



Development and implementation of the TravelTech Sandbox to provide daily tourism data updates

Karolis Zemaitis
Vice-Minister of the Economy & Innovation of
Lithuania

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Lithu-what?



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Let's talk about tourism.

Lithu-what?

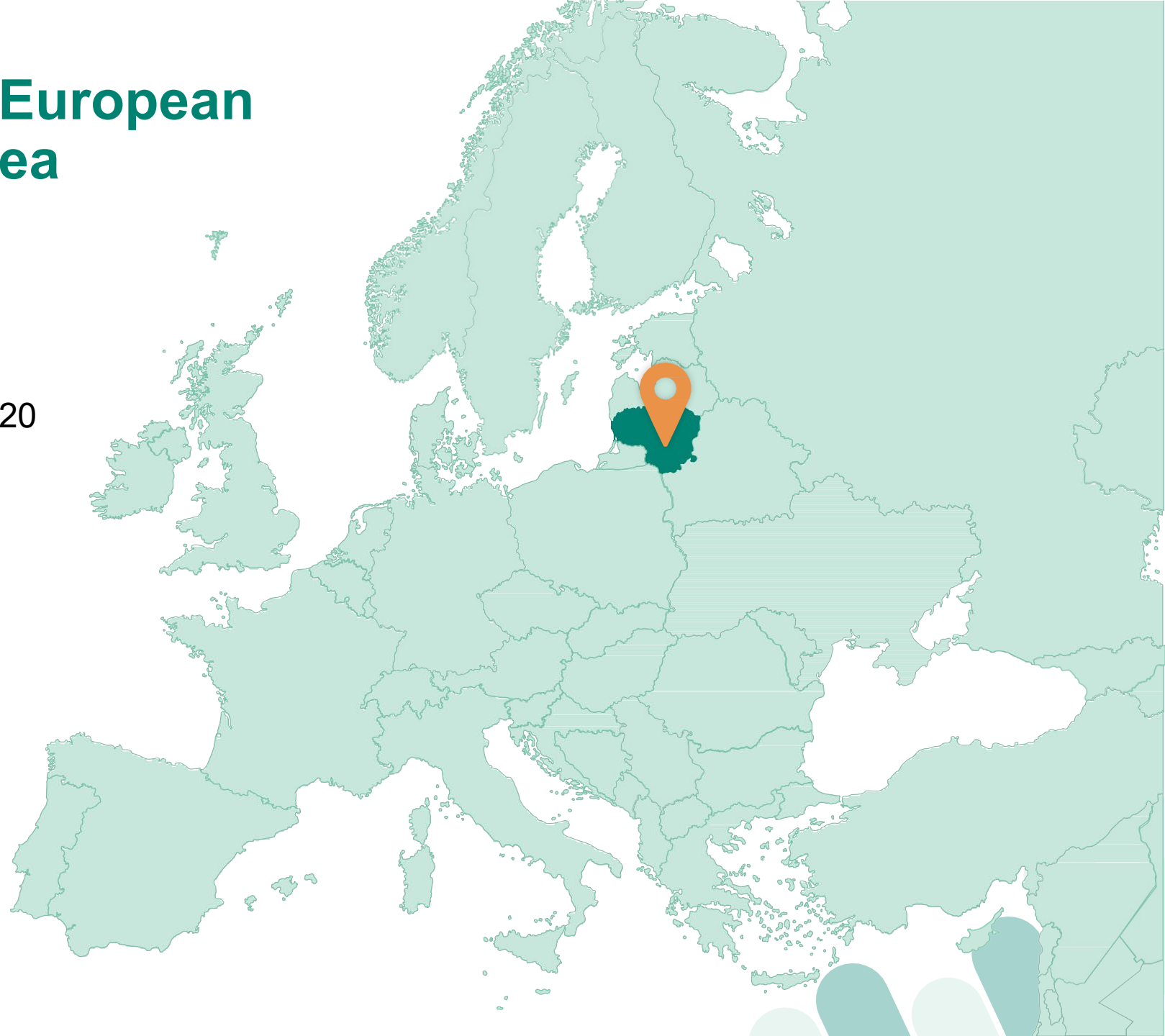
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Let's talk about tourism.

and technologies.

