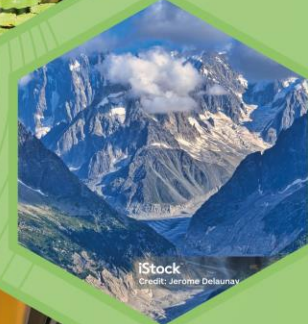


# Webinar “Unlocking the Power of Data to shape the Future of Travel”

*28 November 2024, 12.00 – 13.30 CET*

## Webinar Summary





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## Transition pathway for EU tourism

# Introduction

## Scope and objectives of the webinar



### **Target audience**

Public authorities, DMOs, SMEs and larger companies, Industry Associations, Chambers of Commerce, and any other tourism stakeholder interested in learning more about the tourism data space.

### **Scope and objectives**

This webinar was organised by the Digital subgroup of the Commission expert group “Together for EU Tourism” (T4T).

The aim of this webinar was to deepen the understanding of the audience on how data sharing, as proposed by the European Data Strategy, is being implemented by the different actors of the Tourism value chain, and which are the challenges and benefits that they are facing. The implementation of the European Tourism Data Space will be real in the coming years, but in the meantime a community has been created to understand the ways, use cases, business models and governance aspects that should be implemented beyond the technological requirements.

# Agenda

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12:00 - 12:05	<b>Welcome and introduction</b> <b>Moderator:</b> Dolores Ordoñez, Expert of the T4T Digital Subgroup. Anysolution
12:05 – 12:25	<b>Session 1 “Unravelling the EU Tourism Data Space”</b> <ul style="list-style-type: none"><li>• <b>Dolores Ordoñez</b>, Expert of the T4T Digital Subgroup. Anysolution</li><li>• <b>Misa Labarile</b>, Policy Officer, Tourism, European Commission</li></ul>
12:25 – 13:05	<b>Session 2 “Best practices in data sharing: Creating value together”</b> <ul style="list-style-type: none"><li>• <b>Nina Nesterova</b>, Professor Sustainable Tourism and Transport, Centre for Sustainability, Tourism and Transport, Breda University of Applied Sciences, The Netherlands</li><li>• <b>Stjepan Čavar</b>, Senior Expert Associate for Information and Communication Technologies, Dubrovnik Development Agency, Croatia</li><li>• <b>Mannix Manglani Mankani</b>, CEO at MNX Online - Director at TOURiLab FIWARE iHUB, Spain</li></ul>
13:05 – 13:20	<b>Q&amp;A</b>
13:20 - 13:30	<b>Closing remarks and next steps</b> <ul style="list-style-type: none"><li>• <b>Dolores Ordoñez</b>, Moderator, Expert of the T4T Digital Subgroup. Anysolution: wrap up</li><li>• <b>Emmanuel Mounier</b>, Secretary General, EU Travel Tech and Chair of the T4T Digital Subgroup: next steps</li></ul>

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## Transition pathway for EU tourism

### Moderates:



**Dolores Ordoñez**  
Expert of the T4T  
Digital Subgroup.  
Anysolution



**Misa Labarile**  
Policy Officer,  
Tourism, European  
Commission



**Nina Nesterova**  
Professor Sustainable  
Tourism and Transport,  
Centre for Sustainability,  
Tourism and Transport, Breda  
University of Applied  
Sciences



**Stjepan Ćavar**  
Senior Expert Associate  
for Information and  
Communication  
Technologies, Dubrovnik  
Development Agency



