

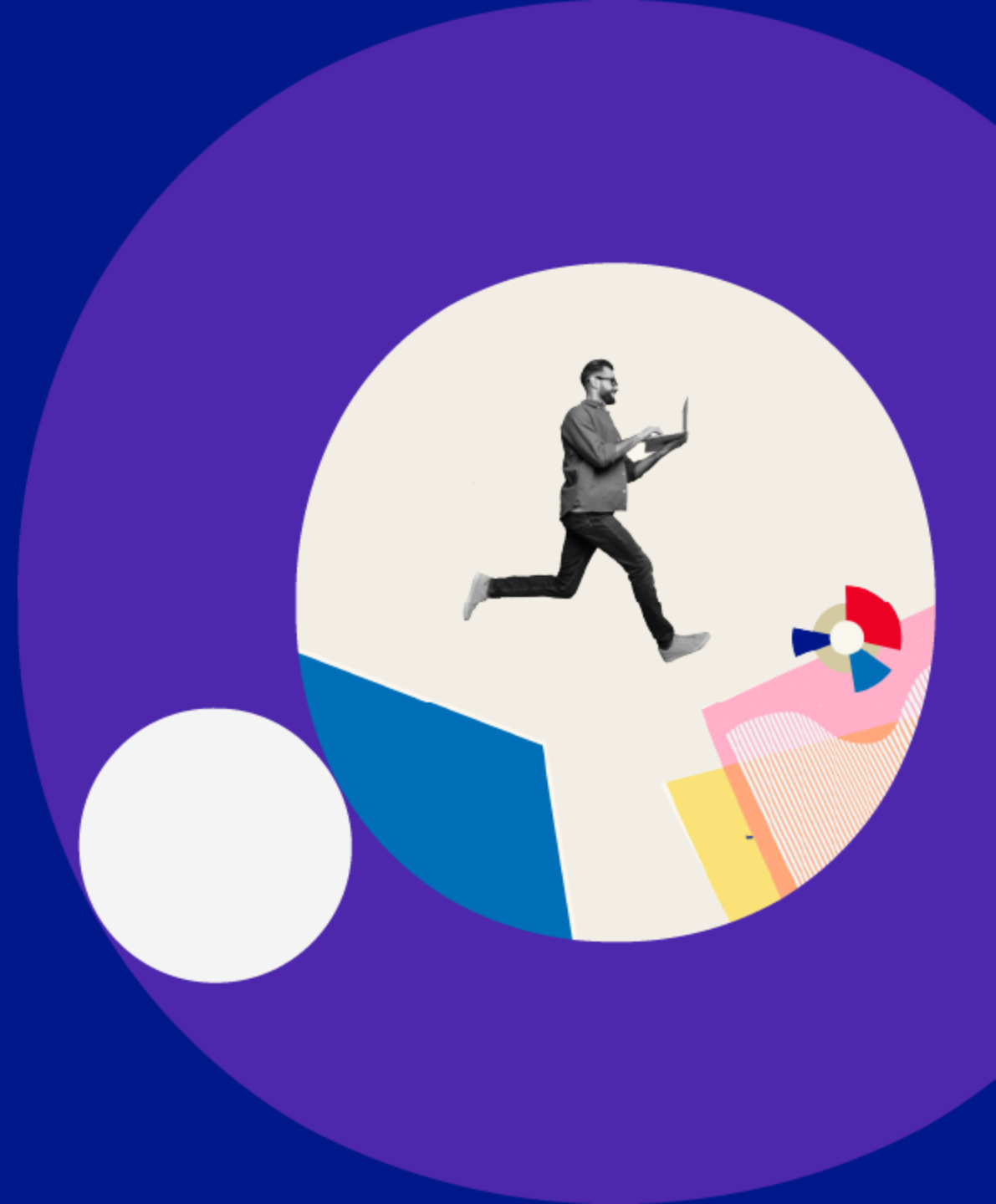
WEBINAR

Data spaces: experience from the European Tourism Data Space

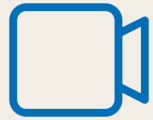


12 September 2025

10:00 – 11:00 CEST



Rules of the game



The webinar will be recorded and published on the data.europa academy



For questions, please use the ClickMeeting chat



Please reserve 3 min after the webinar to help us improve by filling in our feedback form



Today's speakers



Flora Kopelou
European Data Portal
(data.europa.eu),
Publications Office of the EU



Dolores Ordóñez
Coordinator,
Deployment of the
European Tourism Data
Space



Georgia Lignou
Innovation Manager,
Pleiades IoT Innovation
Cluster



Jonathan Huffstutler
Chief Marketing Officer,
EONA-X

Agenda

10.00 – 10.05 Opening and introduction – *Flora Kopelou*

10.05 – 10.25 Deep dive into the European Tourism Data Space - *Dolores Ordóñez*

10.25 – 10.35 Case study 1: Pleiades – *Georgia Lignou*

10.35 – 10.45 Case study 2: EONA-X – *Jonathan Huffstutler*

10.45 – 11.00 Q&A and closing remarks

DEPLOYTOUR

Common European Tourism Data Space



Co-funded by
the European Union

Dr. Dolores Ordóñez
Director and Project Coordinator



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:



Programme Digital Europe

DIGITAL- 2023-CLOUD-DATA-AI-05

DATATOURISM-Data Space for Tourism

EU Funding: 50%

Consortium: 15.3M euros



Coordinator:



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.