Lithuania – a Northern European country on the Baltic Sea

- Area: 65.286 km²
- Population: 2.8 million
- GDP per capita (in PPS): \$25 878, 2020
- Currency: Euro
- Capital: Vilnius
- Member of: EU, NATO, UNWTO, Schengen, OECD



Source: Enterprise Lithuania

Lithuania's tourism sector at a glance



€205M domestic sales value
(pre-Covid)



2M inbound arrivals
(pre-Covid)



2M domestic arrivals
(pre-Covid)



Variety of experiences:
city breaks, seaside, resorts



State initiatives to enable open data and stimulate post-pandemic recovery

The problem:

How to ensure sustainable recovery and growth?

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Two natural resources:



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How to ensure sustainable recovery and growth?

Two natural resources:

Fresh water

Human intelligence

An aerial photograph of a natural landscape in Lithuania. The image is oriented vertically. On the left side, there is a dense, lush green forest of tall trees. In the center, a dark blue lake is partially surrounded by the forest. To the right of the lake, a paved road with a white center line runs vertically. A few small cars are visible on the road. Further to the right, there is a large body of water with a lighter blue-green hue, bordered by more trees and a small peninsula. The overall scene is a mix of natural beauty and infrastructure.

**Lithuania as a
TravelTech
sandbox**

Data-driven mobility

Vilnius has largest car-sharing density among the EU Capitals with over 800 vehicles per 1M inhabitants.

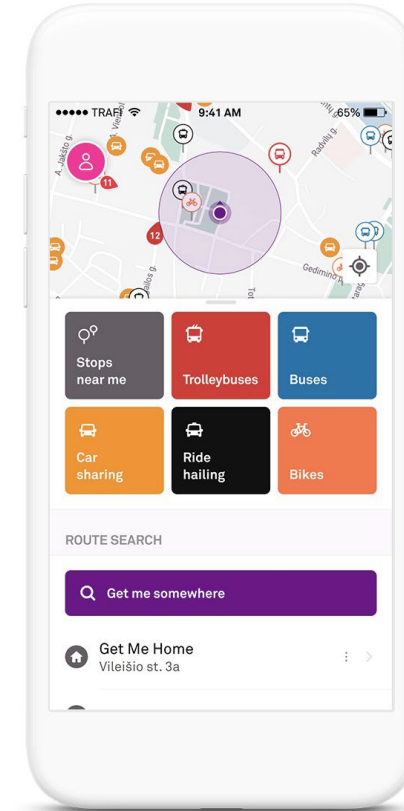
Trafi started in Vilnius, and now delivers MaaS for cities around the globe with Jelbi Berlin being their largest deployment.

Citybee and Spark are locally born shared-vehicle platforms.

1 sharing car equals 12 private ones.

Trafi I >>>

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citybee

SPARK

Free access to data:

- Tourist mobility data;
- Country-wide tourist traffic data updated daily;
- Comprehensive tourism object database (14K tourism objects);
- Available data includes expenses, visited sites, tourist personas;
- Research data accumulated from multiple sources;
- Tourism infrastructure quality assessment and open methodology;

