

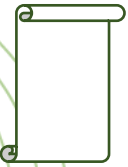
Updates from The 'Together for EU Tourism' community



#EUTourism

For all their topics, the subgroups are expected to

Facilitate pledges implementation



- Encourage and guide stakeholders to make pledges
- Give visibility to good pledges
- Organise sharing sessions of good results and examples

Community support through T4T platform



- Plan monthly focus topics to support community progress in key areas (4 times a year for each group)
- Support the platform contractor in gathering relevant content (reports, projects, webinars) to be shared with the community

Act as a bridge between broader stakeholder community and the Commission



- Gather and share information on progress and topical concerns among stakeholders
- Actively raise awareness of TTP objectives and demand for twin transition
- Share knowledge of T4T activities and opportunities for stakeholder community
- Propose actions to support stakeholders in TTP implementation

Support TTP and EU Agenda 2030 monitoring



- Contribute to yearly evaluation reports with information and feedback
- Propose issues and recommendations based on data on stakeholder needs

... and report back to the plenary group

TTP topic follow-up is shared between subgroups

Green transition

Topic 3: Tourism indicators: sustainability
Topic 6: Sustainable mobility
Topic 7: Circularity of services

Topic 8: Greening of SMEs
Topic 12: R&I for circular tourism
Topic 13: PEF usage development

Digital transition

Topic 1: Short-term rentals
Topic 2: Multimodal ticketing
Topic 3: Tourism indicators: new data sources
Topic 9: Data-driven services

Topic 10: Online information
Topic 14: Tourism data space
Topic 15: R&I for digital services
Topic 16: Digitalisation of SMEs and destinations

Resilience, skills and inclusion

Topic 3: Tourism indicators: regulation
Topic 4: Tourism strategies
Topic 5: Collaborative and smart destination governance
Topic 17: Seamless cross-border travelling
Topic 18: Travel information

management
Topic 19: Awareness of skills needs
Topic 21: Renewing tourism education
Topic 22: Pact for skills in tourism
Topic 24: Fair and equal tourism jobs
Topic 25: Accessible tourism services
Topic 26: Diversification of services

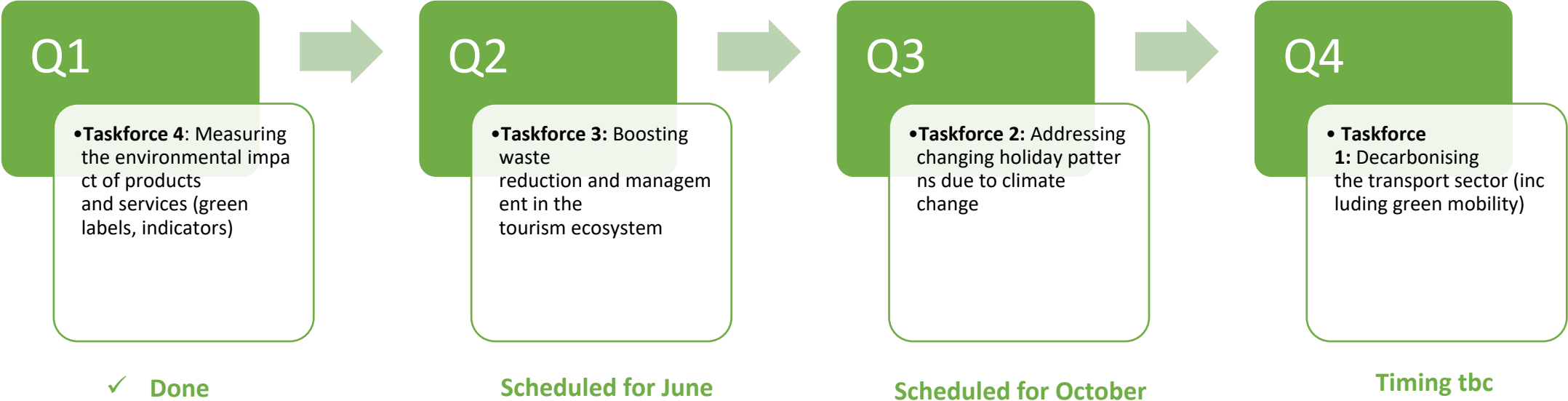
Topic 11: Info platform for SMEs
Topic 20: Awareness of changes in tourism demand and twin transition
Topic 23: Access to learning for SMEs
Topic 27: Visibility of funding opportunities

GREEN SUBGROUP

Ralf Pastleitner, Chair



2024 Agreed Topics & Timeline Green Subgroup



Key achievements since inception

- Joint input to the first **stock-taking report** of DG GROW (November 2023)
- 3 virtual meetings of the subgroup since September 2023, including dedicated break-out sessions for individual taskforces
- Initiated discussions in all **4 individual taskforces**, setting agendas, milestones and electing (rotating) taskforce speakers
- Successfully organised 1st taskforce online webinar on '*Measuring EU Tourism Environmental Impacts*' (12 March 2024) *Great job taskforce 4 – Teresa & Liisa ! 😊*
- **Next milestone in Q2:** Workshop/Webinar taskforce 3 '*Boosting waste reduction and management in the tourism ecosystem*' (date and time tbc)
- Next meeting of the Green Subgroup planned for second half of **April 2024**

1st Webinar: 'Measuring EU Tourism Environmental Impacts'



EUROPARC
FEDERATION



WEBINAR 12.03 2024 | 10:00 - 12:00 CET

**Measuring EU Tourism
Environmental Impacts**

Setting the frame.