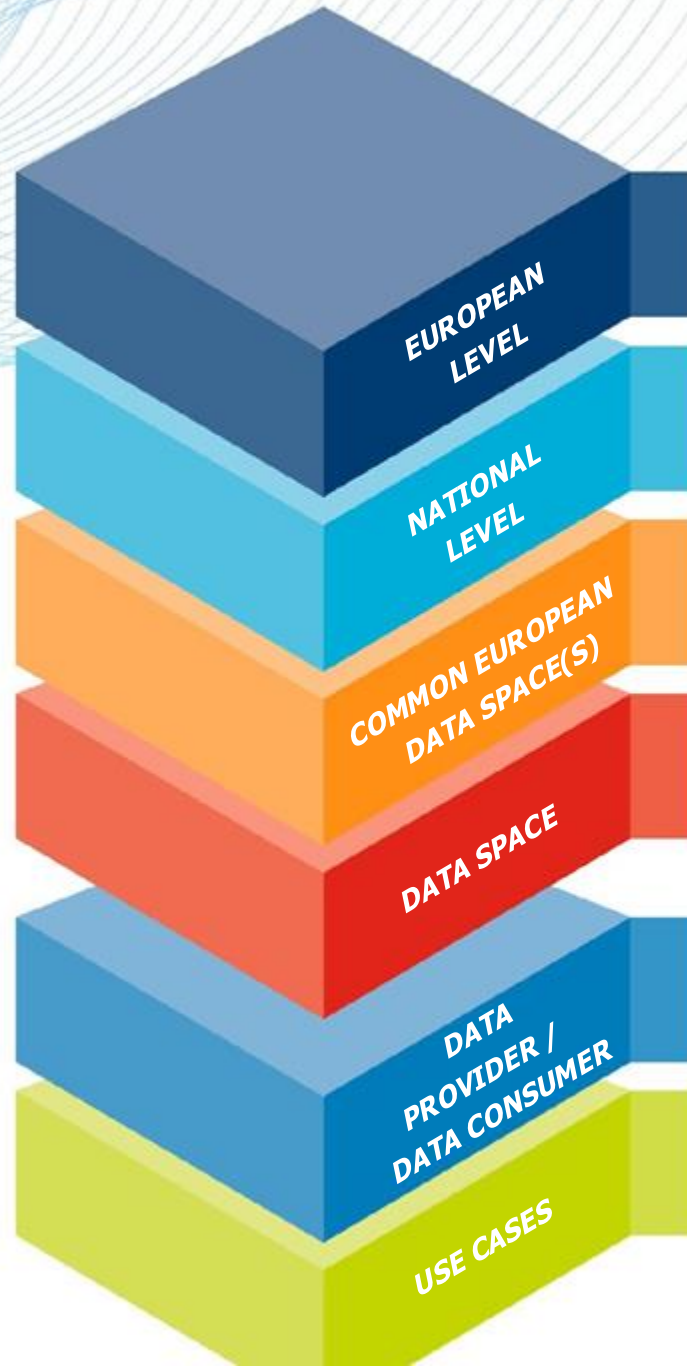


Strengthen EU digital sovereignty by establishing a federation of data spaces with common governance.



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

CONTEXT



SIMPL	DSSC	EDIB		
National and local initiatives (national access points)		EDIC (association of member states)		
DEPLOYTOUR	deployEDMS Cultural heritage Data Space	14 Common European Data Spaces		
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), Domain specific choices (data models)				
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...				
Sustainable Tourism	DSSC	Mature destination	Tourism SMEs	Cultural heritage

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**



What is a Data Space?

A public-private ecosystem...

...that

- Enables the voluntary and secure **sharing** and **governance** of data, fostering trust among participants
- Ensures data **sovereignty** and facilitates the **discovery** of new high-value datasets

...with the objective of

- **Generating value** around data
- Enabling **use cases** such as digital twins, AI applications or data analytics

...through mechanisms of

- Governance, regulatory **frameworks**
- Organisational **structures**, technical infrastructure

...with the objective of

- **Interoperable** architectures, **semantic** technologies, **connectors** and **digital identity**

HIGH LEVEL ROADMAP



Governance layer: Rolebook and Rulebook. Clear rules and roles for the actors of the data space ensuring compliance

Technical Requirements

Mapping capabilities and requirements, defining data products



Phase 1: Obtaining data sources for each use case



Phase 2: Identification of Data Product Offerings (DPOs) for each use case that will be included in the future catalogue of the tourism data space



Phase 3: Analysis of the DPOs identified for the mapping of requirements and capabilities

MVP definition

Minimum services and functionalities of the minimum viable data space for the European Tourism Data Space

