



DEPLOYTOUR Common European Tourism Data

Lapland University of Applied

Spaces
2nd Oct, 2025



Co-funded by
the European Union

DEPLOYTOUR

European Tourism Data Space

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



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.

TECHNICAL ASPECTS

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**

PROJECT MILESTONES

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**

Kick off meeting

Rolebook of the ETDS

Use Case Pilots Launch

ETDS minimum viable product

Minimum Viable Rulebook

On-line training programme

ETDS final prototype

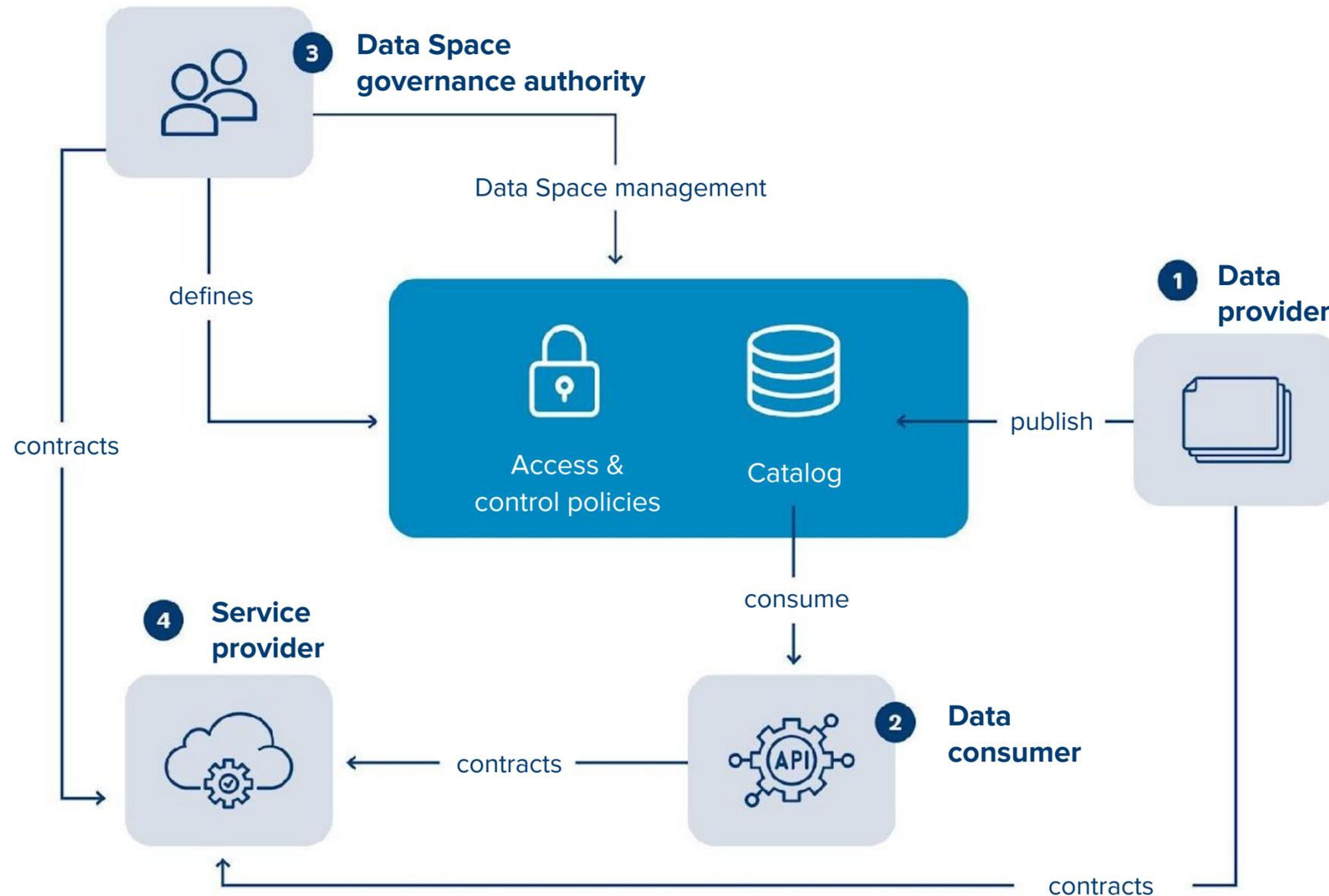
2024

2025

2026

2027

TECHNICAL ASPECTS



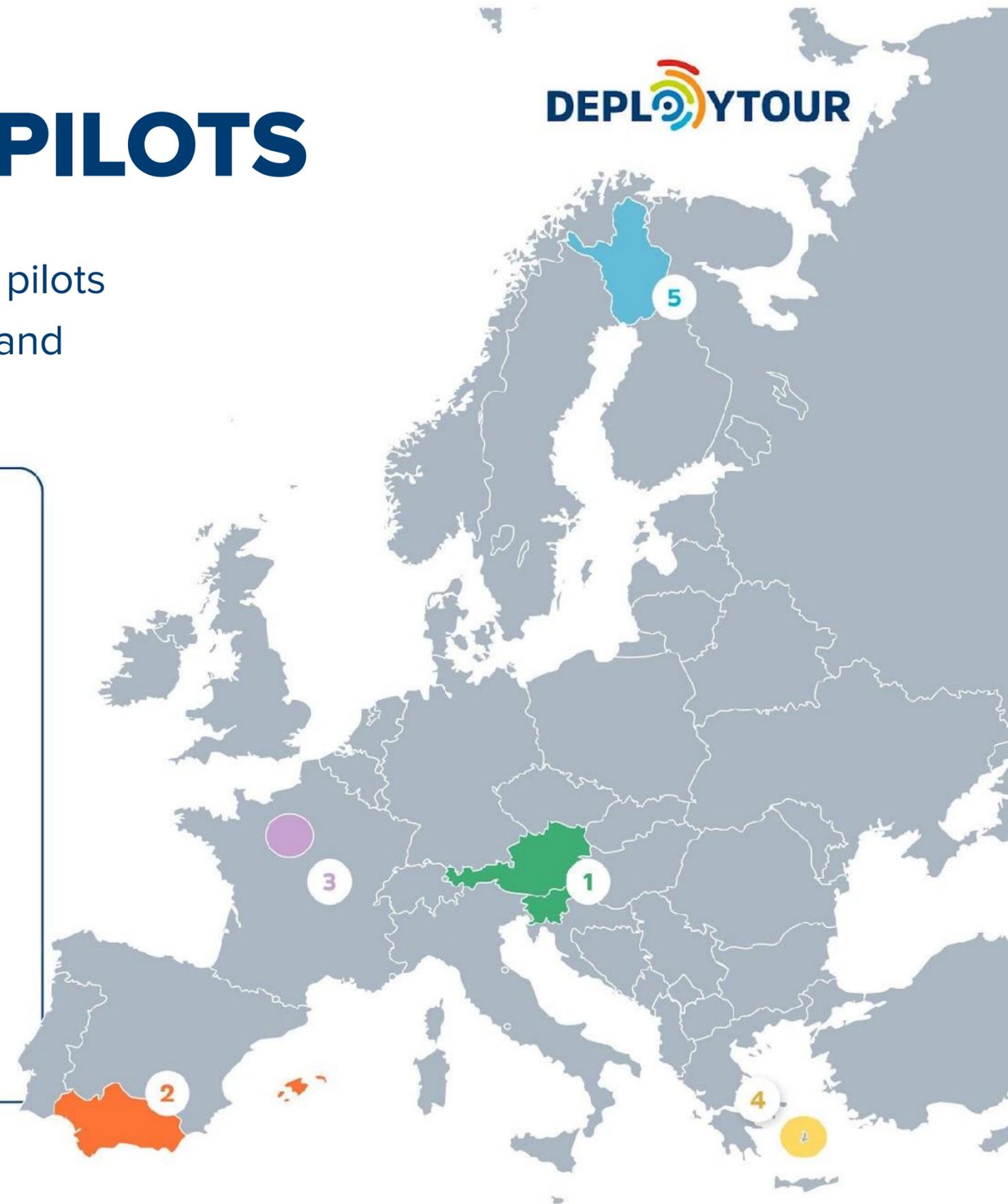
Main journeys: actors and roles

- 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

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 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

