European Commission

Transition pathway for EU tourism

AI in Tourism: Transforming Destinations, Skills and Strategy

WEBINAR

12 November 2025 | 10.00 - 12.00 CET

"Shared Data, Shared Value: Deploying the Tourism Data Space for Destination Impact"

ANYSOLUTION

The purpose of the session

- Short introduction. DEPLOYTOUR. Deployment of the European Data Space

- Explore how AI and Data drive smarter destination management.

- Understand how the European Tourism Data Space enables local impact through shared value

- Learn what "AI readiness" means for destinations and how to build it.

- Discover practical ways to turn data into operational and strategic outcomes.

DEPLOYTOUR
European Tourism Data Space

In the framework of the European Digital Europe Programme, supported by the European Commission, DEPLOYTOUR aims to **develop a trusted Common European Tourism Data Space (ETDS).**

It is **built on the blueprint developed by two preparatory actions** for the European Tourism Data Space:

DATES
European Data Space for Tourism

TOURISM DATA SPACE

Programme Digital Europe
DIGITAL- 2023-CLOUD-DATA-AI-05
DATATOURISM-Data Space for Tourism
EU Funding: 50%
Consortium: 15.3M euros

Coordinator
Partners
Affiliated
Associated

Coordinator:
ANYSOLUTION

Participants:
43 organizations from 13 countries

Duration:
3 years

Kick off:
Mallorca
November 2024

Objectives

By enabling decentralized, secure, and trusted data sharing, DEPLOYTOUR unlocks new opportunities for collaboration, innovation, and growth in tourism. It aims to:

Develop a trusted and secure **Common European Tourism Data Space** to improve data access and sharing, fostering **innovation** and new business models.
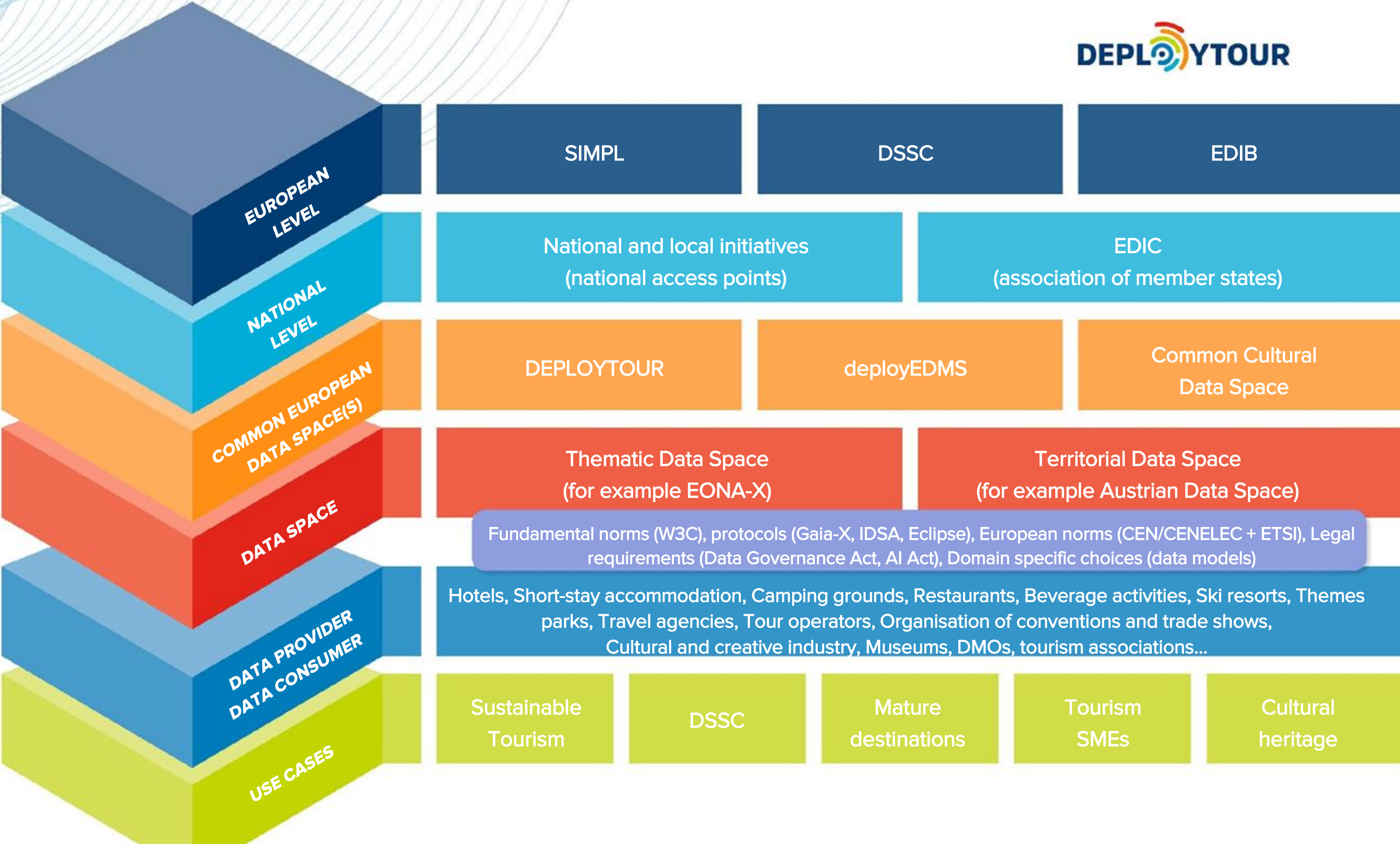
Strengthen EU digital sovereignty by establishing a federation of data spaces with common governance.