Business processes

Onboarding of
participants

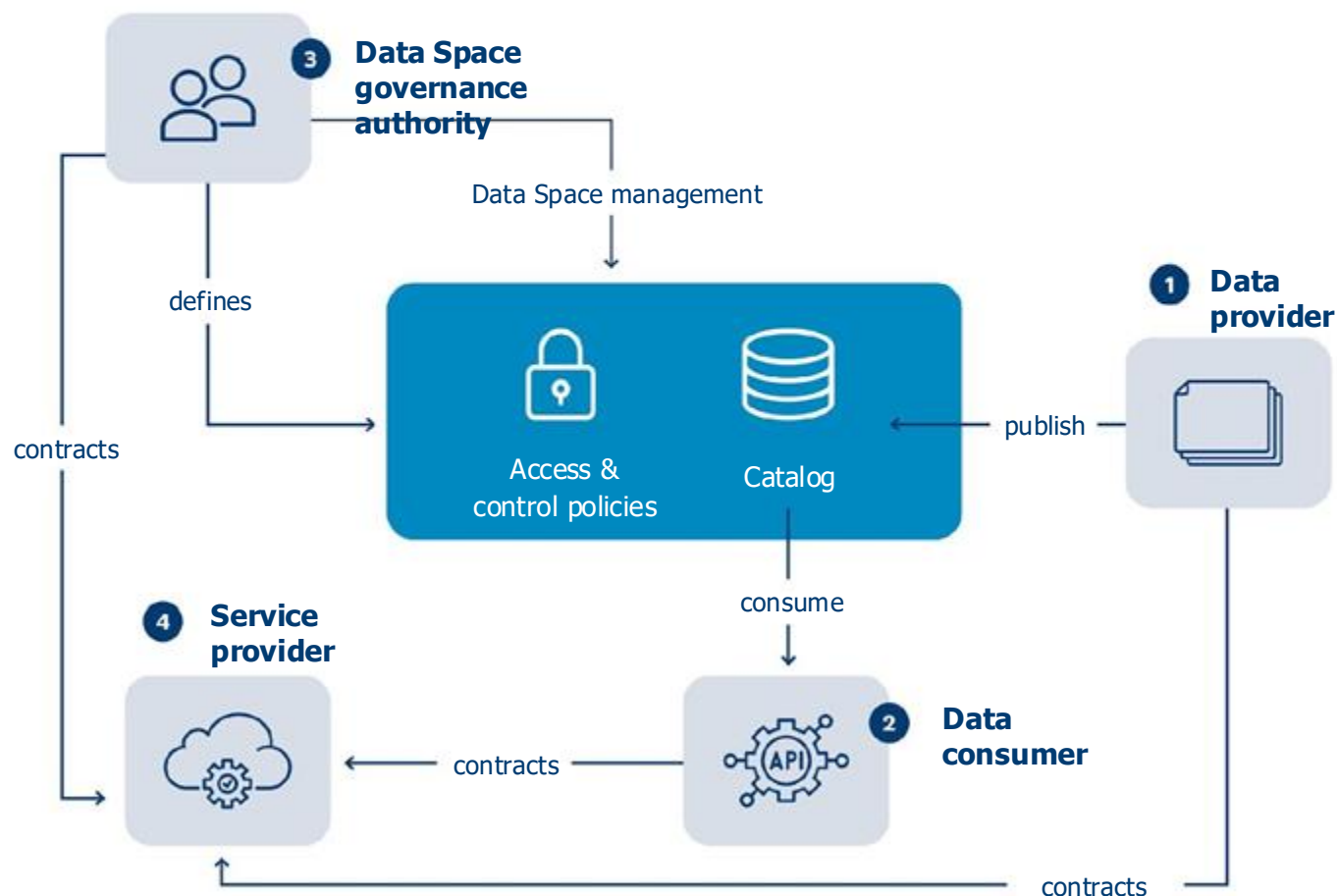
Data Product
publication

Data Product
discoverability

Data Exchange



TECHNICAL ASPECTS

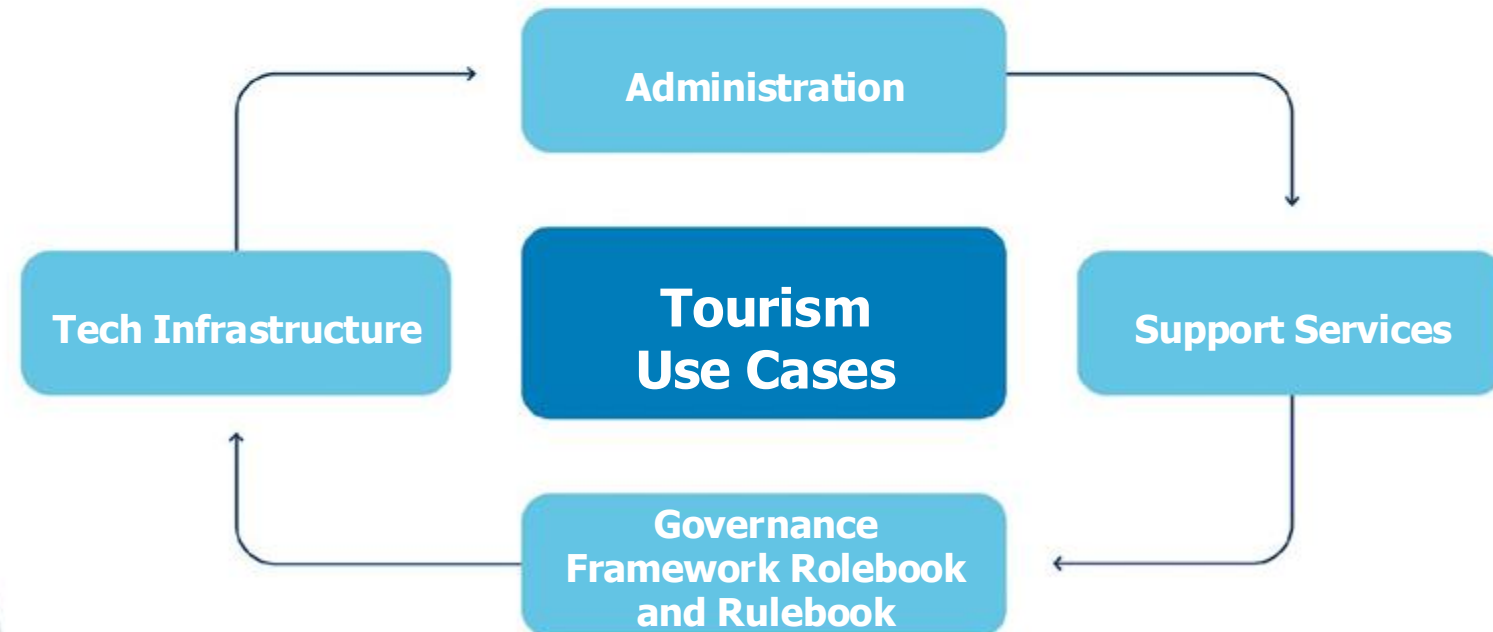


Main journeys: actors and

- 1 Data provider**
Entity that provides the data
- 2 Data consumer** data user / beneficiary
Entity that consumes data from the ecosystem
- 3 Data Space Governance Authority**
Entity that governs the data space
- 4 Service provider**
Entity that provides services to the data space

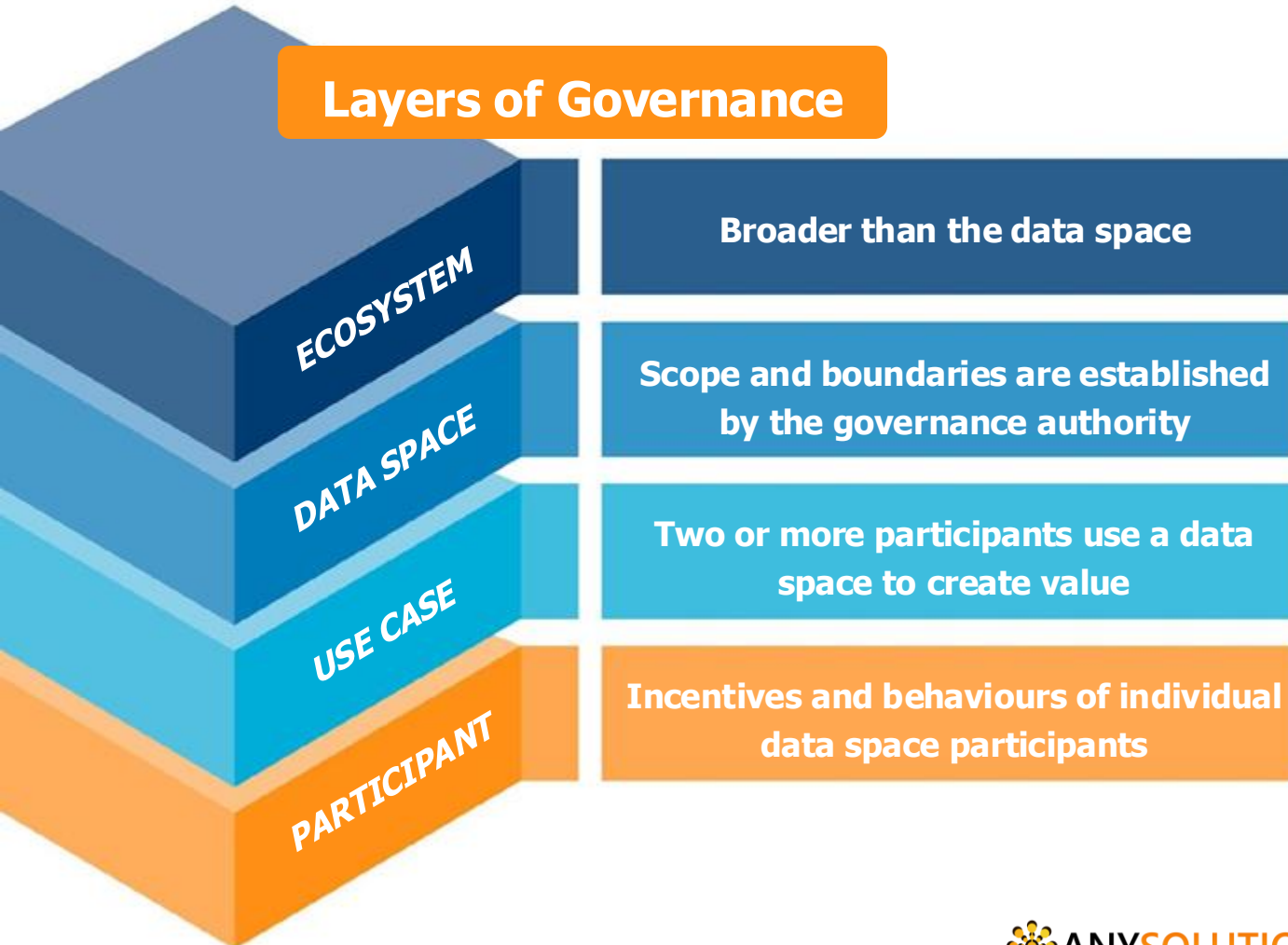
GOVERNANCE ASPECTS

“The structured set of principles, processes, and practices that guide and regulate the governance, management and operations within a data space to ensure effective and responsible leadership, control, and oversight. It defines the functionalities the data space provides and the associated data space roles, including the data space governance authority and participants” (from DSSC Blueprint)



GOVERNANCE ASPECTS

Layers of Governance



Layers of Interoperability

Inside the layers
Between the layers

Organisational
Legal
Semantic
Technical

- Seamless
- Efficient
- Compliant
- Traceable
- Trustful

The Rolebook

Identify mandatory and optional roles in the ETDS

Roles directly engaged in data sharing

Data Provider

Data consumer

Service Provider

Use Case Teams

Data Space Governance authority and inherent expert roles

DS-Governance authority (in the narrower sense)

DS-Executive

Use Case Coordination

Legal Experts

Technical Experts

Rulebook Maintainer

Data Modelling Experts

Financial Experts

Platform Operator/Core Service Provider

Marketing/Communication Experts

Supportive roles and external stakeholders

Data Space Participants (as members of the organisation)

EC/Data Space Sponsor/Founder

EU Member States

Tourism Organisations/DMOs/SMEs

External subject matter experts

Other Common European Data Spaces (same sector or cross-sectoral)

Tourism Focused Roles

Administrative Roles

Technical Roles

Miscellaneous Roles

- Organization independent
- Redistributable
- Scalable
- “Shareable”

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.

