



**"From Data to Destiny: Navigating
Europe's Tourism Data Landscape with
the Data Space Framework"**



Mobility today

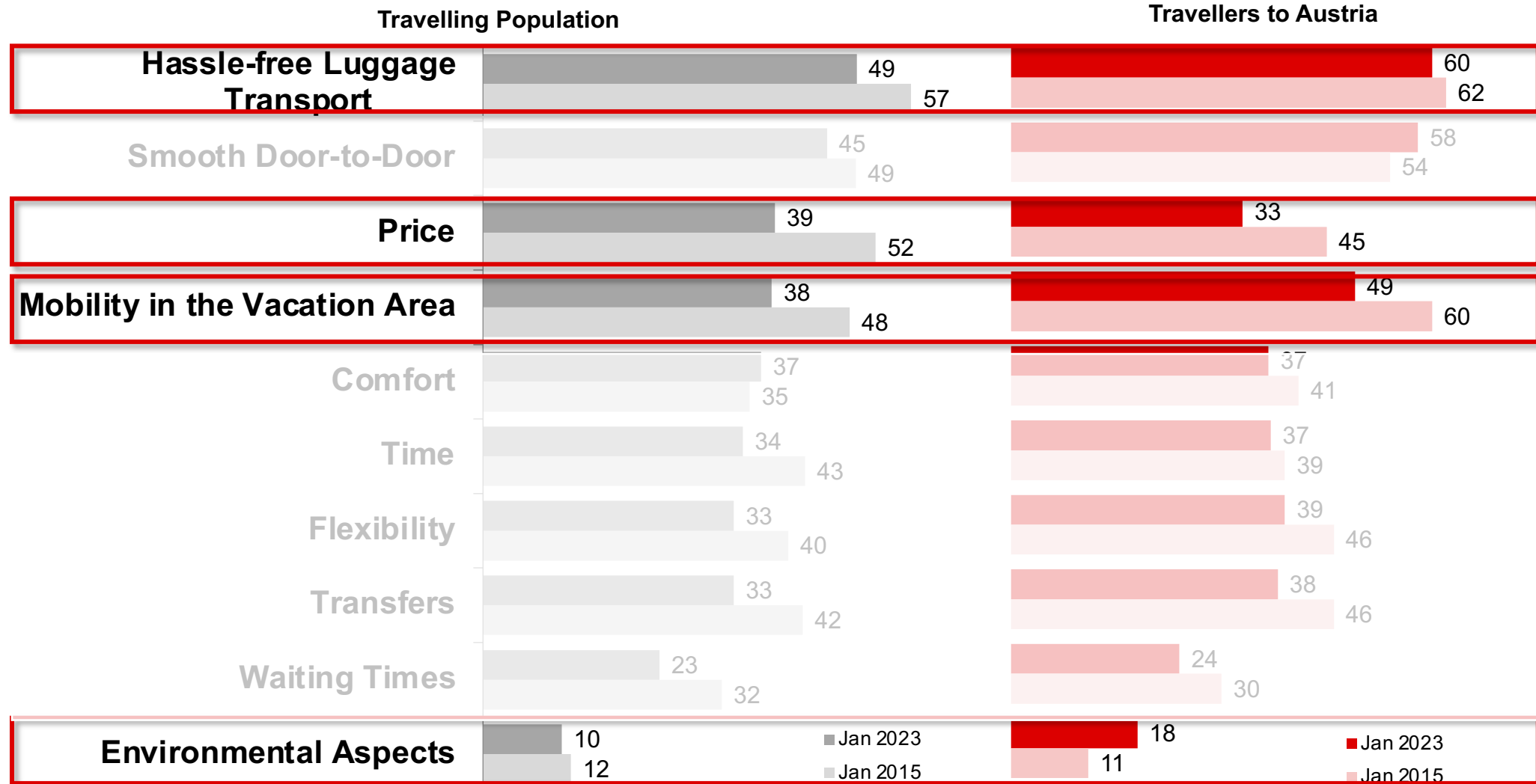
Examples

Winter Potential Study – Special questions on mobility

German Travel Analysis – Module „Vacation Mobility“

Criteria for transportation choice over time

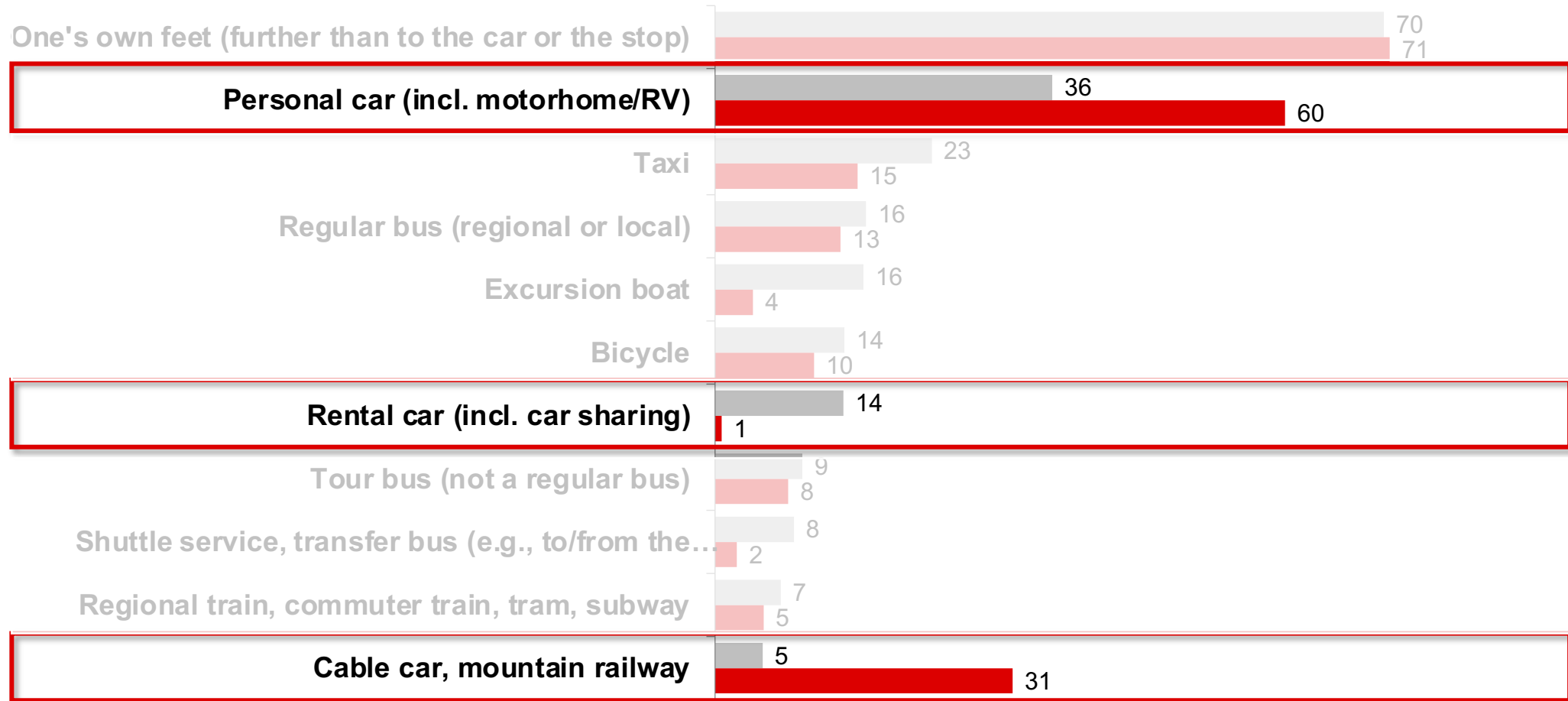
Environmental aspects have become more important for tourists to Austria



