 90 days §Only for specific parts

## BEST PRACTICE

### The Malta Nomad Residence Permit

Malta created a Residence Permit that allows holders to continue working in another nation while legally residing in Malta. Malta already accommodates and welcomes EU digital nomads who enjoy the island atmosphere, lifestyle, business networking possibilities, and cultural experiences. Individuals from third countries who would ordinarily need a Visa to visit Malta can apply for the Nomad Residence Permit.

The permit will be valid for one year and can be renewed at the discretion of Residency Malta if the applicant still fulfills the qualifying conditions. For the main applicant, the application fee is €300. Additionally, to include family members in the Malta nomad visa application, the fee is €300 for each family member.

The Free Independent Traveler (FIT) scheme, which promotes tourism, enables participating hotels to offer guests who stay three days or longer up to €200 in incentives, of which €100 from the government and the remaining €100 from the hotel. These incentives may include a room discount or on-site benefits.

**Estonia** doesn't offer sandy beaches; however, it has all the necessary qualities to become the homeland for digital nomads. Firstly, the country offers special visas for digital nomads and the possibility to access the e-Residency program. The latter program offers several benefits, to those that aim at opening a business in the country. For example, they would have access to a wide range of advanced digital services, which eliminate bureaucracy and save time. Basically, you can manage your company from wherever you want in the world and be welcome to travel to Estonia only when you want.

**Germany** does not have a dedicated visa system for digital nomads; however, you can apply for the German Freelance "Freiberufler" Visa, which is granted to people that work in liberal 'freelance' professions that work in fields like healthcare, communication, science, technology, etc.

**Greece** has created a digital nomad visa for third-party nationals, which gives them a permit to live there for one year and then apply for a Digital Nomad Residence Permit for a longer stay. Digital nomads that are from EU, EEA or Swiss are allowed to move freely in Greece, according to EU law, hence they don't need to apply for a visa, says [workfromgreece.gr](http://workfromgreece.gr). However, the digital nomads that need to apply must have a minimum salary of €3,500 per month if he/she doesn't have a family. In case he/she will be accompanied by a spouse or cohabitant the monthly sum increases with 20% and if they have children the salary requirement increases with 15% for each child. In terms of taxes, any digital nomad that works from Greece only for 180 days doesn't need to pay taxes. Moreover, the government created a range of tax incentives and benefits to attract remote professionals in working and eventually become tax residents.

**Iceland** has a visa designed specifically for digital nomads, being one of the first Schengen countries that had this initiative. This allows international remote workers to travel and work in the country for up to 180 days. Some of the requirements to obtain it are to work for or run companies that are based outside the country, meet the minimum salary, which is the highest income required in the world, have health insurance, and pay the application fee.

**Romania** is one of the newest countries offering digital nomad visa, with its entry into effect on early 2022. The digital nomad visa in Romania works similarly to the visas offered in other countries in Europe. The program is offered exclusively to digital nomads, which the Romanian authorities describe as “foreigner who is employed with an employment contract by a company registered outside Romania or who owns a company registered outside Romania and may work as an employee or within the company, remotely.”

The digital nomad visa in Romania allows individuals to stay in the country for up to 12 months without needing any additional permits or visas. If the requirements are still met, the visa can be renewed for an additional 12 months.

**Spain** is working on a proposed digital nomad visa that will be available to all non-EU/EEA/Swiss citizens or non-EU/EEA/Swiss passport holders and will allow them to live in Spain while working remotely. The legislation aims to elevate Spain to the top of the list of locations for talent, investment, and entrepreneurial innovation. Unfortunately, citizens from the European Union, the Economic European Union, and the Schengen Area will not be able to apply for a Spain Digital Nomad Visa, as they have the right to live and work in Spain without a Spanish visa. For a stay longer than three months, it is necessary to officially register the residence by visiting the local Foreigners’ Office and applying for a Foreigner’s Identity Number (NIE). The new law for the Digital Nomad Visa in Spain is called the Start-up Act and it was submitted to the Spanish parliament.

**The USA** doesn’t have a visa for digital nomads, but it offers several other options for foreigners to visit or reside in the country, some of them being suitable for digital nomads. For example, if you choose Hawaii, you must apply for an American visa or ESTA that will permit you to stay there for up to 90 days. According to, the Digital Nomad website, the best places in the USA for digital nomads are Jacksonville (Florida), Austin, (Texas), Las Vegas (Nevada), Charleston (South Carolina), Pittsburgh (Pennsylvania), Nashville, (Tennessee), New Orleans (Louisiana), Santa Fe (New Mexico).

**Australia also has ‘Working Holiday Visa’** program for young adults (18-35 years old) with a passport from an eligible country or jurisdiction who want to act as tourists and work here, according to the official website.

**Aruba** created the One Happy Workcation program dedicated to U.S. citizens with a valid passport, according to the official website [aruba.com](https://www.aruba.com). It offers remote workers a permit for 90 days to work in Aruba. All visitors need to have purchased insurance for their entire visit and don’t need to pay income taxes because they are not registered as residents. What the island offers, besides breathtakingly landscapes, is available wi-fi at accommodations and special zones with free wi-fi around Aruba, various working spaces, such as Workspace, Impact Hub, Piso3, and special offers that include discounts for rent and activities.

**Dominica** launched an invite for remote workers around the world to come work in nature. According to the official website, the Work in Nature (WIN) Extended Stay Visa program offers digital nomads and their families the permit to work remotely in Dominica for up to 18 months. Some of the benefits promoted on the website are “income tax waiver, duty free concessions on importation of personal effects, ability to apply for an annual driver's license, and free travel during the period that your visa is granted”.

## BEST PRACTICE

### New Zealand's Working Holiday Visas

New Zealand created a special visa for young people (18 - 30 years old and 18 - 35 years old, depending on the country) to spend up to 12 months in the country (or up to 23 months for those from Canada and the UK). The visa applies once during a lifetime, meaning that one person can get the working holiday visa only one time in his / her life.

To obtain this visa, the applicants need to provide evidence (at least a copy of the bank statement) that they have a minimum monthly income of NZ\$350 or a minimum annually of NZ\$4200 to meet the requirements of the Immigration office. The approval of the applications can take up to 20 working days.

It is not mandatory for the applicant to have a job to obtain the visa or to get one while in New Zealand if they can provide the necessary funds to live in New Zealand. In case of those who have more than one job, they are allowed to access the visa if they pay the necessary taxes. On the other hand, beneficiaries are not allowed to get employed in New Zealand with this visa, they are allowed to undertake study courses and programmes for up to six months.

People who hold the working holiday visa can leave New Zealand - the time outside the country is not added to the total of maximum 12 (or 23) months they are allowed to stay in New Zealand.

Considering that close to 70% of the total digital nomads come from outside the European Union, it is important for Functional Areas to focus on starting the conversation with their national authorities in this sense. With close to 50% of all digital nomads originating from the United States, it is also important to envision a potential taxation system that can work between the two parties.

# GOOD INTERNET CONNECTION

2



Strong internet connectivity is essential for attracting digital nomads to a city. Digital nomads are individuals who are able to work remotely, often using the internet as their primary tool for communication and collaboration. In order to be successful, they need to have access to high-speed, reliable internet connectivity wherever they go.

Without strong internet connectivity, it is difficult for digital nomads to perform their work effectively. Slow or unreliable internet can lead to delays and frustration, which can make it difficult for digital nomads to meet deadlines and maintain their productivity. Furthermore, digital nomads often need to use a variety of online tools and services to complete their work, such as video conferencing, cloud storage, and project management software. These tools require a fast and stable internet connection in order to function properly.

In addition to the practical considerations, strong internet connectivity is also important for the overall quality of life for digital nomads. Digital nomads often choose to live and work in cities that offer a high quality of life, including a vibrant culture and community, a thriving tech and startup scene, and a wide range of amenities and services. High-speed internet connectivity is an important part of this equation and can be considered a prerequisite for any destinations, as it enables digital nomads to stay connected to the outside world, access a wide range of online resources and services, and maintain their social connections.

By investing in high-quality internet infrastructure and all-round Wi-Fi connectivity, Functional Areas can make themselves more attractive to digital nomads and reap the many benefits that they bring. Hence, free Wi-Fi areas and accommodation and co-working spaces with fast internet connections need to be available for them to work from another place. Also, transition places need to be covered or areas close to the main destination that a digital nomad would choose to visit.

You can find below a few examples of how selected EU countries have chosen to support further development of their internet infrastructure. It is however important to note that even if countries are choosing to strategize fast internet connectivity at national level, sub-national chapters can also perform specific actions. The example box from this section shows the success of the WiFi4EU program, with more than 29 thousand registered municipalities across the EU.



The Digital Agenda is a comprehensive plan for promoting the growth of the digital economy across the European Union. One of its key goals is to ensure that all Europeans have access to high-speed internet connectivity, regardless of where they live or work. This is seen as essential for supporting innovation and competitiveness, as well as for enabling Europeans to participate fully in the digital economy.

To achieve this goal, the EU has implemented a number of initiatives and policies aimed at improving internet connectivity across the region. These include the deployment of high-speed broadband networks, the establishment of digital innovation hubs, and the promotion of e-skills and digital literacy. Additionally, the EU has worked to create a single digital market, which makes it easier for businesses to operate across national borders and allows consumers to access a wider range of online services.

The impact of these efforts has been significant. In recent years, the EU has seen a significant increase in internet connectivity, with more and more people gaining access to high-speed broadband networks. This has facilitated the growth of the digital economy, with more businesses and entrepreneurs taking advantage of the opportunities offered by the internet. Additionally, the improved connectivity has allowed for greater collaboration and innovation, as well as enabling more people to participate in the digital economy.

The EU's connectivity goals are supported by the Spain Digital 2025 Agenda, which seeks to reach the whole population with ultrafast networks and prepare the entire radio spectrum for 5G by 2025. Also, hotspots are widely available in public spaces, airports, or train stations. By the end of June 2020, 95.5% of Spanish homes had access to fixed broadband services, a figure that was slightly below the EU average of 97.4%.