Boost tourism competitiveness and sustainability by supporting digital and green transitions while **empowering SMEs and DMOs** in their transformation.

DEPLOYTOUR

CONTEXT

EUROPEAN LEVEL

SIMPL	DSSC	EDIB

NATIONAL LEVEL

National and local initiatives (national access points)	EDIC (association of member states)

COMMON EUROPEAN DATA SPACE(S)

DEPLOYTOUR	deployEDMS	Common Cultural Data Space

DATA SPACE

Thematic Data Space (for example EONA-X)	Territorial Data Space (for example Austrian Data Space)

Fundamental norms (W3C), protocols (Gaia-X, IDSA, Eclipse), European norms (CEN/CENELEC + ETSI), Legal requirements (Data Governance Act, AI Act), Domain specific choices (data models)

DATA PROVIDER DATA CONSUMER

Hotels, Short-stay accommodation, Camping grounds, Restaurants, Beverage activities, Ski resorts, Themes parks, Travel agencies, Tour operators, Organisation of conventions and trade shows, Cultural and creative industry, Museums, DMOs, tourism associations...

USE CASES

Sustainable Tourism	DSSC	Mature destinations	Tourism SMEs	Cultural heritage

Project Milestones

DEPLOYTOUR addresses the challenges of fragmented and inaccessible tourism data by enhancing access to information through:

Deploy the technical infrastructure of the Common Tourism European Dataspace (ETDS)

Implement five use case pilots that will act as demonstration of the tangible advantages the ETDS can bring and its impact on the European tourism sector

Define a governance framework by developing the rules and roles of the different stakeholders involved in governing the future ETDS

Ensure the interoperability, transversality, and synergies with other data and tourism initiatives

Implement a sound dissemination, **communication and exploitation strategy**

| Kick off meeting | Rolebook of the ETDS | Use Case Pilots Launch | ETDS minimum viable product | Minimum Viable Rulebook | On-line training programme | ETDS final prototype |

2024 — **2025** — **2026** — **2027**

Transversality, Complementarity and Synergies

Synergies with other data spaces, projects and initiatives:

- Mobility Data Space, deployEMDS
- Smart Cities Data Space
- Green Deal
- Media Data Space, TEMS
- Skills Data Space
- Cultural Heritage Data Space

- D3HUB
- DSSC
- SIMPL
- EDIC
- National, local initiatives
- Ministries

DEPLOYTOUR supports the Tourism Transition Pathway's pledges to advance the strategy for digital and sustainable transition.

To generate and ensure sound synergies to reinforce complementarities, avoid overlapping and generate new added value.

DEPLOYTOUR Use Case Pilots

The DEPLOYTOUR consortium is implementing five use-case pilots across Europe to show the tangible advantages of the ETDS and address key challenges in tourism:

1. **Tourist overcrowding in natural areas and environmental impacts:** Use Case Pilot 1

2. **Transforming mature destinations to make them more competitive, resilient, and sustainable:** Use Case Pilot 2

3. **Meeting hyper-personalized client demands in the MICE sector:** Use Case Pilot 3

