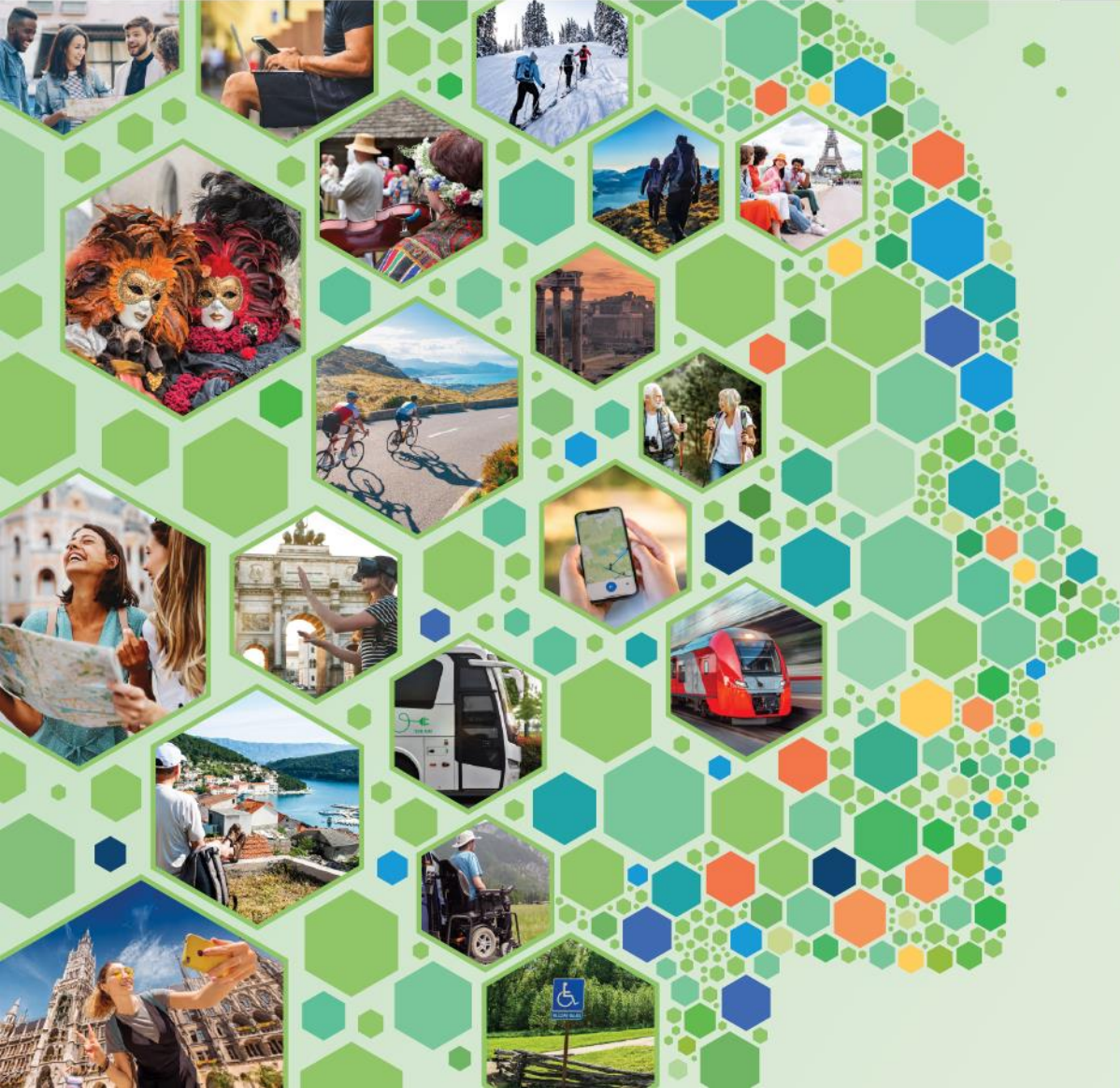




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EUROPEAN TOURISM DAY

5 MAY 2023 | BRUSSELS

Data Space Tourism Data as basis for sustainable destination development



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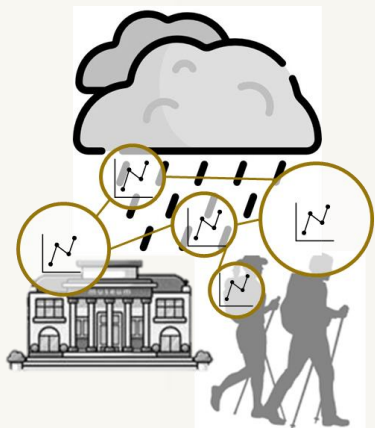
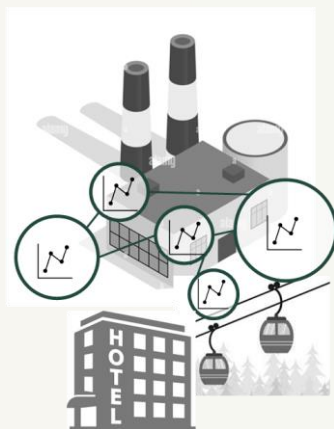
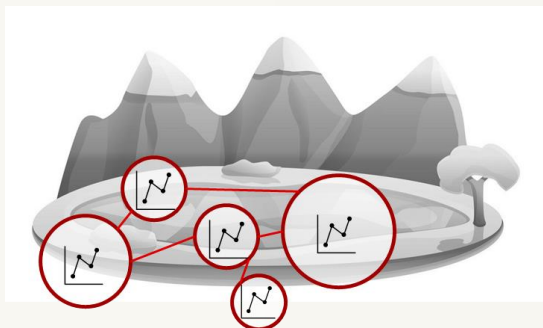
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Success factors in the new era of data-driven tourism



1

Uniform data standards
(ODTA)

2

Standardized interfaces

3

Cooperation among stakeholders

4

Cross-industry networking
(energy, mobility, agriculture, etc.)

5

Enablers and orchestrators
(such as the ANTO)

From data to insight

- Pain Point:** Extreme concentration of visitor flows
- Intent:** Identification of bottle necks and analyses of hot spots
Definition of pre-emptive measures
- Output:** Established links between relevant data sources and identified correlations
Development of a dashboard and data-driven recommendations
- Impact:** sustainable value creation and improved tourism acceptance