THE COMMON EUROPEAN DATA SPACE

A tool for:



a) Raising awareness about data spaces for tourism stakeholders and encouraging their participation in data sharing ecosystems



b) Improving the availability and discoverability of data through a federated catalogue in the tourism ecosystem and with other sectors



c) Enhancing data interoperability at the semantic or structural level



d) Helping apply rules and governance models to conform with EU legislations regarding data in the digital world



e) Providing services (training, mentoring, consulting) for the adoption and operationalization of the pilot data spaces

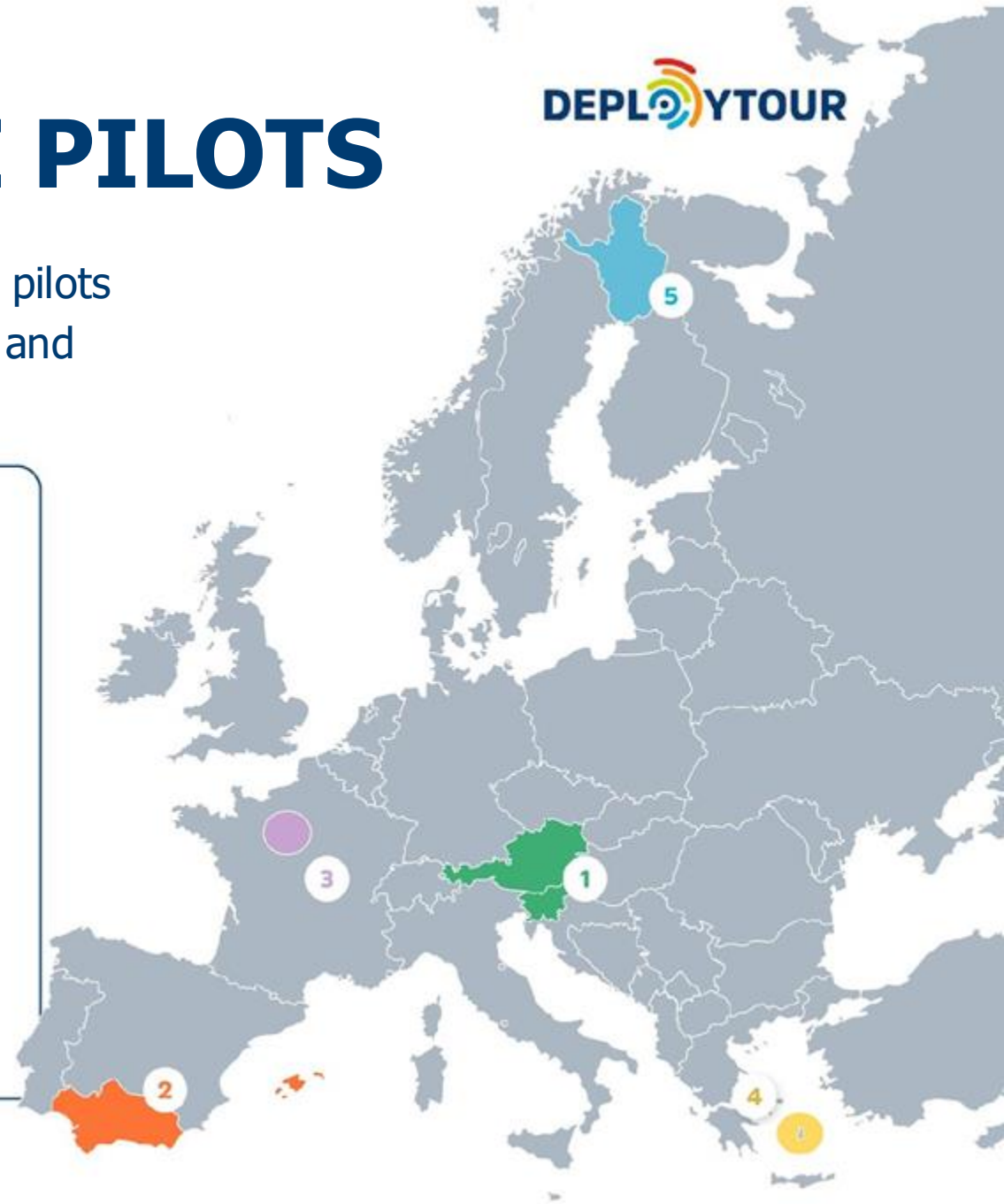


f) Promoting scenarios that show the potential of data spaces as a tool for collaboration or exchange, support the EU data strategy

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



USE CASE PILOT 1

Sustainable Tourism Management in Alpine Regions

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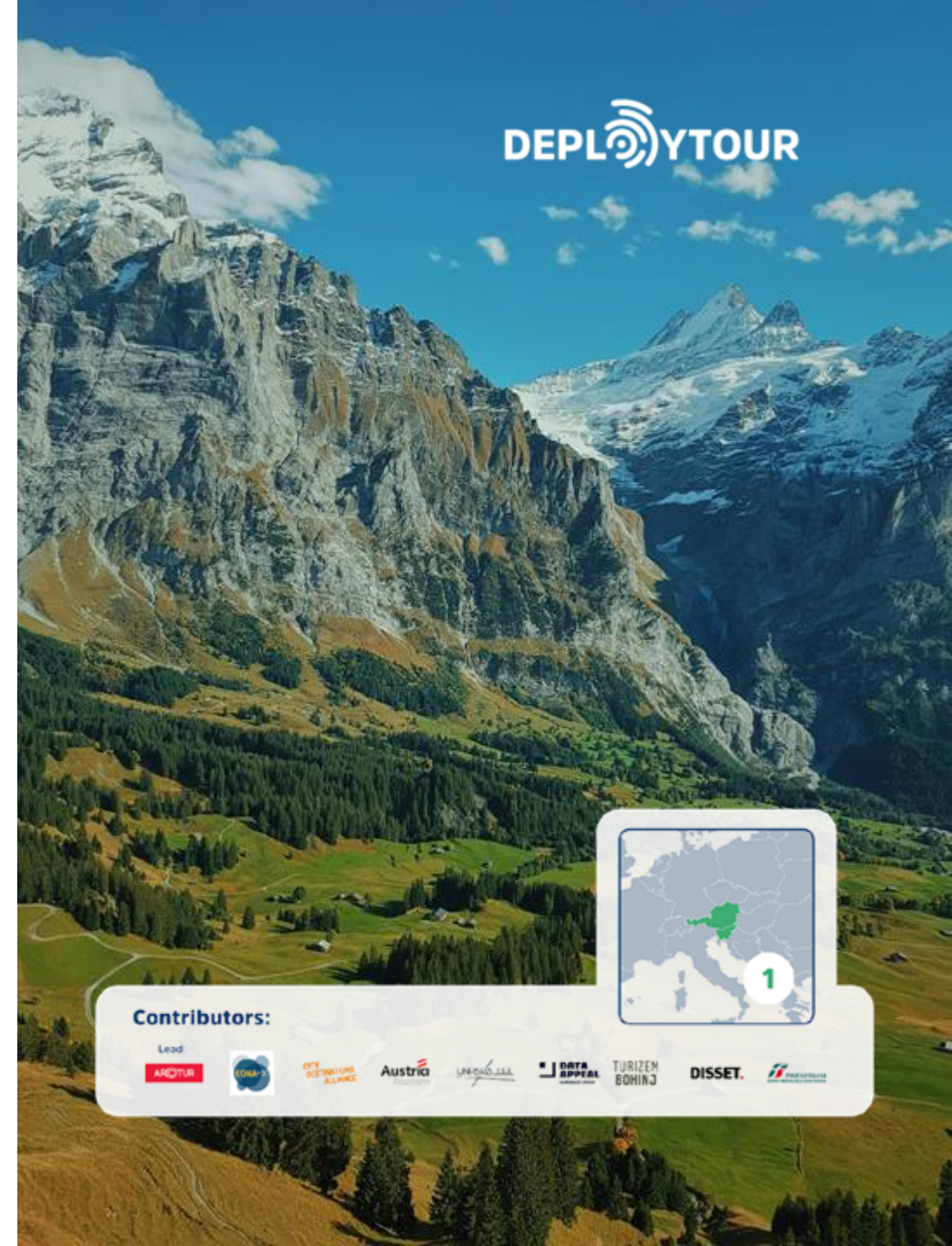
Location: Alpine Regions in Austria and Slovenia.