4. **Managing high-seasonality destinations:** Use Case Pilot 4

5. **Addressing the lack of a centralized platform to empower tourism SMEs:** Use Case Pilot 5
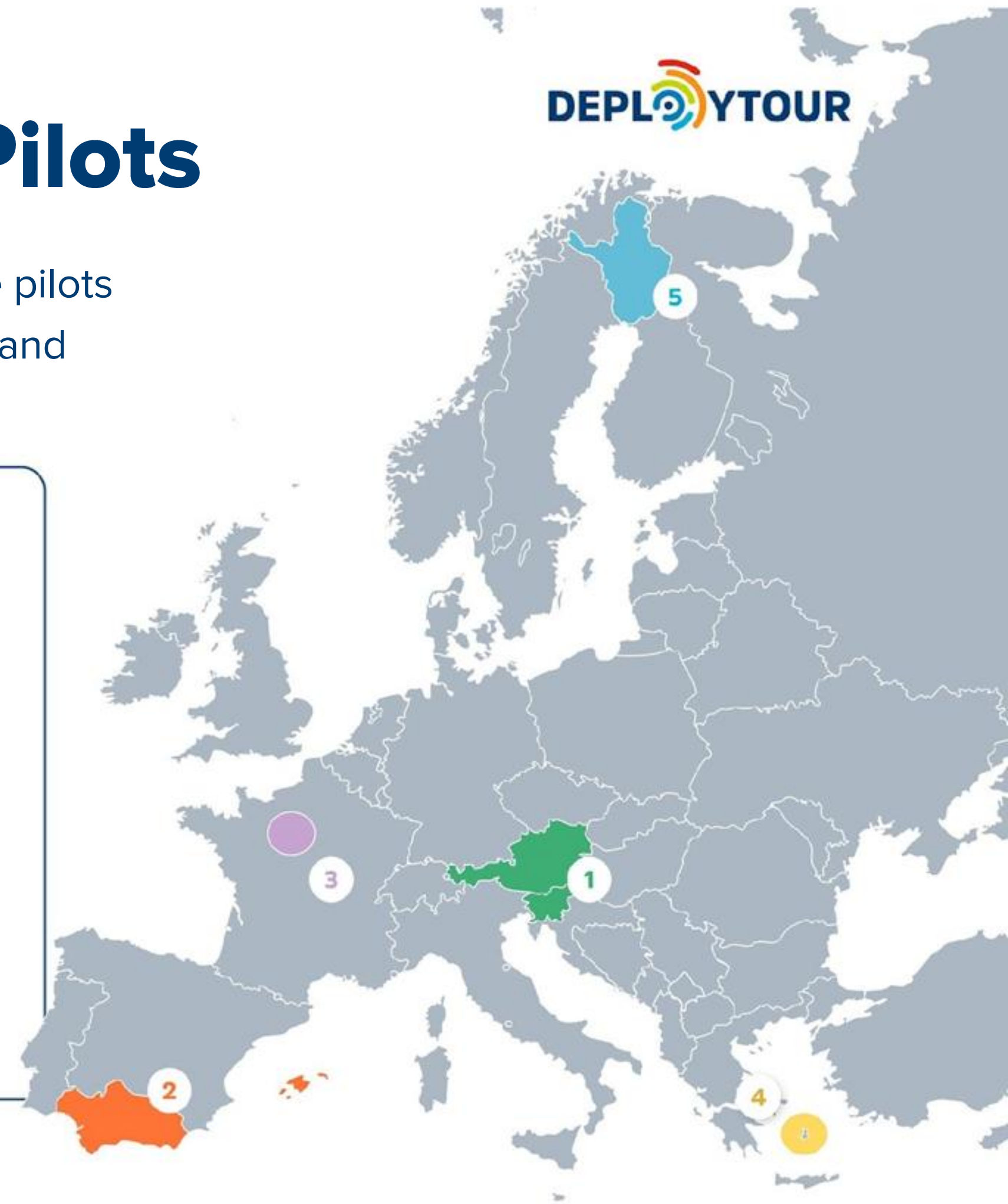
Engage with the project

Synergies & Collaborations
- Meet DEPLOYTOUR at key tourism & data events across Europe
- Visit **www.deploytour.eu** to not miss any events!
- Participate in our regular webinars with other initiatives

Communication & Dissemination activities
- Subscribe to the Newsletter to follow the updates of the project
- Follow DEPLOYTOUR on social media and visit our website for regular updates

Follow us!

Why Onboarding to a DataSpace matters?

Unlocking Data-Driven innovation

- Tourism generates huge volumes of fragmented data (visitors, bookings, mobility, climate, …)

- By onboarding to a Data Space, DMOs and SMEs can share and access trusted data from across the ecosystem.

- This fuels AI-based solutions (e.g., demand forecasting, personalized services)

Leveling the playing field for DMOs and SMEs

- Many cannot afford expensive data platforms.

- A Data Space provides shared infrastructure and standards, lowering the barrier to entry.

- DMOs and SMEs get equal access to high-quality datasets that were previously siloed in large corporations.

Why Onboarding to a DataSpace matters?

Building trust for collaboration

- Onboarding ensures each participant has a verified digital identity.

- DMOs can share data under clear usage policies (who can use it, for what, and under which conditions)

- This trust layer is crucial for tourism partnerships (DMOs, hotels, mobility, events…)

Boosting the local digital economy

- Data Spaces create new business models (data marketplaces, AI-as-a-service, predictive analytics for DMOs and its SMEs)

- By being onboarded, destinations and its local companies can offer their data/services beyond the region and tap into European initiatives (e.g., tourism, mobility, Smart cities, agro-data spaces)

- This strengthens the region's position in the EU digital economy.

Why Onboarding to a DataSpace matters?