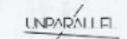
Innovating to empower SMEs in tourism:

- 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:



Developing Use Cases for implementation

Underlying rationale

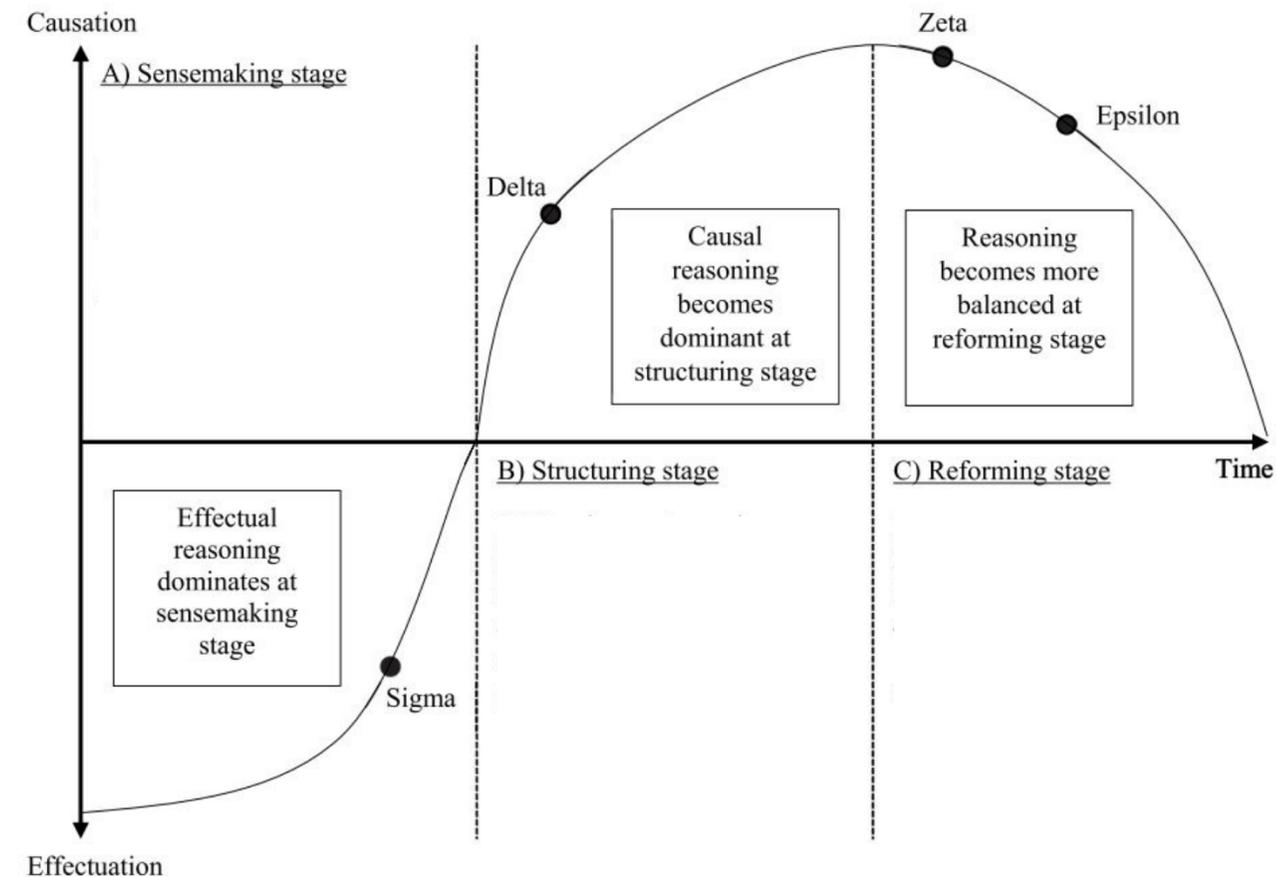
Adoption and implementation of new technologies in organizations

