

Paving the way for a Common European Data Space for Tourism

Tourism is one of the most important industries and makes a significant contribution to the GDP and job creation in many EU Member States. It is also a driving force for other sectors that directly affect people's quality of life. In times of climate change, global crises and digitization, tourism is at the beginning of a fundamental transformation process that requires new shared visions, new strategic objectives and new key results to measure operational success.

A collaborative mindset, digital technologies and access to data are the key requirements for leading a sustainable and regenerative change process that is highly relevant for all tourism stakeholders.

Information is the lifeblood of tourism. Both information and data are key resources that play a fundamental role for planning, managing, analyzing and transforming tourism for the future. Data literacy and access to data have become critical for the competitiveness and success of the tourism economy. Following the European Data Strategy, the Commission wants to establish common data spaces to support efficient data sharing among ecosystem stakeholders. Data spaces are decentralized and have a standard-based structure to enable trustworthy data sharing between the data space participants on a voluntary basis. This is being regulated through combined governance, business, legal and technical mechanisms.

The importance of tourism data for a vibrant data economy in a European Digital Single Market has been recognized and the European Data Space for Tourism will provide the basis for governance and policy making. It will foster innovation powered by tourism data and enable society to make Europe the most desired sustainable space for living. Data will drive the development of a more resilient and respectful tourism that will balance environmental, economic and social needs. New applications will bring visitors and local communities closer together and inspire them to take sustainable and regenerative action. Interoperable cross-sector solutions will mutually benefit from sharing tourism information, public transport data or green deal details.

The DATES project was selected by the Commission in its Digital Europe program to contribute to the implementation of a European Tourism Data Space. Through the strong ecosystem representatives of the DATES project consortium and its partners, all players on the supply and demand side of tourism can be involved. The process will define clear objectives and key results to inspire, support and motivate all stakeholders to share and use high quality tourism data as a basis for innovation, insights and new initiatives. DATES will provide recommendations for governance and digital business models, as well as highlight how benefits for society can be created.

Launched with the objective to prepare the creation of the European Data Space of Tourism, DATES will reach out to key tourism and data stakeholders from all Member States to collaborate on a measurable contribution to the digital transformation of the services sector that can significantly strengthen European competitiveness. DATES will connect leaders and

align actors to initiate and grow an effective ecosystem that will support the development of a European Data Space for tourism.

DATES is led by the Spanish company AnySolution and represents a consortium of 13 partners from 7 EU countries, who are supported by more than 50 entities, including seven National Ministries of Tourism.

During the one-year project, DATES will map the European tourism data landscape and organize forums, workshops and events, inviting all tourism and data stakeholders to join the discussion and participate in the process. From local to national levels, from SMEs to big companies, from universities to research institutes, from NGOs to public administration and community networks, data provision and data usage through a European data space for tourism will be relevant for everyone in the future. Various surveys and information gathering activities will be implemented so the voice of the whole tourism ecosystem will be heard. This will then become part of the blueprint of the European Commission defining and setting the basis of the European Data Space of Tourism.

Have your say and become part of DATES! Please fill in the contact questionnaire and join the process for the development of the European Data Space of Tourism.

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