

URL <https://www.outdooractive.com/en/>

Quick facts

 Company:	Outdooractive
 Sector:	Education, Culture & Sports
 Product / service:	Website & Application
 Type of data:	Geodata, tourism data
 Origin:	Southeast Europe



Description

Outdooractive uses an open data approach to support mountain tourism destinations in emerging countries in Southeast Europe (Montenegro, Kosovo, North Macedonia, and Albania) in terms of gaining marketing outreach, tourism product development and business model innovations.

Benefits

- Through Outdooractive, stakeholders involved in tourism will be enabled to digitise outdoor tourism content and services by complying with data standards that will be identified and defined in this project.
- Outdooractive increases visibility of businesses in the tourist sector.
- Tourism can convert in revenue generation and employment opportunities for local economies.



Cycling in Lithuania

In Lithuania you can make fast progress on two wheels, you can let your gaze wander far, discover historical cities on the way and cycle 100 km along the Baltic Sea coast.

Discover more!

How open data is used

The Outdooractive platform exemplifies how open data hubs (e.g. the European Data Portal) can be deployed for exploiting the potentials of open data streams in tourism. Users can access data on Outdooractive like events, tourism services and hiking trails. This information can be distributed through the multiple channels of the Outdooractive platform partners (marketing content network).