The Digital Economy and Society Index (DESI) ranks Germany in 11th place at the EU level. In terms of broadband connectivity, it performs in a satisfactory manner, the 5G environment is placing the country as a leader and fixed broadband in second place in the EU. Overall, the report concludes that its performance in fixed very high-capacity network coverage improved from 33% to 55.9%, but it remains below the EU average (59.3%). Digital Nomad lists the following cities as places for digital nomads in Germany, with a strong internet connection, good infrastructure, and vibrant cultural life Berlin, Munich, Hamburg, Cologne, Frankfurt, and Aachen.

Estonia, a European and global leader in the digitalization of public services, has one of the fastest internet speeds in Europe, however, according to the Digital Economy and Society Index (DESI), the connectivity indicator needs to be improved. All in all, the same report says it ranks 9th at the level of EU27 and highlights that it published its new digital agenda - Estonian Digital Agenda 2030, which focuses on further improving digital services, cybersecurity, and internet connectivity all over the country.

According to Work from Greece - the national initiative to attract digital nomads- the internet speed in the country has improved. In 2020 the average download speed nationwide was 27.01 Mbps and fibre optic technology is standard in many neighbourhoods. For example, in Athens and Thessaloniki, the 5G network offers almost complete coverage (97%) with areas where the speed passes 1 Gbps. The authorities predict that 5G coverage will be extended at the national level, taking remote working from Greece to another level.

## BEST PRACTICE

### Free Wi-Fi for Europeans

With WiFi4EU, the European Commission wants to promote free Wi-Fi connectivity for citizens and visitors in public spaces such as parks, squares, public buildings, libraries, health centers and museums across Europe.

The WiFi4EU initiative has a budget of 120 million euros for 2018-2020 and supports the state-of-the-art Wi-Fi equipment in the centres of community life. The call is open to municipalities and Associations formed by Municipalities acting on behalf of their members, with 29350 municipalities already registered.

WiFi4EU vouchers cover WiFi hotspot equipment and installation costs. Local governments receiving vouchers must pay for connectivity, such as the internet subscription, and equipment maintenance to provide free, high-quality Wi-Fi connectivity for at least three years.

More information on the initiative is available at the following webpage: <https://wifi4eu.ec.europa.eu/>.

3

# FRIENDLY COMMUNITY CENTRE



Creating a community around digital nomads is an important step for cities that want to attract and retain this growing population. Digital nomads are individuals who are able to work remotely, often using the internet as their primary tool for communication and collaboration. As a result, they have the flexibility to live and work anywhere in the world, and are often drawn to cities that offer a vibrant culture, a thriving tech and startup scene, and a high quality of life.

This flexible and mobile lifestyle can be both rewarding and challenging, and many digital nomads find that having a sense of community and support is essential for their well-being and success.

One of the key benefits of creating a community around digital nomads is that it helps to create a sense of belonging and connection. Digital nomads often move to new cities and countries, and can feel isolated and disconnected from their new surroundings. By creating a community of like-minded individuals, cities can help digital nomads to feel more at home, and to connect with others who share their interests and values. This can have a positive impact on their overall quality of life, and can make them more likely to stay in a particular location for longer periods of time.

Another benefit of creating a community around digital nomads is that it can help to promote the city or region as a desirable place to live and work. Digital nomads often share their experiences and recommendations with their friends and followers on social media and other online platforms, which can help to promote the city as a destination for digital nomads and tourists. This can help to attract more digital nomads to the city, which can in turn support the local economy by providing a consistent source of income for hotels, restaurants, and other businesses.

Furthermore, creating a community around digital nomads can help to foster collaboration and innovation. Digital nomads often have a wide range of skills, knowledge, and perspectives, and by bringing them together in a community setting, it is possible to facilitate the exchange of ideas and the creation of new and exciting projects. This can help to support the growth of the local tech and startup scene, and can contribute to the overall economic development of the city.

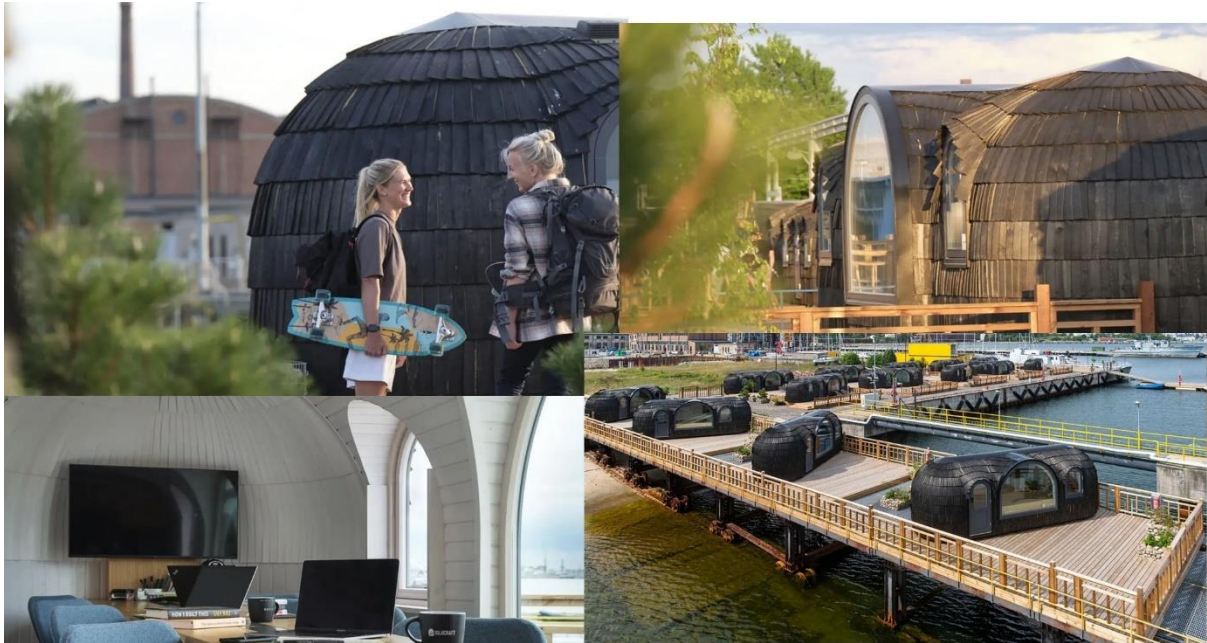
That is why digital nomads look for places with various coworking spaces and a community with a strong appetite for networking. It is comforting to know that you have an environment that enables you to manage working time and afterward have a vivid social life. For a place to have adequate coworking spaces, the hospitality industry must understand and acknowledge the business potential brought by this niche of consumers. From here, their private investments will represent one of the strongest attraction points of a place. Coworking spaces are an excellent alternative for digital nomads since they offer both a work environment and a network of like-minded individuals, which is why it is a popular choice among people.

In Europe, Baden-Baden, the former “summer capital of Europe”, is the perfect place for people that seek work-life balance and increased quality of life. Besides being well connected with Europe and beyond by air and land, it also has a beautiful forest for residents to enjoy and spend their free time. Now the “city of the good-good life”, as it promotes itself to be, strongly plans to be the place for digital nomads that enjoy a slow city with rapid access to nature and relaxing activities. As such, the UNESCO world heritage town recently announced to the world that their first coworking space, Opera Coworking, and their image as a digital nomad destination are being developed as we speak.



*Source: euronews. Travel*

An article signed by Independent, presenting why Tallinn is the best city in the world for digital nomads, mentions IGLUPARK as one of the city's best offerings for digital nomads. The retreat is in the Noblessner Port, near the ancient Old Town, and it offers beautiful, relaxing, and unforgettable memories for remote workers. Indeed, it doesn't have sandy beaches, but it has the sea there, saunas to warm and beautiful coworking spaces that promise any work nomad to be charged with energy and inspiration. Moreover, you can either go with another person, group, or single, but here you'll find a community and all the necessary tools, according to the official website of the park.



Source: <https://iglupark.com/en/igluhut/>

A place benefits from such investments because it adds experiences that attract people eager to work in a different environment than the traditional one and are willing to spend money to have that kind of life. Above all, they need to provide options to attract various digital nomads, because they may be in the same category, but they don't look for the same experiences.

## BEST PRACTICE

### Connecting digital nomads and coworking communities in the Arctic

Arctic Digital Nomads is a network of coworking spaces from Iceland, Norway, Greenland, and the Faroe Islands that has as its main objective to connect digital nomads with coworking communities in the Arctic regions. The spaces that they promote and encourage you to visit are Lofoten, Norway - Arctic Coworking Lodge; Vágur, Faroe Islands - Faroes Coworking Adventure; Westfjords, Iceland - The Blue Bank; Narsaq, Greenland - Hotel Narsaq.

The website is full of insights and useful materials that any remote worker dreams of when planning its next work spot. In the end, what Arctic Digital Nomads does is to make you fall in love with the arctic communities of digital nomads that live closely with nature, explore new adventures and successfully work in a happy and creative environment.

## BEST PRACTICE

### Co-working & co-living in Cape Town

A good example of how to attract digital nomads is Digital Nomad Safaris. As part of the Coworking Days global network, Digital Nomad Safaris are created especially for remote workers, start-ups, and entrepreneurs who want to work and afterward disconnect. The idea promises the ultimate experience - finding a balance between work and adventure. The trips and activities are designed to start and end in Cape Town and be placed around working hours.

Another thing that this business does, besides offering extraordinary experiences, it also promotes South Africa as a hotspot for digital nomads and offers guidance in terms of accommodation, co-working spaces, and touristic activities.

In Tbilisi, one of the best known coworking and leisure places is a former sewing factory turned into a multipurpose centre – Fabrika. Developed in 2016 by MUA (Multiverse Architecture) and Adjara Group Hospitality, the place revived and transformed an unused space into a multi-functional urban space and an alternative option for both locals and foreigners in Tbilisi.

The place expands on a former brownfield of approximately 8,000 m<sup>2</sup> and comprises a three-building complex with a creative education centre, a coworking space, artist studios, restaurants, bars, concept stores, a board games club, and the biggest hostel in the region, which can host up to 400 people.



*“Fabrika has evolved into a place where people gather to socialize, start new friendships and collaborations, meet the artists, get acquainted with their art, and become inspired.”*

*“Fabrika is the space for rebellious minds to create and share.”*



Fabrika is located on the left side of the Mtkvari River and led to the revival of this part of Tbilisi, becoming a top attraction and socialising place in the city. The place exhibits small and large-scale murals of both local and international artists, putting Georgia as a leader in the street art scene.

