A COMMON EUROPEAN DATA SPACE FOR TOURISM
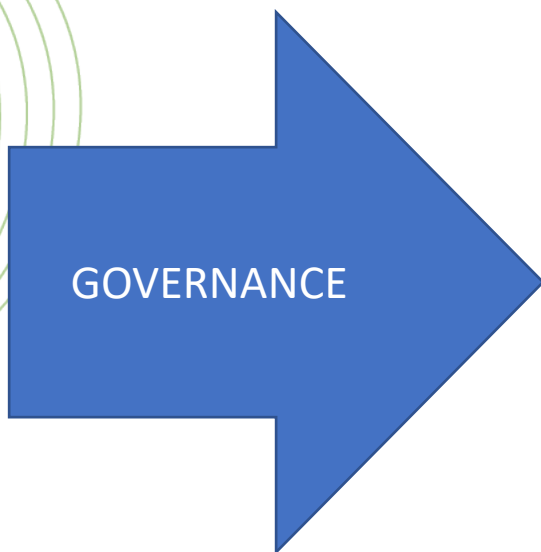
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Dr Misa Labarile, DG GROW.G1

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A DATA SPACE MAKES DATA SHARING POSSIBLE

GOVERNANCE

INTEROPERABILITY STANDARDS

Principles and rules on **who** has access to the data space; to **which** data; in what manner; **how often**; etc.

An EU **set of interoperability criteria** (language and standards) to guarantee that (tourism) data **flows** across data sets

POLICY BACKGROUND

- A EU strategy for data (2021)
  - Proposal for a Data Act (2022)
  - Data Governance Act (2021)
- General Data Protection Regulation (2016)
- Directive on open data and the re-use of public sector information (2019)
- Proposal for the Interoperable Europe Act (2022)

Proposal for a Regulation on short-term accommodation rentals (STR)

Multimodal Travel Information Services (MMTIS) Delegated Regulation

Multimodal Digital Mobility Services (MDMS)

EU Regulation on platform-to-business relations (P2B Regulation)

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BENEFITS OF A DATA SPACE FOR THE TOURISM ECOSYSTEM

More data is more information, which can drive:

❑ business development

❑ services innovation

❑ marketing

❑ data analytics

❑ evidence-based decision-making

FOR ALL STAKEHOLDERS IN THE ECO-SYSTEM (SMES, LOCAL AND NATIONAL AUTHORITIES, DESTINATION MANAGEMENT ORGANIZATIONS)

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CHALLENGES TO SHARING DATA

Reluctance to share data: security, competition concerns, lack of trust

Heterogeneity and diversity of stakeholders and data sets

In tourism, 99% of SMEs need to untap the potential of data, but have no access to it

Fragmentation, lack of access and of interoperability

Dominance of large platforms capturing an increasing share of value

In tourism, all data is potentially useful data (interoperability with other DS is key)

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KEY ENABLERS FOR A DATA SPACE TO WORK

- Governance

- Semantics for interoperability

- Technical standards for interoperability

- Role of the private sector

- Support for SMEs

- Support for destinations

- Experimentation and slow progress

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NEXT STEPS

- November 2023: **Blueprint** to set up a tourism data space: results

- November-December 2023: Launch of the test use case for a tourism data space

- September 2023-January 2024: DEP Call for Proposals (8 MLN) opens to set up the **infrastructure** of a tourism data space

- Ongoing: Discussing an European Digital Infrastructure Consortium (EDIC) for the **management** of the data space

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Thank you.