



Together for EU Tourism

STAKEHOLDER MEETING

11 September 2023

Event website



#EUTourism

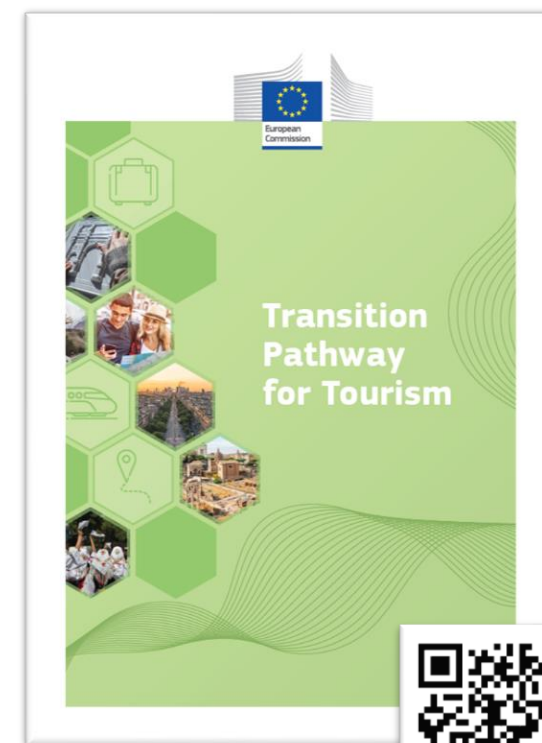
SETTING THE FRAME

Transition Pathway for Tourism

- Published on 4 February 2022
- 27 areas for a green, digital & resilient EU tourism ecosystem
- Co-implementation process: [call for commitments & pledges](#) for public and private tourism stakeholders
- Implementation support through T4T expert group and T4T platform
- Follow-up support through EU Tourism Dashboard

Key objectives of “Together for EU Tourism” open stakeholder events:

- Share recent developments in EU tourism ecosystem
- Showcase good examples of commitments and pledges
- Facilitate exchanges and engagement of stakeholder community
- Encourage stakeholders to submit new pledges



AGENDA

09:30-10:30 OPENING REMARKS

by Marie-Hélène PRADINES, Head of Unit, European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)

WHAT'S NEW IN THE TOURISM ECOSYSTEM: UPDATES FROM THE COMMISSION

- Feedback from the summer season
- Resilience
- Green & digital transition
- Skills for the tourism sector
- EU Tourism Dashboard
- Stocktaking of progress in 2023
- Together for EU Tourism (T4T) Expert Group

DISCUSSION WITH STAKEHOLDERS

10:30-11:00 Coffee break

AGENDA

11:00-12:45 **TRANSITION PATHWAY : OVERVIEW OF PLEDGES AND COMMITMENTS**

by Marlène Bartès, Policy Officer, European Commission, DG GROW

IN THE SPOTLIGHT

Radisson Hotel Group (Green transition)

Sven WILTINK, Global Senior Director Sustainability

Digital Tourism Think Thank (Digital transition)

Nick HALL, Founder and CEO

Queer Destinations (Skills and resilience)

Edgar WEGGELAAR, CEO & Oriol PÀMIES, Founder and President

Netherlands Board of Tourism & Conventions (Collaborative governance)

Anouk VAN EEKELEN, Director Destination Development

Emilia-Romagna Region - Italy (Social dimension)