Moreover, the developers aimed at retaining the spirit of the abandoned factory, thus some aspects of the place reflect the Soviet era: the blue tiles, bar chairs, plugs and wires, the tables in the breakfast area, exposed pipes, and cabling, exposed concrete grounds slabs, traditional Georgian rugs, old furniture.



Besides Fabrika, Georgia offers a great variety of coworking spaces both in the capital and in smaller cities. The number of these spaces in Georgia rose in recent years, especially starting with 2020, when the country saw an increase in the number of remote workers and digital nomads.

Some of the best coworking spaces in Tbilisi are:

- [Lokal](#) – one desk is \$9.50 per day or \$160 per month, and includes indoor and outdoor workspaces, free Wi-Fi, Coffee and Tea
- [Terminal](#) – with locations in Tbilisi and Batumi, offers a range of services, from flex desks to private offices, for prices starting from 500 GEL per month
- [Collective](#) - with locations in Tbilisi and Kutaisi.

Moreover, most of the cafes, local pubs, and libraries, such as Mikheil Saakashvili's Presidential Library, receive remote workers, with free wi-fi and, in some cases, dedicated workspaces.



## Creating a sense of digital nomad community, in a nutshell

A Functional Area that wants to create a sense of community for digital nomads can take a number of steps to achieve this goal. First and foremost, the city should provide ample co-working and co-living spaces that are specifically designed for digital nomads. These spaces should be comfortable, functional, and equipped with high-speed internet access and other necessary amenities.

In addition to providing physical spaces for digital nomads to work and live, the Functional Area should also create a sense of community through social events and activities. For example, the Functional Area could host regular meetups, workshops, and networking events that are specifically tailored to the needs of digital nomads. This would give digital nomads an opportunity to connect with one another, share knowledge and experiences, and form meaningful connections.

Another way for a Functional Area to create a sense of community for digital nomads is by offering support services and resources that are tailored to their unique needs. For example, the city could provide digital nomads with access to legal advice, financial planning services, and health care resources. This would help digital nomads to feel supported and valued, and would foster a sense of belonging within the community.

It is important to mention that the studies cited in previous sections of this report show that a large number of digital nomads are not employed (freelancers or startup owners), meaning that they lack any social security services. This is why any types of support services or resources tailored to their needs would prove very attractive.

Furthermore, a Functional Area that wants to create a sense of community for digital nomads should also make an effort to include them in the local community. This could involve inviting digital nomads to participate in local events and activities, and providing them with information about the city's culture, history, and attractions. By doing this, the city can help digital nomads to feel like they are a part of the local community, rather than feeling like outsiders.

Moreover, digital nomad communities have developed so much in Southeast Asian areas such as Ubud or Chiang Mai because the nomads have themselves invested to create local businesses in certain areas of those towns. Just as European capital cities have neighborhoods such as China Town or Little Italy, we may well see in the future that some Digital Nomad neighborhoods will also develop.

Overall, creating a sense of community for digital nomads requires a combination of physical spaces, social activities, support services, and inclusion in the local community. By taking these steps, a city can become an attractive destination for digital nomads, and can foster a thriving and supportive community for these workers.

# AFFORDABLE ACCOMODATION

4



One of the main reasons that affordable accommodation is important for digital nomads is that it allows them to save money. Digital nomads often have to cover their own living expenses, including rent and utilities, so being able to find affordable accommodation can help them to stretch their income further. This is especially important for digital nomads who are just starting out and are still building their businesses or freelance careers.

In addition to allowing digital nomads to save money, affordable accommodation is also important because it enables them to live comfortably. Digital nomads need to be able to work efficiently, and this requires a comfortable and functional living space. Affordable accommodation that meets these requirements can help digital nomads to stay productive and focused on their work.

People need to afford to be residents and tourists. As such, affordable accommodation and strong transport infrastructure must be available and easy to find. The local hospitality industry plays an important role to attracting digital nomads to a certain location, because it can create tailored offers designed specifically for digital nomads and advertise them as such.

For example, possible incentives could be discounts on food and beverage, fitness and coworking amenities, or free internet between properties managed by the same company. In addition to hotels, digital nomads can find accommodation through platforms such as Airbnb, Facebook groups, and real estate websites like Idealista in Spain and DigitalNomads.pt in Portugal – a portal dedicated for digital nomads in Portugal.

Another choice that is becoming more and more well-liked among digital nomads is co-living. In this scenario, many tenants share a rental home's amenities including the kitchen, living room, and laundry rooms. If you want to live in a certain city but don't want to deal with the difficulty of locating a furnished apartment, this might be a fantastic choice.

The types of costs expected for an apartment in Spain start from around \$500 for a 1-bedroom furnished apartment and around \$1,000 for a 3-bedroom furnished apartment. The prices can be lower if the location is outside of the city centre and of course if the location is in a smaller city. In Lisbon, Portugal, in the historic part of the city, a 1-bedroom apartment will cost an average of \$800.

One of the countries that are known for its infrastructure is Germany, for its impressive public transport system and its cycle lanes that are among the most extensive and well maintained in all of Europe. These aspects are important and represent a strong asset in the race for digital nomads.

It is however important to reiterate that previous sections citing the Nomad List study showed that 60% of digital nomads work from their home offices and another 15% work from co-working places. This means that more than 75% of the total digital nomad economy is created both in their accommodations and co-working areas.

With this idea in mind, Functional Areas can find one of the two alternatives:

- Cooperate with the local hospitality industry to create tailored made promotions for digital nomads and advertise them through all available channels
- Provide certain local administration infrastructure (unused buildings or land - via concession agreements) to the private environment, so that they can create new and affordable infrastructure for tourists and digital nomads (accommodation or co-working spaces)

## BEST PRACTICE

### Betting on village repopulation through digital nomads

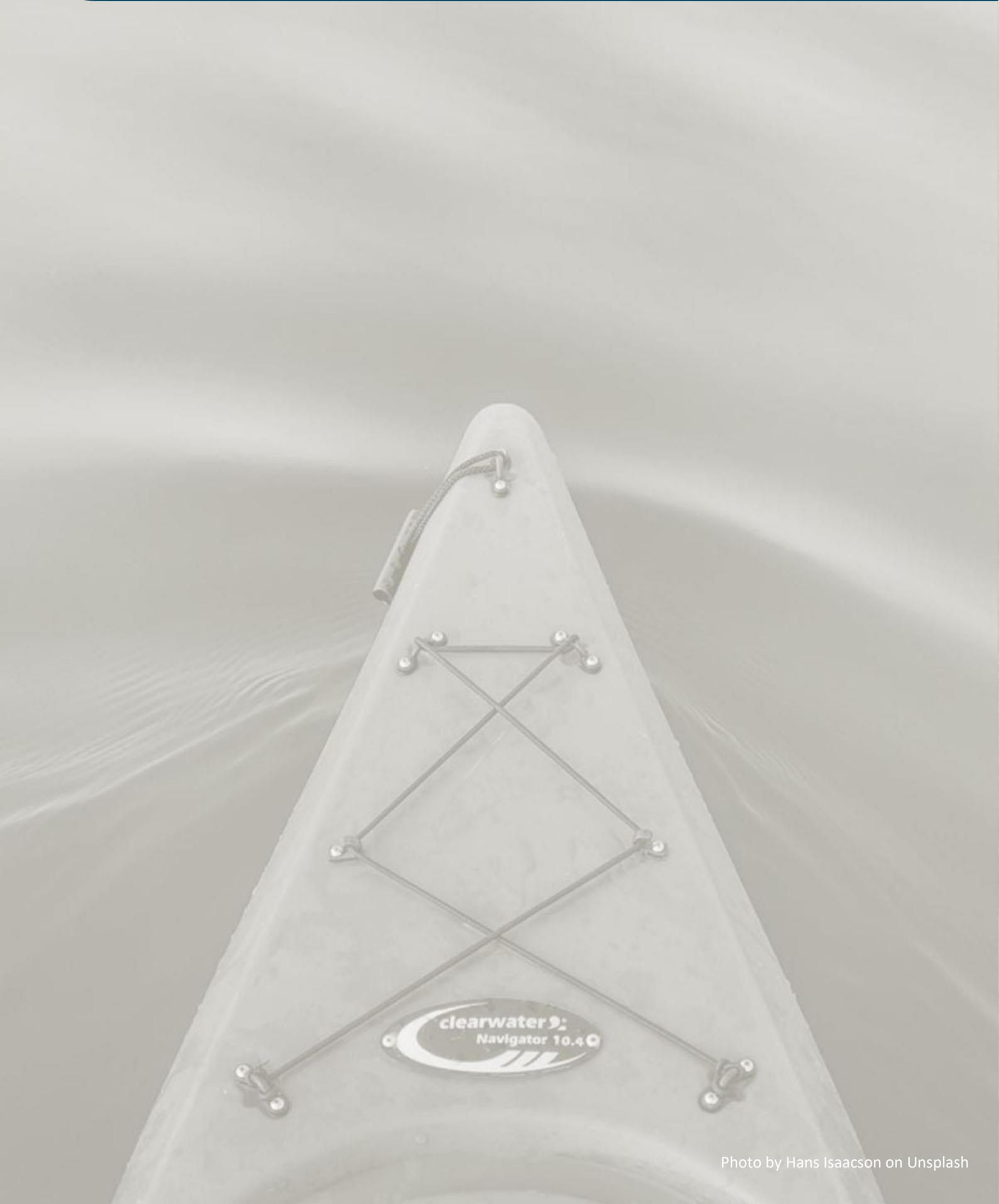
Letur is a small rural community of 900 people situated on the edge of a steep plateau in the Sierra del Segura area of southeast Spain and is placing a bet that digital nomads could provide a lifeline for its dwindling population, through a new initiative - Repuebla Letur (Repopulate Letur).

The opportunity to live in one of the ten newly constructed and fully furnished two- and three-bedroom apartments in the centre of the village is being made available to remote workers for €340 to €450 per month. Additionally, there are plans for a coworking area with adjacent high-speed internet. Families that want to enrol their children in the neighbourhood school and have children under the age of 12 are given priority.