Challenges: Overcrowding in natural areas and environmental impacts of tourism, climate change and lack of tourist awareness about sustainable practices.

Solutions: Leveraging AI and data analytics to promote eco-friendly tourism practices, understand tourism flows and reduce environmental impact.

Innovating to attain better resilience and competitiveness in mature destinations:

- Developing a dashboard to monitor destination capacity
- Creating an end-user application for enriched data sharing, and scaling these solutions for broader regional impact



USE CASE PILOT 2

Resilience and Competitiveness in Mature Destinations

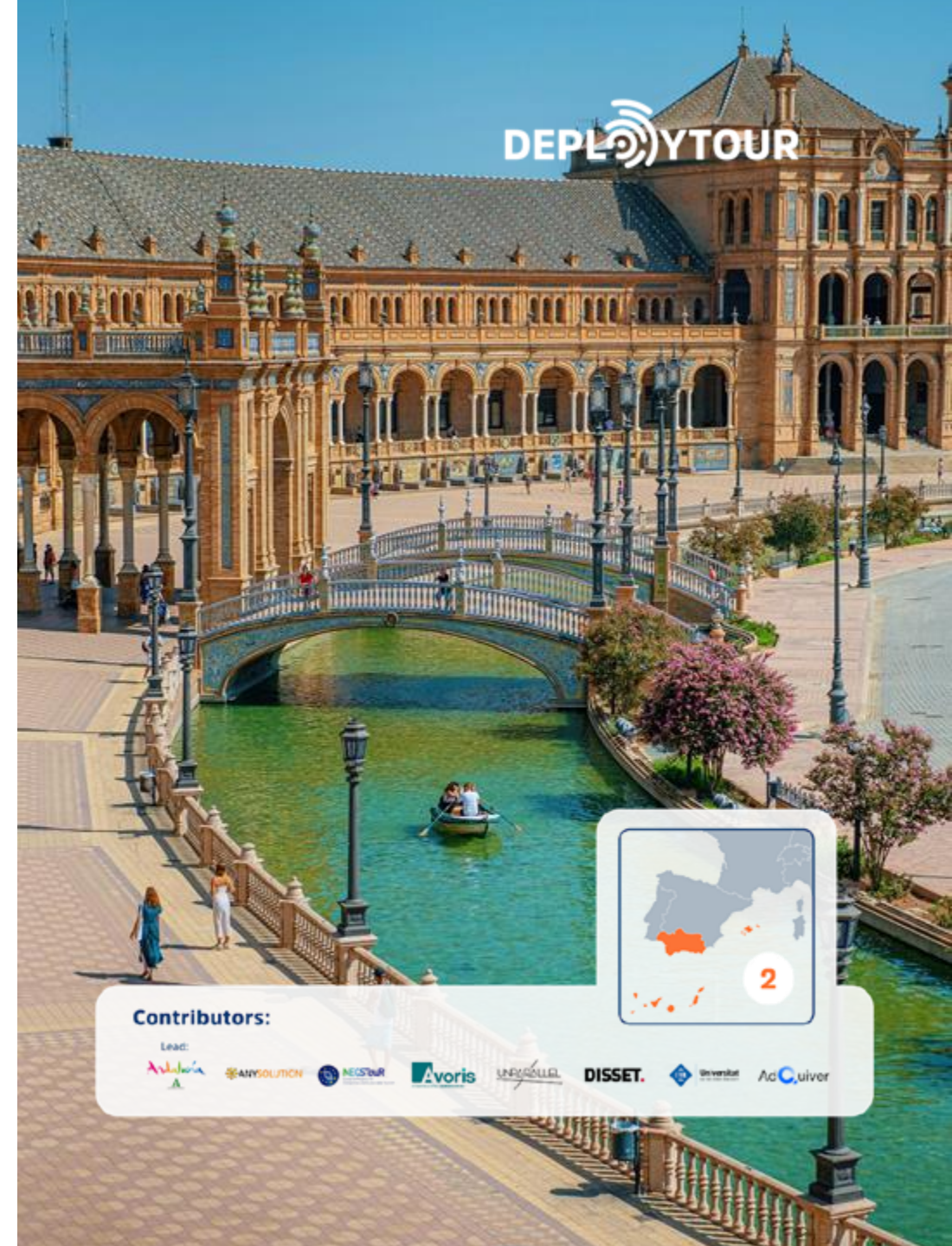
Location: Canary Islands, Andalusia and the Balearic Islands (Spain).

Challenges: The need to transform the tourism offerings, accessing and utilizing relevant data and developing tailored, data-driven solutions that empower tourism SMEs.

Solutions: Utilizing data insights to enhance the sustainability and competitiveness of popular destinations.

Innovating to attain better resilience and competitiveness in mature destinations:

- Developing a dashboard for DMOs to monitor and drive sustainable tourism practices
- Providing tailored tools and services for SMEs to improve their business strategies by leveraging processed data
- Enabling tourism companies to act as both data providers and consumers



USE CASE PILOT 3

Supporting the MICE Industry

Location: Île-de-France region (France).

Challenges: Adapting to post-COVID market changes, managing last-minute bookings and ensuring flexibility, meeting hyper-personalized client demands and responding to the growing demand for sustainable travel options.

Solutions: Developing a real-time data tool for MICE professionals, offering personalized, AI-driven insights on transportation, leisure, and cultural activities to meet diverse client needs.

Innovating to support the MICE industry:

- Developing a data-driven concierge tool for MICE professionals to meet hyper-personalized demands, blending business services with leisure
- Providing sustainability, economic and social insights for congress and event organizers
- Enhancing decision-making capabilities



USE CASE PILOT 4

Leveraging Cultural Heritage for Tourism Diversification

Location: Syros Island (Greece).