Empowering AI adoption

- AI thrives on data availability and interoperability.

- Without onboarding, AI startups/initiatives could lack the trusted, diverse datasets needed to train and scale solutions.

- With onboarding, AI can directly address tourism flows, sustainability, agriculture efficiency, balanced mobility and climate resilience for example

Strategic alignment with EU priorities

- The EU is investing in common data spaces (tourism, agri-food, mobility, health, energy...)

- By onboarding, DMOs and SMEs position themselves to access European projects, funding, and markets.

- It ensures not to be isolated but participate on the wider European digital transformation wave.

The Value of Data & AI for DMOs

Understanding demand & visitor behavior

- Data on arrivals, bookings, mobility, and spending helps DMOs see real demand patterns in near real time.

- They can adapt strategies (events, promotions, campaigns) to match demand with capacity.

Improving Destination Management

- Data on flows (transport, attractions, accommodations) helps balance tourism across the territory.

- Supports sustainable tourism by identifying overcrowded sites and promoting alternatives.
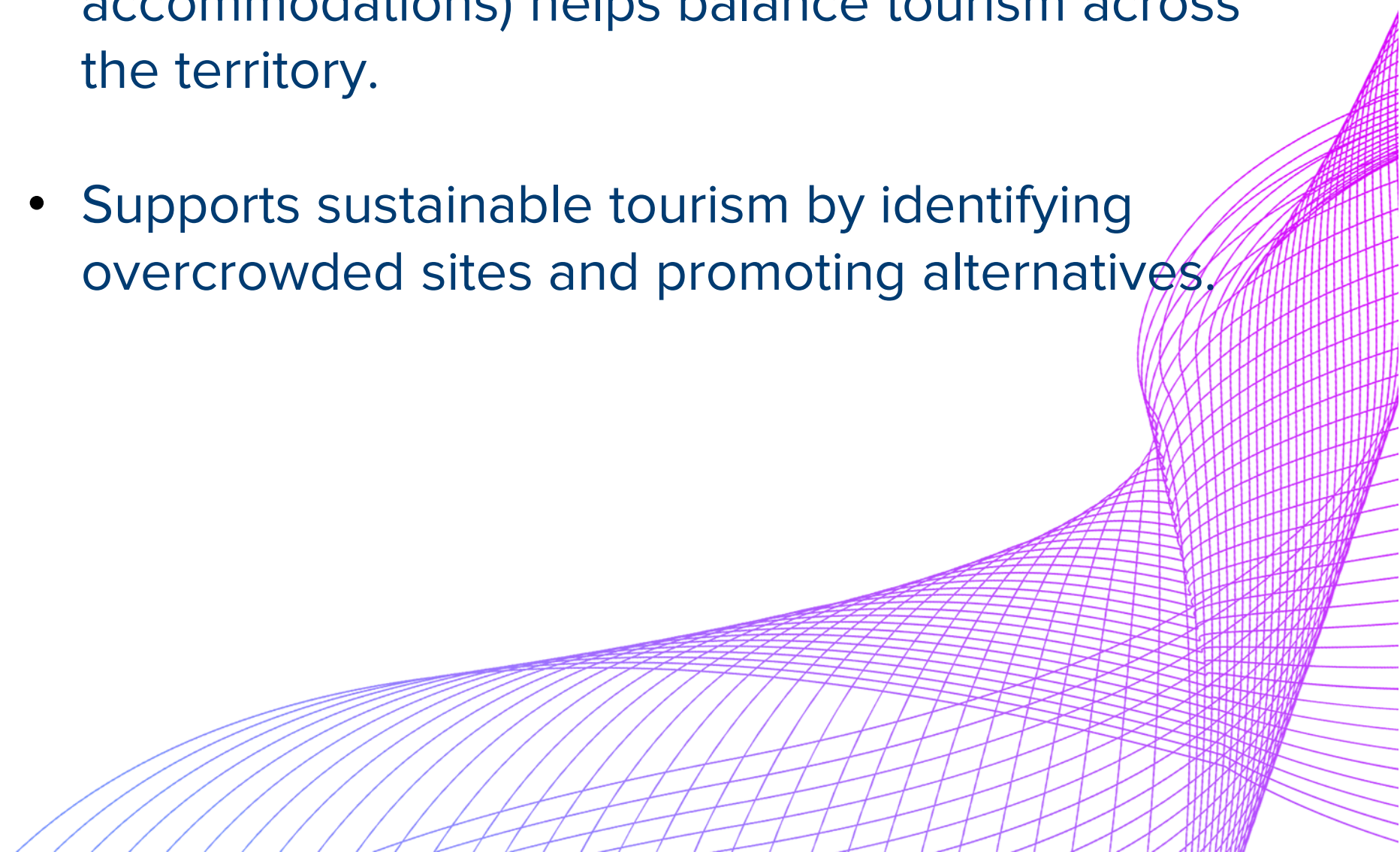
The Value of Data & AI for DMOs

Evidence-Based policy & funding

- Data provides hard evidence for decision-making: investment planning, infrastructure, cultural programs.

