



# **Socio-economic impact assessment of the ARTES 4.0 programme**

## **Case study portfolio**

European Space Agency

13th December 2024



# Sustainable Tourism Indicators ARTES Business Applications & Space Solutions (BASS)



French company Murmuration is quantifying the sustainability of tourism across the world

- Helping decision-makers understand, monitor, and act on the environmental impact of tourism through satellite data

## LEVERAGING ESA'S SUPPORT

- Partnership with CNES and ESA – supported since inception in 2020 by funding large-scale projects and providing access to satellite data.
- Winner of ESA's Rising Stars award, recognising the most promising European space start-ups in ESA's ecosystem.

*“Murmuration seamlessly intertwines space technology and tourism, with ESA's support emerging as a crucial linchpin from scientific, technical and commercial perspectives.”*

## COMMERCIAL SUCCESS & GROWTH

Winner of ~5 competitions, including a €100,000 prize 

7 key users 

€750K turnover in 2022 

Contracts and partnerships through Collaboration with Segittur, CRTL AURA, and Malta Tourism Authority 

## PIONEERING SUSTAINABLE SOLUTIONS

- Winner of the UNWTO “Awake Tourism Challenge,” highlighting innovative services and support for the UN Sustainable Development Goals.
- Use cases: monitoring tourism’s impact on air quality, assessing urbanization and infrastructure, and evaluating sustainable tourism and environmental capacity