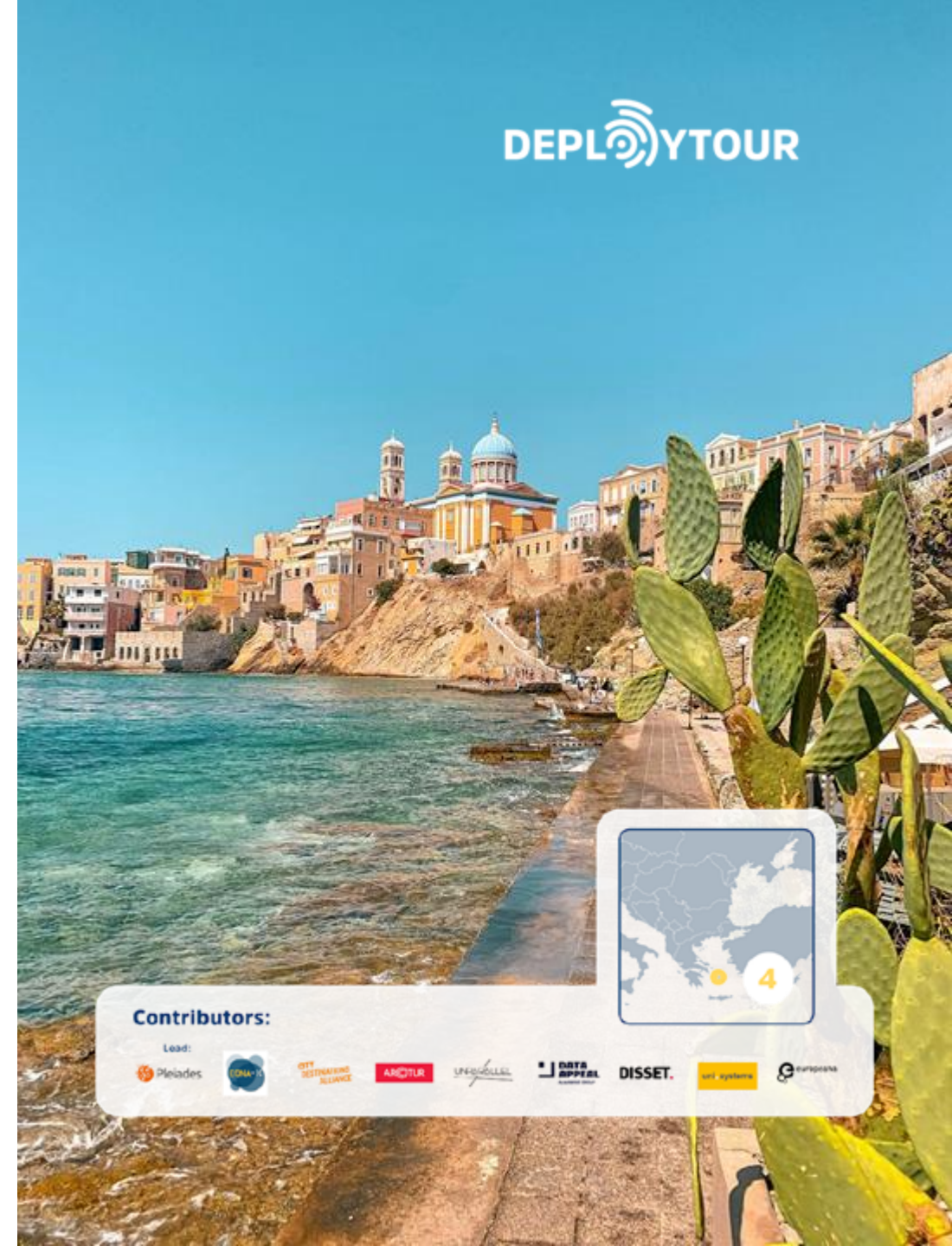
Challenges: Reliance on seasonal sun-and-sea tourism and vulnerability to climate change.

Solutions: Using data to revitalize cultural heritage sites and attract a wider range of visitors and build a sustainable destination model as exemplified by Syros Island.

Innovating to leverage cultural heritage for tourism diversification:

- Integrating advanced technology with the use of 3D scanning, modeling, and digital twin technologies
- Engaging local communities and stakeholders to align digitization with their needs, encouraging sustainable growth and stronger ties between tourism and culture
- Enhancing visitor experience by leveraging digital tools to create immersive and meaningful cultural engagements

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USE CASE PILOT 5

Empowering SMEs in Tourism

Location: Lapland (Finland)

Challenges: Difficulty in collecting, processing, and interpreting complex datasets, limited resources and lack of a centralized platform

Solutions: Creating a collaborative platform to connect SMEs with innovative TravelTech solutions and data resources

Innovating to empower SMEs in tourism:

- Empowering SMEs thanks to TravelTech apps that include tools to enhance operations and customer engagement through data-driven insights
- Enabling SMEs to improve operational efficiency, boost customer satisfaction, and strengthen market competitiveness



Contributors:

Lead:

LAPIN AMK

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DATA REPEAL

DISSET.

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 and 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!

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European Tourism Data Space

 ANYSOLUTION



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T4.2.4 Pilot 4

Leveraging cultural heritage
to diversify tourism offer:
the case of Ano Syros (Greece)



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PILOT 4

Leveraging Cultural Heritage for Tourism Diversification

Location: Ano Syros Settlement, Syros (Greece)

Challenges: Seasonality limits sustainability, reducing opportunities for year-round revenue streams, vulnerability to climate change, shifting weather patterns, affecting of tourist preferences and accessibility.

Solutions: Using data to revitalize cultural heritage sites and attract a wider range of visitors and build a sustainable destination model as exemplified by Syros.



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Contributors:

Lead:



OBJECTIVE

01

Develop **engaging** cultural tourist experiences

02

Improve **accessibility** and contribute to the **preservation** of the cultural heritage sights in Ano Syros,

03

Develop **compelling stories** to form a new destination image.

