

Linking space to user needs

# EU Space data: Innovations for sustainable tourism

GSTC2024 Global Sustainable Tourism Conference, Stockholm

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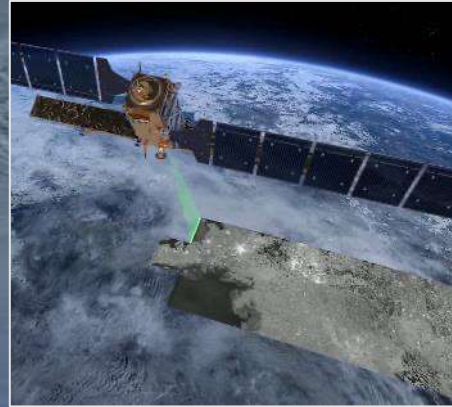
# EU Space for a resilient society



**Galileo**



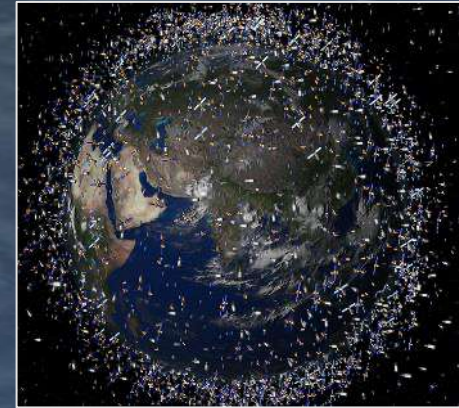
**EGNOS**



**Copernicus**



**GOVSATCOM,  
IRIS<sup>2</sup>**



**SST**



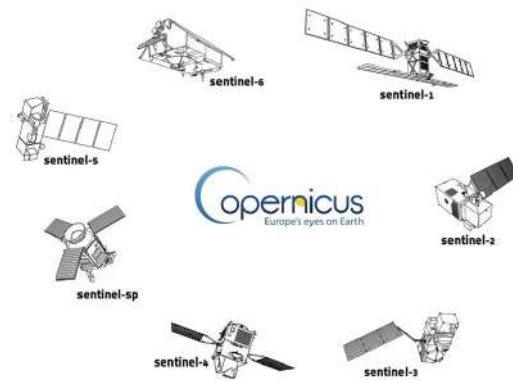
**Climate resilience:** EU Space data support the implementation of the **European Green Deal**

Report with **examples** how to use space data across industries to **improve sustainability**

Copernicus for **tourism environmental impact assessment** helps tourist and hospitality sites with **planning & prevention**



