



Code of Conduct: the role of data sharing for sustainable tourism

New Challenges for Europe's Cohesion

11 October 2022



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Why do we need data sharing?

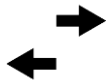
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State of play of tourism data sharing



Highly complex and interconnected landscape



Lack of efficient data use



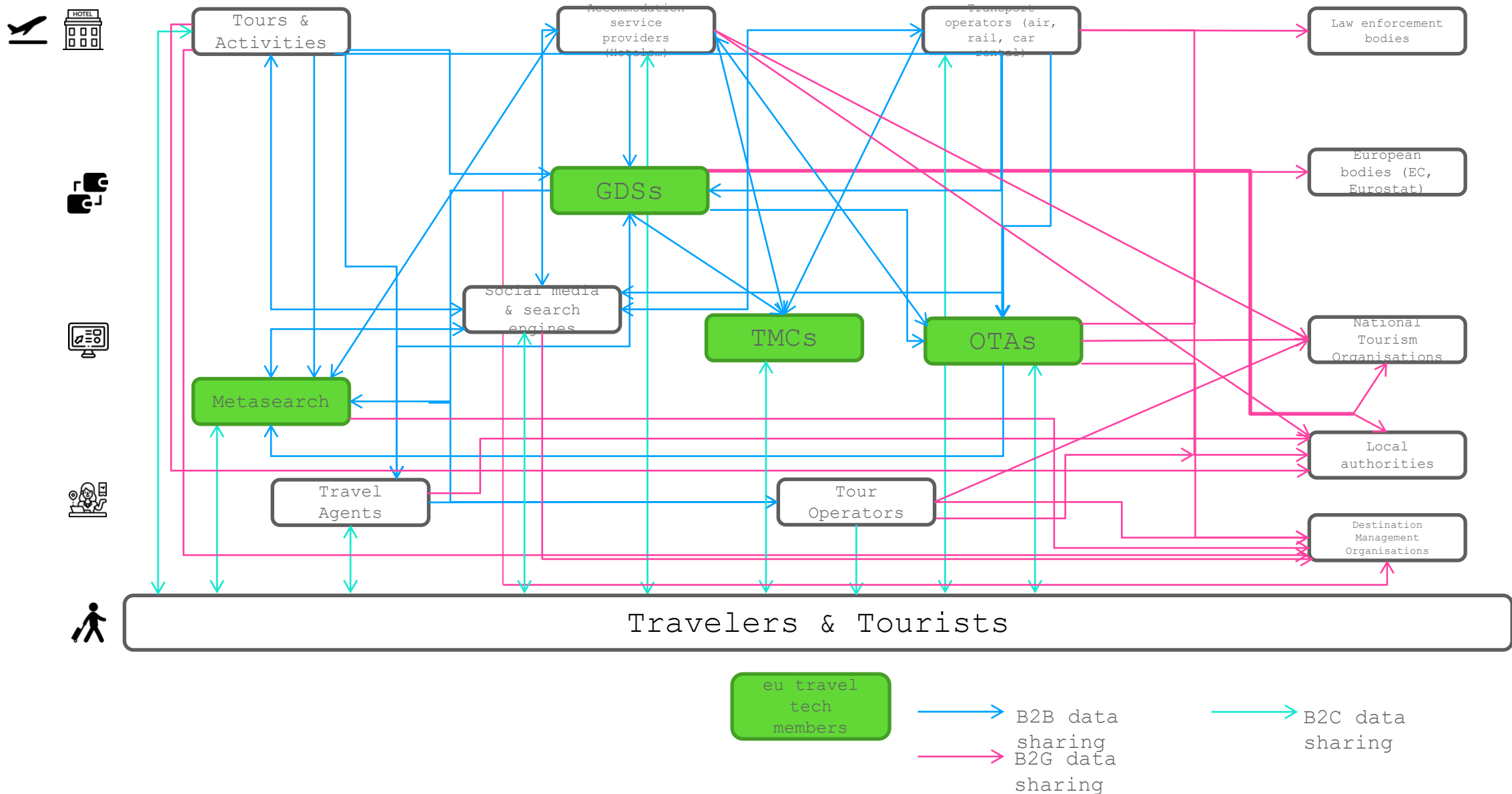
Lack of sector-wide principles and governance



Unrealized opportunities



Data sharing in the tourism ecosystem





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Data sharing to support tourism's green transition

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European tourism is going through its own "twin transition"

- Green transition
- Digital transition

Data-sharing is key to harness digitalisation to make travel more sustainable!