- Strengthens funding applications (regional, national, EU) with measurable impact.

Strengthening partnerships

- Sharing insights with SMEs (hotels, restaurants, mobility providers) creates a collaborative ecosystem.

- DMOs become trusted data brokers, raising their value as coordinators of the destination.
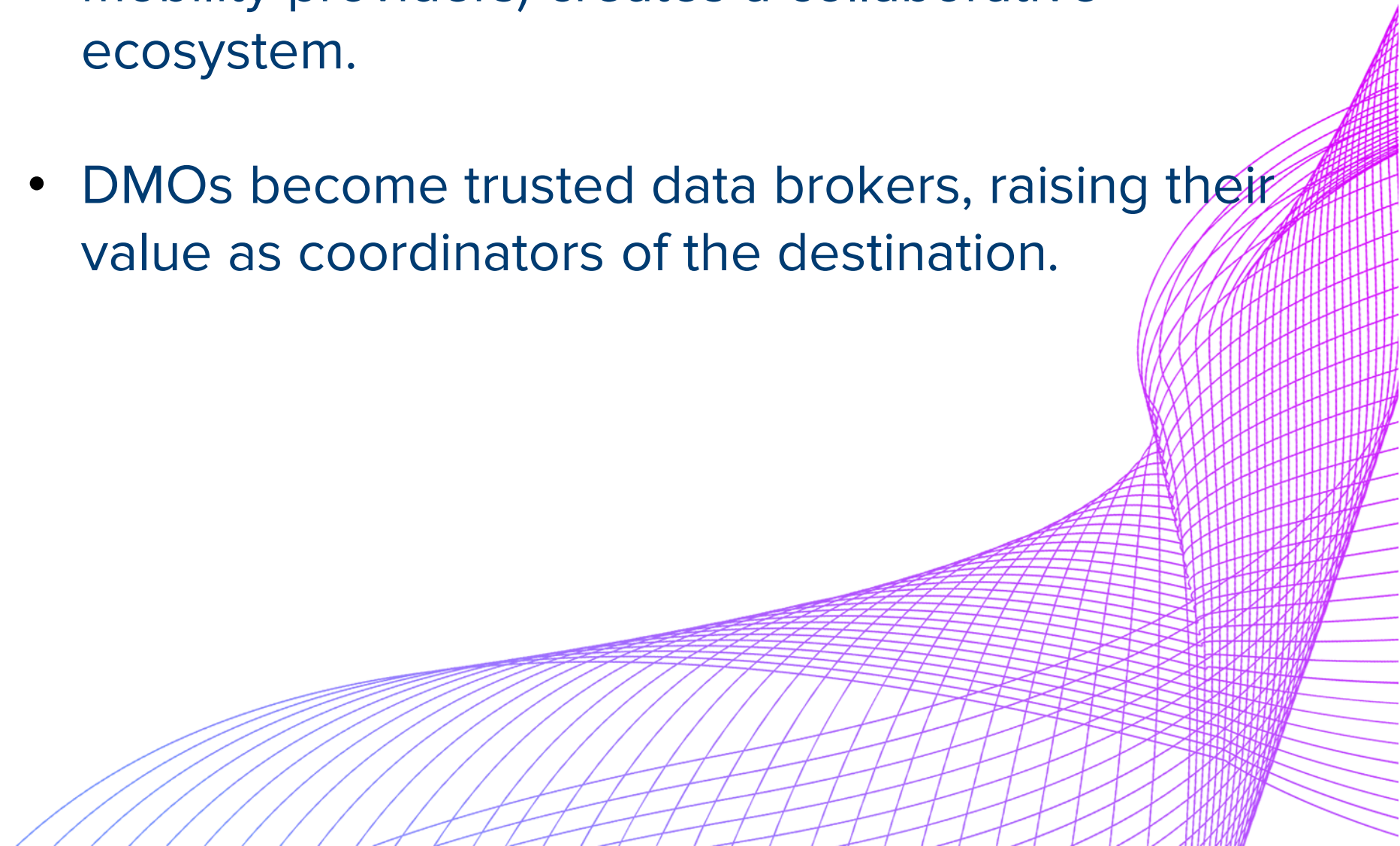
The VALUE of Data & AI for SMEs