**Mannix Manglani  
Mankani**  
CEO at MNX Online -  
Director at TOURiLab  
FIWARE iHU



**Emmanuel  
Mounier**  
Chair of the T4T  
Digital Subgroup

# Webinar in numbers



**281** Registrations



**139** Participants

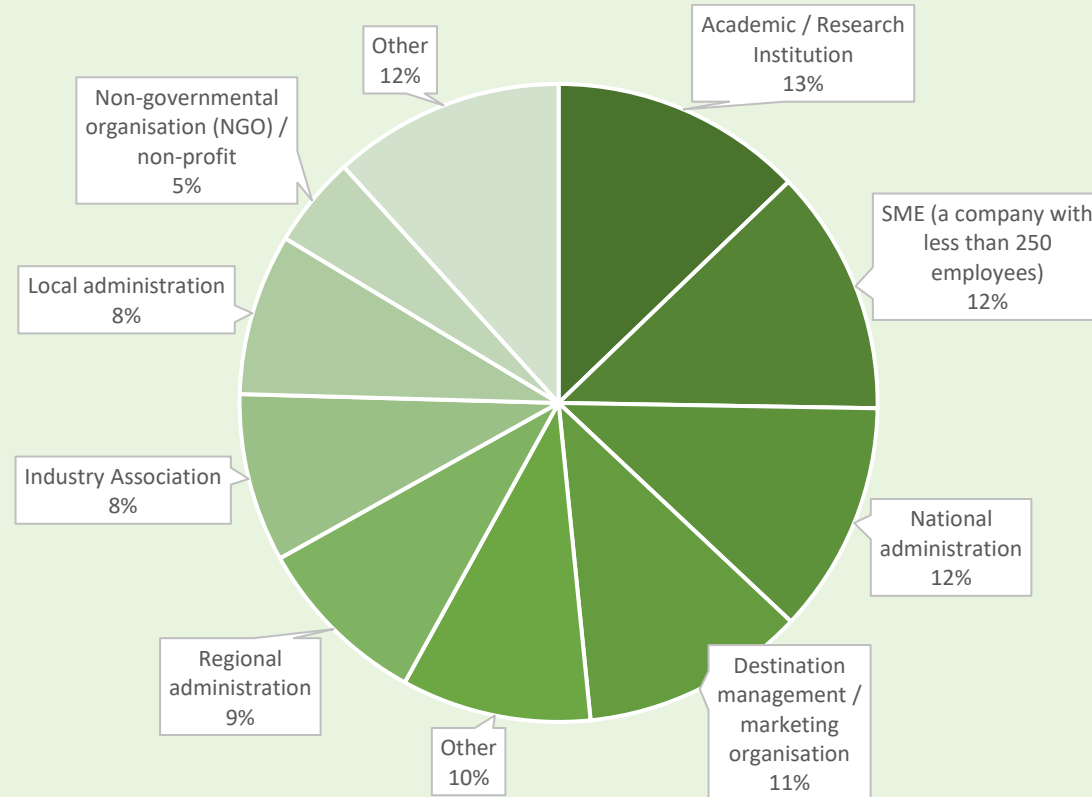


Participants from **26 EU MS** and **4 non-EU** countries



**5** Speakers

## Participants' Organisations



## Results of the post-webinar survey



All respondents (**100%**) were very satisfied/satisfied with the webinar.



All respondents found that the webinar provided useful information, with **93,5%** of them considering it as extremely useful/useful.



**96,8%** of the respondents feel that they have obtained a better understanding and knowledge of the topic after attending.

# Key discussion points (1/2)

Representatives from the **European Commission, Breda University of Applied Sciences, the Dubrovnik Development Agency (DURA) and MNX Online**, discussed the following:

1

## Discussion: Unravelling the EU Tourism Data Space

### Historical Moment and Future of Data and Tourism

- The current period was marked as a historical moment due to the appointment of the first EU Commissioner on Sustainable Transport and Tourism. This appointment underscores the EU's commitment to integrating sustainability into tourism and transport, highlighting the importance of data in these sectors. Data and tourism are expected to remain hot topics in the coming years, driven by the need for better data interoperability and information sharing across the fragmented tourism sector.

**The European Tourism Data Space (ETDS)** is a major initiative aimed at creating a unified mechanism for data sharing across Europe. Several key expectations were outlined:

- The project is expected to adhere to a strict timeline, with significant pressure from politicians and decision-makers to deliver results on schedule.
- By the end of the three-year project, the ETDS should establish a robust mechanism that allows digitized data from various locations to flow seamlessly. This involves determining the appropriate standards, definitions, and principles to ensure effective data exchange.
- Participation in the ETDS will be voluntary, but the success of the initiative depends on the amount and quality of data contributed. Incentives may be necessary to encourage participation, potentially including a marketplace model where companies can share data for a fee or under specific conditions.

Several initiatives that will complement the ETDS were discussed, such as:

- **AI and AI Factories**, initiatives aiming to leverage artificial intelligence to enhance data processing and decision-making in tourism.
- **Digital Innovation Hubs (DIHs)**, providing support to SMEs and startups, helping them utilise digital applications and develop necessary skills. The D3Hub, for example, focuses on supporting destinations in managing data and improving their digital capabilities.
- The importance of coordinating these initiatives was highlighted to avoid duplication of efforts and ensure that all sectors benefit from advancements in data sharing and technology.
- EU regulations are designed to support innovation and create a user-friendly environment for SMEs. By providing a stable and predictable regulatory framework, the EU helps businesses scale up and compete effectively in the internal market. Moreover, particularly in the context of AI, regulations ensure that innovations are safe and used ethically, fostering trust among stakeholders. The goal is to make the internal market more competitive by supporting SMEs and startups in their digital transformation efforts.