"Sustainable tourism is about the efficient use of destinations' limited resources and capacity to maximise benefits for locals and visitors alike. Unlocking the potential of big data and other digital tools is vital for achieving this and making sustainability an opportunity and not a cost for the sector."





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Data sharing to better manage tourism flows

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- ❑ Addressing "overtourism" is about ensuring adequate management of demand (tourism flows) vs offer (destinations capacities).
 - Data availability is critical
- ❑ Such data is collected by a number of players: OTAs, telcos, travel services providers...
- ❑ It is required by national and local authorities to ensure adequate planning and design adapted policies

Examples:

- ✓ Mobility planning by local authority enabled by sharing mobility apps' demand data.
- ✓ Anticipation of travelers flows enabled by sharing online travel platforms data.
- ✓ Design of adequate STR policies enabled by sharing STR platforms data through Eurostat.





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Data sharing to direct demand towards more sustainable offers

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- ❑ Travelers do want to travel in a more sustainable way.
 - 61% of travelers are taking sustainability as a booking criteria (Booking sustainability report, 2021)
- ❑ However, they don't always have access to the information they need.
- ❑ Need for adequate data-sharing to increase consumer awareness of tourism's sustainability impacts

Examples:

- ✓ Transparency on carbon footprint enabled by sharing transport operators' data (e.g. CO2 emissions/flight)
- ✓ Transparency on CO2 optimal travel options enabled by sharing transport operators data (travel options)
- ✓ Transparency on environmental performance enabled by sharing providers data (e.g. environmental labels).





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Tourism data sharing Code of Conduct

Sector-led Drafting Committee

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Cities

Eurocities is the network of major European cities



Wider view

ETC represents National Tourism Organizations across Europe

Travel agents

ECTAA is the organization of Europe's travel agents and tour operators



Tech

eu travel tech represents the travel technology businesses and platforms



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What have we done so far?

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The Drafting Committee has achieved:



First draft of the Code of Conduct



Consideration for institutional expertise



Ongoing stakeholder consultation

Ongoing work:



Finalization & gathering of signatories

The Code of Conduct is an initiative designed for the entire EU tourism ecosystem and will thus be open for participation and endorsements.

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Code of Conduct – Outline

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- 1 Introduction
- 2 Goals & Objectives of the Code of Conduct
- 3 Definitions
- 4 Set of common principles for data sharing
- 5 Case studies and toolboxes
- 6 Overview of EU regulatory framework

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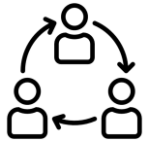


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General objectives of the Code of Conduct

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Building trust between relevant parties to facilitate voluntary data sharing



Contributing to an EU-wide architecture for data exchange through common principles for tourism stakeholders



Ensure a level playing field for data-sharing





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Elements addressed (I)

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Interoperability

Actors shall aim at facilitating data interoperability



Data usage rights

Clear definition of access and usage rights of each party to the contract: data originator shall be able to determine who can access and use its data



Remuneration

Data originator's right to benefit from or be compensated for the use of data it generated, under FRAND conditions



Liability

Data originator's liability in case of damage arising from and/or connected to the receipt and/or use of its data (e.g. processing, analysis, enriching)



Competition

Need to ensure a level playing field among all operators, avoid unfair data advantages and free-riding

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Privacy

CoC focuses on non-personal data sharing. Application of existing privacy legislation whenever personal data may anyhow be involved.



Security

Need to ensure the highest feasible degree of security through a security architecture taking into account the degree of sensitivity of shared data. Protection against loss, theft, unauthorized access and alteration.



Data limitation
principle

Clear definition of data covered by the agreement. Purpose and time limitation of the access and use of the data.



Intellectual Property

No infringement of IPRs: trademarks, protected designs, copyright, patents, trade secrets.



Quality

Quality of data should be preserved: integrity, authenticity, consistency and accuracy.

Elements addressed (II)

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**New Challenges for
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Thank you!

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