

Austrian tourism dataspace

Sustainability through data sharing

Data is a key resource in the pursuit of greater sustainability within the tourism industry – and information on parameters like visitor flows or overall energy consumption are an important base for eco-friendly decision making. However, dealing with data is also a very sensitive field requiring responsible management and high security standards. The Austrian Tourism Dataspace is an innovative solution to combine both. It allows tourism organizations across the country to access a comprehensive amount of tourism data, and provides a trustworthy and safe space for sharing new industry information. The goal: Positioning Austria as a trailblazer towards a data-driven, more sustainable tourism sector – and making the tourism industry more innovative, efficient and better prepared for the changes that lie ahead.

How it works

At its core, the Austrian Tourism Dataspace is an innovative hub for both collecting and sharing tourism data from across the country. Access is available to everyone working with tourism data – from small hotels and startups to energy providers or large corporations. Once the sign-up process is complete, members can use the platform to view existing data or share their own. As a result, the platform provides real-time information from a wide variety of resources, ranging from open data and surveys to exclusive insights provided by accommodations, transport companies and tourist attractions – while being fully transparent and GDPR-compliant. This allows members to make data-driven decisions, identify behavioral patterns, gain a better understanding of the Austrian tourism landscape and ultimately adapt their strategies to a more sustainable, eco-friendly and data-driven approach.

The Big Picture

Data hubs like the Austrian Tourism Dataspace play a crucial role in promoting sustainable tourism: They offer valuable insights into some of the industry's most important issues, such as excessive visitor flows and over-tourism hotspots. Additionally, they allow for safe, GDPR-compliant sharing of new data, which in turn enables members and contributors to refine their own services – and provide more tailored (and eco-friendly) recommendations to their guests. This not only improves visitor satisfaction, but also makes Austria more appealing as a destination, while helping the national tourism sector to maintain the tricky, but vital balance between economic growth and environmental protection. Last but not least, the data space is a hub for innovation, firmly positioning Austria as a leading figure in developing and implementing cutting edge solutions which still align seamlessly with the nation's green tourism goals.

Quick Facts

- Solution area: **Organisations, Processes, Quality assurance and certification, Social participation and engagement, Technological innovation**
- Administrative level: **Municipality, District, State, Federation**
- Solution process: **Digitization and technology, Environment and sustainability, Tourism and leisure**
- Technology: **Information technology, Platform technology**