Silvia DE GERONIMO, Officer and Project Coordinator

12:45-13:00 **WRAP UP & CLOSING REMARKS**

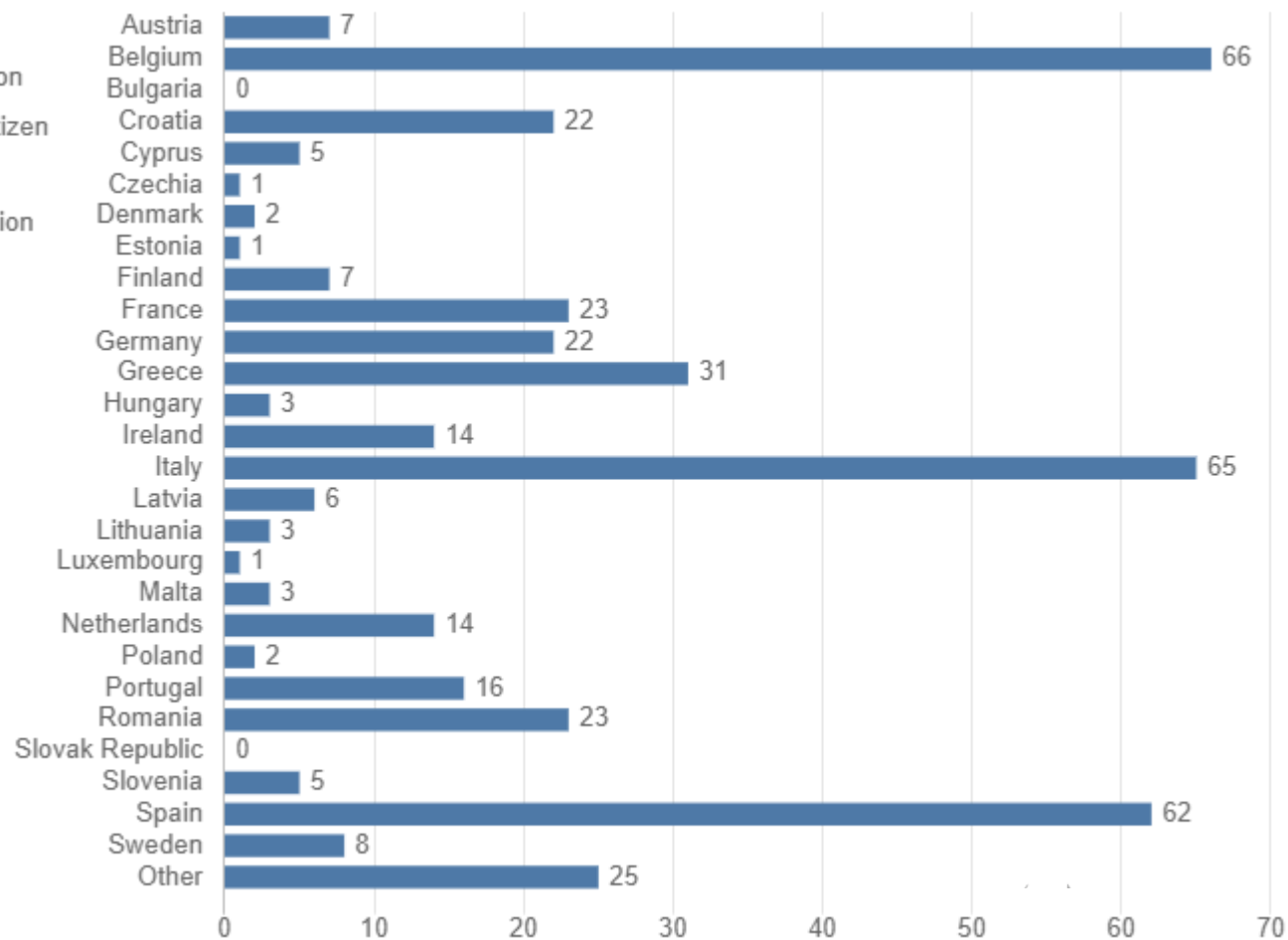
EVENT REGISTRATION

Online (via Webex)		355
In-person		82

Types of participants



Countries



What's new in the tourism ecosystem: **UPDATES FROM THE COMMISSION**



FEEDBACK FROM THE SUMMER SEASON

Early indications

- 'Revenge tourism' remained strong in Europe
- Tourism summer season globally very good
- Flows expected back to pre-COVID levels in most Member States (FR ...), or even higher (IT, PT, ES...), with:
 - return of important long-haul travellers (North America, Middle East, East Asia)
 - 'over-tourism' in tourism hotspots
 - diversion of flows to Nordic destinations (away from high temperatures & wild fires in South)
 - connectivity returning to pre-COVID levels (less problems reported with airports and airlines)
- Level of revenues below pre-COVID levels because of inflation → Europeans adjust their plans (shorter stays, cheaper hotels, less restaurants, less cultural events...)