Market Intelligence made accessible

- SMEs usually lack resources for big research.
- Data access via DMOs or Data Spaces gives them affordable insights (trends, customer profiles, seasonality).
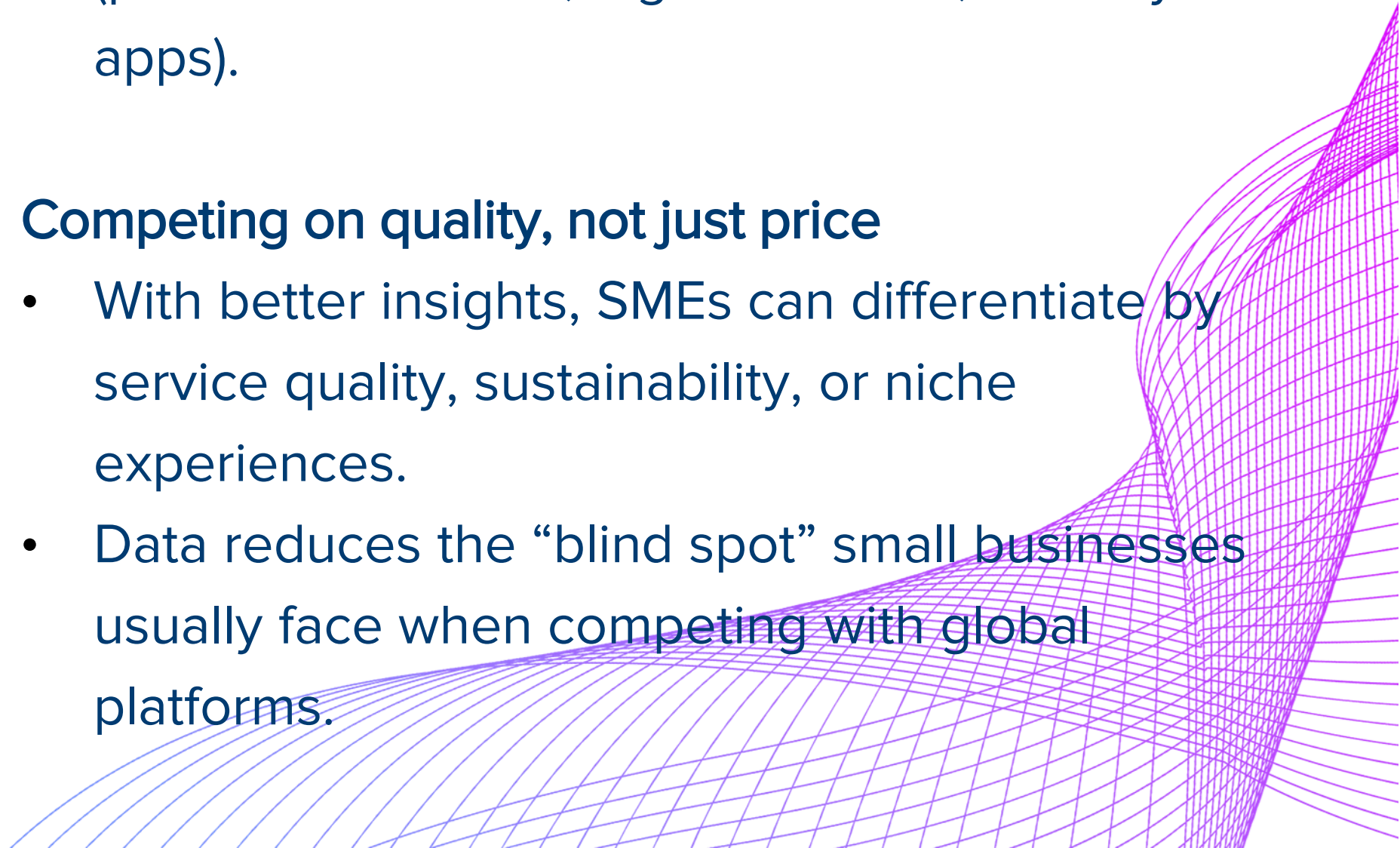
Better decision-making

- Restaurants adjust menus based on tourist origins.
- Hotels optimize pricing using demand forecasts.
- Local producers adapt supply for restaurants and hotels.

New Business Opportunities

- SMEs can offer their data (e.g., occupancy, consumption patterns) as a service.
- Access to tourism data enables new products (personalized tours, digital services, mobility apps).

Competing on quality, not just price

- With better insights, SMEs can differentiate by service quality, sustainability, or niche experiences.
- Data reduces the "blind spot" small businesses usually face when competing with global platforms.

Combined VALUE for DMOs & SMEs

**When DMOs and SMEs both use and share data:**

- DMOs set strategy with macro insights.

- SMEs adapt operations with micro insights.

