

Re-open EU

Description of the initiative/action/policy/governance structure and process:

The "Re-open EU" platform was an initiative aimed at providing up-to-date information on travel and tourism restrictions within the EU during the COVID-19 pandemic.

The platform, which was also available in a mobile friendly version (a web-based app), was created to help travellers navigate the evolving situation and make informed decisions about their journeys. Its primary goal was to provide transparent and reliable information on travel restrictions, health and safety measures, and other relevant information across Member States. It was updated daily with information provided by the Member States authorities to the platform about restrictions and measures in their countries.

Key information available on the platform:

- Travel restrictions
- Health and safety measures
- Tourism services availability
- Transport information
- Real-time updates

Type

Initiative – Data & Digital / Health & Security

Date of launch

June 2020 (until June 2023)

Impact

1. It was one of the most visited EC's pages ever and most-ever downloaded EC mobile app
2. It became the key point of reference for anyone travelling in the EU as it centralised up-to-date information from the Commission and the Member States
3. It increased transparency and reliability of the information on travel restrictions, quarantine measures and health & safety measures
4. It was an enabler for tourism recovery

Issuing organisation

Ministry of Economic Affairs & Communications and Ministry of Culture

Relevance

Clear communication channels and access to accurate information are critical needs for the tourism ecosystem to effectively respond and recover from future crisis events. In times of crisis, transparent communication ensures that relevant information reaches all stakeholders, including government authorities, tourism businesses, and tourists. This is also a good example of how a centralised source of information, ensures stakeholders have easy access to information.

The information and perspectives presented in this document represent the findings and conclusions of the European Commission's project "Crisis Management and Governance in Tourism" funded under the SME Pillar of the Single Market Programme and developed by Deloitte. These findings are based on data and context available during the study period and are intended solely to provide insights on the project's objectives. The interpretations herein do not necessarily reflect the views of the involved organisations and should not be construed as definitive conclusions applicable to all contexts or as a commitment to implement the recommendations. Further, the European Commission and Deloitte are not liable for any consequence stemming from the reuse of this document.

For more detailed information on project's results and outputs, please visit the project webpage [Crisis Management and Governance in Tourism - European Commission](#).