FIWARE

COORDINATOR:
PLEIADES -

ARCTUR

UNPARLEL

EONA-X

DATA APPEAL CO

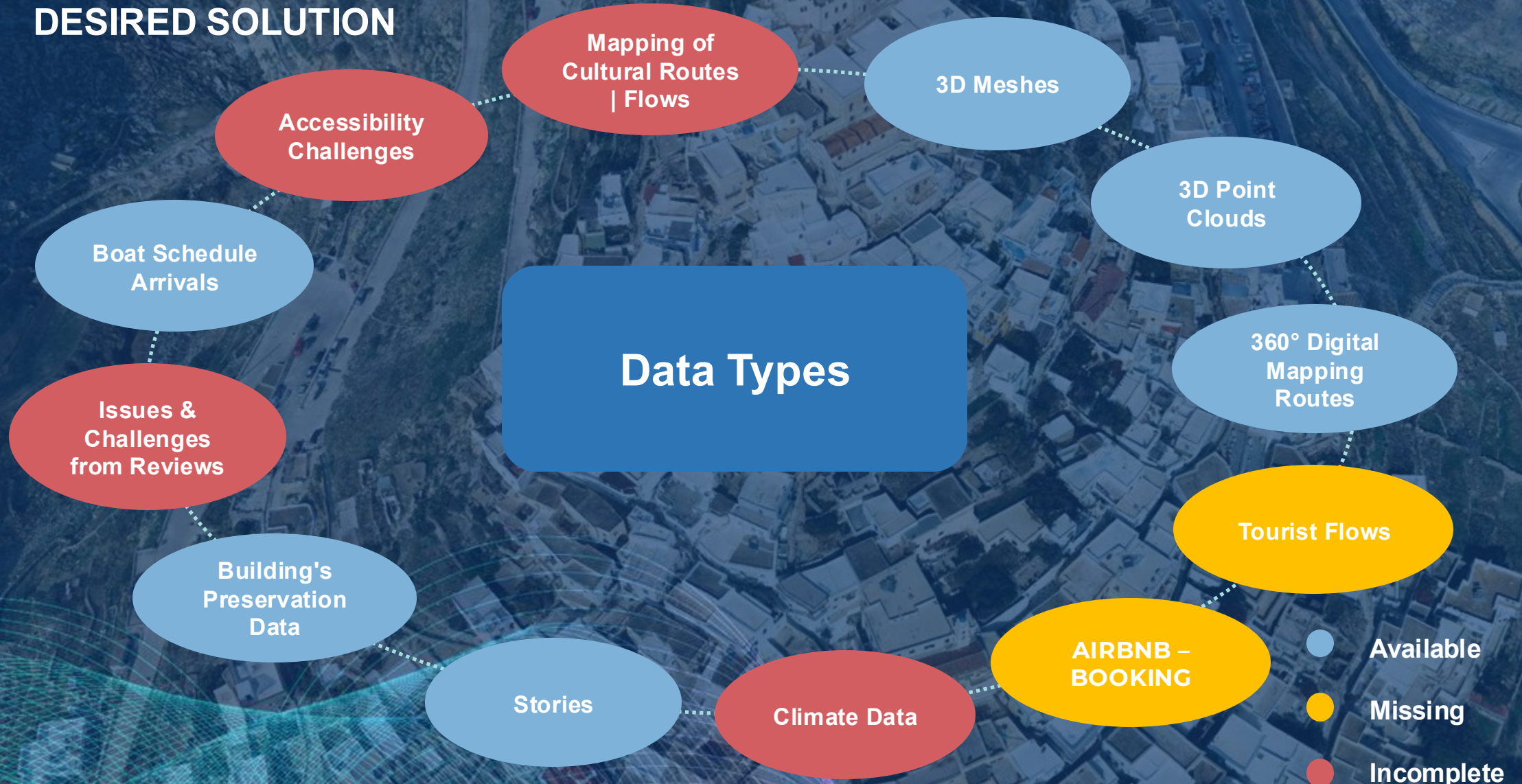
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CITYDNA

DESIRED SOLUTION

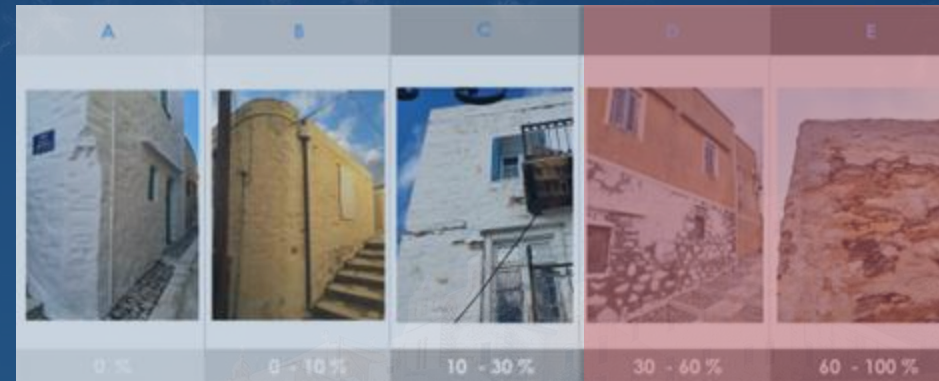


TUC1

Tailored Use Case 1

Data-Driven Cultural Heritage Preservation for Sustainable Tourism Planning

PATHPLOGY SCALE



MUNICIPAL
REGIONAL
GOVERNMENT
AUTHORITY

Key Actions & Data Integration

- Identify & Prioritize Historical Building Conservation Needs
- Safety & Structural Integrity Assessment, vulnerable to climate shifts
- Accommodation Density & Proximity to Historical Buildings

TUC1

Expected Output

An online **Web portal** linked to a **GIS database** that will support the decision-making policies of the involved stakeholders.

B2g Model

Expected Impact

Cultural Heritage Conservation

Public Safety

Data-Driven Urban Planning

Sustainable Tourism Growth



**MUNICIPAL
REGIONAL
GOVERNMENT
AUTHORITY**

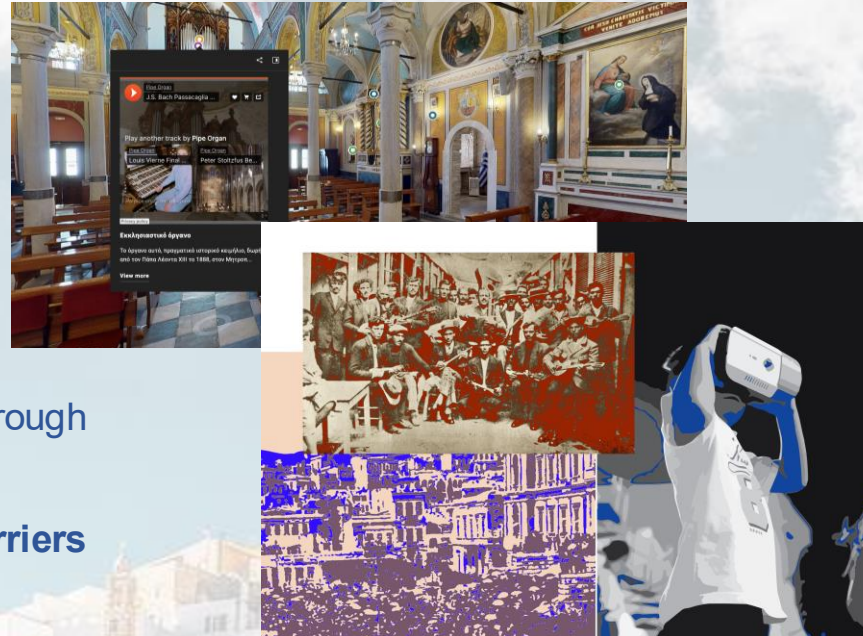
TUC2

Enhanced Cultural Route Mapping

Objective of ETDS:

Design a **cultural route map** that:

- **Promotes** Ano Syros' cultural heritage.
- **Enhances visitor engagement** also through digital experiences (VR)
- **Overcomes physical Accessibility barriers**



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AGENCY



CULTURAL
ORGANIZATION,
MUSEUM



PUBLIC
AUTHORITY

Key Actions & Data Integration

1. Identify Landmark & Architecturally Important Buildings
2. Combine Heritage Data with other Information
3. Finalize & Promote the Cultural route
4. Integrate VR to Overcome Accessibility Barriers

TUC2

Expected output

An **online platform** with
proposed POIs and
embedded multimedia
historical information, with
VR/MR experiences