Those who decide to relocate will discover that the mountain town has lots going on despite

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# HIGH QUALITY OF LIVING



The quality of living in a given location can be defined as the overall standard of living that an individual can expect in that place. This can be influenced by a wide range of factors, including the safety and security of the area, the availability of healthcare and other essential services, the cost of living, the quality of the local infrastructure, and the sense of community and social support. For digital nomads, the quality of living in a given location can have a significant impact on their overall happiness and well-being, as well as their ability to work effectively.

When choosing a location to live and work as a digital nomad, it is important to carefully consider the quality of living in that place. Some key factors to consider include:

- **Safety and security:** Digital nomads should consider the crime rate and overall safety of the area, as well as the availability of emergency services and other support in case of any incidents.
- **Healthcare and essential services:** Digital nomads should ensure that they have access to quality healthcare, as well as other essential services such as grocery stores, pharmacies, and public transportation.
- **Cost of living:** Digital nomads should consider the cost of living in a given location, including the cost of housing, food, and other necessities.
- **Infrastructure:** Digital nomads should ensure that they have access to reliable internet and other necessary infrastructure, such as co-working spaces and business services.
- **Sense of community:** Digital nomads should consider the overall sense of community and social support in a given location, as this can have a significant impact on their happiness and well-being.

By taking these factors into account, digital nomads can ensure that they are able to enjoy the benefits of their lifestyle while also maintaining a high quality of living. This can help them to maintain their overall happiness, well-being, and productivity, allowing them to make the most of their experience as digital nomads.

What Functional Areas in the EU can do is to access international publishing tools such as reports on the quality of living. These kinds of reports are published yearly and typically contain analysis and polling of 6 main functions—Economy, Research and Development, Cultural Interaction, Livability, Environment, and Accessibility. Such documents have a powerful impact in developing a reputation and making people pay attention because the respective cities were reviewed by a trustworthy entity.

## BEST PRACTICE

### Georgia, the country for all seasons

The popularity of Georgia as a tourist and nomad destination started increasing in 2019, when a group of young people launched an online campaign to promote the country's tourism potential using the hashtag #SpendYourSummerInGeorgia.

The campaign continued after the summer of 2019 with a new hashtag, #Spend4SeasonsInGeorgia, and became popular across social media channels, especially on Facebook. Several local and foreign public figures joined the campaign at the time, such as: Salome Zurbishvili (President of Georgia), Justin McKenzie Smith (British Ambassador to Georgia), Elizabeth Rood (Acting Ambassador of the United States to Georgia), James Appathurai (NATO Secretary General's Special Representative), Frederic Beigbeder (French writer, literary critic, and TV presenter).

Georgia offers many leisure activities for all tastes. This small country in the Caucasus can be reached from East to West and from North to South in just a few hours, day trips being a great option for anyone. Some of the main touristic cities of the country are its capital - Tbilisi, Kakheti Wine Region, Kazbegi, Kutaisi, Batumi, Mtskheta, and Gori.



As it pertains to digital nomads, Mexico currently leads as the favorite location for them. The combination between strong cultural experiences, some places that are quite affordable and a good community infrastructure makes it the perfect country to choose.

Mexico currently hosts the most digital nomads, with 14% of nomads reporting Mexico as their current location while 11% of nomads are in Thailand and 8% of nomads are in Portugal to represent the top 3 locations for digital nomads now.

Mexico, Thailand, and Portugal represent the three major digital nomad hubs in Latin America, Europe, and Southeast Asia.

## TOP DIGITAL NOMAD DESTINATIONS



## HIGHEST RATED CITIES FOR DIGITAL NOMADS

### MEXICO

- Playa del Carmen
- Guadalajara

### THAILAND

- Chiang Mai
- Koh Lanta

### INDONESIA

- Bali

### COLOMBIA

- Medellin

### VIETNAM

- Ho Chi Minh City
- Hoi An
- Da Nang
- Hanoi

### PORTUGAL

- Madeira
- Lisbon

### TURKEY

- Istanbul
- Izmir

Source: [ABrotherAbroad](https://www.abrotherabroad.com)



According to the Digital Nomad Statistics performed by the ABrotherAbroad platform, **9 of the top 10 preferred locations for digital nomads are coastal countries that are gateways to their region (major airport and intl. flights) and a gross national income per capita that is less than the average budget of a digital nomad.**

According to the previous chart performed by ABrotherAbroad.com, the top 10 rated places for digital nomads by digital nomads are as follows:

- Mexico
- Thailand
- Indonesia
- Colombia
- Vietnam
- Portugal
- Turkey
- Costa Rica
- Brazil
- Philippine

Portugal is the only location that misses one of the criteria (Portugal's average income per person is \$700 more per year than the average DN's annual budget); however, the correlation is still strong.

Other notable locations to be aware of that follow this trend are southern Italy, Nicaragua, South Africa, Croatia, Egypt, Cambodia, Ecuador, Spain, southern India, and Bulgaria.

Mexico was rated as the top location for digital nomads by 13% of nomads surveyed, followed by Thailand (12% of nomads surveyed), Indonesia (9% of nomads surveyed), Colombia (7% of nomads surveyed), and Vietnam (5% of nomads surveyed).

- Portugal was rated the top digital nomad location in Western Europe
- Turkey was rated the top digital nomad location in the Middle East
- Croatia was rated the top location in the Balkans and Eastern Europe
- South Africa was rated the top location in Africa for digital nomads

Southeast Asia was rated the most popular region for digital nomads with 34% of the votes, followed by Central America with 16% of the votes and South America with 13% of the votes.

All of the top-rated countries per region follow the coastal country pattern, income per capita less than \$22,500 annually (except Portugal), and gateway to a region of the world with cheap, reliable access to nearby countries that provide additional value.

# AFFORDABLE COST OF LIVING

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The cost of living is an important factor for anyone, but it can be particularly important for digital nomads. Digital nomads are people who are able to work remotely and often travel to different locations.

This lifestyle allows for a great deal of flexibility and freedom, but it can also come with some challenges. One of the main challenges is the need to carefully manage expenses and ensure that they are able to afford the cost of living in the places they are visiting.

There are several reasons why the cost of living is important for digital nomads. First and foremost, it can have a significant impact on their overall financial stability. Digital nomads often have to budget carefully to ensure that they have enough money to cover their basic expenses, such as food, housing, and transportation. If the cost of living in a particular location is too high, it can make it difficult for them to afford these necessities and put their financial well-being at risk.

In addition to financial stability, the cost of living can also affect the quality of life for digital nomads. For example, if a location has a high cost of living, it may be more difficult for digital nomads to afford things like leisure activities or dining out. This can make it less enjoyable for them to live in that location and may even cause them to look for other places to live and work.

Furthermore, the cost of living can also influence the amount of time that digital nomads are able to spend in a particular location. If the cost of living is high, they may need to work longer hours or take on more clients in order to afford to stay in that location. This can increase their workload and make it more difficult for them to enjoy the benefits of the digital nomad lifestyle, such as the ability to travel and explore new places.

Overall, the cost of living is an important factor for digital nomads to consider. It can have a significant impact on their financial stability, quality of life, and even the amount of time they are able to spend in a particular location. As such, it is important for digital nomads to carefully research the cost of living in any location they are considering and to plan accordingly to ensure that they can afford to live and work in that location.

## BEST PRACTICE

### Medellin, the affordable city of eternal spring

The city of Medellin in Colombia, often likened to places like Chiang Mai in Thailand and Canggu in Bali, is growing in popularity among remote workers and is known as the digital nomad hotspot of South America.

Another significant motivator for digital nomads is cost. Despite not being as inexpensive as many Southeast Asian nations, Medellin nevertheless offers very economical accommodation, food, transportation, and activities. Food is also reasonably priced, and there are dining alternatives for every price range, including glamorous high-class diners, neighbourhood family restaurants, and street food stand. The city's hip cafés, pubs, and eateries are all surrounded by towering mountains and beautiful hills.

The digital nomad culture is booming in Medellin as more and more remote workers relocate there. There is a sizable, welcoming, and vibrant community of long-term expats and temporary residents known as digital nomads. Additionally, the inhabitants are kind.

Again, affordability plays an important role for cities from all over the world in their potential to attract digital nomads. However, not all cities or functional areas focus on this aspect. The largest cities in the world don't promote themselves as being affordable, but as being international economic hubs.

The message advertised by the authorities themselves plays an important role on how that destination is perceived by digital nomads and tourists.

Functional Areas in the EU should focus on providing the best quality of living and digital nomad amenities, but not necessarily on affordable prices per se, but at affordable prices in relation to neighboring cities and countries from the European Union.

This way, they will make sure they will also attract those type of digital nomads that actually spend their monthly budgets in their destination cities.

7

# SAFE ENVIRONMENT



No matter where they go people want to be and feel safe. Hence, the safer a place is and the stronger its community is, the more chances to be an attraction point for people that want to work and travel in foreign places. Remember that most of them travel alone.

The existence of a community is one of the most crucial characteristics of a hotspot for digital nomads. Meeting other like-minded people is essential for digital nomads to connect with and expand their networks. Some digital nomads are concerned about their safety since they bring their families with them, while others are concerned about their gender.

Digital nomad villages are communities of remote workers with shared housing and working areas. The community also coordinates other activities and events to keep the enjoyment going.

## BEST PRACTICE

### Ponta del Sol, Digital Nomad Village in Madeira

In February 2021, Europe's most known Digital Nomad Village in Madeira opened its doors after receiving over 5000 applications from 90 countries. Projects like this help single travellers feel more at ease and fall in love with their new existence. Source: Digital Nomads Madeira Islands

The Regional Government of Madeira, in collaboration with Start-up Madeira, has created the framework for a pilot initiative called Digital Nomads Madeira Islands. The goal of this effort was to bring digital nomads to Madeira and Porto Santo.

Madeira's natural beauty, activities in nature, culture, and wonderful weather conditions throughout the year make it ideal for attracting digital nomads. The initiative gathered the conditions for the creation of a Digital Nomad Village at Ponta do Sol, a one-of-a-kind pilot project aimed at blending digital nomads with local businesses and Ponta do Sol residents, transforming it into a community of people who have a strong positive impact in the village, both socially and economically.