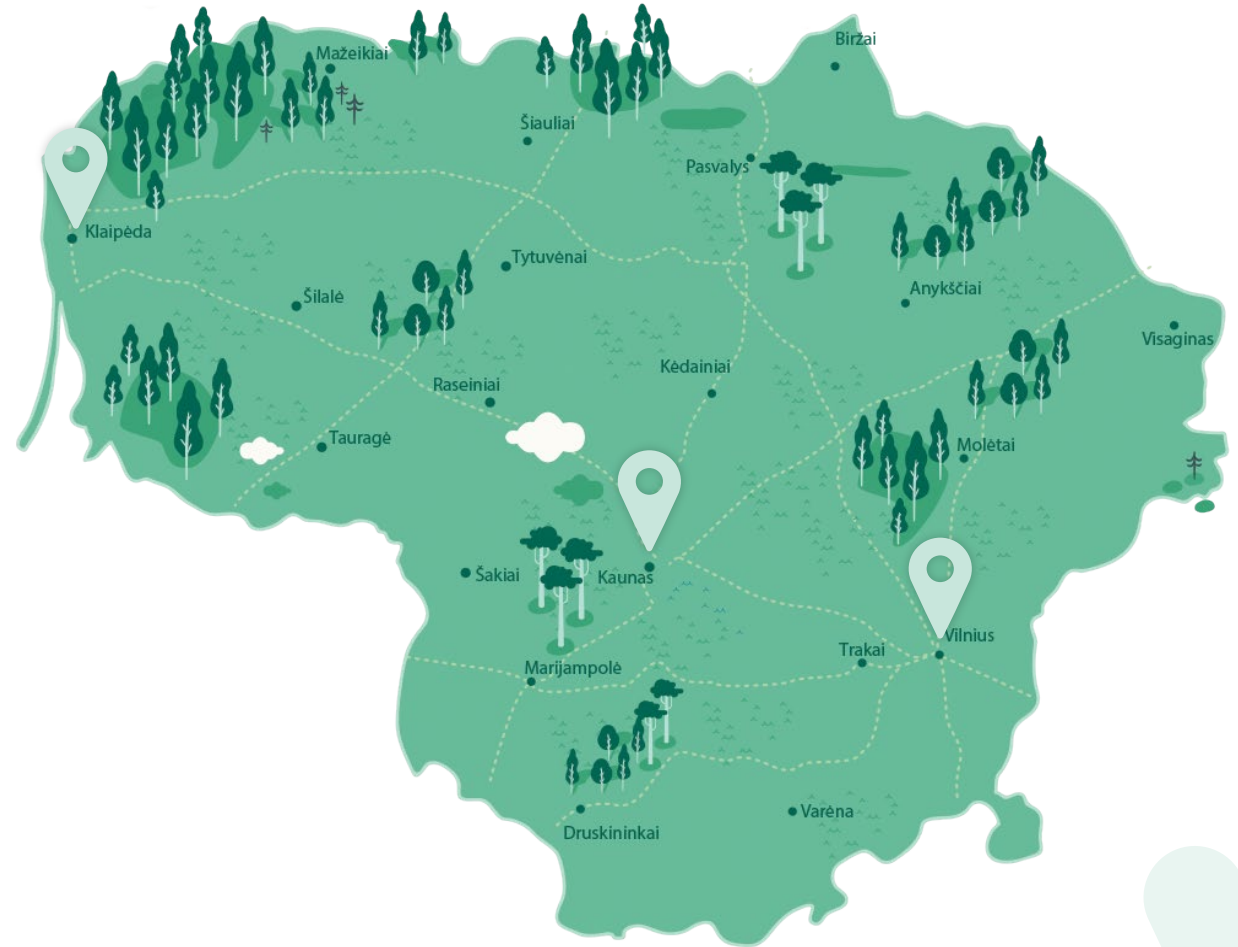


National Tourism Information System (NTIS)