Effectuation theory (Sarasvathy, 2001) distinguishes two alternative logics in pursuing business opportunities

- Causation = Strategic, goal-directed and planned decision-making logic
- Effectuation = Making most of the resources and means available (entrepreneurial decision-making logic)

Even in large firms the early stages of technology adoption is characterized by a heavy emphasis on effectuation logic (Johanson, Ellonen & Jantunen, 2012; Mero, Tarkiainen & Tobon, 2020). We can expect that this is true also for SMEs.

- Determination of the use cases started with enabling effectual reasoning in the sensemaking stage (approaching use cases from existing operations and data)



Mero, Tarkiainen, & Tobon (2020)

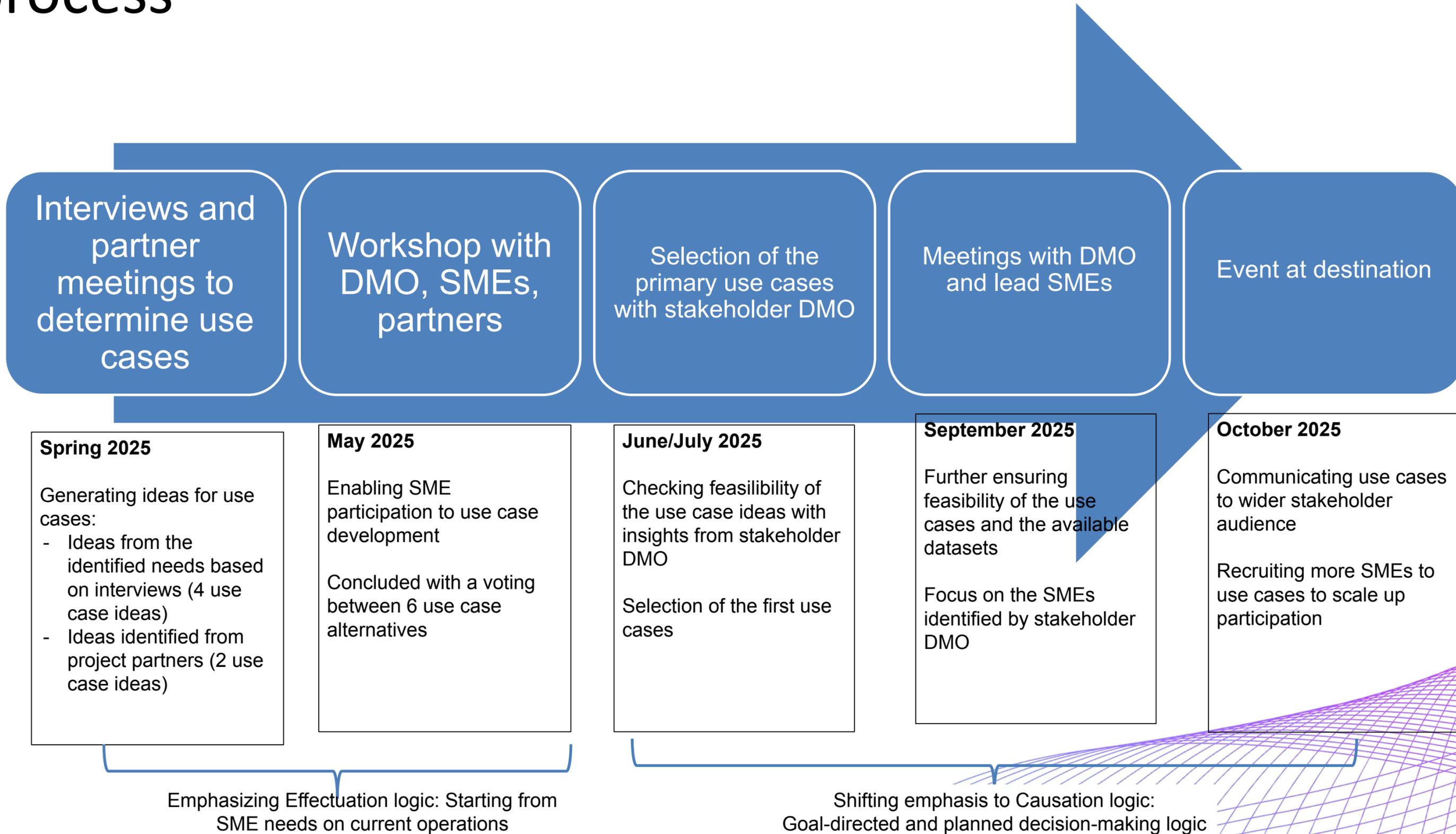
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Determination of the use cases as a process