The European Union is home to a vibrant and diverse community of digital nomads. These individuals are drawn to the EU by its rich cultural heritage, vibrant economy, and high quality of life. The continent is overall providing a strong sense of safety for digital nomads and is an innovator in some social protection actions. We will find below some of the key ways cities and Functional Areas can prioritize on in order to better focus on digital nomad safety.

One of the key ways that cities in the EU can create a safe environment is by focusing on public safety. This can involve implementing effective policing strategies, providing support for community initiatives, and investing in crime prevention programs. Additionally, cities can also work to address issues such as homelessness and drug abuse, which can contribute to a sense of insecurity.

Another way that cities in the EU can create a safe environment is by improving transportation safety. This can involve investing in infrastructure such as bike lanes and public transportation, as well as implementing traffic safety measures such as traffic calming measures and pedestrian crossings. Additionally, cities can also work to improve the safety of ride-sharing services, which are often used by digital nomads.

Another function that can contribute to a safe environment for digital nomads is the area of social protection. Digital nomads may face challenges such as illness, injury, or job loss while living and working in the EU. The EU can provide social protection measures, such as healthcare and unemployment benefits, to help digital nomads cope with these challenges and ensure that they are able to maintain a decent standard of living. This can create a more secure environment for digital nomads and help them feel more at home in the EU.

In addition to public safety and transportation safety, cities in the EU can also create a safe environment by addressing issues such as health and environmental safety. This can involve investing in public health infrastructure, such as hospitals and clinics, as well as implementing regulations to protect air and water quality. Additionally, cities can also work to reduce the risk of natural disasters and other environmental hazards.

One important functional area that can help create a safe environment for digital nomads is the area of cybersecurity. As digital nomads often work online, they are vulnerable to cyber-attacks and other forms of online crime. The EU can help protect them by implementing strong cybersecurity measures, such as robust encryption standards and regular security updates. This can create a safer environment for digital nomads to work in and help prevent them from becoming victims of online crime.

Finally, the functional area of law and justice can also play a role in creating a safe environment for digital nomads. The EU has strong laws and institutions that help protect the rights of individuals and ensure that justice is served. Digital nomads can benefit from these laws and institutions, as they can help ensure that their rights are respected and that they are able to seek justice if necessary. This can provide a sense of security and help digital nomads feel more comfortable living and working in the EU.

# NOMAD DESTINATION

8





The world needs to know what you offer and why it should choose your country and Functional Area as the next destination. As such, every country needs to create an image as a digital nomad homeland, constantly communicate and make sure that all the necessary information is available.

All the necessary activities should be executed by a special purpose entity created to attract digital nomads together with all stakeholders (e.g. NGO, hotels etc.). Some required actions are to create an official online platform to communicate with your audience, be present on the webpages and on important rankings, organize tours and activities specifically for digital nomads, be vocal on social media, promote special deals and packages, and talk about what is nearby and how to live on a budget.

**Estonia** is doing more for remote workers and entrepreneurs than offering visas and digital services. It also uses the official website - e-residency to offer guidance to people interested in this type of lifestyle by providing information, tips, and advice. After all, what better source than the government to offer you directions? For instance, you can find recommendations for top coworking spaces in Tallinn (Lift99, Palo Alto Club, Spaces, Spring Hub and Workland), Tartu (Sofa Office, Mobispace, R7 Hub), Pärnu (Fowardspace), and others.

**Cape Town** understood the benefits of attracting digital nomads. In 2021 the city launched a campaign to attract remote workers to the city and the rest of the South African province. The recipe is easy to replicate it used digital platforms to transmit to the world that Cape Town has all you need to work from there and offered guidance regarding work-friendly attributes - connectivity, co-working spaces, affordable cost of living, and breathtakingly natural beauty. Cape Town's initiative didn't stop here. Aiming at becoming a hotspot for foreign remote workers, the local administration started to lobby the South African government to create a digital nomad visa to allow remote workers from around the globe to move into the country to work and travel. According to the Citizen Remote website and Euronews, in April 2022, the government announced their digital nomad visa proposal, which is planned to be launched soon to allow freelancers and entrepreneurs to work and run their businesses from South Africa. Without a visa, foreigners can remain in the country for a maximum of 90 days.

**Dominica** launched an invite for remote workers around the world to come work in nature. According to the official website, the Work in Nature (WIN) Extended Stay Visa program offers digital nomads and their families the permit to work remotely in Dominica for up to 18 months. The country started to promote itself as the perfect spot for digital nomads and in their advertising, process also provides guidance to those that chose to come work in the Caribbean paradise. For example, they created videos with thoughts from remote workers that chose Dominica as home for a short period of time, while also having video-invites recorded with the Prime Minister and the Minister of Tourism, International Transport, and Maritime Initiatives. When talking about promoting activities or life after working hours, they developed a website page entirely to this topic - [discoverdominica.com](https://discoverdominica.com) to help digital nomads find things to do on a Caribbean Island.

In terms of places to live, the country guarantees that digital nomads have multiple options from resorts to apartments, depending on their budgets. Also, it assures remote workers that they will find here good infrastructure, public services, and internet connectivity.

**Aruba's** One Happy Workcation Program is the country's initiative to attract digital nomads to their island. The Program is under the coordination of the Aruba Tourism Authority (A.T.A.), the Destination Marketing and Management Organisation (DMMO) for Aruba. In this case, A.T.A. has the main role of intermediate between visitors and the hotels/resorts that are involved with the Program, while also promoting local places and activities and offering information regarding visas or taxes for foreigners.

## BEST PRACTICE

### Greece is the one-stop-shop for digital nomads

Greece is branding itself as the one-stop-shop for Digital Nomads that want to work and live in the country. [Workfromgreece.gr](http://workfromgreece.gr) is the official website created to attract people that work remotely, and it is an initiative coordinated by a not-for-profit initiative of Greece's private-sector tourism industry and creators of Discover Greece (Marketing Greece) with the support of the private sector (for example, COSMOTE, AEGEAN, EUROBANK). Marketing Greece operates under the Hellenic Ministry of Tourism and the Ministry of Digital Governance. The initiative is an active ambassador and acts like it. Not only offers key information and strongly points out important benefits for any digital nomads (for example, details regarding visa, co-working spaces), but also promotes perfect places for them to live and work in Greece, gathers testimonials to communicate how life is here for people that work remotely and plays an important part in connecting any digital nomad with its community. It is obvious that the country has every aspect covered and they manage to capitalise on its image as a beautiful destination for tourists to also brand itself as a desirable global destination for digital nomads.

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# OWNING A PIECE OF REAL ESTATE IN PEOPLE'S MIND



Becoming a destination for digital nomads does not only have to be enticing for Functional Areas in terms of economic gains. Of course, the local economies of some areas around the world such as Southeast Asia solely rely on digital nomads, the same way as Venice (Italy) gets most of its economic income from tourists.

Although there are numerous other benefits for attracting digital nomads - as it was previously presented in the “*Reasons to become a global destination for digital nomads*” chapter of this Guide, this section will focus on different approaches that Functional Areas can use to help transform digital nomads into local brand ambassadors.

**One of the reasons why Functional Areas should focus on becoming a global digital nomad destination is to enhance its local population and ultimately having new *digital citizens*.** This section will address on this particular topic and highlight some ways on how Functional Areas can capitalize on digital nomads in a way that they can also become their digital citizens.

From the very start, it should be stressed that the term of *digital citizens* represents people that don't particularly live in that said area, but they are more inclined than others to help that area develop in any possible way.

There is of course a dichotomy between the two categories of potential digital citizens:

1. Local citizens that have migrated to other areas: such as the diaspora community of that city or functional area (who moved either to another city or another country);
2. Digital nomads: people that have not lived in that functional area, but became emotionally attached to the area and think of it as a second home.

For the purpose of this Guide, this section will primarily focus on digital nomads, with subsidiary topics that may also concern the diaspora. It is also encouraged that a similar plan should be put in place for the diaspora community of the Functional Area.

Again, *digital citizenship* does not particularly mean that a person obtained formal government documentation (as the case of Estonia with e-Residency), but that they feel like they are part of the community. In the same sense, the *real estate* formulation does not pertain to actually owning a piece of land or other types of real-estate properties, but rather to involve people in the life and development of the community, so that they are more inclined to help the Functional Area.

## Start with building the local infrastructure

The prerequisite for a Functional Area to create a network of digital nomads and promote it is to focus on building a strong infrastructure for remote work. This can include providing access to fast and reliable internet, co-working spaces, and other amenities that would be attractive to digital nomads. The section of how to capitalize on digital nomads offers an in-depth view on how to approach this task.

Building the local digital nomad infrastructure is the first and foremost step to reach the objective of transforming digital nomads into digital citizens and local brand ambassadors. Without meeting this minimum requirement, the Functional Area will not appeal to digital nomads.

According to the survey conducted by Nomad List (2023 State of Digital Nomads, [link](#)), countries like Moldova, Albania or Malta are now some of the most disliked by digital nomads. This occurred because these countries did not focus on attracting digital nomads and did not understand this workforce trend in the first place. Although they are quite good destinations for tourists, with multiple cultural opportunities and places to visit, they lack the infrastructure for long-term forms of tourism and remote work.

To this end, the lack of minimum requirements for digital nomads' infrastructure can prove to be quite detrimental for a city or Functional Area. As digital nomads act as a global community, they pay high attention to others feedback and base their travelling decisions on reviews found on digital nomad platforms. To this end, Moldova and Albania will not only find difficulties in creating a strong community of digital nomads in the near future, but will also have less visits as more negative reviews are posted online.

The best practice to start building the digital nomad infrastructure is for the city to promote itself as a destination for digital nomads by highlighting its unique culture and attractions, and by offering support and resources to help digital nomads settle in and get established. Additionally, the city could work with local businesses and organizations to create opportunities for digital nomads to connect with one another and with the local community. This could be done through events, meetups, and other initiatives that help digital nomads network and form connections.

## Create the *Nomad for X Functional Area* app

As aforementioned, Functional Areas should focus on creating their own narratives. They should be proactive in approaching digital nomads and meeting them from the very moment they arrive. It is always better to come welcome digital nomads and show them what they can do, rather than letting them discover your area but miss some important features that they would have liked to see.

Very few, if any cities around the globe have created dedicated apps for digital nomads. Such an app should be in a sense very similar to a tourist app, but move one step forward towards integrating multiple services into one place.