"What criteria are important to you when choosing a means of transportation for arrival and departure on vacation?" Data in %, multiple answers possible. Base: traveling population 2022 (n=5,455, 2015: n=5,975) and tourists to Austria 2022 (n=264, 2015: n=354), Source: RA 2023 and RA 2015, "Vacation Mobility" module.

Main holiday trip 2022: Local mobility

Primarily on foot and by personal car.



**AWAY FROM
INDIVIDUAL
TRANSPORT**

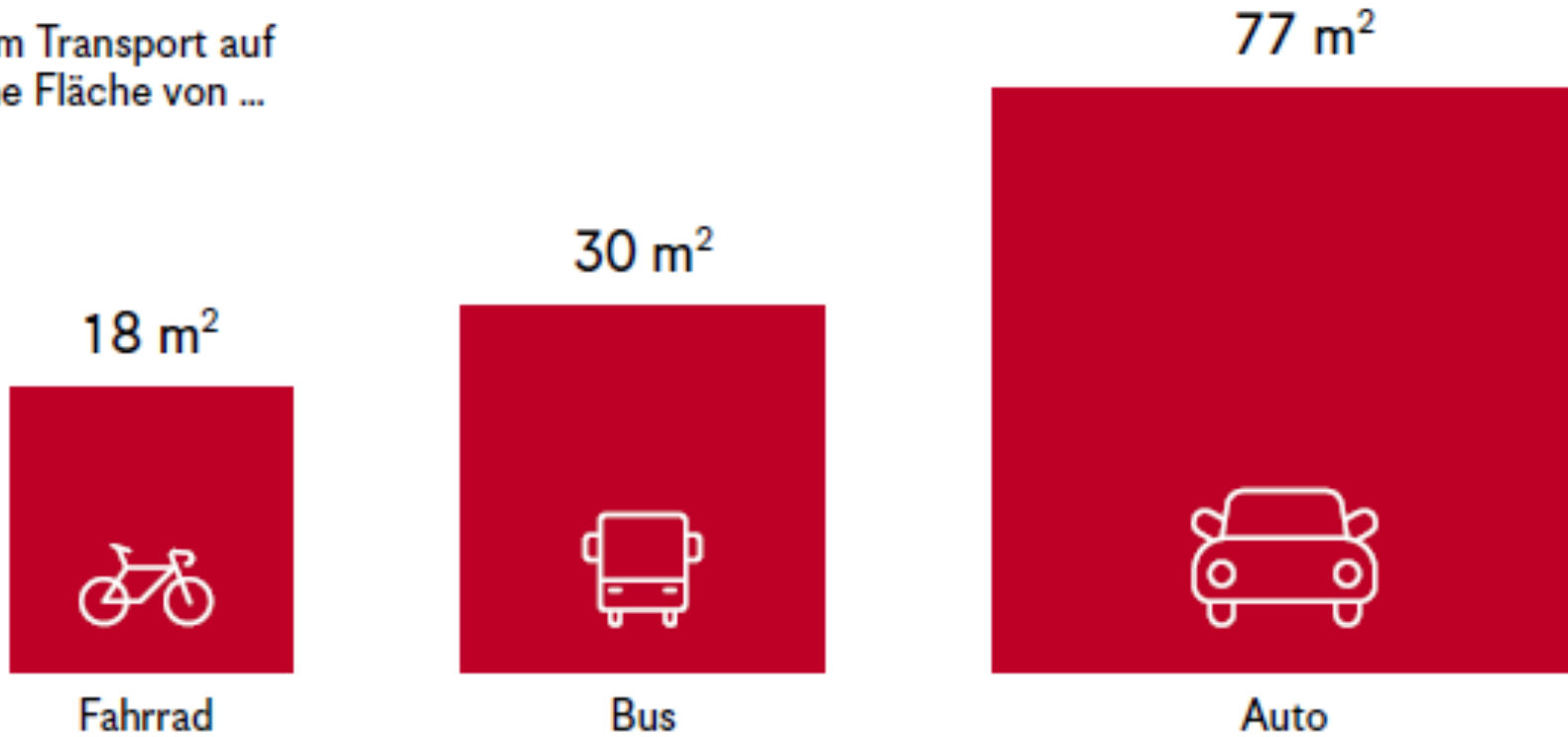


A matter of space



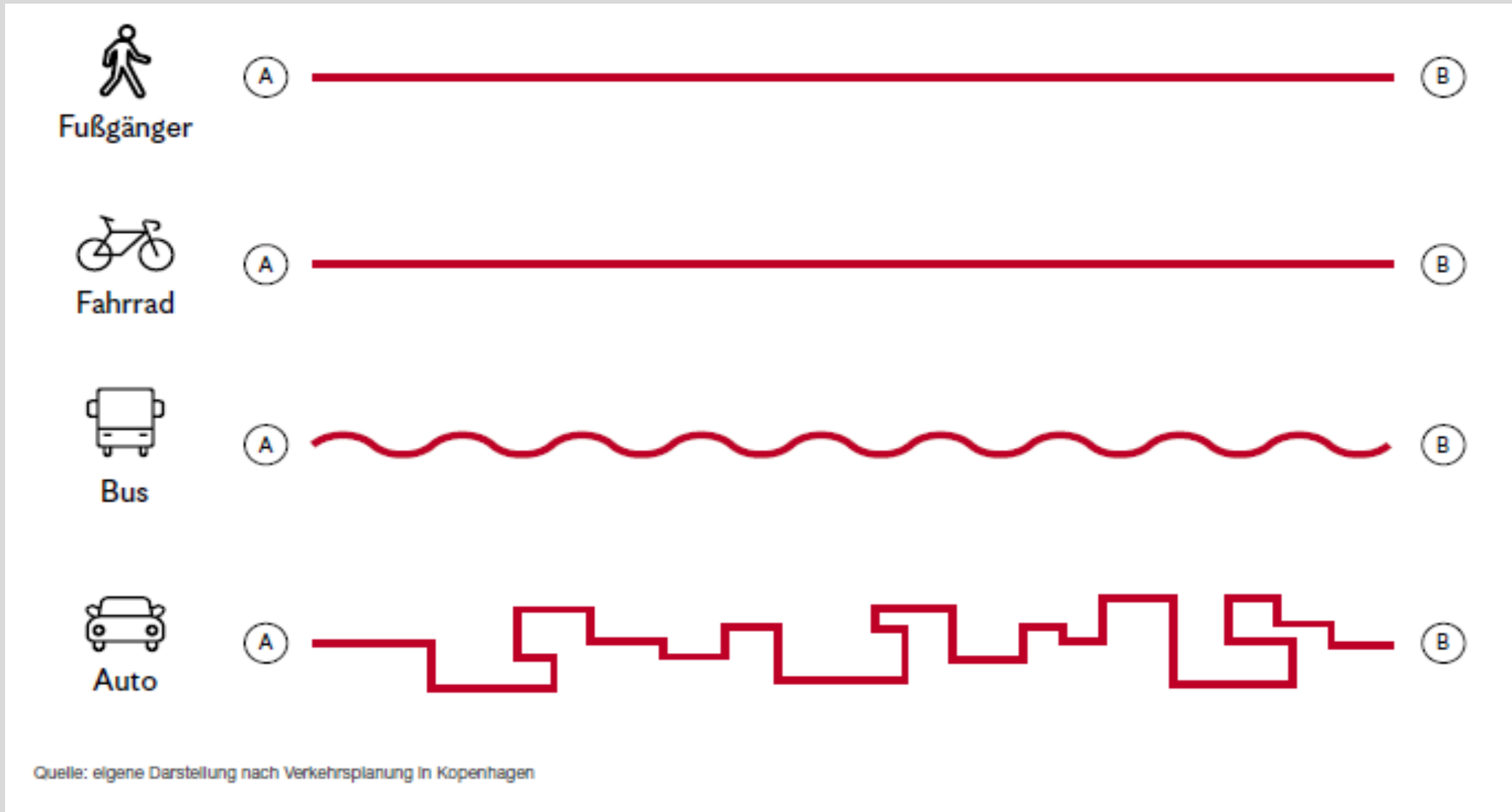
15 Personen

benötigen beim Transport auf
der Straße eine Fläche von ...

