HIGH-LEVEL EVENT IN BRUSSELS TO SET THE BASIS OF THE EUROPEAN TOURISM DATA SPACE TOGETHER WITH KEY ACTORS, MEMBER STATES AND EUROPEAN INSTITUTIONS REPRESENTATIVES

Brussels, 25-26 September 2023

1) On September 25th and 26th, two significant high-level events were held in Brussels with the aim of laying the foundation for the European Tourism Data Space.25th September

Both consortia of the European Tourism Data Space EU projects - DATES Tourism Data Space and Data Space for Tourism - organised together a technical High-Level event involving key actors in the tourism sector, data experts, member states, and European Institutions representatives. This initiative was coordinated by AnySolution and Modul University Vienna.

The main objective of the preparatory action for the European Tourism Data Space is to explore approaches and options for the deployment of a secure and reliable tourism data space, ensuring transparent control of data access, use, and reuse. The project is focused on developing governance and business models while providing a shared roadmap that will ensure the coordination of tourism ecosystem actors and the connection between EU-level data ecosystems and interconnected data spaces in other sectors.

DATES is one of the project consortia composed of thirteen partners, coordinated by AnySolution, including different public and private organisations and research institutes: Tecnalia, IDC, Intellera, Amadeus, IDSA, ARCTUR, DIH Tourism 4.0, Outdooractive, NECSTouR, AVORIS, aNewGovernance, Ministry of Tourism from Italy.

The other project consortium is DSFT composed of four tourism parties with different fields of expertise: European Travel Commission, City Destinations Alliance, Modul University, and ForwardKeys.

The technical Workshop was hosted at the Fundación Galicia-Europa. This event offered participants the chance to learn about the two projects' findings, gain valuable insights from relevant stakeholders, and network with peers from all over Europe.

Various sessions and presentations took place, including welcome remarks by Árpád Welker, the Project Officer of both projects from the European Commission and the two project coordinators - Dolores Ordoñez and Jason Stienmetz - '***Data Space benefits for the tourism industry***' presented by Giovanna Galasso from Intellera, '***Creating value for tourism stakeholders through the ETDS***' by Nuria de Lama from IDC, *'**Governance aspects of the Tourism Data Space'**** by Eric Pol from ANG.

The first session of the Technical Workshop delved into the realm of Data Space for Tourism and examined its ability to address the **diverse needs and challenges of tourism stakeholders**. A roundtable discussion moderated by **Urska Starc-Peceny, PhD, Chief Innovation Officer, Tourism 4.0 Lead at Arctur** involved the following participants: Olga Preveden, Project Manager Data & Innovation at Austrian National Tourist Office, Jonathan Huffstutler, Project Manager at EONA-X; Daniel Iglesias,

Data Scientist at NECSTouR Tourism of Tomorrow Lab and Milena Popova, Programme and Business Development Manager at Europeana.

In the second roundtable discussion, moderated by **Nuria de Lama, IDC** and **Yuliya Kolomoyets Modul University**, with Jean-François Cases, vice-president of intangibles, Amadeus, Daniel Caro, Chief Data Officer of Turismo Andaluz, and Olivier Henry-Biabaud, Managing Director of MMGY TCI Research, stakeholders discussed opportunities to **create business value** from participation in the ETDS and what conditions would be required to facilitate this value creation while supporting the long-term sustainability of the ETDS.

Furthermore, in the third session moderated by **Eric Pol, aNewGovernance** and Flavie de Bueil, Chief Operating Officer at City Destinations Alliance, speakers discussed how to create an **inclusive governance structure** for the ETDS that will nurture innovation among European tourism stakeholders, including SMEs and start-ups, with interesting insights from Martin Soutscheck, Outdooractive, Karine Feige, Apidae and Ricado Millet from Visit Valencia.

A technical session counted with the expertise from **Valentín Sánchez Pélaez, Director at TECNALIA Research & Innovation**, María Tomás, Project Manager at ForwardKeys, and Silvia Castellvi, Director of Research & Standardisation at IDSA/DSSC, and Daniel Dan from Modul University.

The technical workshop closed with remarks from Alberto Palomo, Chief Data Officer of Spain, representing the Spanish presidency of the EU.

2) 26 September

Organized by DATES project and sponsored by **MEP Monteiro de Aguiar** who welcomed the project's partners, Member States and European Institutions representatives for a High-Level Breakfast to align the different emerging initiatives related to Tourism Data Space.

This event was organized in the frame of the Interministerial Committee generated within DATES, involving representatives from more than 15 Member States.

The encounter started with an introduction by the host MEP Monteiro de Aguiar. Afterward, Marie-Hélène Pradines, Head of Unit at DG GROW, shared insights about the European Strategy on European Tourism Data Space; Prof. Alessandra Priante, Director for Europe at UNWTO, presented the United Nations perspective on making data work for sustainable tourism and SMEs innovation in Europe;

Dolores Ordoñez Director of AnySolution showcased insights about DATES within the European Tourism Strategy and Agenda.

Finally, Barbara Casagrande, Secretary General of the Italian Ministry of Tourism presented the Interministerial Committee's outcomes and outlined the Joint Statement document, to be approved by all Member States and Alberto Palomo, Chief Data Officer of the Government of Spain, highlighted the importance of the European Tourism Data Space for Spain and the whole European Union.

"I would like to launch a call to the Member States and the Commission for structural collaboration around the European Data Space for Tourism to be connected and interoperable with the National and Regional Tourism Data Spaces, Hubs, and Labs. The continuity and usability of this data space by the SMEs and destinations is a key success factor in boosting the European tourism industry's digitalisation, competitiveness, and sustainability."

MEP Cláudia Monteiro de Aguiar