- Together, they create an AI & Data driven ecosystem where competitiveness, sustainability, and innovation reinforce each other.
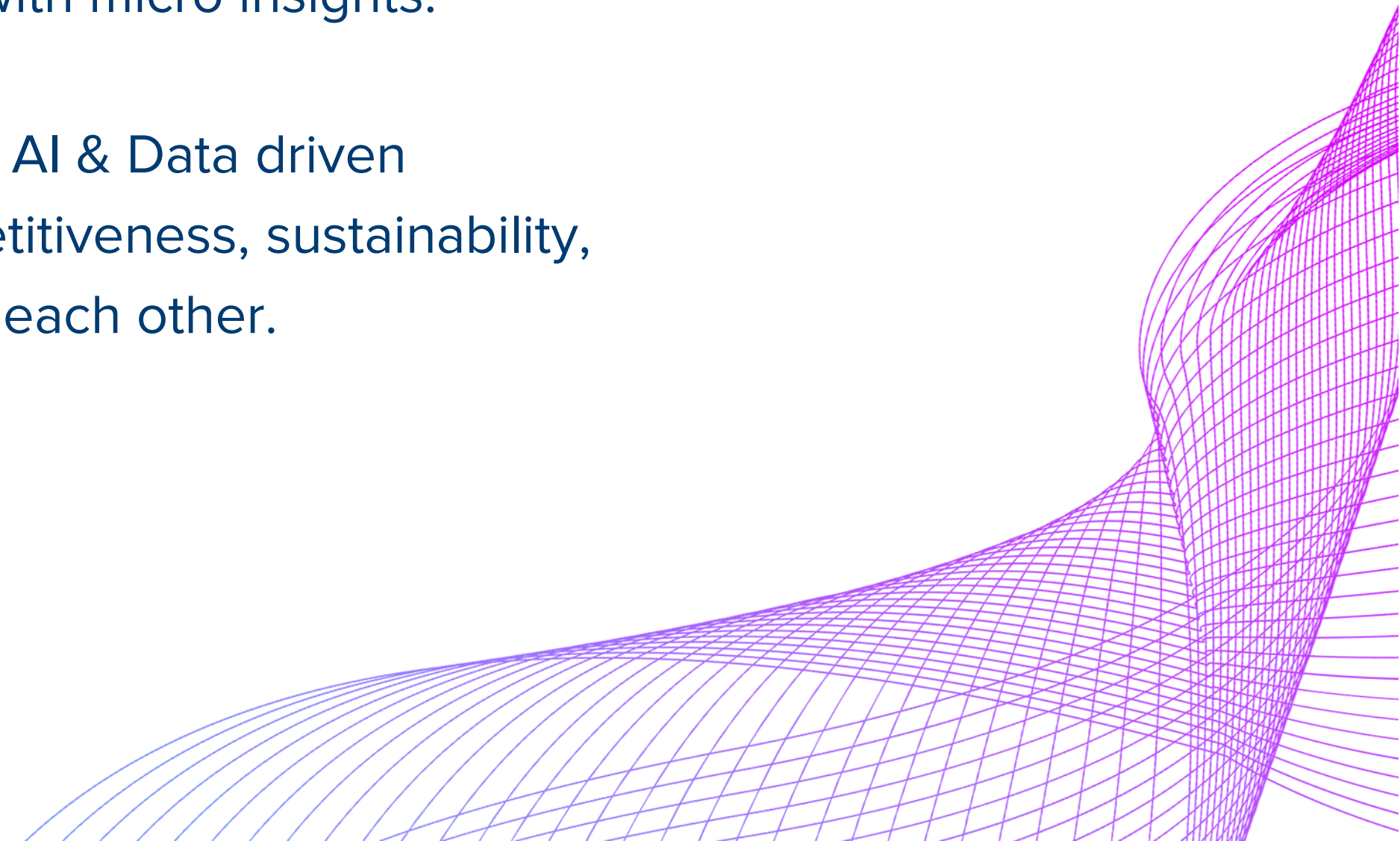
Tips