RESILIENCE – POLICY ACTIONS

- Political agreement on the digitalisation of the Schengen visa procedure
https://ec.europa.eu/commission/presscorner/detail/en/ip_23_3220
- Revision of the package travel Directive
[Carriages preview | Legislative Train Schedule \(europa.eu\)](#)
- New Regulations on passenger rights
[Passenger rights | Fact Sheets on the European Union | European Parliament \(europa.eu\)](#)
- Proposal of European Disability and Parking Card in all MS
[Commission proposes European Disability and Parking Card valid in all Member States - Employment, Social Affairs & Inclusion - European Commission \(europa.eu\)](#)



RESILIENCE – OPEN CALL FOR EXPRESSION



Crisis Management & Governance in Tourism

EXTENDED DEADLINE

APPLY NOW to participate in this exclusive training programme!

Services Offered:

Expert Assistance Service Package
Introductory Session
Initial Online Meeting
In-Person Workshop
Remote Advisory Sessions
Continuous feedback collection and analysis

Deadline 15 September 2023



Application & Information

- The Call for Expression of Interest is currently open to identify and select at least 50 destinations and 5 cross-border professional associations across the EU and SMP participating countries interested in receiving free of charge advisory and assistance services to strengthen their resilience and crisis preparedness.

Apply here



GREEN TRANSITION

Legislative initiatives: Delivering Fit for 55



EU Emissions Trading System (ETS) reform

Status: Adopted and in force



New EU Emissions Trading System for building and road transport fuels

Status: Adopted and in force



Social Climate Fund

Status: Adopted and in force



Effort Sharing Regulation

Status: Adopted and in force



Regulation on Land Use, Forestry and Agriculture (LULUCF)

Status: Adopted and in force



CO2 emissions standards for cars and vans

Status: Adopted and in force



Carbon Border Adjustment Mechanism (CBAM)

Status: Adopted and in force



Energy Efficiency Directive

Status: Adopted



Alternative Fuels Infrastructure Regulation (AFIR)

Status: Adopted



FuelEU Maritime Regulation

Status: Adopted



Renewable Energy Directive

Status: EU legislators provisionally agreed, pending final vote



ReFuel EU Aviation Regulation

Status: EU legislators provisionally agreed, pending final vote



Energy Taxation Directive

Status: Negotiations ongoing

GREEN TRANSITION

Legislative initiatives 2023

✓ Revision of the Packaging and Packaging Waste Directive

Commission [proposal for a Regulation on Packaging and Packaging Waste](#) (November 2022, with co-legislators). Aim to reduce the generation of packaging waste, boost the use of reusable packaging (reuse and refill), make packaging fully recyclable by 2030.

Key impacts for HORECA sector:

- Ban of single-use packaging (restrictions) (article 22 and Annex V, points 3-5).
- Targets on reusable packaging for HORECA (article 26)
- Obligations related to refill (article 25)

✓ Revision of the [Waste Framework Directive](#) (5 July 2023, with co-legislators).

Legally binding food waste reduction targets for MS by 2030. MS are required to take the necessary measures to reduce food waste by the end of 2030:

- by 10%, in processing and manufacturing,
- by 30% (per capita), jointly at retail and consumption (restaurants, food services and households), compared to the amounts generated in 2020.

✓ [Green claims Directive](#) (22 March 2023, with co-legislators).

Ensure that the environmental labels and claims are credible, trustworthy, comparable and verifiable across the EU; protect consumers from greenwashing, enabling to make informed purchasing decisions; help establish a level playing field when it comes to environmental performance of products. Recognizes EU Ecolabel and EMAS as a reliable tool.