# EU's Earth observation programme providing **free** and **open** data to all users around the world.



## Sustainable tourism



**Nr.1 world provider** of space data and information



# Examples: consumer apps

## UV-Bodyguard



**Warns you before sunburn.**  
*Copernicus data: CAMS*

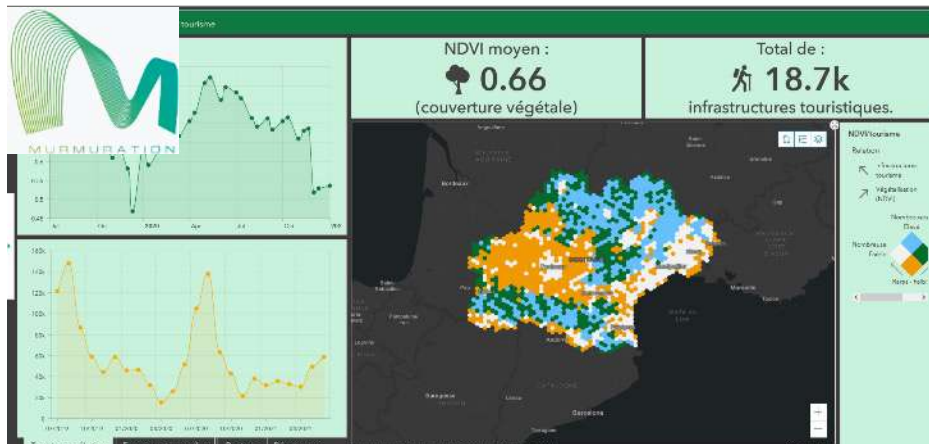
## DiscovAir



**Recommends an optimal time to visit any location,  
based on enviro indicators**  
*Copernicus data: CAMS*

# Examples: environmental monitoring solutions

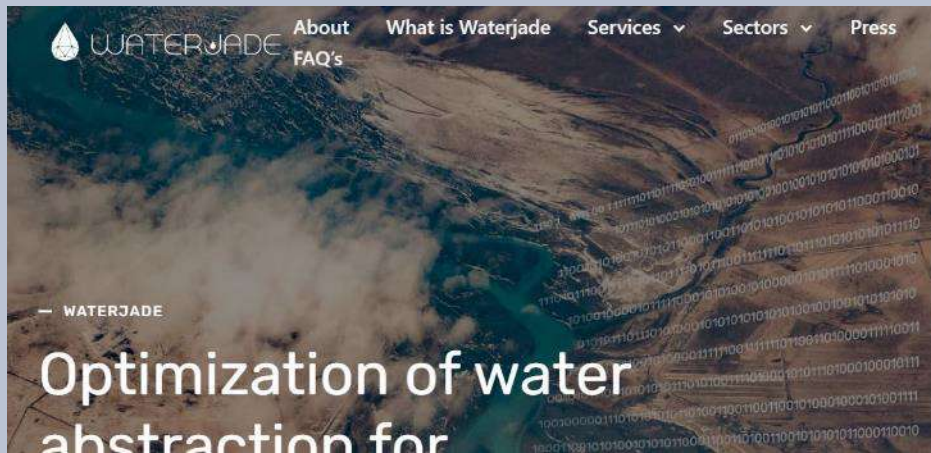
**Murmuration:** Enviro data & decision-making for tourism



**SeaCras:** Large-scale monitoring of coastal waters



**WatQEO:** Monitoring lake water quality



**ReefSupport:** environmental reports and predictive models for reef maintenance.





# Tourism in EUSPA's Market report

## The 2024 EO and GNSS Market Report

combines market and application insights across 15 market segments.

Market segments most relevant to the environment and tourism:



**Climate, environment and biodiversity**



**Forestry**



**Consumer solutions, tourism and health**



**Urban development and cultural heritage**



2024 EU Space Market Report

[https://www.euspa.europa.eu/sites/default/files/euspa\\_market\\_report\\_2024.pdf](https://www.euspa.europa.eu/sites/default/files/euspa_market_report_2024.pdf)

# Tools for innovation, market development & user uptake

Demonstrator projects  
(*PoC Digital Tourism and Cultural Heritage*)



User Consultation  
Platform (UCP)

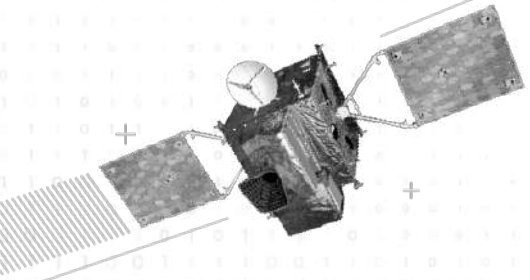


EU Commission's  
Cassini Initiative





# The CASSINI actions support each stage of the space entrepreneurship journey



**CASSINI**



**Ideas**

**CASSINI**

Hackathons & Mentoring

The **CASSINI Hackathons** foster new ideas for digital applications leveraging EU Space Data



**Solutions**

**CASSINI**

Challenges

The **CASSINI Challenges** competition boosts the development of innovative solutions



**Capabilities**

**CASSINI**

Business Accelerator

The **CASSINI Accelerator** shapes companies' capability to achieve sustained growth



**Relationships**

**CASSINI**

Matchmaking

The **CASSINI Matchmaking** connects start-ups with corporates & investors



**Investments**

**CASSINI**

Facility

**CASSINI Growth Facility** simplifies access to risk capital for EU space companies



**Gather & interact**

**CASSINI**

Entrepreneurship Days

The **CASSINI Entrepreneurship Days (3-4 June, Prague)** bring together the CASSINI ecosystem every year

+ many other start-up & cross industry events across Europe

# Linking space to the needs of tourism stakeholders

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## Cassini.eu – opportunities for startups



## EC/EUSPA User Consultation Platform



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