

PRESS RELEASE

Key European tourism stakeholders co-sign a Code of Conduct on data sharing in tourism

In a move to respond to the digital transition of the tourism industry, 20 organisations representing the travel and tourism sector at European level agreed to sign a Code of Conduct on data sharing in the tourism sector. This non-binding document clarifies the main aspects to consider in data sharing agreements and should help to build trust and foster data sharing agreements.

Brussels, 8 March 2023. Tourism related data is becoming increasingly important and is an essential resource to drive competitiveness, innovation and job creation in the sector. With tourism accounting for 10 percent of the European Union's GDP¹, the development of the data economy in tourism at EU level is essential. By creating and endorsing this Code of Conduct, European stakeholders lay down appropriate conditions for harmonised and interoperable tools for tourism-related data exchange.

This document aims at building trust between tourism stakeholders and providing support in the creation of mutually beneficial data sharing agreements in the tourism industry. By setting out common principles (such as interoperability, security, liability...) definitions and guidelines for data sharing, this document contributes to the EU-wide architecture for non-personal data exchange. It is a timely tool to respond to several challenges with regards to the access, use and sharing of data in a high-quality manner. It highlights how to ensure privacy and security when sorting and processing data. At the same time, this document establishes a level playing field where the public sector, private sector and stakeholders have equal chances and opportunities to use and share data in tourism.

By providing their endorsement as a sector, tourism stakeholders demonstrate their active engagement in and alignment with the goals of the European digital strategy for tourism and the key aims of the Transition Pathway for Tourism. This Code of Conduct is a means of actively sharing tourism-related data and a strong first step towards goals of a common European Tourism Data Space, which is in preparation.

The following 20 organisations are endorsing the Code of Conduct:

Italian Association for Responsible Tourism (AITR), International Committee of Tourism Film Festivals (CIFFT), European Boating industry (EBI), European Cyclists' Federation (ECF), European Travel agent's and Tour Operators Associations (ECTAA), European Historic Thermal Towns Association (EHTTA), European LGBTQ+ Travel Alliance (ELTA), European Travel Commission (ETC), eu travel tech (EU association representing online indirect distributors of travel), Europa Nostra, European Federation of Tourist Guide Associations (FEG), Global Business Travel Association (GBTA), Hotels, Restaurants and Cafés in Europe (HOTREC), The Global Association for the Attraction Industry (IAAPA), International Social Tourism Organisation (ISTO), Mirabilia Network, NECSTouR, New Deal Europe, European Federation of Rural Tourism (RURALTOUR) and Startup Turismo Association.

This is not a limitative list and any European organisation active in the tourism sector can endorse the Code of Conduct.

1. <https://www.europarl.europa.eu/factsheets/en/sheet/126/tourism>

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Italian Association for Responsible Tourism (AITR)

AITR is the oldest and biggest association in Europe that operates in the field of Responsible Tourism. AITR has been working for the affirmation and dissemination of the culture, principles and practices of sustainable and responsible tourism since 1998.

International Committee of Tourism Film Festivals (CIFFT)

Created in 1989, the International Committee of Tourism Film Festivals (CIFFT) brings together international corporate and tourism film festivals at the most prestigious award and recognition initiative for tourism ads, promotional, and social media videos - the CIFFT Circuit.

European Boating industry (EBI)

EBI represents the recreational boating industry in Europe. It encompasses all related sectors, such as boatbuilding, equipment manufacturing, marinas and service providers. The industry is a significant contributor to the European economy, representing 32,000 companies, predominantly SMEs that employ over 280,000 people directly. The mission of EBI is to advance and represent a sustainable boating and nautical tourism industry #MadeInEurope. More information on EBI's website: www.europeanboatingindustry.eu

Contact: office@europeanboatingindustry.eu

European Cyclists' Federation (ECF)

ECF is the single European umbrella organisation for cycling for both transportation and leisure. With more than 60 member organisations in over 40 countries, we unite the European cycling movements as the only civil society voice at the pan-European level. The vision we share with our members is to improve and increase cycling across the whole of Europe. ECF manages EuroVelo, the European cycle route network.

European Travel agent's and Tour Operators Associations (ECTAA)

ECTAA represents some 80,000 travel agents and tour operators in Europe, which provide consultancy and sell transport, accommodation, leisure and other tourism services as well as combined products to leisure and business customers.

contact: edresin@ectaa.eu

European Historic Thermal Towns Association (EHTTA)

The European Historic Thermal Towns Association (EHTTA), is a membership organization representing historic thermal spa towns across Europe.

European LGBTQ+ Travel Alliance (ELTA)

ELTA is the umbrella organization of LGBTQ+ tourism industry across the European Union which aims to promote an inclusive hospitality and attract LGBTQ+ Tourists to Europe.

Contact: secretariat@elta-diversity.org

European Travel Commission (ETC)

The European Travel Commission (ETC) represents the national tourism organisations of Europe. Established in 1948, ETC's mission is to strengthen the sustainable development of Europe as a tourist destination and to promote Europe in third markets. Its 35-member tourism boards work together to build the value of tourism for all the diverse European destinations through cooperation in sharing best practice, market intelligence and promotion. For more information, visit www.etccorporate.org and follow @ETC_Corporate.

eu travel tech (EU association representing online indirect distributors of travel)

eu travel tech represents the interests of travel technology companies. eu travel tech uses its position at the centre of the travel and tourism sector to promote a consumer-driven, innovative and competitive industry that is transparent and sustainable. Our membership spans Global Distribution Systems (GDSs), Online Travel Agencies (OTA), Travel Management Companies in business travel (TMCs) and metasearch sites. Our members include Amadeus, Booking.com, eDreams ODIGEO, Expedia Group, Travelport, and Skyscanner. Associate members include American Express GBT, etraveli, Trainline and Tripadvisor.