GREEN TRANSITION

Calls, projects:

- ✓ Developing Product Environmental Footprint Category rules for hotel accommodations - [Call for tenders](#) “Development of Product Environmental Footprint Category Rules (PEFCRs) and acquisition of relevant EF compliant datasets for hotel accommodation sector” – evaluation of offers finalized.
- ✓ New thematic partnership on Sustainable Tourism under European Urban Agenda – ongoing, next meeting end October in Seville to prepare the action plan.
- ✓ Technical Support Instrument – Tourism flagship supporting HR, ES, IT, SI, PT, MT, EL – ongoing. TAIEX [workshop on Tourism Data sharing, governance and integration](#), 27-28 September.
- ✓ Sustainable Tourism topic under [Second Call for Proposals EUI - Innovative Actions | EUI \(urban-initiative.eu\)](#) – call ends on 5 October.
- ✓ Open Call for expression of interest for new Smart Specialization (S3) partnerships to join [the S3 Thematic Platform on Sustainable Blue Economy](#). More info: [Inforegio - Call for expression of interest for new partnerships \(europa.eu\)](#), @MARE and REGIO colleagues.
- ✓ Systemic circular solutions for a sustainable tourism – [Call opening on 17 October](#) under Horizon Europe
- ✓ One-stop knowledge shop for the Mission on climate-neutral and smart cities, including tourism: [NetZeroCities](#)
- ✓ [What could the summer bring? Is extreme weather the new normal? \(europa.eu\)](#) – EEA on what action is needed to adapt and prepare.

DIGITAL TRANSITION – DATA SPACE

[Communication from the Commission on the common European tourism data space](#)

(20 July 2023)

Follow-up:

- November 2023: **Blueprint** to set up a tourism data space: results
- November-December 2023: Launch of the test use case for a tourism data space
- September 2023-January 2024: DEP Call for Proposals (EUR 8 million) opens to set up the **infrastructure** of a tourism data space
- Ongoing: Discussing an European Digital Infrastructure Consortium (EDIC) for the **management** of the data space

DIGITAL TRANSITION – VARIOUS INPUTS

- The EU Competence Centre on Data Management, by NECSTour, AnySolution, Turismo Andaluz, Flanders, Arctur, NIT Kiel, Ministerio del Turismo (IT) – 2024
- [EU Capital and EU Green Pioneer of Smart Tourism](#) – shortlists published on September 25 2023, winners announced on November 28 2023
- Best practices and content also available on our [EU Smart Tourism Podcast](#)
- Wealth of material on data management for destinations prepared by the project [Smart Tourism Destinations](#), just finished
- Publication and ongoing collection of the [Inventory of transferable digital tools and practices](#) for tourism actors
- Support provided to SMEs under Single Market Programme for [digital transition, WP 2021](#)



SKILLS FOR TOURISM – POLICY UPDATE

Why skills?

*"We need much more focus in our **investment** on professional education and upskilling, but we also have to **attract the right skills** to our continent, skills that help companies and strengthen Europe's growth."*

State of the Union (SOTEU) 2022

Focus on [European Year of Skills](#) (2023-24)

- Opportunity to highlight need to upskill and reskill across all industrial ecosystems
- Opportunity to showcase the EU Pact for Skills initiative
- Ongoing call for 'skills stories' to promote on website – successful skills stories on people, projects
- Events across all Member States: interactive map – [add your event](#)
- Offers [free training](#) online
- [European Vocational Skills Week](#) 23-27 October 2023



EU PACT FOR SKILLS

European Skills Agenda flagship initiative: large-scale skills partnerships across all ecosystems

- 14 Large-scale partnerships currently established in all ecosystems
- Aim to upskill and reskill the European workforce in green, digital and social skills
- Two regional skills partnership agreed:
 - Lombardia (IT) in December 2022 covering healthcare, energy-intensive industries and cultural and creative industries.
 - for the chemicals industry in April 2023 – 12 partners in 7 MS

Large-scale skills partnership (LSP) in tourism since January 2022

- Support to the Pact for Skills in tourism through Erasmus+ funded project PANTOUR to ensure coordination over the next years
- Currently over 80 members (EU umbrella associations, trade unions, VET and higher education, regional authorities) –open to all stakeholders committed to the agreed objectives and KPIs

What do the Pact and LSP in tourism do?

