
The Europeana platform

The Europeana platform is Europe's digital cultural collection for responsible, accessible, sustainable and innovative tourism.



Many European countries heavily rely on tourism for income and the tourism sector is facing severe economic hardship in the wake of the COVID-19 crisis. The European Commission is stepping up its support for the tourism sector to get back on track by promoting local, as well as sustainable tourism. The general public have now even more opportunities to discover Europe's rich diversity of culture and nature in their own country or in another EU country all year round.

Digital technologies, such as immersive, virtual and augmented reality and 3D, are an increasingly important factor for success when it comes to attracting tourists to a destination. They offer new ways for creative expression and have the power to inspire new as well as regular audiences.

Europeana is Europe's digital cultural platform. It allows for responsible, sustainable and innovative tourism. With its vast digital collections of art artefacts, music, sound files, images of cultural heritage buildings and sites, as well as a budding collection of 3D images, Europeana can inspire people to discover beautiful cities and landscapes, historic places and hidden gems across Europe.

Our cultural heritage serves as the glue between the past, present and the future helping people to learn about their history. To support tourism, Europeana has created a special section on the portal: Discovering Europe that allows the user to take a virtual journey across Europe from the comfort of their home.

Europeana's portal for professionals, Europeana Pro, is creating and hosting a "Tourism Hub" in order

to help heritage professionals to find initiatives and opportunities that support and drive tourism throughout the EU and within Member States.

Furthermore, Europeana Pro will invite professionals within the Europeana Network and Aggregator Forum to share their own examples and initiatives on the Hub. They will be encouraged to support the work further by sharing these within their own organisations and networks in order to widen the reach of the tourism initiative by Europeana.

The Commission expert group on Digital Cultural Heritage and Europeana (DCHE) will serve as a platform to publicise the initiative as well to share best practises going on at national level.

Facts on Europeana

- Europeana was launched by the European Commission on 20 November 2008.
- It currently provides access to over 58 million digitised cultural heritage records from over 3600 cultural heritage institutions and organisations.
- The availability of public domain masterpieces serves as appetisers for the would-be tourist.
- It is completely free to use for all.
- Teachers and students use it to get inspiration for their projects.
- The European Commission funds the Europeana initiative under Connecting Europe Facility (CEF).

The Joint Research Centre (JRC) has been developing a web-app Culturalgems. The app offers a map-based interface, focusing on cities in Europe, retrieving key points of interest from OpenStreetMap. JRC have invited local residents and city representatives to contribute their favourite cultural and creative places, together with practical information and reviews.

The Commission has a clear medium and long-term vision to build a resilient and competitive tourism ecosystem in the EU as the world leader for responsible, sustainable and innovative tourism. There is a strong interdependency between culture, and in particular cultural heritage, and tourism, as many tourists chose their destination for its cultural heritage sites.

In the tourism and transport package, the European Commission presented actions to help diversify local tourism offer and connect the public to the diversity and richness of nature and culture in Europe. The communication “Tourism and transport in 2020 and beyond” is also supporting the European platform for Digital Cultural Heritage, Europeana to develop its tourism angle highlighting European cultural jewels and hidden gems.

Figures on tourism in Europe:

- 40% of all EU tourists chose the destination because of its culture and cultural heritage sites
- 62 % of Europeans make at least one leisure trip every year and most of them stay in Europe
- €190 billion is spent on tourism during a normal summer season
- 10% of EU GDP comes from tourism

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Latest

Commission launches public consultation on digital access to European cultural heritage

The Commission has opened a public consultation on the opportunities offered by digital technologies for the cultural heritage sector. Stakeholders and all interested people are invited to provide feedback on the Recommendation of 2011 on digitising cultural material and digital preservation.

The aim is to propose a more appropriate policy instrument to support the digital transformation of cultural heritage.

EU Member States sign up to cooperate on digitising cultural heritage

27 European countries signed a Declaration of cooperation on advancing digitisation of cultural heritage. They will work more closely together to better use state-of-the-art digital technologies in addressing risks that Europe's rich cultural heritage is facing, enhancing its use and visibility, improving citizen engagement, and supporting spillovers in other sectors.

Europeana launched Love Transcribathon to crowdsource World War I love stories for Valentine's Day

For Valentine's Day, Europeana launched a special Love Transcribathon, an online crowdsourcing campaign developed to unveil unique testimonies of the First World War by encouraging people to transcribe handwritten love letters from that time. Europeana 280: connecting Europeans to their art heritage

Europe's digital library - Europeana - today launches Europeana 280, a cross-border campaign to get people interested in Europe's artworks and their evolution across the centuries. Browse Digital Cultural heritage

Related Content

Big Picture

Digital cultural heritage

Cultural heritage has a new breath of life thanks to digital technologies and the internet. Citizens now have opportunities to access cultural material online.

See Also

The European Film Forum

The European Film Forum is a platform for a structured dialogue between policy makers and stakeholders in the audiovisual sector.

Access to finance for the Cultural and Creative Sectors

The Cultural and Creative Sectors Guarantee Facility helps SMEs in the cultural and creative sectors to scale up and become more competitive.

Expert Group on Digital Cultural Heritage and Europeana (DCHE)

The Digital Cultural Heritage and Europeana Expert Group is a forum for cooperation in digitisation, and online cultural material and preservation.

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