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. 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, sustainable tourism through Europeana. The general public now have 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 (https://www.europeana.eu/) is Europe’s digital cultural platform. It is allows for
responsible, sustainable and innovative tourism. It can inspire people to discover beautiful cities and landscapes, historic places and hidden gems across Europe. It has a vast digital collection of artefacts, music, sound files, images of cultural heritage buildings and sites, and a budding collection of 3D images.

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 (https://www.europeana.eu/en/discovering-europe). This section allows the user to take a virtual journey across Europe from the comfort of their home.

Europeana’s portal for professionals, Europeana Pro (https://pro.europeana.eu/page/discovering-europe), is creating and hosting a ‘Tourism Hub’. This hub will help heritage professionals to find initiatives and opportunities that support and drive tourism throughout the EU.

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 and to share best practises 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 the web-app Culturalgems (https://culturalgems.jrc.ec.europa.eu/). The app offers a map-based interface. It focuses 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, with the aim of being the world leader in responsible, sustainable and innovative tourism. There is a strong interdependency between culture, and in particular cultural heritage, and tourism. Many tourists chose their destination for its cultural heritage sites.

and 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 1 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.

Follow the latest progress and learn more about getting involved.

Follow the Commission's work on digital culture @digicultEU (https://twitter.com/digiculteu?lang=en)
The Commission has adopted this week the amendment of the Digital Europe work programmes for 2024, assigning €762.7 million in funding for digital solutions to benefit citizens, public administrations, and businesses.

The European Commission has adopted the amendment of the Digital Europe Programme Work Programmes 2023-2024

The Commission has opened new calls for proposals under the 2023-2024 Work Programmes of the Digital Europe Programme to strengthen digital capacities across the EU.

The European Commission has just launched the ‘Twin it! 3D for Europe’s culture’ campaign and invited the 27 EU Ministries of Culture to select and submit one 3D digitised cultural heritage asset to the common European data space for cultural heritage, deployed by the Europeana initiative.
Related Content

Big Picture


Cultural heritage is evolving rapidly thanks to digital technologies. The momentum is now to preserve our cultural heritage and bring it to this digital decade.

See Also

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


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