Some examples of services that should be integrated in the *Nomad for X Functional Area* app:

- Public transport service – a map of all public transport routes and private companies (taxi, bicycles, scooters, ride sharing), ability to purchase tickets, traveling time, etc.
- Accommodation – integrate the most used accommodation apps (Airbnb, Booking, etc.) in a single place through an API (Application Programming Interface)
- Food and beverage – integrate all local restaurants and bars
- Local activities – a platform of all activities digital nomads can do (ex. cooking classes, crafting, dancing classes, etc.)
- Tours by locals – connect locals with digital nomads to make tours of the most authentic areas
- Museums and local public buildings – integrate all museums and public attractions into one place (buying tickets, visiting hours, etc.)
- Events organized by local authorities, citizens, digital nomads, the business environment, or NGOs

From the examples of services above, the app is very similar to one for tourists and can be an exact replica of it. There are of course some differentiating services to be offered in the app, found below:

- Map of co-working spaces and cafés – connect digital nomads with all local co-working spaces and cafés/restaurants/bars that allow remote work
- A local job platform for remote work / project based activities in the Functional Area
- Special offers provided by the local authorities or the business environment for digital nomads (free tickets, discounts)
- **An integrated module for building a local digital nomad community.** This can be a standalone module or connected to an existing app such as MeetUp. You can find more information in the best practice case study below.
  - Digital nomads will use this module to meet new people, learn new things, find support, and pursue their passions together.
  - This module will allow digital nomads to organize casual meetups, co-working days, comedy nights, talks, workshops, panel discussions, open mic nights, dinners, volunteering events and a lot more.
  - One example can be found for Lisbon Digital Nomads on MeetUp ([link](#))

## BEST PRACTICE

### Lisbon Digital Nomads group on MeetUp

Digital nomads and people who are interested in the digital nomad lifestyle in Lisbon have found a way to connect their community on an international platform called MeetUp. They are a group of Nomads, Slowmads, Expats and Locals who created this online community because they love Lisbon and know how important it is to have a community and connecting with future friends and business contacts.

So far, the community supported local businesses by creating many different types of events, sometimes business related, sometimes for volunteering and often times, just to have fun. The community has more than 18,000 members that can discuss between themselves and receive notifications every time a new event is created. On the moment of writing this Guide, the Lisbon Digital Nomads group on MeetUp held 950 events and have 58+ upcoming events (including the weekly Lisbon digital nomads' meetup).

It is recommended that Functional Areas create similar services or integrate them on their nomad app via APIs, in order to accelerate the sense of digital nomad community.

The integrated module for the local digital nomad community is not only important for connecting digital nomads between themselves and establishing a local network, but also for joining them with representatives from the Functional Area itself. More details on ways how local representatives can interact with digital nomads can be found below.

## Year-round events

Attractive Functional Areas are ones that manage to capitalize their unique cultural heritage and convince people all around the world to join them. Special events such as the Venice Carnival, the International Film Festival in Cannes, Fashion Week in Paris or Milan, marathons, art nights, music or food festivals, or Christmas markets attract people for all over the world.

In the same sense, Functional Areas are encouraged to host events throughout the year. These events are not only a good way to attract tourists, but also to enhance the local lifestyle and ultimately attract digital nomads.

These events can be made in participation with NGOs and digital nomad communities, and should range from large events or exhibitions to small, localized events such as board game nights or digital marketing meetups.

It is highly encouraged to brainstorm events ideas together with multiple digital nomads and give them ownership to the events. Local authorities can ultimately host the events in their own locations and find local sponsors from the business environment.

## Encourage vlogging and podcasts

Not only vlogging helps spread the local culture of the Functional Area to the entire world, but it is also a good marketing tactic for attracting new digital nomads. Digital nomads rarely use traditional media channels and they mostly get their news and information from online platforms.

For digital nomad decisions to travel to some destination, they often need to make informed decisions that can be found in the form of chat groups or forums, or from the content published by other digital nomads (blogs and vlogs).

In this sense, it is encouraged that the Functional Area creates a stakeholder map of all relevant digital nomad content creators / influencers and contact them to come and experience the local environment. To speed up the process, this can be sponsored by the Functional Area itself (travel & accommodation).

Moreover, the Functional Area may also encourage such activities by creating its own podcast studio that can be made available for free to digital nomads. The podcast studio can also be used to host interviews with digital nomads and help them feel a sense of belonging.

As no other city in the world (their local authorities) is holding podcast interviews with digital nomads, they may find it very enticing to come visit a new city just to share their experiences. On the one hand, every digital nomad wants to share their experience and be famous in some sense, while every city keen on attracting digital nomads want to understand more about their decisions to travel somewhere. This is both a feedback tool, but also a way to make digital nomads feel like part of the community.

## Ideas meritocracy – competitions & crowdsourcing

One of the best ideas for Functional Areas to make digital nomads feel like belonging to the local community is to actually involve them into community activities and projects.

Before doing so, it's important to know the audience to be involved in these projects. As previously referred, Nomad List is a platform that now only works as a global digital nomad community, but a good place to look for real time statistics and studies. This platform offers some good insights about the kind of work digital nomads are involved in. As the tables below show, digital nomads are mostly involved in IT, marketing and project management work.

What nomad men work as			What women men work as		
#	Work	%	#	Work	%
1	Software Dev	34%	1	Marketing	17%
2	Web Dev	29%	2	Creative	17%
3	Startup Founder	28%	3	Startup Founder	13%
4	Marketing	16%	4	Software Dev	10%
5	SaaS	13%	5	Blogging	9%
6	Creative	13%	6	UI/UX Design	9%
7	UI/UX Design	12%	7	Community	9%
8	Product Manager	12%	8	Web Dev	8%
9	Crypto	12%	9	Education	8%
10	Mobile Dev	11%	10	Product Manager	7%

Source: [Nomad List](#)

The numbers in the above tables show that digital nomads are most of the time involved in multiple activities and industries at the same time, which means that they are prone to get involved in new activities as well.

**The first method that Functional Areas can do to encourage ideas meritocracy is to start ideas competitions for improving the local landscape to digital nomads.** This can be made in a digital format, in addition to local surveys. Their ideas can be posted inside a competition of projects, with a dedicated project file explaining the challenge and solution, which can be voted by locals and nomads alike.

For each of the competition segments (transportation, accommodation, co-working, quality of life, culture, events, travel, etc.) there will be winners that will receive multiple types of prizes, being money prizes or other benefits.



After certain project proposals reach a certain voting threshold, they can also be transformed into real actions with the financial support from the Functional Area. Of course, for the implementation of these project, the Functional Area can also hire project teams made up from digital nomads.

Receiving proposals from digital nomads don't only work as a good feedback mechanism for Functional Areas, but also encourage digital nomads to feel like they are part of the community.

**The second method that Functional Areas can use is to create a crowdsourcing platform for locals and digital nomads, with the aim to implement local projects.** Of course, it is recommended that this platform is integrated inside the *Nomad for X Functional Area* app. This way, digital nomads can be involved in community projects and actually get paid for them. Going back to their work skills and expertise, this platform should mostly be based on IT, marketing and project management activities. The box below shows one of the most successful worldwide crowdsourcing platforms, created by the United States Government.

## BEST PRACTICE

### Challenge.gov crowdsourcing platform

Challenge.gov is a website that was created by the United States federal government to host contests and competitions that encourage the public to come up with innovative solutions to various challenges and problems. Since it was created, Challenge.gov has been successful in engaging the public in finding solutions to a wide range of issues, including improving healthcare, developing new technologies, and addressing environmental concerns. Some of the notable achievements of Challenge.gov include the development of new technologies to improve healthcare, the creation of new methods for producing renewable energy, and the development of more efficient transportation systems. Additionally, Challenge.gov has been successful in engaging a diverse range of participants, including individuals, small businesses, and larger organizations, in its contests and competitions.

Creating a platform like Challenge.gov can benefit a city in several ways. First, it can help the city to identify and develop innovative solutions to the challenges and problems it faces. By crowdsourcing ideas and skills from digital nomads, the city can tap into a diverse and talented pool of individuals who may have unique perspectives and expertise that can help to address the city's challenges. This can lead to the development of new technologies, methods, and approaches that can help the city to improve various aspects of its operations and services, such as healthcare, transportation, and public safety.

Additionally, a platform like Challenge.gov can help to engage and connect members of the community, including digital nomads, with the city and its efforts to address challenges and improve services. This can foster a sense of collaboration and cooperation among different members of the community, which can help to build stronger and more resilient communities.

Furthermore, a platform like Challenge.gov can be a valuable tool for promoting the city as a place where innovation and collaboration are valued and encouraged. By showcasing the successes and achievements of the platform, the city can attract and retain talented individuals, businesses, and organizations, which can help to drive economic growth and development.

## Digital Nomads are your friends

The last thing that Functional Areas can do to make digital nomads feel like part of the community is to maintain a constant dialogue with them. The *Nomad for X Functional Area* app should not only be active for digital nomads currently living in the functional area, but also when they leave for other locations.