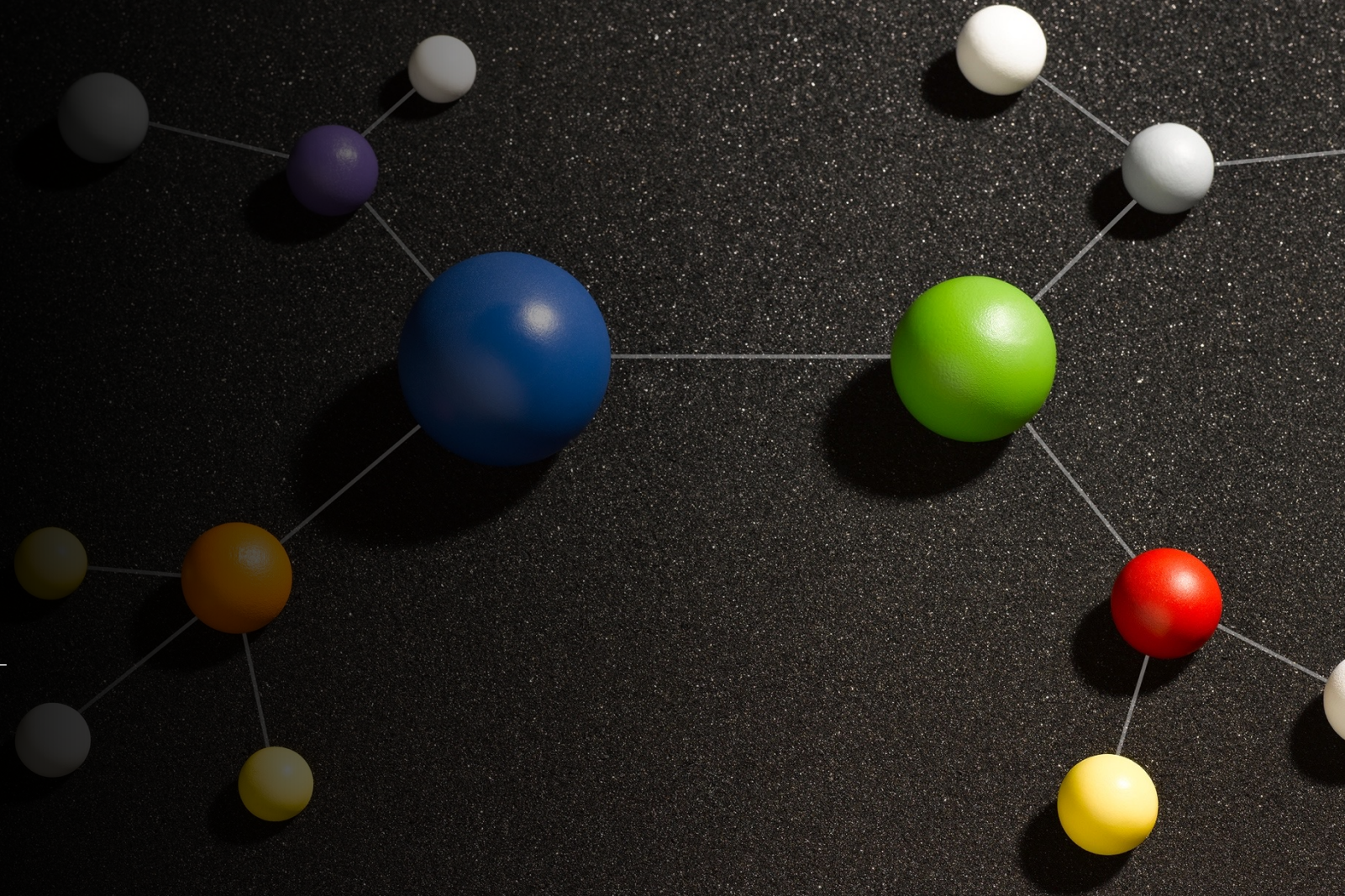


Quelle: eigene Darstellung nach „Die Infographische Novelle zur Verkehrswende“, BMK & AGORA Verkehrswende

... and of traffic flow



**CONNECTIVITY &
COLLABORATION
ARE
PREREQUISITES.**



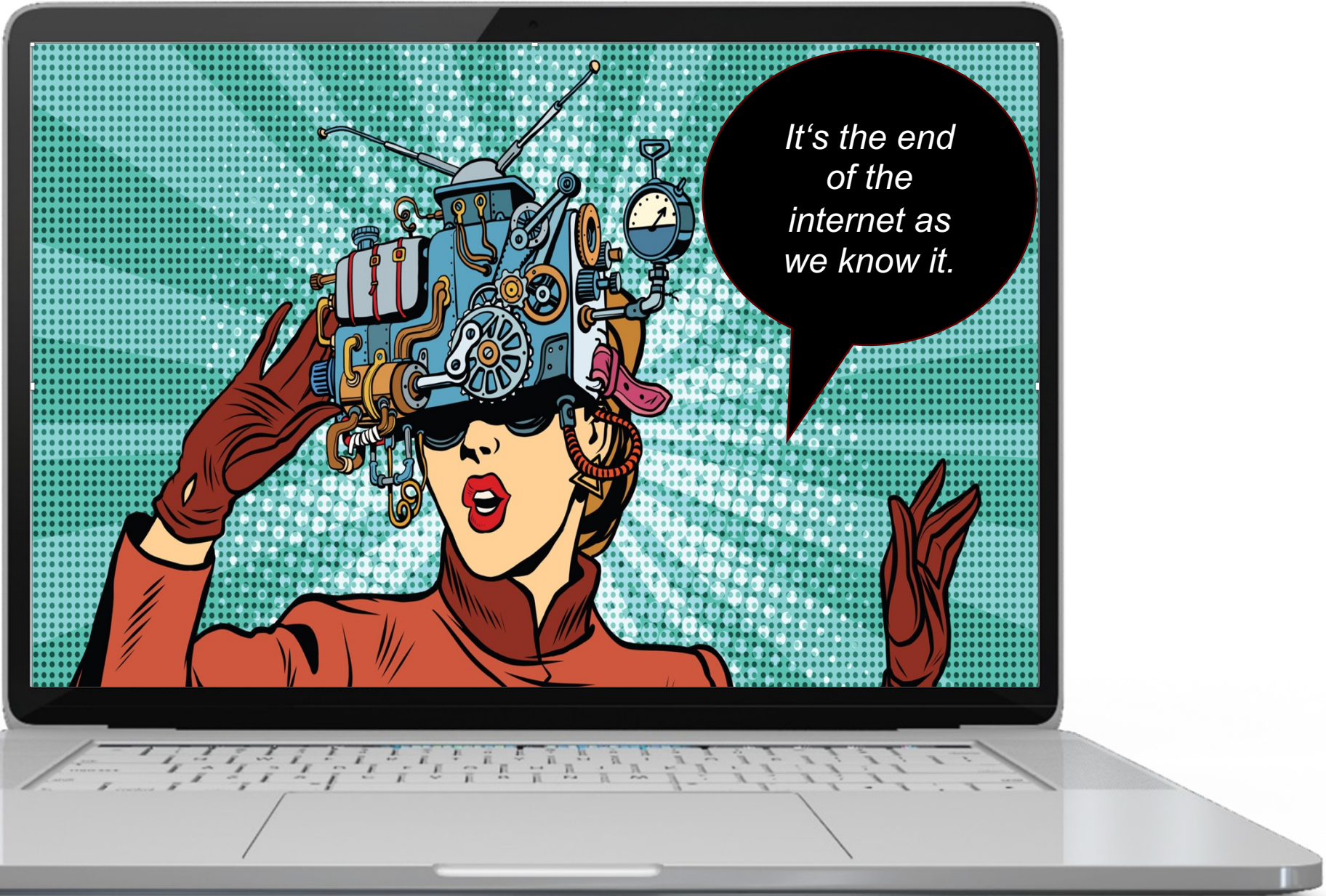
**CONTEXT-
DEPENDENT
COMMUNICATION
IS KEY.**







