Global Blue

Pledge to the Together 4 EU Tourism platform

7 February 2023

Global Blue is a technology company providing Tax Free Shopping services to international travellers, authorities & merchants across the world

TAX FREE SHOPPING TECHNOLOGY SOLUTIONS

SMART DATA & BUSINESS INTELLIGENCE

TARGETED MARKETING SOLUTIONS & INTELLIGENT SALES TECHNOLOGY

Global Blue

CUSTOMS & AUTHORITIES

MERCHANTS

INTERNATIONAL TRAVELLERS

+300K Merchant stores

13M International shoppers

36M Transactions

44 Countries

50 Data points per transaction

Our pledges to the Together 4 EU Tourism platform

Topic 3

Improving statistics and indicators for tourism

Topic 9

Data-driven tourism services

Topic 16

Support for digitalization of tourism SMEs and destinations

Global Blue has submitted 3 pledges, but today I will focus on data-driven tourism services
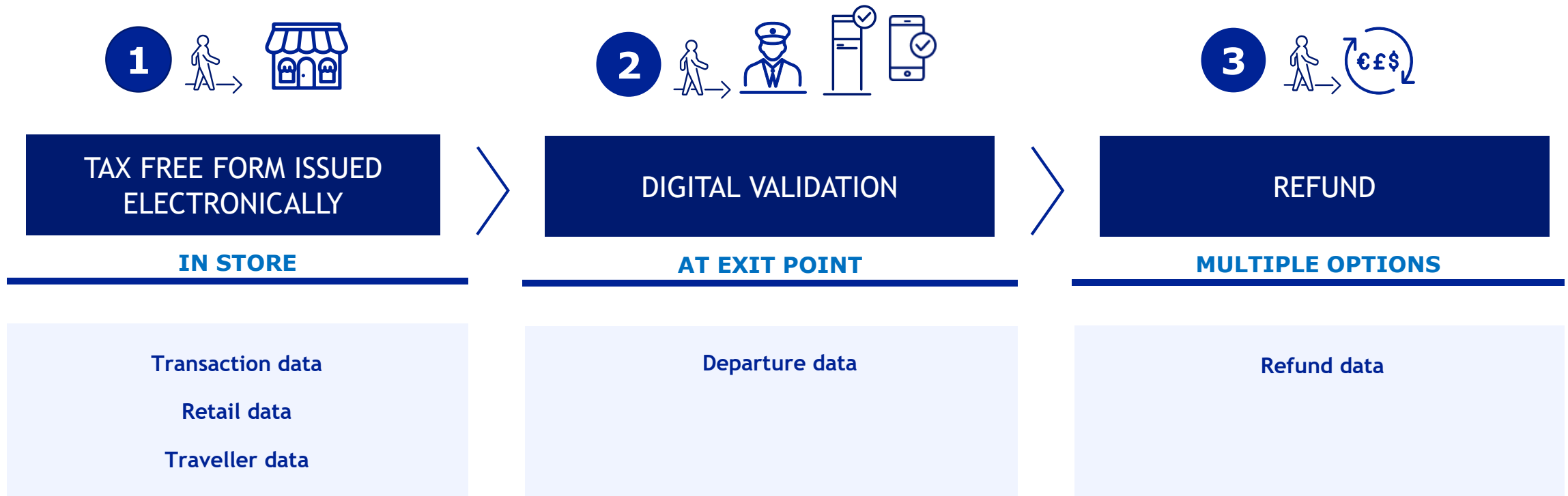
Data-driven tourism services

TOPIC 9 – DATA-DRIVEN TOURISM SERVICES

Global Blue has experience sharing tourism data with EU Member States governments (most recently in Spain) to help inform their national statistics and tourism growth strategy.

Global Blue would commit to providing this at an EU level on a regular basis. This data can be used for personalized tourism services, destination management, monitoring and service provisions. Additionally, we would be happy to cooperate towards agreeing on common practices for tourism data sharing.

We hope to establish by 2025 data sharing practices in several destinations which have contributed to destination management and tourism services development and have been shared as best practices on tourism data sharing.

Digital Tax Free Shopping flow in 3 simple steps

1

TAX FREE FORM ISSUED ELECTRONICALLY

IN STORE

Transaction data

Retail data

Traveller data

2

DIGITAL VALIDATION

AT EXIT POINT

Departure data

3

REFUND

MULTIPLE OPTIONS

Refund data

Global Blue collects data at every step of the Tax Free Shopping process, gathering up to 50 data points per transaction