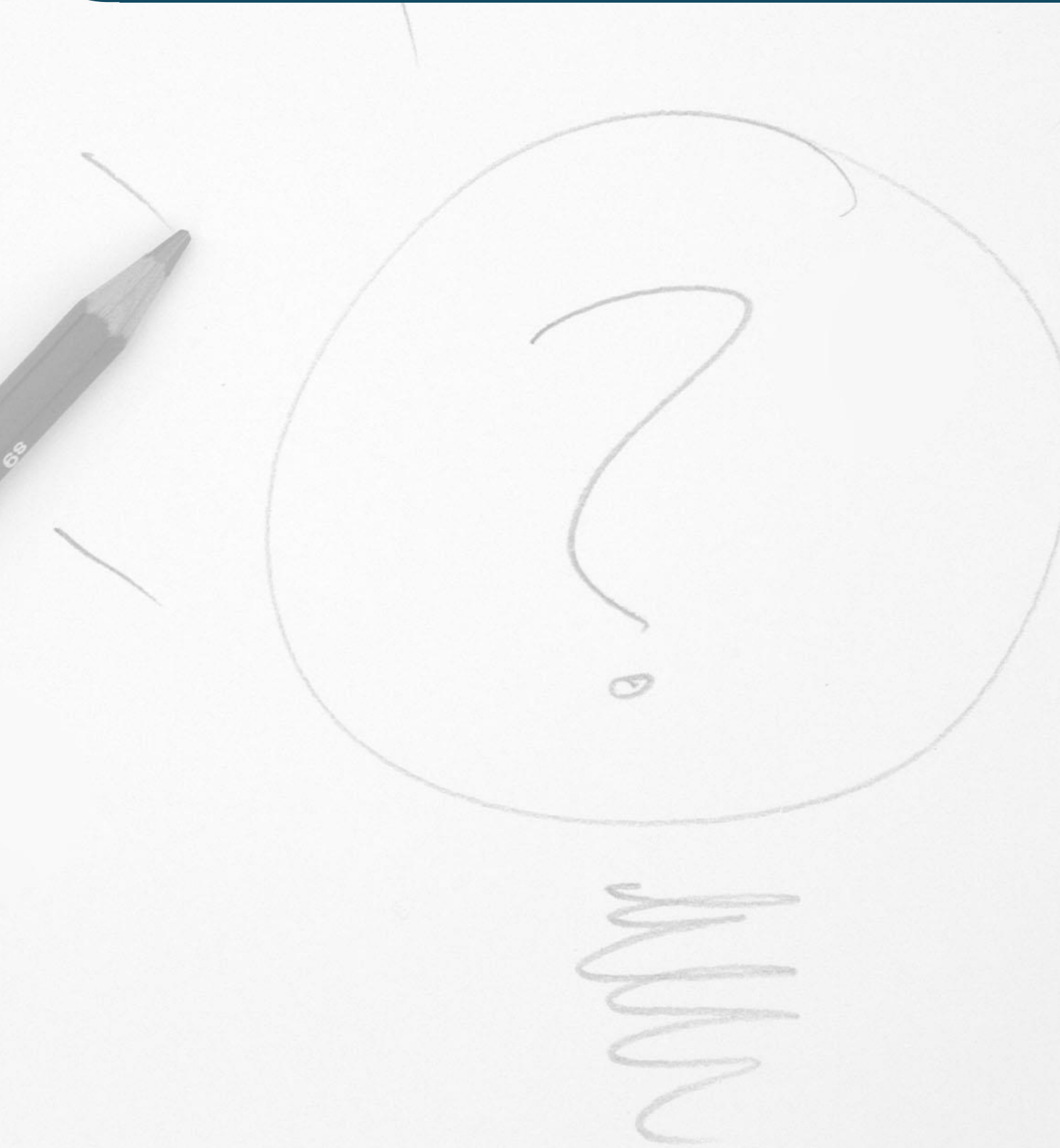
A Functional Area should consider this app as an online marketplace. After making a purchase, the client remains in the store's database and is constantly updated via email or other digital channels of new products and promotions. The same principle should apply to this app, which will notify digital nomads of new projects, new events or promotional vacations.

And because we recommended this to be a dialogue, it should of course be a 2-way communication tool. As Functional Areas will use the app to send push notifications, emails, and text messages to digital nomads, they may in turn also send their thoughts and messages back to the Functional Areas, as a feedback loop.

As large international brands work with their customers to create a sense of community around their products, so should the Functional Area create a relationship with their digital nomads.

10

# CREATE AND IMPLEMENT A STRATEGIC DOCUMENT



## Preliminary steps to creating a strategy

Digital nomads are currently located in every country of the planet. They even travel to autocratic regimes (when they receive a travelling visa) to seek out new experiences and work in different environments. This means that with or without a strategy, it is more than likely that your Functional Area has already been visited by digital nomads, who lived, worked, and reviewed your home.

While some places around the world became known by digital nomads because of external factors – such as good all-year-round weather or a trend initiated on social media that attracted many visitors – other areas around the world have achieved their success in the top destinations ranking for digital nomads through hard work and dedicated strategies put in place.

It is also important to consider that when a Functional Area plans to build a strategic plan for attracting digital nomads, its effects are also visible to tourism. In a sense, digital nomads and tourists are strongly connected. Digital nomads and tourists alike are the ones who get to show their experiences from another country via multiple social media channels, therefore leading to more people coming in as a snowball effect.

**Digital nomad strategies are deeply interconnected to tourism strategies.** If a Functional Area already has a tourism strategy in place, then this is a good place to start a digital nomad plan. If not, creating a digital nomad plan can also be the building block to a tourism strategy for the Functional Area.

The strategy or plan for attracting digital nomads should be succinct and focus on 3 main aspects:

1. What is the current touristic and digital context of the Functional Area?
  - a. How many expats or digital nomads are currently living here?
  - b. How many foreign tourists does my Functional Area have every year? How long do they stay? What are their main attractions? How do they find about my Functional Area?
  - c. How well-adapted is my Functional Area to hosting large influxes of digital nomads? This section should highlight data pertaining, but not limited to: accommodation, internet connectivity infrastructure, co-working spaces, cultural events.
2. Define the target digital nomad profile
3. Define key marketing action plans to attracting the desired target digital nomad profile, and create investment projects to further develop the current infrastructure and quality of living.

Rather than focusing on writing an extensive strategy with multiple strategic objectives, think of this document as a laid-out plan focused on answering the following questions:

- What type of digital nomad would I want to attract to my Functional Area?
- What can my Functional Area do to attract that particular type of digital nomad?
- How can I promote to reach the target market digital nomad profile, what will my messages be, and what are the tactics I should use?

## Choosing your preferred type of digital nomad

In an ideal world, it would be great to be able to attract all digital nomads to your community. In reality, because there are over 35 million digital nomads all around the world, that would be physically impossible. Moreover, with such a large community, there are multiple segments of digital nomads that are looking for different things and experiences.

Rather than going for a general route of focusing on all digital nomads, the best course of action is to identify what would work best for the particularities and unique attributes of your Functional Area.

For example, it would be quite difficult for a Scandinavian country to try attracting digital nomads that are prone to spending time surfing and water diving at very hot temperatures. This would not only reflect in ineffective use of capital to advertise the area, but also in an unpleasant experience for both the digital nomads and that said country.

The first sections of this Guide focused on showing the proportions of digital nomadism and highlighting the differences between them. Therefore, the best way to start in this regard is to create a type of “market segmentation” of digital nomad, choosing your preferred profile. Here are some segmentation examples below:

- Age group
- Relationship status
- Income group
- Employment type
- Duration of stay
- Industry type
- Preferred workplace

## UNDERSTANDING NOMAD SEGMENTATION

### A brief example on the critical thinking behind effectively segmenting nomad groups

Based on the proposed categories, a Functional Area may choose its ideal digital nomad profile to be aged between 30-40 years, in a relationship, with an average income ranging from \$50k-\$100k per year, working remotely for stable employers in industries such as digital marketing and web development, preferring to work from co-working spaces.

Why would that fit for a Functional Area?

If the Functional Area has little opportunities for nightlife, it is better to go for couples and people that are a little older – who prefer to have fun in other ways than going out to clubs. If the Functional Area is not part of a large metropolis and does not have high accommodation prices, it would not matter if the digital nomads make more than \$70k per year. If they are working stable remote jobs, then it is important to be at work every day on a set schedule, just like any normal employee – meaning that they will not seek to go travel that much to sightsee. If the FA has multiple co-working spaces, it will be preferable that its target nomads want to work in the existing infrastructure. Conversely, if the FA already has a vibrant IT ecosystem based on digital marketing, bringing digital nomads working on this industry is a great opportunity to connect ideas and foster innovation.

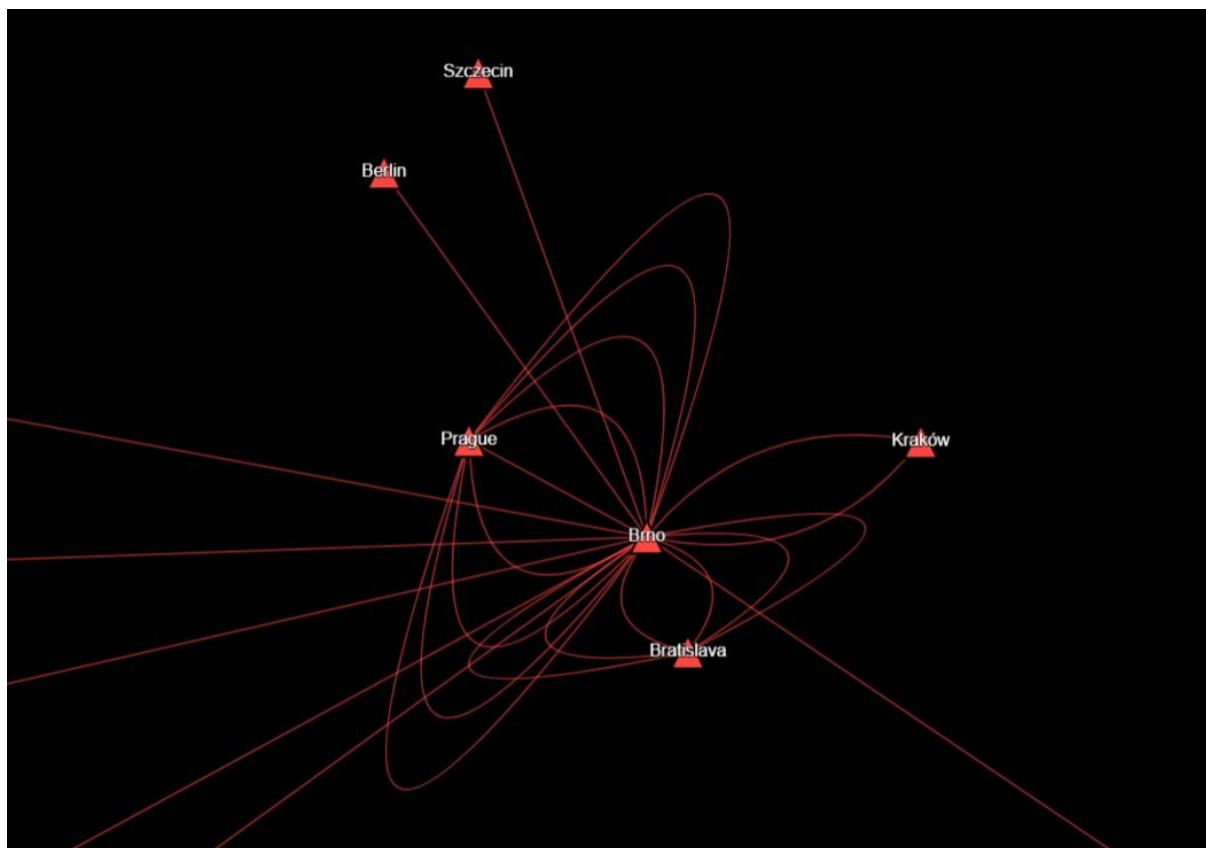
## Effective use of tools and studies

Another way to effectively segment the digital nomad groups and select those that are best fitted for your Functional Area is by taking advantage of various tools and studies found online.