Benefits for participants as stated by them

- **Better Decision-Making**

Access to analyzed, comparable data supports smarter decisions in staffing, marketing, and service development.

“We don’t have time to chase data from five places. It needs to be in one place and make sense.”

- **Improved Forecasting & Planning**

Enables short-term demand forecasting and long-term trend analysis for strategic planning.

“We need tools that work across seasons and sectors—not just one campaign.”

- **Cross-Sector Collaboration**

Supports alignment between tourism, education, infrastructure, and employment services.

“We need to see the same picture to plan together.”

- **Benchmarking & Peer Learning**

Helps SMEs and public actors compare performance and identify best practices.

“I’d share data if I knew exactly how it’s used and by whom.”

“It’s really important to see how others are doing — in Finland and across Europe.”

- **Enhanced Customer Experience**

Combines internal and external data to personalize services and understand customer journeys.

“We want to understand what the customer does before and after they visit us.”

- **Support for Innovation**

Enables co-creation of new services, training programs, and AI-based tools.

“If we had access to regional data, we could build something useful for everyone.”

- **Operational Efficiency**

Reduces time spent searching across systems with centralized access.

“Right now, we spend hours collecting data manually. That’s not sustainable.”

- **Resilience & Risk Management**

Helps anticipate disruptions and shift from reactive to proactive strategies.

“We need to be able to plan ahead—not just react when things go wrong.”

Use cases identified

1. Regional AI-Powered Service Assistant

An AI-based bot that searches and books services (e.g., massage, restaurants).
Shares competence data among local stakeholders
Aims to improve resource utilization and knowledge sharing in the region.

2. Multi-Touchpoint Customer Journey

Building customer journeys using data collected from multiple service points.
Aims to understand tourist movement, experience, and sustainability.
Enables development of customer experience and service chains.

3. PMS Data Sharing and Comparison

Anonymous comparison of operational data (e.g., occupancy rates) between accommodation providers.
Goal: Develop a PMS add-on that enables secure data sharing.

4. Marketing Campaign Assistant

An AI-assisted tool that helps SMEs target campaigns at the right time and to the right markets.
An application that utilizes market data provided by the DMO.

5. Forecasting Staffing Needs

A predictive model that uses historical data, bookings, and event information.
Aims to optimize staffing resources according to seasonal demand.

6. Shared Data Repository with AI Interface

A coordinated and curated data source from which SMEs can retrieve information using AI tools.
Goal: Make data usage easier and support the development of new applications.

7. Forecasting Tourist Volumes

A predictive model that combines internal and external data sources (e.g., weather, events, flights).
Aims to support capacity and marketing planning.

8. Dynamic Pricing for Domestic Travel Packages

A solution that optimizes pricing for domestic travelers during the late winter season.
Goal: Increase domestic demand and balance capacity utilization.

9. Real-Time Service Availability

A platform that shows tourists what services are available in real time.
Goal: Boost last-minute sales and improve customer satisfaction.

