**Speech by Valentina Superti at**

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**Space data for tourism**

**SPEECH**

* Many thanks for this invitation to speak in beautiful Matera, a place where the stars of tourism and space align.

*Space data*

* In 2022, tourism was the focus of a hackathon, organised by the European Commission, tackling global challenges with space technologies.
* The initiative was under CASSINI Hackathons and supported space entrepreneurship, by bringing together young professionals, students, researchers, and entrepreneurs with interests in software, data, design and business to create innovative solutions with earth observation data, satellite positioning technologies and satellite communications.
* The three winners, from Greece, Portugal and Italy, showed how satellite data, combined with technology, can be used to solve issues such as map charting and water and air quality measurement.
* They show how **European programmes such as Galileo and Copernicus can offer pragmatic uses for specific sectoral issues**.
* Indeed, Copernicus data are available to all for free, and it is our job to support regions, national authorities, destinations and business use make the best use of them.
* Overtourism and climate change are obvious examples which come to mind where space data entrepreneurship can make a difference,
* by offering real time information which can improve the safety of road and water traffic, or even hiking trails;
* it can monitor the levels of health or stress of protected natural areas - we can think of the sea or the mountains, and eco-systems, or of rural areas of cultural and patrimony interest.
* Emergency management and security are also applications of great interest for the sector.

*Data space*

* These applications of space data are an excellent example of how tourism need high quality data to inform its offer and develop more sustainable tourism services, but access to it is often fragmented and not easy to understand.
* So on 20 July, we presented our plans for a tourism data space in a Communication from the Commission: *Towards a common European tourism data space: boosting data sharing and innovation across the tourism ecosystem*.
* **The common European data space for tourism would make data sets interoperable regardless of their source, so that information can flow across borders and sectors**.
* This should provide business and destination managers with a richer pool of information.
* The deployment of the data space will take a few years, starting from the rich, existing official statistics.
* Building it is a slow, organic process of collaboration and trust building between all actors of the tourism ecosystem.
* It is also undertaken on a voluntary basis: that is to say, unless it is legally required, sharing data will not be mandatory.
* **This is the overall ambition of the European Commission and our data strategy: to put forward an assertive approach which makes open data a reality to the best possible extent, while taking into account security concerns**.
* But it would be remiss to highlight the benefits of data sharing without mentioning the importance of privately-held and commercial data.
* Accommodation, travelling, payment, telecom data are all key to tourism services and management.
* Public policies should take into account that any initiative involving data management and data sharing needs to take into account the importance, on the market, of commercial data. I am sure the same is true for space data.
* In our case, we are working together with both public and private sectors to understand under which rules and principles should data be shared: this is in the interest of stakeholders, who accept to participate in the data space as both data holders and data receivers.
* Additionally, we want to support those European companies who need data to offer analytical services to experts (Data Managements Offices, DMOs) and SMEs.

*Transition Pathway for Tourism and pledges*

* Our entire work on tourism is, in fact, a collaborative effort.
* Our **Tourism Transition Pathway**, agreed with stakeholders last year, shows the way on how exactly to achieve our shared goals, which aim at making **tourism ecosystem more sustainable, digital and resilient, equipped with adequate skills**.
* All governments endorsed this Pathway on 1 December 2022, and based on it, they set out a European Agenda for Tourism 2030 .
* The Transition Pathway for Tourism is currently in its co-implementation phase, and we are working closely with all stakeholders to take it forward.
* In particular, we are collecting pledges and commitments from tourism actors on their concrete actions.
* The collection of pledges invites stakeholders of all types, public and private, local, regional and across Member States to get engaged through actions which make most sense for their context, priorities and starting points.
* It is not about monitoring your work: rather, it is about giving it the visibility it deserves.
* And as regards these pledges, we would very much welcome good practices and projects using space data.
* This is why we invite everyone here today presenting their interesting projects to flag them also to us, so we can give them publish them on our website, invite them to our events, and build a repository of projects which, all taken together, bring forward the European Agenda for Tourism 2030.
* Thank you.