Austrian National
Tourist Office 

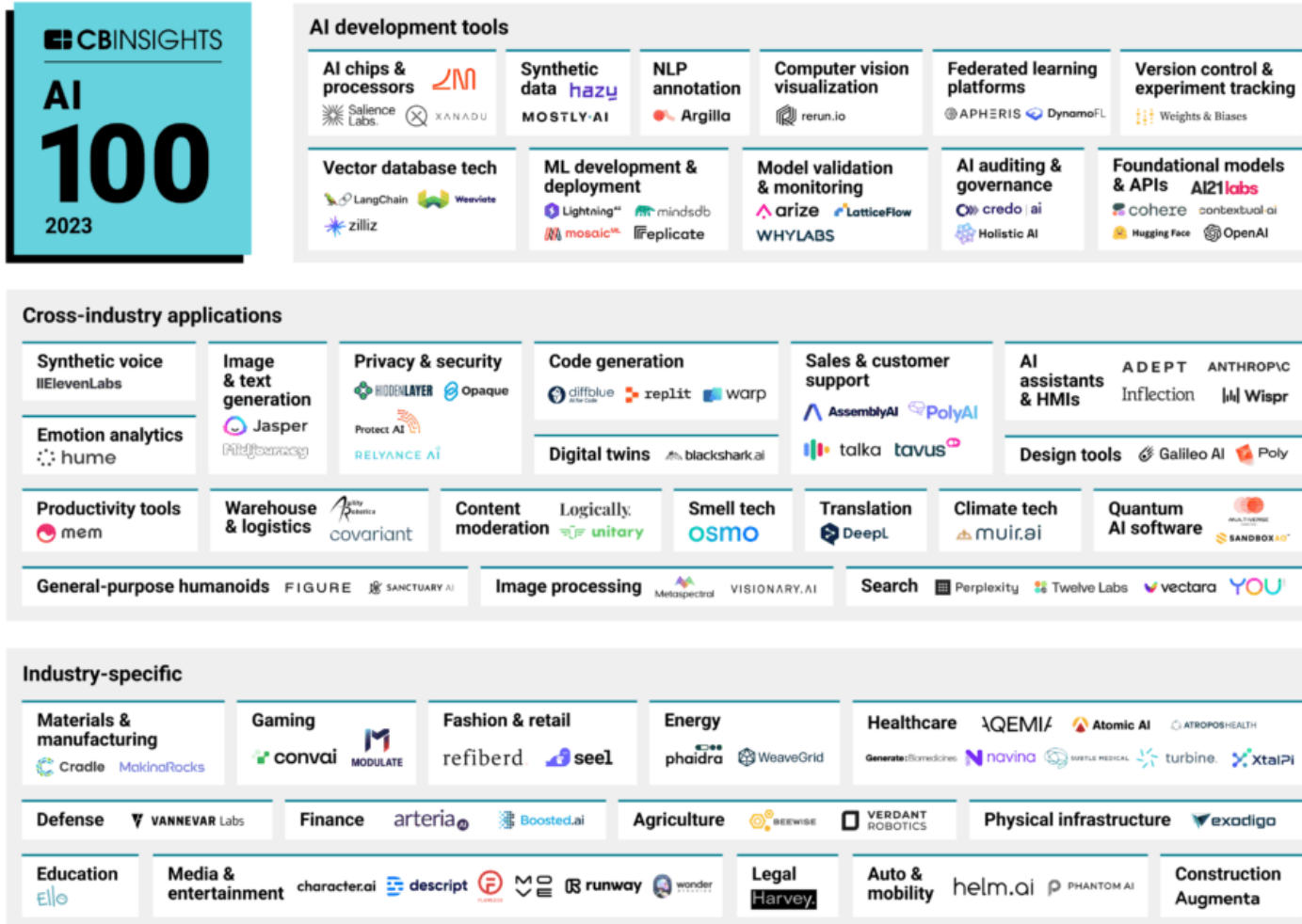


*It's the end
of the
internet as
we know it.*

A detailed illustration of an astronaut in a white space suit with a yellow life-support tank, floating in space. The astronaut is positioned in the lower right, looking towards the left. The background features a dramatic, colorful nebula or galaxy with swirling patterns in shades of orange, red, and purple, set against a dark blue and black cosmic backdrop. The text is overlaid in the center-left area.

„There are decades when nothing happens. And there are weeks where decades happen..“

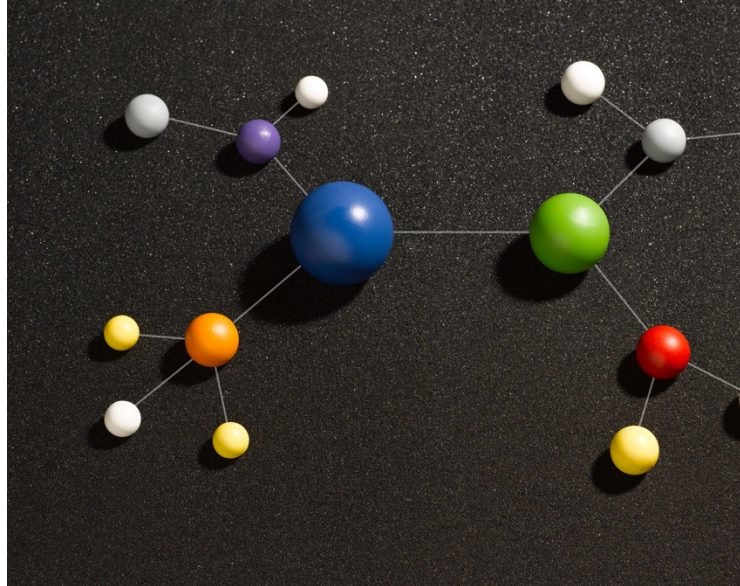
The number and quality of AI applications are currently skyrocketing.



Note: Companies are private as of 6/20/23.

**AI will not replace humans,
but humans with AI will
replace humans without AI.**

Austrian National 
Tourist Office





**Data
Space**



Tourism Data Space

The Tourism Data Space is revolutionizing the way data in tourism is securely and confidently shared and collectively used.

Our Mission

Digitization in tourism as an opportunity for more sustainable tourism.

The **Tourism Data Space** ensures secure cross-organizational and cross-industry data use for Austrian tourism and a connection to the European level, e.g. in the energy and mobility sector. In addition, it should be possible to link relevant data along the entire value chain.