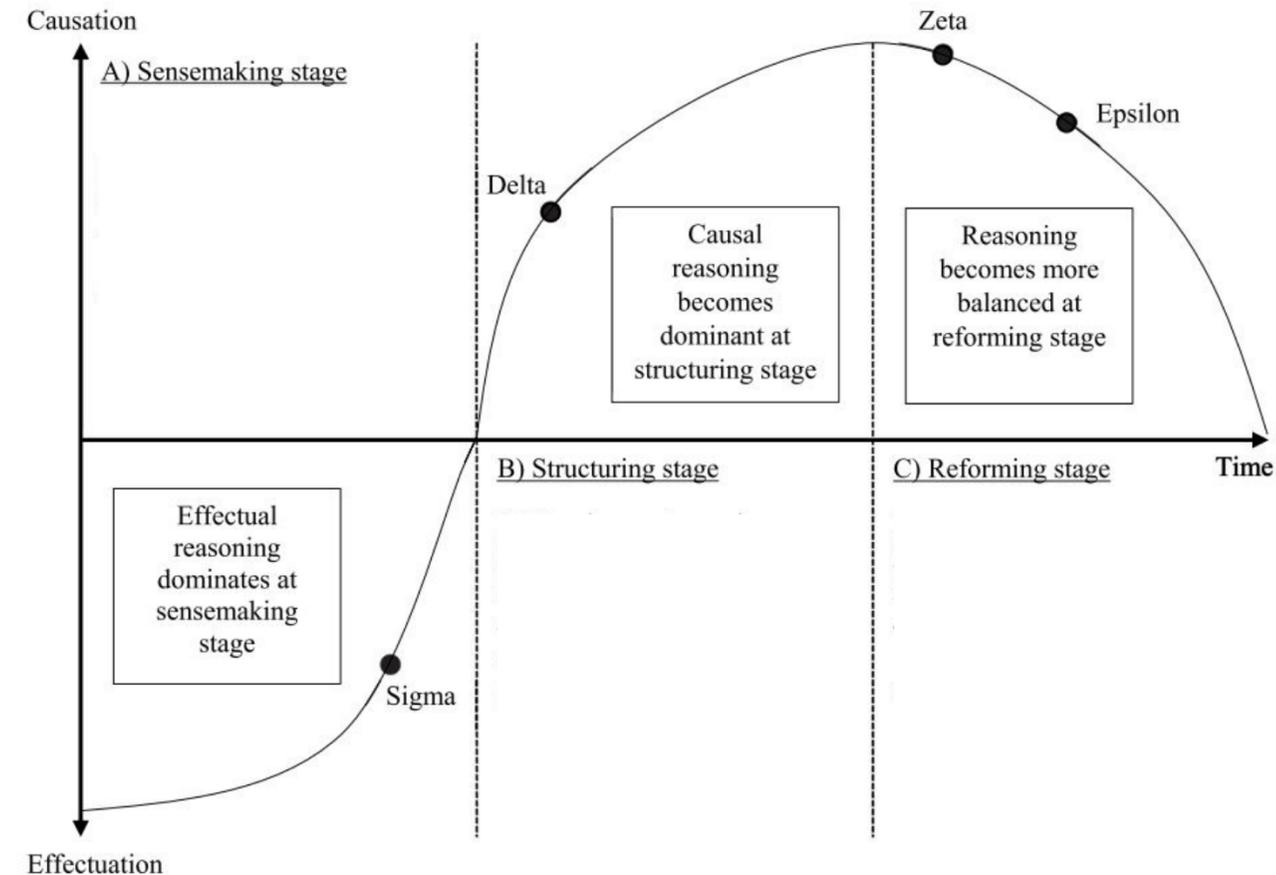
Why a data space?

Without Dataspace	With Dataspace
Fragmented data in silos	Unified, interoperable access
Unclear data use	Transparent governance and consent
One-off use cases	Reusable data for multiple purposes
Manual effort	Automated, AI-ready pipelines
Limited collaboration	Shared visibility across sectors

Next stage: Implementation

Start on 1st October, 2025

- Further specification of the first use cases
- Partner role definition
- Start of the data sharing
 - Looking for opportunities to advance the other use cases within the Pilot, in order to scale up.



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