- Encourage and support set-up of National/Regional Skills Partnerships (NRSPs)
- Monthly online meetings to share best practices and information, work towards achieving the LSP objectives
- Frequent networking and other skills events & seminars (supported by Ecorys)

How can I get involved? What funding is available for vocational education and training?

SKILLS: OTHER POLICY ACTIONS

EC Junior Professionals – one year research project (January 2024):

- What are successful skills development examples across the EU for upskilling/reskilling the tourism workforce, engaging new workers for tourism jobs, vocational and university education programmes which prepare students for tourism of the future (green, digital, responsible, resilient)?
- How can job seekers be motivated to take up employment in tourism, considering it as a new job area, or to engage their skills (e.g. digitalisation, sustainability, entrepreneurial skills) in tourism?
- How can tourism jobs be made more attractive and rewarding in a way that is feasible for small tourism enterprises?
- Survey still open: <https://ec.europa.eu/eusurvey/runner/JobInEUTourismStakeholderSurvey2023>

Preparation of EU-wide promotional campaign for jobs in tourism

- Videos, leaflets, website will be produced for upcoming winter and summer seasons
- Target audience: employers and job seekers
- Local markets will be targeted in all official EU languages



Potential outreach to tourism and hospitality vocational schools

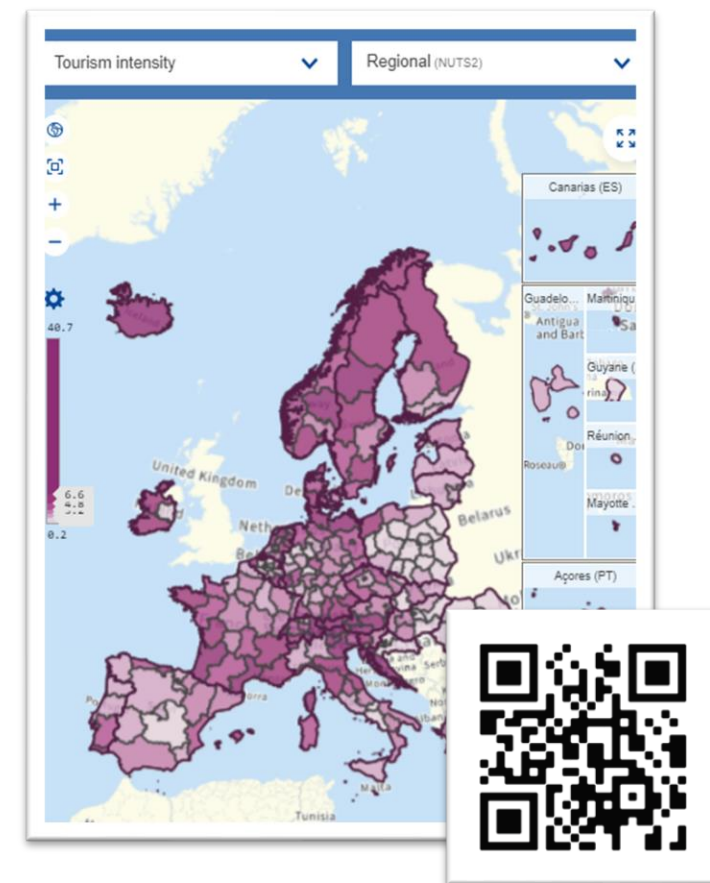
- Bring together tourism and hospitality schools across the EU to help improve attractiveness of sector, promote mobility opportunities & exchanges

EU TOURISM DASHBOARD

EU-level flagship tool on tourism measurements integration and sharing

- Combines data from different sources, including web-scraped big data
- Provides a combination of old and fully new indicators, including composite views on green, digital and resilient transition
- Visualises indicators on national, regional and local levels + provides summary reports
- Provides a possibility to access data through APIs for integrating it into own processing or websites
- Indicators are updated yearly or monthly, depending on availability
- New indicators are being developed continuously, in consultation with Member State experts