The goal is to support the sovereign and trustworthy exchange of data between a wide variety of stakeholders and to promote a flourishing data economy in





Data Management – simple, secure and clear – Data Spaces

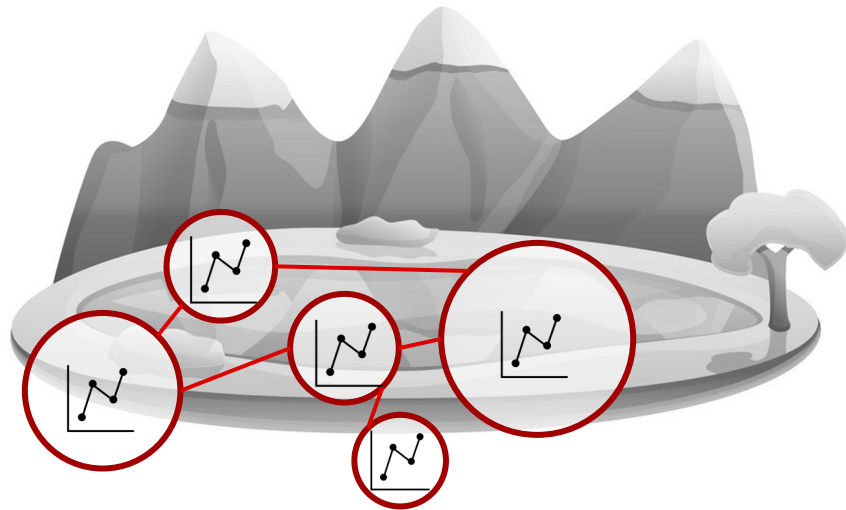
From source

to user

The image displays two screenshots of the Data Spaces interface. The left screenshot shows the 'goodguys gmbh DataHub' interface. The main content area displays 'goodguys Data Space' with a description: 'Hier soll eine große Community von Sprach Enthusiasten, Hypercommunication Spezialisten und First Party Data Fans entstehen um mit Sprache die Art und Weise wie wir interagieren zu dekodieren. Proudly presented by goodguys.ai'. Below this, there are 'Veröffentlichte Assets (3)' listed: 'Austria.Info - Fragen/Antworten AI-Concierge', 'Austria.Info - Topics 30 Tage Rückschau', and 'Austria.Info - Topics ALLE Rückschau'. The right screenshot shows the 'Österreich Werbung DataHub' interface. The main content area displays 'Austria.Info - Topics 30 Tage Rückschau' with a 'Verbindung herstellen' button. Below this, there is a 'CC-BY Open Data' license policy section with the text: 'Policy with standard CC-BY licence. Attribution 4.0 International (CC BY 4.0) This is a human-readable summary of (and not a substitute for) the license. You are free to: Share — copy and redistribute the material in any medium or format. Adapt — remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Under the following terms: Attribution — You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. No additional restrictions — You may not apply legal terms or technological measures that...

Hubs of the 9 Federal States have been set up as of September 2023

USE CASE 1: Visitor Utilization Radar



CHALLENGES

- Overcrowded hotspot with negative media coverage
- Public sentiment towards visitors
- Buses overloaded at specific times and cars causing traffic jams



DATA

- Mobile phone data about visitors
- Tour data and geographical data
- Social media data (Instagram photos)
- Weather data
- Traffic data



OUTPUT

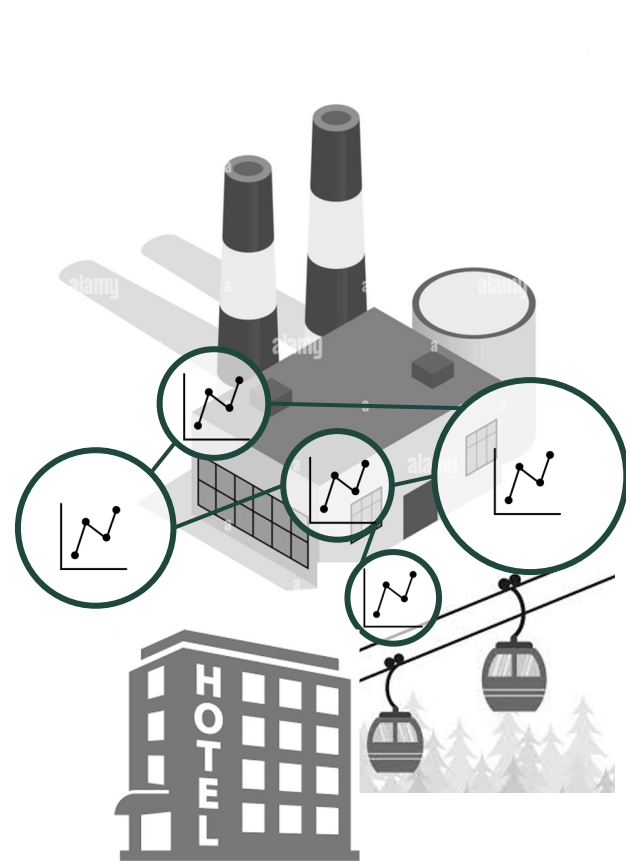
- Dashboard for analysis
- Hypotheses about hotspot utilization, correlation analyses
- Visitor traffic analysis
- Traffic volume analysis



OUTCOME

- Adjustment of bus schedules
- Communication measures in the region
- Forecasting model for capacity planning.

USE CASE 2: Energy Management



CHALLENGES

- Lack of efficiency of production and storage
- High costs
- Lack of daily energy demand forecasting



DATA

- Occupancy data of hotels in the region.
- Tourism structural data
- Environmental data (weather, public holidays, etc.)
- Summer: guest card data, Winter: ski data.



OUTPUT

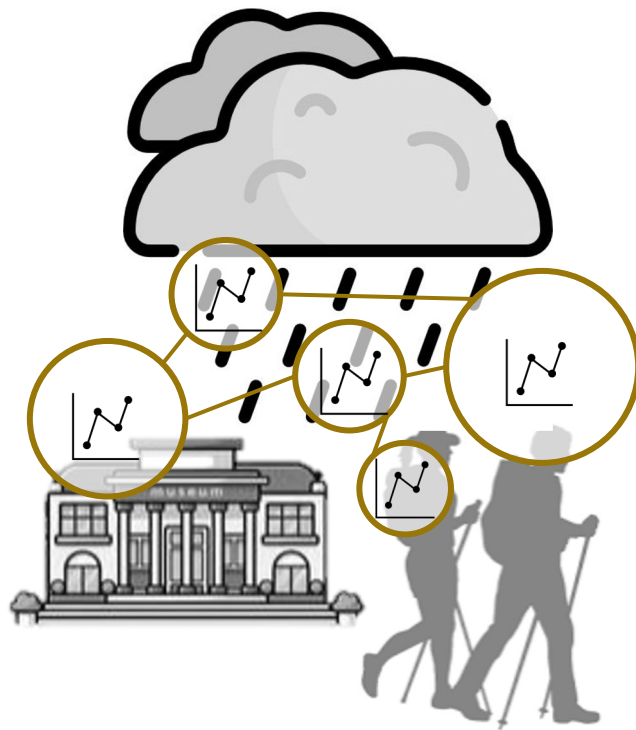
- Dashboard for analysis
- Forecast model for hotel occupancy
- Energy demand forecast model.



