

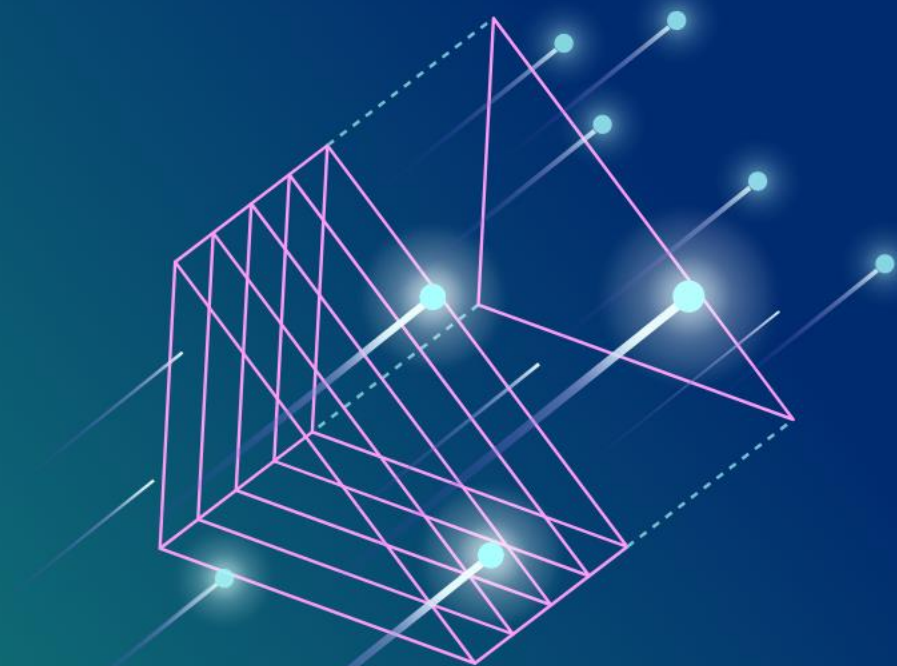
Tourism: a flagship for the Data Economy in Europe

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Tourism: Harnessing the power of data

Mastercard's Global Tourism Innovation Hub





125 billion transactions / year

DATA RESPONSIBILITY PRINCIPLES

Privacy & Security
Social impact

Transparency & control
Inclusion

Integrity

Accountability
Innovation

Mastercard Supports POT in Drawing Tourists Back to Poland

As part of its collaboration with Mastercard, the Polish Tourism Organisation (POT) has been given access to the Tourism Insights platform, which will help the POT to plan activities aimed at drawing international tourists back to Poland.

Mastercard and the Istria Tourist Board created an exclusive campaign

The goal of the campaign aimed for the Austrian and Swiss market is to interest potential tourists in visiting Istria throughout the year, with content designed on the basis of data from Mastercard's Tourism Insights report

SEGÚN ESTUDIOS DE TURESPAÑA Y MASTERCARD SOBRE LA SOSTENIBILIDAD TURÍSTICA

España, considerada uno de los mejores destinos turísticos para los viajeros sensibles con la sostenibilidad

How the city of Umeå, Sweden is using spending data to strive for net zero

JULY 8, 2022

Mastercard is helping Umeå to align its tourism growth plans with its net zero ambitions, providing **Carbon Calculator** insights to understand the environmental impact of visitors' and residents' spending.

Mastercard Economics Institute study reveals new travel trends for 2023

A large billboard with a blue background is the central focus. It features the word "SCALEUP" in white, bold, sans-serif capital letters. To the right of the text is a white icon consisting of a circle with a stylized arrow pointing upwards and to the right. Below the main text, the phrase "Don't be blind, feed your business with data." is written in a smaller, white, sans-serif font. The billboard is set against a backdrop of a city street with palm trees and a classical building. In the top right corner, there are two overlapping circles, one red and one orange.

SCALEUP

Don't be blind, feed your business with data.

How might we **empower Spanish tourism-focused SMEs** with **actionable, personalized, and impactful insights** through one intuitive tool, enabling them **to optimize commercialization, operations and sustainability?**



Thank you!