Global Blue

Challenges, practicalities and factors of consideration

1   Transactional information to be shared, not forecasts

2   Information to be shared at aggregated level (no personal/individual retailer information)

3   Information to be shared on quarterly basis

4   Information to be shared only after being made public by Global Blue

5   Information to be shared in full compliance with GDPR

6   Information to be shared in a secure way (structured or unstructured format)

Example of a structured report
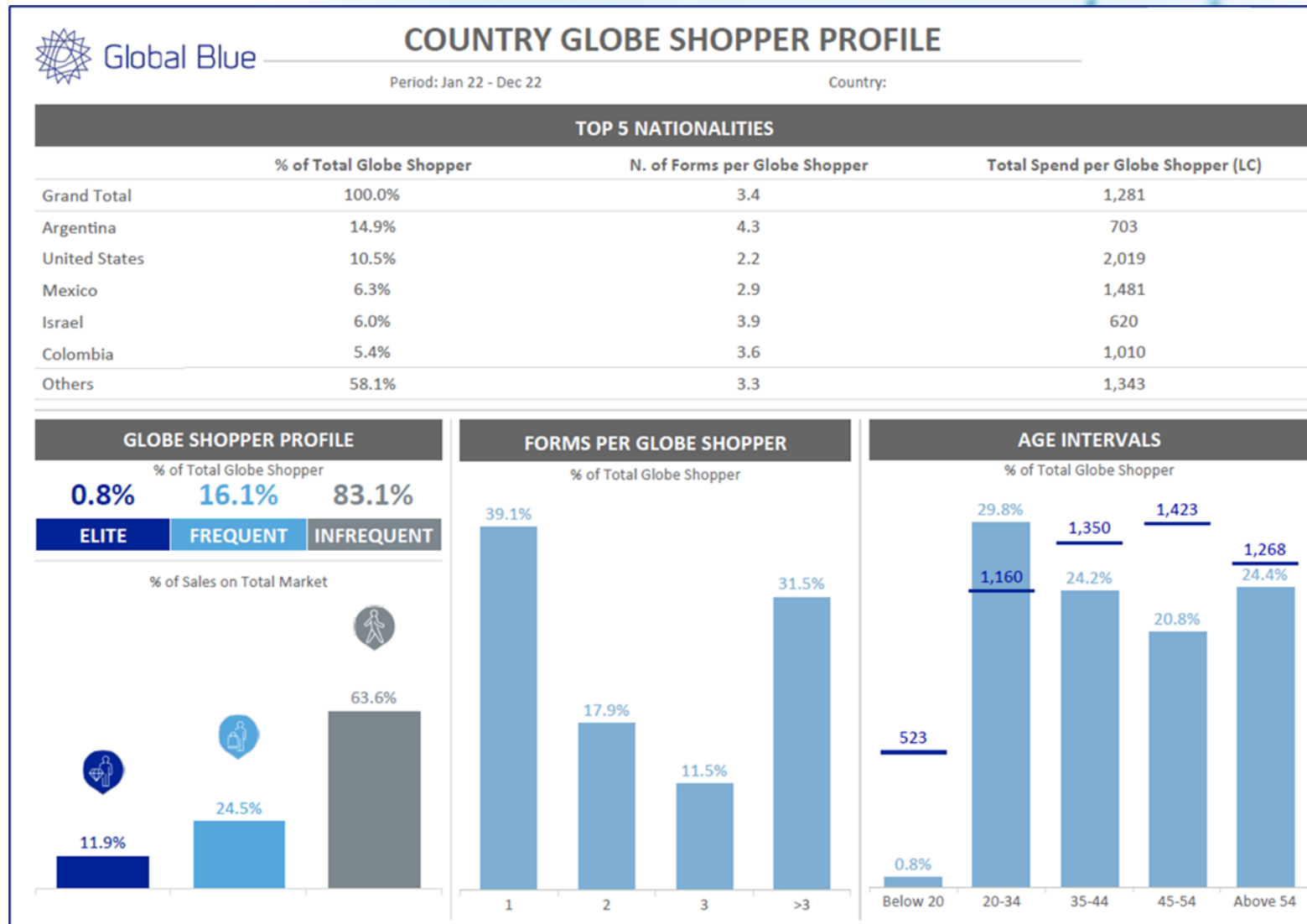
Examples of unstructured data

International Shoppers data points

- Segmentation
- Age
- Nationality
- Number of trips
- Duration of the trip
- Average spend per shopper
- Number of forms per shopper

Performance data points

- Date of purchase
- Place of purchase (from country to zip code)
- Retailer Category
- Retailer price positioning
- Travel details
- Tax Free Spend
- Number of Tax Free transactions
- Average spend per transaction

Case study: Tourism data sharing in Spain

Key considerations

Global Blue shares non-EU visitors Tax Free Shopping data with 2 Government entities

Data is shared on agreed periodically basis

Shared data includes nationality, place of shopping, shopping amount, number of shoppers, etc

Data is used to promote international visitors shopping and to support the recovery of the tourism sector in Spain

Support for digitalization of tourism SMEs and destinations

TOPIC 16 – Support for digitalization of tourism SMEs and destinations

Global Blue equips SMEs and other retailers with state-of-the-art solutions to issue Tax Free Shopping transactions

These solutions do not only provide a seamless experience to retailers and international shoppers but are also a key element in terms of data collections

These solutions are provided to retailers across all geographies and at no costs to the them

Global Blue

A PARTNER FOR RESILIENT EU TOURISM