Some of the important tools for better understanding the digital nomad profile have already been discussed in previous sections of the report. To recap, the main platforms / global communities for remote workers living and traveling around the world are:

- Nomad List
- A Brother Abroad
- MBO Partners – for the digital nomad reports only
- Remote OK
- Digital Nomad Forum
- FlexJobs

An important tool provided by Nomad List is the network graph, showing 231,929 logged travels by 15,583 nomads on Nomad List from 2014-2022 for the top 50 cities per continent.



Source: [Nomad List](#)

The chart above has been retrieved from the network graph and shows the travelling patterns of digital nomads enlisted on the platform. On the example for Brno, we see that digital nomads had round-trips with adjacent cities such as Berlin, Krakow, Prague or Bratislava. On the other hand, we see that the next destinations preferred by digital nomads in Brno are London, Barcelona, Lisbon, and Phuket.

This tool is very effective for understanding where are digital nomads currently coming from when there are visiting a specific Functional Area, as well as their next destinations. Based on this information, it is therefore easier to understand their profile and to adapt a marketing approach accordingly.

It is easier to attract digital nomads working in neighboring cities, but at the same time it is important to understand why they are leaving for other destinations and what are the opportunities that the Functional Area can embrace to have a longer retention.

## Leverage the scope of the entire Functional Area

Digital nomads are attractive to many cities around the world because they bring with them a unique set of skills and knowledge, as well as a desire to explore new places. However, one challenge for cities is how to keep these digital nomads in the area for a longer period of time. In order to effectively leverage the scope of an entire functional area to accomplish this, there are several steps that can be taken.

First, it is important to create a strong sense of community among the digital nomads in the area. This can be done through the use of online forums and social media groups, as well as by organizing regular in-person meetups and events. By fostering a sense of community, digital nomads will feel more connected to the area and be more likely to stay for a longer period of time.

Second, it is important to provide digital nomads with the resources and support they need to be successful. This can include things like high-speed internet access, coworking spaces, and access to business support services. By providing these resources, digital nomads will be able to focus on their work and be more productive, which will make them more likely to stay in the area for a longer period of time.

Third, it is important to highlight the unique features and attractions of the area to digital nomads. This can include showcasing the local culture, history, and natural beauty, as well as promoting the area as a great place to live and work. By highlighting these unique features, digital nomads will be more likely to see the area as a desirable place to stay for a longer period of time.

Finally, it is important to work closely with local businesses and organizations to create opportunities for digital nomads to engage with the community and contribute to the local economy. This can include things like offering short-term work opportunities or partnering with local organizations to host events or workshops. By engaging digital nomads in this way, they will be more likely to feel invested in the community and be more likely to stay for a longer period of time.

The advantage of a Functional Area versus a city trying to attract digital nomads is that you have multiple locations that can be better suited for nomads at different times. On the one hand, it is likely that the main business hub of the Functional Area can act as the best place for coworking spaces and access to business support services, while rural areas can act as cultural sites for various events and team-building activities.

Each Functional Area should use its unique geography and cultural heritage to try to keep digital nomads in one place for more time, by combining both urban agglomerations and an active lifestyle with more quiet, cultural lifestyle.

## Control the narrative and create a digital nomad platform

There are two alternatives to approaching both tourists and digital nomads in a city. One of them is integrated, with bilingual signals, well-prepared tourist routes, multiple museums and attractions, multiple economic packages and accommodation/work environments. The other one is not to do any articulate actions and leave tourists and digital nomads coming by without knowing the full extent of their wants and needs.

Without a platform coordinating all digital nomad potentials in your Functional Area, you have no knowledge or data on the extend of their visit. Therefore, digital nomads will solely rely on international platforms and forums, not knowing any hidden gems that the functional area can offer and the full facilities that they can use.

The way forward towards a plan to attract and retain digital nomads is to fully map all relevant sites within the Functional Area, partner with the local hospitality and business environment, create dedicated programs and build a coalition with potential NGOs that can support the cause. All these should then be corroborated inside a simple digital nomad platform, that will contain all information that a digital nomad can seek (accommodation, food, transport routes, cultural and leisure activities, co-working spaces, potential business ventures, etc.).

## Find ways to make your Functional Area known

After creating an in-depth digital nomad segmentation and deciding which group is better fit to visit your Functional Area, the next step is to promote the unique attributes of your area and why they should be interested in visiting.

This may involve highlighting the area's natural beauty, cultural attractions, and outdoor activities, as well as its vibrant community and affordable cost of living. You can also showcase the area's access to high-speed internet, co-working spaces, and other necessary infrastructure.

In order to promote the unique attributes of your functional area, it is important to develop a marketing plan that includes a range of tactics and channels. This may include creating a website or landing page that highlights the area's attractions and amenities, and that provides information on local co-working spaces, events, and other resources for digital nomads. You can also use social media and other online channels to promote your area and to engage with potential digital nomads.

Another key strategy for attracting digital nomads to your functional area is to build a community of digital nomads in your area. This can help to create a sense of belonging and support for digital nomads, and can also help to foster collaboration and innovation. You can build a community of digital nomads by hosting events, workshops, and other activities that bring digital nomads together. You can also create online forums, groups, and networks where digital nomads can connect, share ideas, and support each other.



Overall, attracting digital nomads to your functional area requires a well-thought-out marketing strategy that promotes the unique attributes of your area and that targets potential digital nomads. By building a community of digital nomads and providing the necessary infrastructure and support, you can position your functional area as a global destination for this growing group of mobile workers.

A quick way to start is to attract a group of influencers that correspond to your target digital nomad group and invite them to live and vlog about their journey inside your Functional Area. Although this is not a new tourism marketing tactic, it has been used successfully all around the world – including by Qatar during World Cup 2022.

All these marketing materials should then be advertised on different social media platforms, targeted on digital nomads living in the areas where they are most likely to commute to your city (as shown in the graph on effective use of tools and studies).

## To summarize:

1. Decide who is your desired digital nomad audience by segmenting them into different groups, based on your local preferences.
2. Research what digital nomads are looking for in a city to determine what your city has to offer. This could include a strong Wi-Fi connection, affordable housing, a vibrant cultural and social scene, and a low cost of living.
3. Promote your city as a destination for digital nomads by highlighting the unique features and benefits it offers. This could include creating a website or social media campaign that showcases the city's amenities and attractions, as well as its vibrant community of digital nomads.
4. Host events and networking opportunities for digital nomads to connect with one another and learn about the city's offerings. This could include coworking sessions, meetups, workshops, and other events that provide a sense of community and support for digital nomads.
5. Partner with local businesses and organizations to offer discounts and perks to digital nomads. This could include discounted rates at coworking spaces, cafes, and other establishments that cater to the needs of digital nomads.
6. Create a welcoming and supportive environment for digital nomads by providing resources and support to help them succeed in your city. This could include information on visas and other legal requirements, as well as access to mentorship and networking opportunities.
7. Engage with the digital nomad community online by joining forums and social media groups where they gather and sharing information about your city. This could include answering questions, sharing updates and news, and providing support to digital nomads who are considering moving to your city.
8. Work with the local government to develop policies and initiatives that support the needs of digital nomads. This could include offering tax incentives, creating co-living spaces, and investing in infrastructure such as strong Wi-Fi connectivity and affordable housing.

9. Stay up-to-date on the latest trends and developments in the digital nomad world to ensure that your city remains attractive to this growing community. This could include attending conferences and workshops, reading industry publications, and staying in touch with digital nomads who are already living in your city.

Overall, the key to attracting digital nomads to your city is to create a welcoming and supportive environment that meets their needs and offers them the resources and opportunities they need to succeed. By promoting your city's unique features and benefits, engaging with the digital nomad community, and working with local partners and government officials, you can create a thriving destination for digital nomads.

Another important aspect of attracting digital nomads to your city is to create a strong and reliable network of support and resources. This could include providing access to coworking spaces, cafes, and other places where digital nomads can work and socialize. It could also include offering mentorship and networking opportunities, as well as providing information on visas, healthcare, and other important issues.

In addition to these practical resources, it is important to create a sense of community and belonging for digital nomads in your city. This could include hosting regular events and gatherings, such as meetups, workshops, and social activities, to provide a sense of connection and support for digital nomads. By creating a vibrant and welcoming community, you can help digital nomads feel at home and encourage them to stay in your city for the long term.

Finally, it is important to promote your city as a destination for digital nomads through various marketing and outreach efforts. This could include creating a website or social media campaign to showcase the city's amenities and attractions, as well as its strong community of digital nomads. It could also include partnering with local businesses and organizations to offer discounts and perks to digital nomads. By promoting your city's unique offerings and engaging with the digital nomad community, you can attract more digital nomads to your city.

# KEY TAKEAWAYS

- ***Understand the profile of a digital nomad and how it chooses its destination***
  - ***Design integrated programs to attract them***
- ***Be very clear about the entry requirements (digital nomad visa and tax incentives)***
- ***Design and create an entity able to attract digital nomads together with all stakeholders***
- ***To attract digital nomads implies to allocate financial sources and developing a coherent and integrated strategy***
- ***If the hospitality industry did not turn its attention to the digital nomad movement, help them understand and see how it can benefit from it***
  - ***Keep improving the quality of life and be vocal about it***
  - ***To develop a global destination for digital nomads it takes an entire community to do so. As such, the public and private sectors need to strongly coordinate and cooperate to succeed.***
- ***Offer strong and reliable internet connectivity and transport infrastructure***
- ***Make sure you have the necessary working infrastructure (coworking spaces or hubs)***