New release: 18 October



<https://tourism-dashboard.ec.europa.eu>

Contact: jrc-tourism@ec.europa.eu

HAPPENING RIGHT NOW: FIRST PROGRESS EVALUATION

We are assessing where we are with the Transition Pathway actions, and will make it a yearly exercise, looking at:

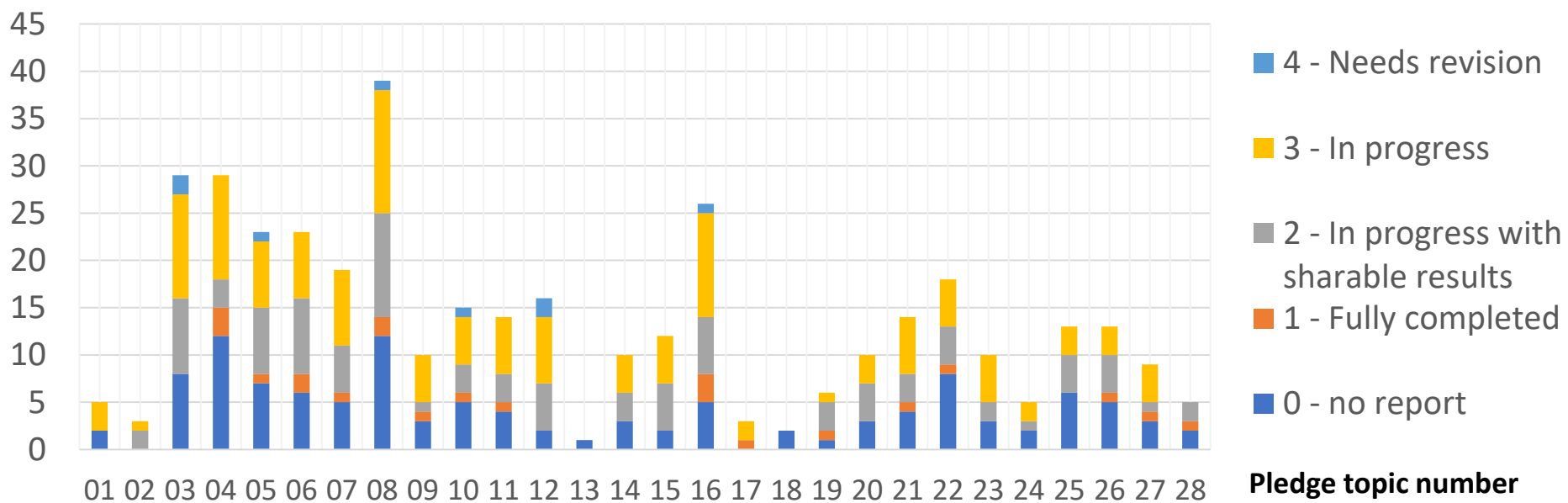
- Actions taken by the Commission and Member States
- Activities and achievements by stakeholders
- Indicators to systematically follow the progress
- Potential new and changing priorities

Publication of the **first Transition Pathway Progress Evaluation Report in December 2023**

All stakeholders with pledges have been invited to contribute to this progress evaluation exercise – and will receive the same request yearly!

PEAK PREVIEW: PROGRESS ON STAKEHOLDER PLEDGES

Responses



Please remember to respond to the reporting request on your pledges' progress!

TOGETHER FOR EU TOURISM (T4T) EXPERT GROUP

- Created to support the implementation of the **Transition Pathway for Tourism**
- **55 members and observers** from all over the tourism ecosystem – it also includes MS representatives
- **3 subgroups**
 - Digital transition
 - Green transition
 - Resilience/Skills/Inclusion
- Setting up their work in 2023 to start **supporting stakeholders**
- New **T4T Platform** from 2024 onwards:
 - Continuously updated information across all types of sources
 - Possibility to find and connect with other actors
 - Monthly focus topics to progress and learn together



Any questions or comments?