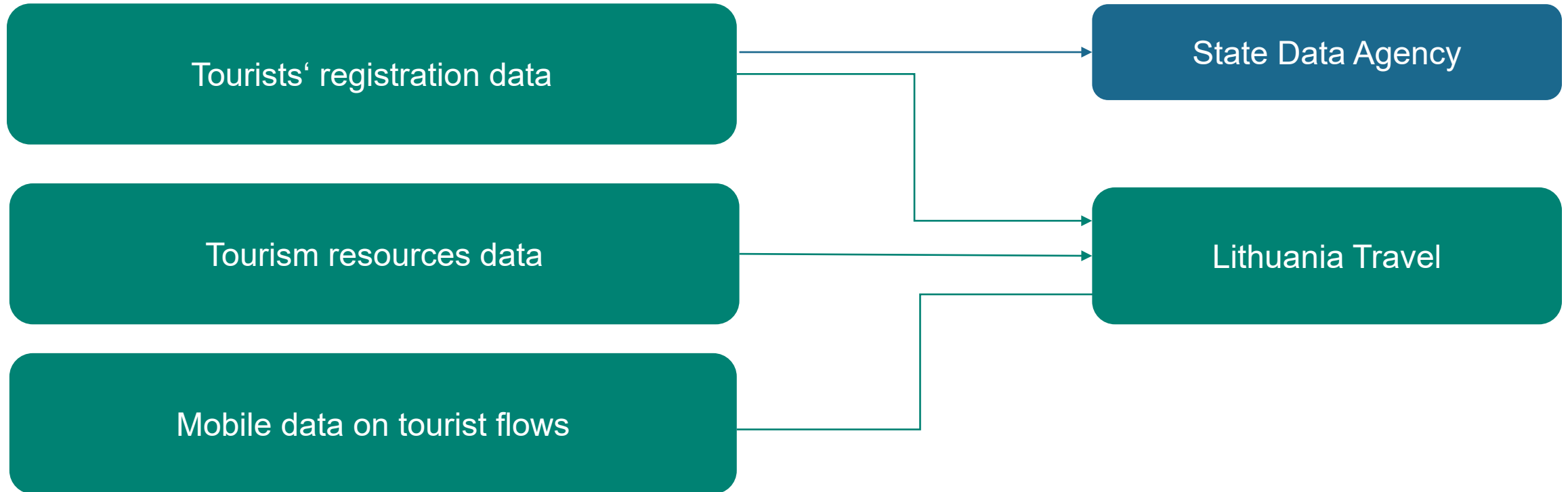
State information system, established by the Tourism Law.

Purpose – to collect, systematize, analyze and share all the data related to tourism:

- Tourism resources
- Tourists travel data
- Accommodation statistics



National Tourism Information System (NTIS)



Tourist registration system development in progress

Problem:

Gaps in the collection of data from accommodation establishments increase the administrative burden, distort the accuracy of the statistics and reduce the possibilities to use the data.

Solution:

A unified tourist registration system for accommodation establishments and an online system for collecting statistics.

Benefits:

Improved data quality and reduced administrative burden for accommodation facilities.

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Tourism resources system development in progress

Problem:

No unified platform for collecting data on tourist sites throughout Lithuania. Currently, different sources have different information.

Solution:

A unified public database of tourist sites as well as a tool for cooperation with local municipalities, to which each municipality can connect and update the information.

Benefits:

More detailed information in one place for tourists, publicity and a way to reach tourists for business, opportunities to increase the awareness of regional objects for municipalities.

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Mobile data on tourist flows

publicly available on mpd.lithuana.travel

Problem:

No data on the flows of visitors and / or tourists in the places of interest.

Solution:

To create a basis for a long-term tourism data service, which would provide an opportunity to see the flows of visitors and / or tourists in Lithuanian tourism facilities on the basis of mobile data (and / or related alternative data).

Benefits:

Ability to identify tourist traffic trends, most attractive and not so popular tourist locations.

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Mobile data: movement of foreign visitors travelling in Lithuania