Europa Nostra

Europa Nostra is the European voice of civil society committed to safeguarding and promoting cultural and natural heritage. It is a pan-European federation of heritage NGOs, supported by a wide network of public bodies, private companies and individuals, covering over 40 countries. Europa Nostra maintains close relations with the European Union, the Council of Europe, UNESCO and other international bodies. We campaign to save Europe's endangered heritage, in particular through the 7 Most Endangered Programme. We celebrate excellence through the European Heritage Awards / Europa Nostra Awards. We contribute to the definition and implementation of European strategies and policies related to heritage. We are an official partner of the New European Bauhaus initiative and act as the Regional Co-Chair of the Climate Heritage Network for Europe and the Commonwealth of Independent States.

European Federation of Tourist Guide Associations (FEG)

FEG is an umbrella non-profit professional organization, representing qualified tourist guide national associations and federations in 29 countries across Europe, all certified to guide in their own country, region or city. We support life-long training, European Standards on tourism and tourist guides, a FEG Code of Conduct and a Quality Charter for the guiding services.

Website: <https://www.feg-touristguides.com/>

Contact: info@feg-touristguides.org

Global Business Travel Association (GBTA)

The Global Business Travel Association (GBTA) is the world's largest business travel and meetings trade organization headquartered in the Washington, D.C. area with operations across four continents. GBTA's members manage more than \$345 billion of global business travel and meetings expenditures annually. GBTA delivers world-class education, events, research, advocacy and media to a growing global network of more than 28,000 travel professionals and 125,000 active contacts.

Visit <https://link.edgepilot.com/s/18cec2cd/fzC605ld4UOqvVjObsfUYg?u=http://www.gbta.org/> for more information.

Hotels, Restaurants and Cafés in Europe (HOTREC)

HOTREC is the umbrella association of Hotels, Restaurants, Bars and Cafés and similar establishments in Europe, which brings together 46 National associations in 35 countries, and is the voice of European hospitality. HOTREC's mission is to represent and champion its interests towards the EU and international institutions, foster knowledge sharing and best practices among its members to further promote innovation, and act as a platform of expertise for the hospitality sector.

The Global Association for the Attraction Industry (IAAPA)

The International Association of Amusement Parks and Attractions (IAAPA) represents more than 6,700 attractions, suppliers, and individual members from more than 100 countries. In Europe, the membership covers over 1,400 members, including professionals from amusement parks, theme parks, attractions, water parks, resorts, family entertainment centres, zoos, aquariums, science centres, museums, manufacturers, and suppliers. Members include much beloved household names from numerous Member States with strong roots in the local community, in some cases going decades back.

International Social Tourism Organisation (ISTO)

The ISTO brings together more than 170 stakeholders from the social, sustainable and fair tourism sectors from over 40 countries. ISTO's actions pursue two ambitions: promote the development of tourism for all and make holidays accessible to the greatest number of people and promote and support forms of tourism that benefit people, communities and local areas. These include responsible, fair and community tourism.

Mirabilia Network

Mirabilia is a network of chambers of commerce (19 in Italy), which shows how to connect the key SMEs operating in the tourism sector with the less known UNESCO sites, combining the offer of culture, gastronomy, arts, handicrafts, fashion, creative industries, design, cultural and natural heritage and the value chain of cultural- tourism services with an integrated and sustainable approach. Currently the network is enlarging in other EU countries, such as France, Croatia, Spain and its chambers of commerce.

Contact: vito.signati@basilicata.camcom.i; cinziademarzo11@gmail.com

NECSTouR

NECSTouR is the Network of European Regions for Sustainable and Competitive Tourism. Based in Brussels, it develops Interregional Projects to improve Tourism Governance in Europe. Since 2007 it has undertaken a unique journey, representing today more than 70 organisations around Europe and connecting Regional Tourism Governance with European levels of government, EU financial instruments, Academic Organisations (Universities and Research Institutes) and Private Sector (Representatives of Tourism Enterprises, Associations, and Networks). For more information, visit <https://necstour.eu/> and follow [@NECSTouR](https://twitter.com/NECSTouR).

New Deal Europe

New Deal Europe brings together tour operators and tourism organisations with a focus on the Greater Balkan region of Europe. As such, New Deal Europe is the only travel market platform dedicated to generating business to this growing tourism destination. <https://newdealeurope.com/>

European Federation of Rural Tourism (RURALTOUR)

The European Federation of Rural Tourism - RURALTOUR represents a sector with an estimate of 500.000 micro-and nano enterprises and about 5-6,5 million bed places in Europe. Services cover hospitality, gastronomy, and active tourism services.

Startup Turismo Association

Startup Turismo is the voice of innovation in Travel and Tourism, the only player that represents travel start-ups in Italy. The Association is on a mission to foster an enabling environment for its members' initiatives through its activities of Networking, Institutional and Investors relationships, Research at a national and international level.

Contact: info@startup-turismo.it