B2b & B2c model

Expected Impact

Strengthening Cultural Tourism

Increased Accessibility to Cultural Heritage

Higher Engagement with Local Culture

Economic & Community Benefits

Sustainable Tourism Growth



TRAVEL
AGENCY



CULTURAL
ORGANIZATION,
MUSEUM



PUBLIC
AUTHORITY

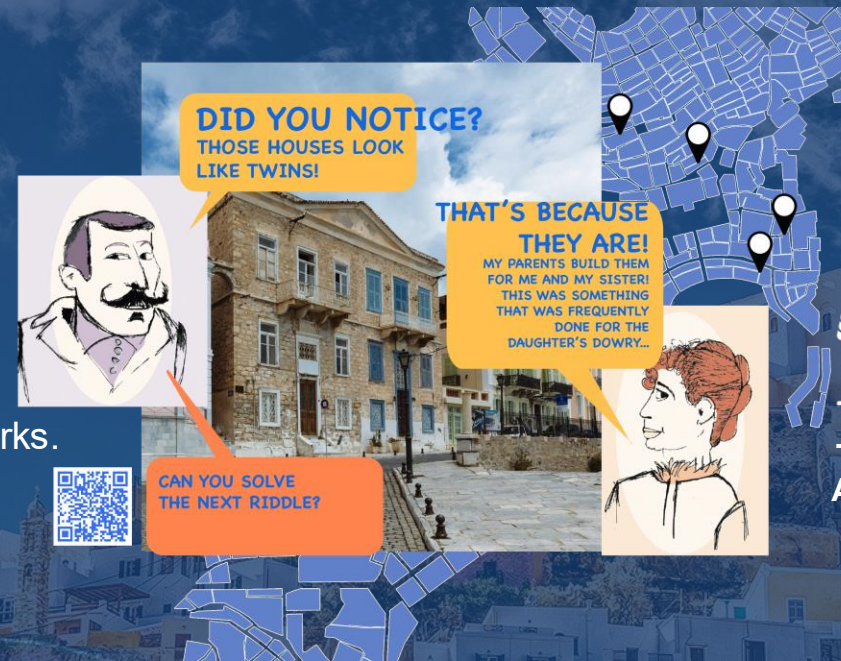
TUC3

Gamified Tour Experience

Objective of ETDS:

Design & develop a **gamified tour experience**

in **Ano Syros** where visitors solve a historical mystery while exploring the town's cultural landmarks.



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CULTURAL
ORGANISATION



GAME DESIGN
ENTITY,
LOCAL
BUSINESS
OWNER

Key Actions & Data Integration

- **Game Route Follows Cultural Landmarks** – Players visit churches, mansions, artisans' workshops, and scenic lookouts.
- **Key Locations Use EDS Data** – Clues are based on historical documents, stories and buildings
- **Avoiding Disruptive Areas** – Game avoids dense Airbnb zones and redirects players from unsafe Grade D & E buildings.

TUC3

Expected output

A **gamified web app** with embedded riddles that will provide personal optimisation options

B2b & B2c Model

Expected Impact

Encourages Cultural Exploration

Enhances Local Business Revenue

Provides a Unique Tourism Product

Optimized Tourist Flow Management



TRAVEL
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CULTURAL
ORGANISATION



GAME DESIGN
ENTITY,
LOCAL
BUSINESS
OWNER

Thank you for your attention



Introduction to DEPLOYTOUR Use Case Pilot Île-de-France



Co-funded by
the European Union

USE CASE PILOT 3

Supporting the competitiveness of the MICE Industry

Location: Île-de-France region (France)

Challenges:

- Fragmented data ecosystem
- Limited knowledge for DMOs
- Absence of real-time data monitoring tools
- Increasing pressure to meet hyper-personalized client expectations (competition)
- Growing necessity for sustainable options



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Contributors:

Lead:



AMADEUS

UNPARALLEL

DATA APPEAL

DISSET

CITY DESTINATIONS ALLIANCE

USE CASE PILOT 3

Supporting the competitiveness of the MICE Industry

- **Holistic Sector Intelligence:** Access to clear, up-to-date insights on the size, trends, economic and ecological impacts of the MICE sector.
- **Enhanced Visitor Understanding:** Deeper knowledge of visitor behaviors, profiles, satisfaction, and journey patterns to better tailor services and offerings.
- **Efficient Decision-Making:** Reliable, real-time data in a unified platform empowers data-driven strategies and more effective policy and investment decisions.
- **Compliance with Event ISO standards:** Use data to certify event organizers

DEPLYTOUR
European Tourism Data Space



Contributors:

Lead:



AMADEUS



DISSET

CITY
DESTINATIONS
ALLIANCE

USE CASE PILOT 3

Supporting the MICE Industry

“We all have a part of the solution
Reach out if you want to contribute”



EONA-X Data Space CMO
jonathan.huffstutler@eona-x.eu



Q&A



Flora Kopelou
European Data Portal
(data.europa.eu),
Publications Office of the EU



Dolores Ordóñez
Coordinator,
Deployment of the
European Tourism Data
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Georgia Lignou
Innovation Manager,
Pleiades IoT Innovation
Cluster



Jonathan Huffstutler
Chief Marketing Officer,
EONA-X

Continue the discussion on our collaboration channel

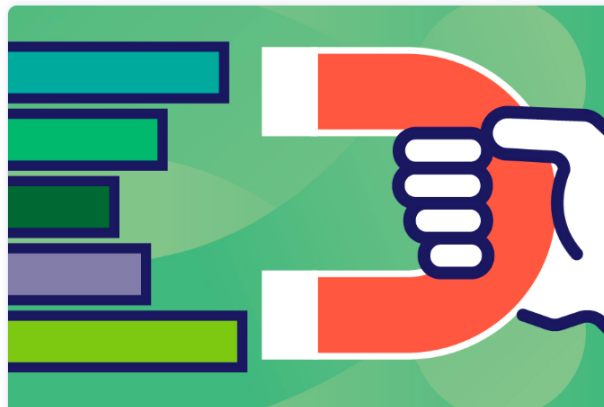
Collaboration channel

Connect with a vibrant community of data enthusiasts!

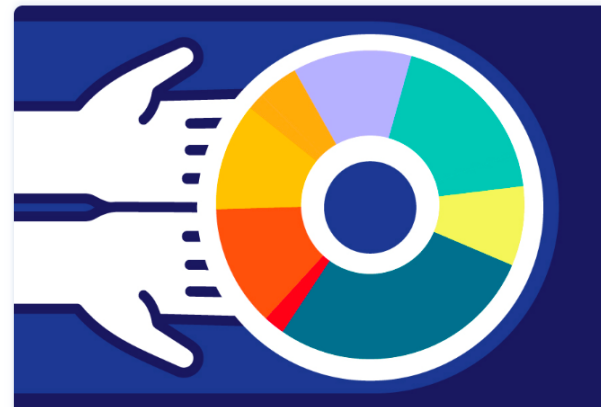
This space is designed for users to share ideas and exchange challenges and opportunities in the scope of the constantly evolving data landscape. You can join the group and topic you prefer, follow and be updated on ongoing conversations and participate in discussions on topics that matter to you.

Whether you are a data provider or a data reuser, you will find a dedicated space for collaboration where you can foster meaningful discussions.

If you are an official data provider, you can request access to this restricted forum, and we will carefully analyse your request. If you are a data reuser, you can join and will have direct access to this community to connect and engage with other members.



Data reusers



Data providers



Help us improve the European Data Portal (data.europa.eu)!



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2025 activities!



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WEBINAR

Training series
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16:30 – 18:00 CEST



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Your opinion is important to us!



Thank you!