## Key discussion points (2/2)

2

### Best practices in data sharing: Creating value together

Dr. Nina Nesterova presented [an analysis of the carbon footprint of inbound tourism in the Netherlands](#). This analysis involves: a) [Data Sources](#) combining data from the Dutch Board for Tourism and Conventions, the Dutch Central Statistics Bureau, and the Dutch Emission Register; b) [Scope of Emissions](#) focusing on scope 1 and 2 emissions, which include direct emissions from tourism activities and emissions from fuel and electricity production; and c) [Insights into the carbon footprint](#) by country of origin, destination province, accommodation type, and transport mode, for policy making.

[A tool developed for local and regional Destination Management Organizations \(DMOs\) to calculate the carbon footprint of their visitors](#) was also discussed. This tool helps DMOs make evidence-based decisions on which tourist markets to target and how to manage their environmental impact. Projects focused on understanding the experiences of visitors and residents in cross-border regions were showcased. These projects involve: a) Extensive data collection, b) addressing the challenges of data sharing across borders and among different stakeholders; and c) using data to support sustainable tourism development and improve the quality of life for residents.

The [Dubrovnik Visitors System](#), part of the city's Smart City initiative, was presented by Mr. Stjepan Čavar. The Dubrovnik Visitors System which provides real-time data on visitor numbers within the historic core through strategically placed cameras. The system processes data on-site, sharing only visitor counts on the public website for privacy compliance. This information aids in optimizing pedestrian traffic flow, improving logistics, and informing urban planning and sustainability strategies for Dubrovnik.

The main outcomes of this initiative are: enhanced visitor experience by balancing capacity with quality services; and protected heritage and ensured sustainable tourism growth.

The [TOURiLab FIWARE iHub](#), was presented by Mannix Manglani. This collaborative hub, which was born from an experience with the European TOURiLab-SDG pilot, is driving a shift in the tourism model. It is an example of how technology, data spaces, and co-creation can foster more sustainable, connected, and future-ready smart ecosystems.

TOURiLab FIWARE iHub promotes sustainable tourism practices by leveraging data and technology; and encourages small and medium-sized enterprises (SMEs) to share data and collaborate on innovative solutions.

A case study from the Canary Islands involved a sustainable tourism initiative was presented, which led to better tourist experiences and more sustainable behaviors, benefiting both tourists and local businesses.



# Conclusions and next steps

## Conclusions

-  The EU is moving towards a "data union" to enhance data interoperability and sharing across sectors, emphasizing the importance of data in tourism and transport.
-  The European Tourism Data Space (ETDS) aims to establish a robust mechanism for seamless data flow, with a focus on voluntary participation and incentivizing data sharing.
-  Effective data sharing requires collaboration across sectors such as transport, energy, and tourism to create a comprehensive and holistic data ecosystem.
-  Initiatives like Digital Innovation Hubs (DIHs) and the D3Hub are crucial in supporting SMEs and destinations in managing and utilizing data effectively.
-  EU regulations aim to support innovation and create a user-friendly environment for SMEs, ensuring safety and ethical use of technologies like AI.
-  Building a culture of trust and transparency in data handling is essential, with effective communication being key to encouraging data sharing and adoption.

## Next steps

- The Digital Transition Subgroup will organize and conduct a webinar in March to discuss data sharing and the regulatory framework for short-term rentals, aiming to create trust among stakeholders and explore the impact of the EU short-term rental regulation.
- All stakeholders in the tourism sector should connect to the EU Tourism Platform to access resources, participate in discussions, and stay updated on EU tourism policies, fostering a collaborative environment and ensuring stakeholders are informed and supported in their digital transition efforts.

# Thank you!

The document has been prepared for the European Commission in the context of the project “Transition Pathway Stakeholder Support Platform: Implementation for Tourism Ecosystem” (the Project) in accordance with the signed contract No EISMEA/2022/OP/0018. This report reflects the views and results of the workshop discussion between the tourism stakeholders and do not necessarily represent the views of the European Commission. The action recommendations, however, do not necessarily represent the position or endorsement of all stakeholder groups nor the position of individual Member States or the European Commission.