OUTCOME

- Integration of the data model into production and logistics planning.
- New pricing models with incentives for efficiency and data sharing.

USE CASE 3: Recommendation Engine



CHALLENGES

- Change in weather conditions leads to change in guest behavior
- Satisfaction levels sink
- Alternatives need to be offered context-based



DATA

- Weather data
- Mobile phone data
- Guest card data
- POI-Ratings + social media



OUTPUT

- Dashboard for analysis
- Correlation analyses and impact models
- Personal concierge



OUTCOME

- Communication of bad weather offerings
- Product development and experience design
- Capacity management

USE CASE 4: AI Concierge

We scrape 12'000 websites and 2'000 FAQs

What are visitors looking for? – we know it!
And share it with the ecosystem.

Austria.Info

AI-Concierge

LTO Webseiten

goodguys josef.fuericht@goodguys.ai

From AI-Concierge ...

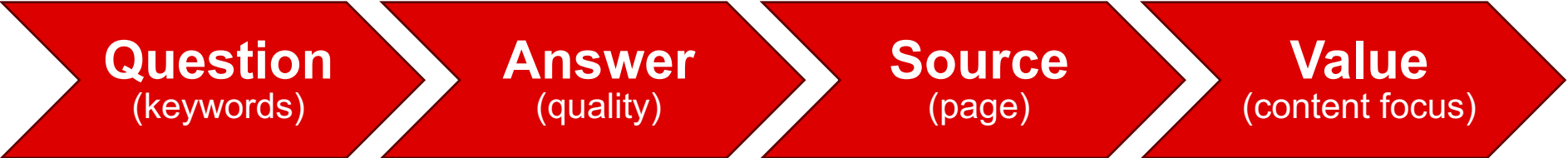
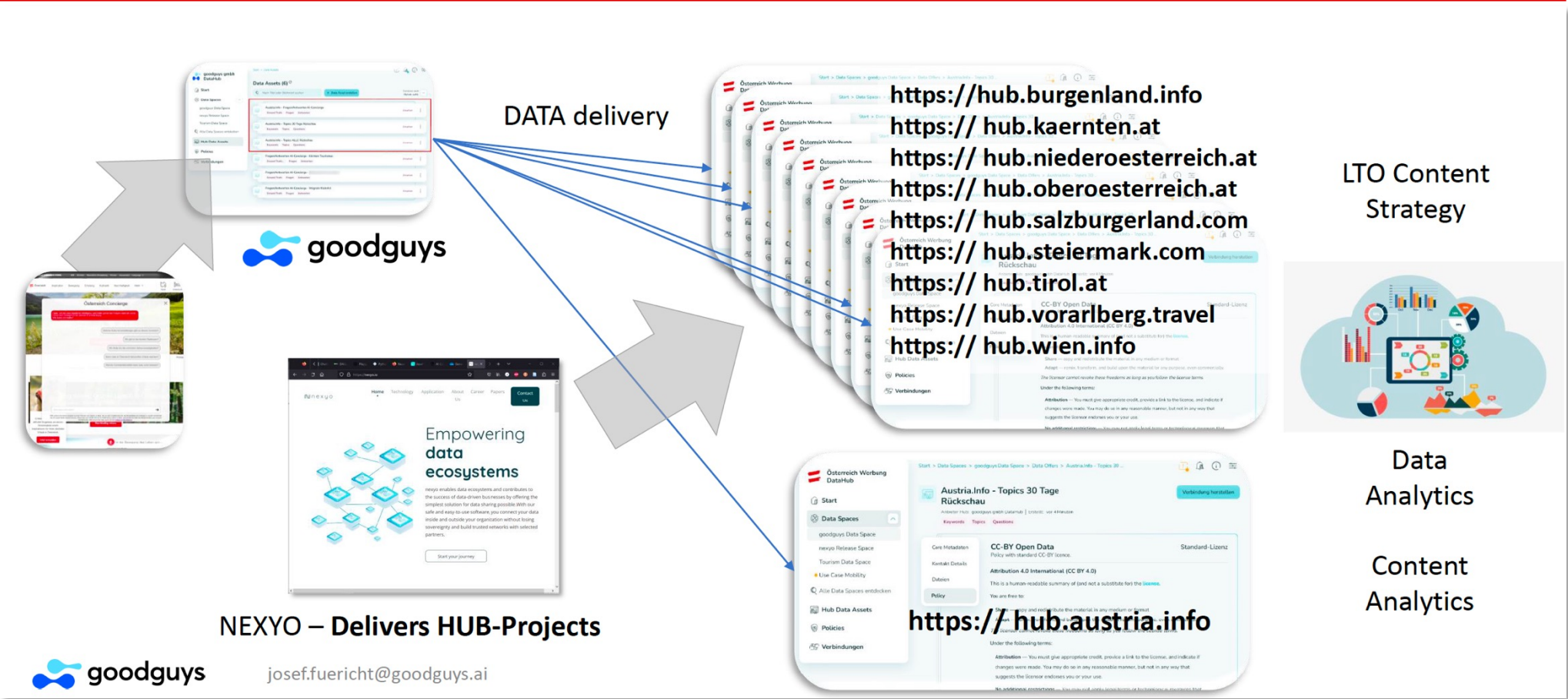
to 1st party data

goodguys gmbh DataHub

Statistics of Asked Questions

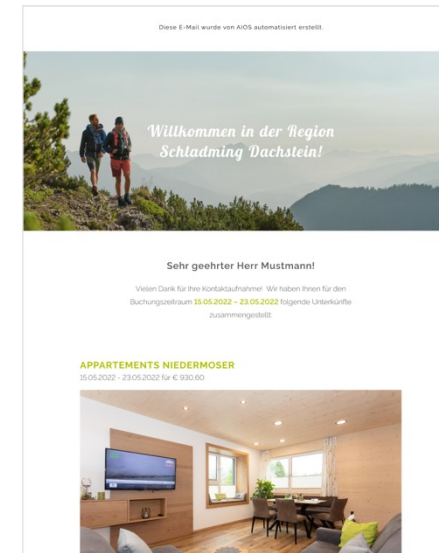
Data Assets (6)