Public on lithuania.travel website without any additional logins or software

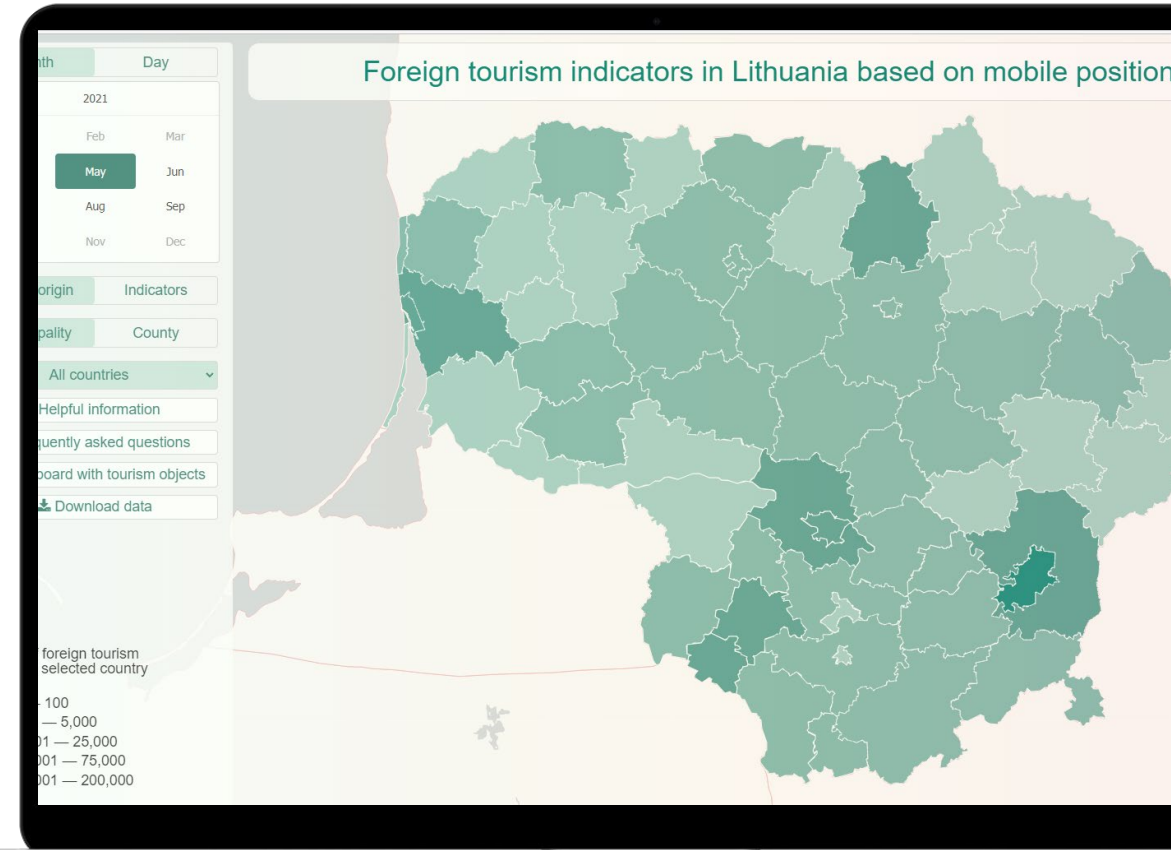


Depersonalized and extrapolated data since 2021



Includes number of unique visitors, trips, stays, one-day visitors, distinct calendar, days nights spent

Mpd.lithuania.travel



The main goal is to create **tourism data ecosystem** that would help to enable tourism business, regional and national tourism organisations and the state to make more **data-based decisions** in the process of planning investments in **tourism marketing and infrastructure development**.



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Benefits

Business:



- Open data resources for business (trip planners, travel apps, business intelligence products, etc.).
- Data for decision making.
- More efficient way to gather data, less administrative costs.
- Less administrative burden for accommodation service providers, more transparent hospitality sector.

Tourists:



- Better quality information for travelling in Lithuania.
- More information in English.

State and public sector:



- Data for decision making.
- Opportunity to boost Travel Tech industry in Lithuania.
- Easier and more efficient data collection.
- Larger tourism input in the economy.

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3 ways to use mobile data maps:



Indicators for municipalities, counties by month and country of origin



Number of visitors by day: during holidays and events



Visiting of tourism objects on the detailed map

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Environment for co-creation

Open data:

- recent regulation changes will allow more dynamic opening of data.

Green light for investment:

- legal basis for launching large-scale investment projects of local and foreign capital in Lithuania.

Talent-oriented policies:

- Incentives for STEM students and relocation initiatives.



Already here...

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KAYAK

Booking.com



Revolut

Bolt

r_keeper



G Pay

citybee

Uber

Trafi I>>

FINTEGRY



Pijero

PLAY



DATAHOOD

AVIATIC



TravelTech Sandbox at glance

Creating favourable conditions for TravelTech business development and global cooperation.



Access to Lithuania's TravelTech data



Tailored and fast support from public authorities



Streamlined relocation process for startups



Direct communication channel with the government



Ready-to-use infrastructure



Financial mechanisms in place

Let's co-create together!

contact us



www.lithuania.travel

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