From shared Data to intelligent decisions

- Data becomes valuable when transformed into actionable insights.
- AI helps predict visitor flows, optimize resources, and enhance visitor experience.
- Destinations can leverage shared data for real-time decisions and long-term planning.
- Collaboration across public and private actors amplifies results.
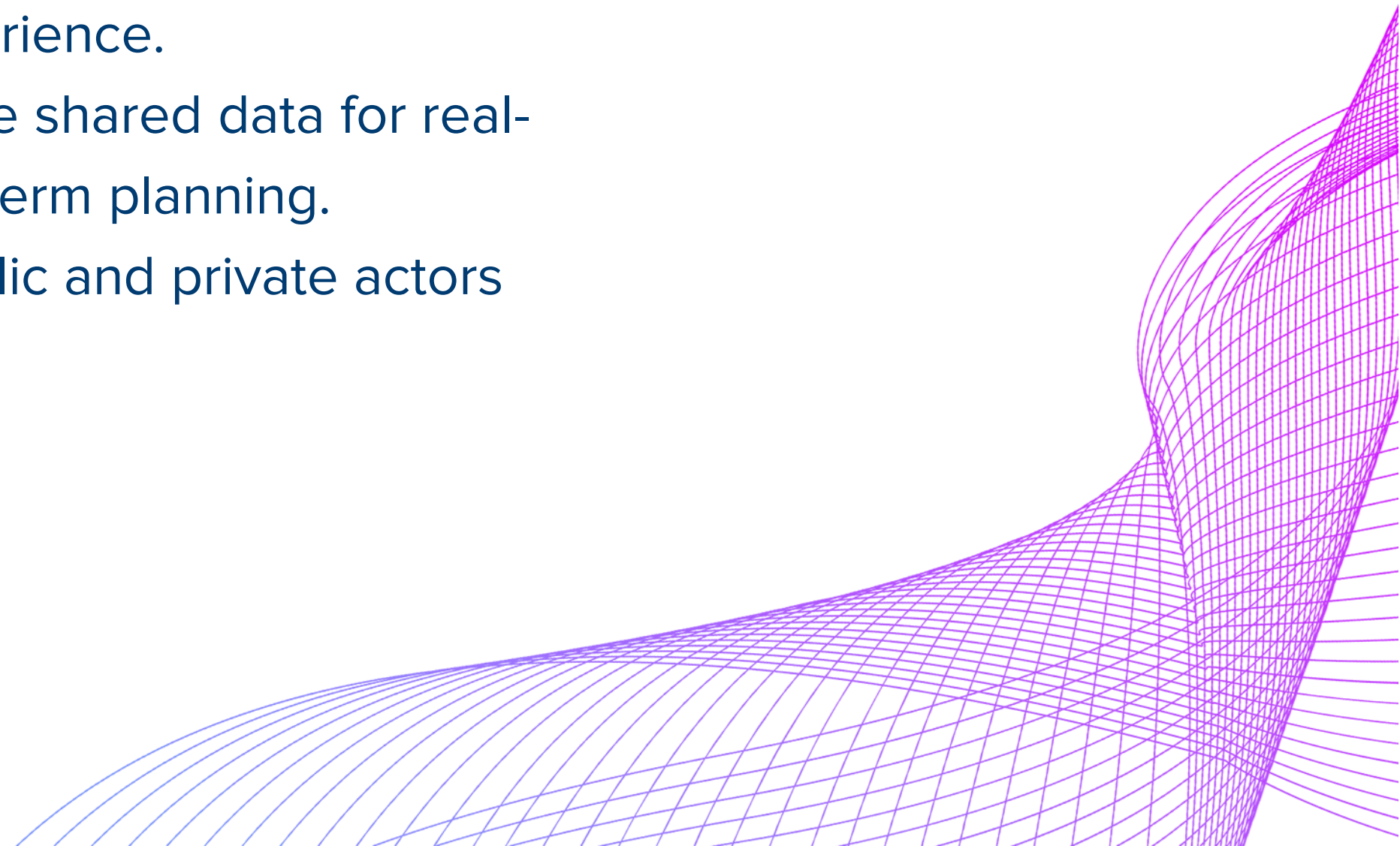
Tips

The impact opportunity

- **Economic**: Smarter marketing, better forecasting, improved DMOs' strategy and SMEs' competitiveness.
- **Environmental**: Data-driven capacity management and sustainability metrics.
- **Social**: Enhanced visitor experience, accessibility, and workforce upskilling.
- **Strategic**: Evidence-based policies and innovation ecosystems.

Tips

DEPLOYTOUR
European Tourism Data Space

Becoming AI-Ready

Four pillars to prepare destinations for AI transformation:

- **Governance**: Define roles, responsibilities, and data ethics.
- **Data**: Inventory, clean, and connect key datasets.
- **Technology**: Enable interoperable platforms and secure AI tools.
- **People & Skills**: Build data literacy and AI capabilities across the ecosystem.

Tips

Promotion of key skills and capabilities

- Data & AI Product Owner
- Data Steward and Privacy Officer
- AI Engineer / Data Scientist
- Destination Analyst
- Experience designer and communicator
- Public–Private liaison for data sharing

Tips

Building a shared Intelligence ecosystem

- Move from isolated datasets to shared, governed intelligence.
- Combine AI with the Tourism Data Space for cross-sector innovation.
- Create a "**circle of value**": data | insight | action | shared benefit.
- Ensure continuous feedback loops between DMOs, SMEs, and policy actors.

Conclusions

AI and the European Tourism Data Space

- The Tourism Data Space provides trusted frameworks for data sharing and interoperability.
- AI models trained on shared, standardized data produce higher-quality insights.
- Governance and ethics ensure privacy, fairness, and transparency.
- DEPLOYTOUR shows how regions can activate these frameworks in real contexts.

AI in Tourism
Transforming Destinations, Skills, and Strategy

Artificial Intelligence and Shared Data are reshaping the way destinations plan, manage, and grow sustainably.

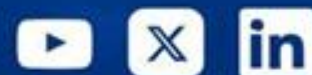Peio Oiz Arruti · AnySolution · 2025