USE CASE 2: AI Concierge



Use Case Automatisatisation → Company GPT

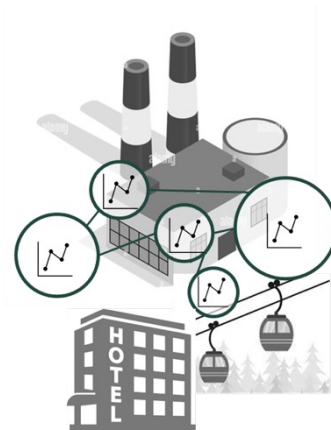
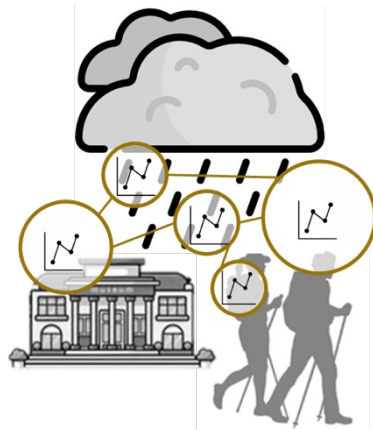
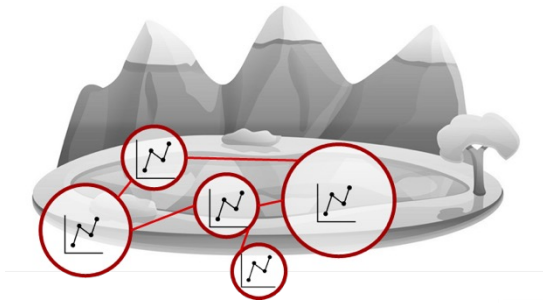
- Pain Point:** repetitive manual workflows and high error rate
- Intent:** service for semi-automatised email replies
- Output:** training of a tourism-specific AI-language processing engine
- Impact:** more time for personal relationship building and answering of specific customer requests
- Lower error rate
- professional design and text in almost every language



- Iteration:** EU-Based LLM with Prompt Library and Prompt Design Canvas



Success factors in the new era of data-driven tourism



1

Uniform data standards
(ODTA)

2

Real-life Use Cases &
Story Telling

3

Cooperation among stakeholders

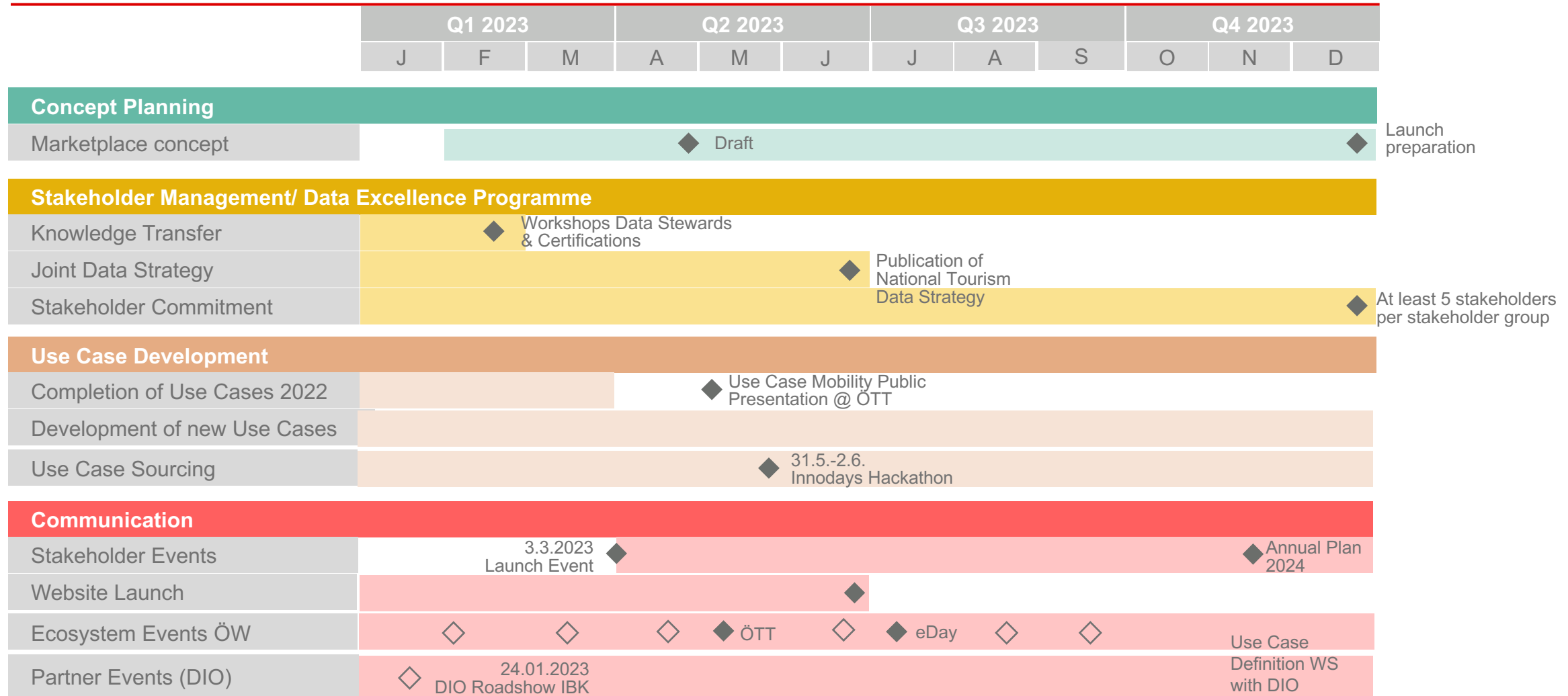
4


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

5

Enablers and orchestrators
(such as the ANTO)

Roadmap



Austrian National 
Tourist Office

Thank you!