Hosted by:  **EUROPARC**
FEDERATION  **EUROPARC**
Sustainable Tourism
in Protected Areas  **European
Commission**

In one hour: **WEBINAR**
**Measuring EU Tourism Environmental
Impacts. Setting the frame.**
12th of March – 10:00 CET

1st Webinar: 'Measuring EU Tourism Environmental Impacts'

1. A general perspective on environmental impacts of tourism (academic/scientific perspective)
2. European tourism environmental sustainability landscape perspective (EU perspective)
3. Lessons from industry

Audience : More than 350 participants from 4 continents !

- **Policymakers** - such as DG GROW, Member State tourism representatives
- **Tourism Associations and institutions** - Destinations Representatives, Tourism Chambers / Unions, Tour Operators, OTAs
- **Environmental sector** dealing with sustainable tourism (ECST destinations, Green destinations, etc.)
- **Certification bodies**
- **Interested parties from all sectors**

Taskforces Green Subgroup

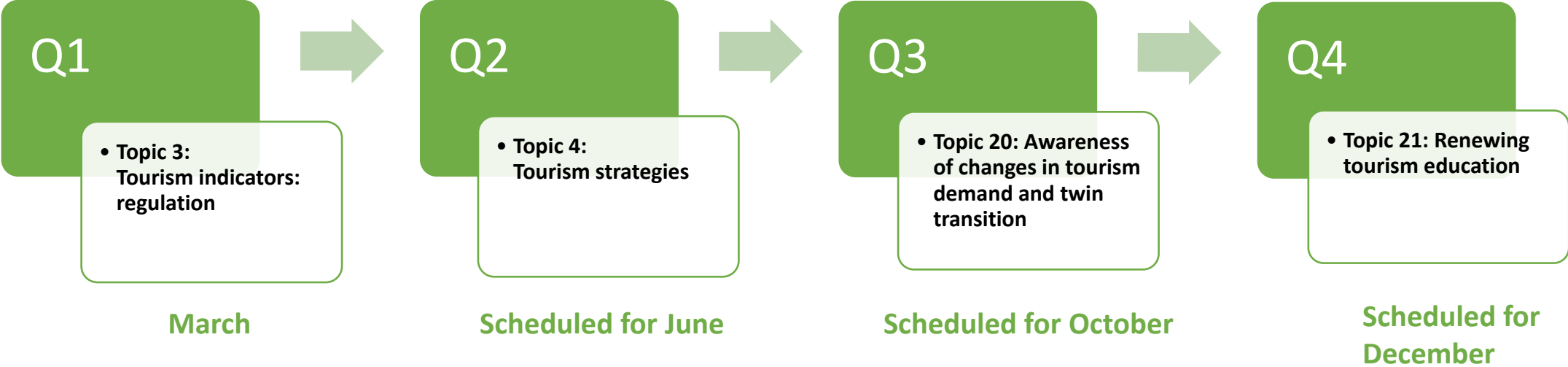
Taskforce 1: Decarbonising the transport sector (including green mobility)	Taskforce 2: Addressing changing holiday patterns due to climate change	Taskforce 3: Boosting waste reduction and management in the tourism ecosystem	Taskforce 4: Measuring the environmental impact of products and services (green labels, indicators)
<ul style="list-style-type: none"> • Renske Klunder – <i>NL Ministry of Economic Affairs and Climate (acting speaker)</i> • Christian Baumgartner – <i>AT Academic</i> • Mercedes Muñoz Zamora – <i>European Greenways Association</i> • Ida Faralla – <i>A4E</i> • Martyn Griffiths – <i>CLIA</i> • <u>Ralf Pastleitner</u> – <i>TUI Group</i> • Luca Carlucci – <i>Bizaway</i> • Shane Colgan – <i>IR Tourism Policy Unit</i> 	<ul style="list-style-type: none"> • Ruxandra Adam – <i>Timis County Council (acting speaker)</i> • Polina Karastoyanova – <i>National Tourism Board Bulgaria</i> • Jan van der Borg – <i>NL Academic</i> • Carla Rasera – <i>Avitem</i> • Luis Campos – <i>PT Turismo de Portugal</i> • Dorota Tomalak – <i>Committees of the Regions</i> • Teresa Conte – <i>IT Ministry of Tourism</i> • Giovanni Finocchiaro – <i>ISPRA</i> • Conrad van Tiggelen – <i>NL Netherlands Board of Tourism and Conventions</i> 	<ul style="list-style-type: none"> • Carla Aguirre Mouritzen – <i>Visit Skane (co-speaker)</i> • Sanna Kyrrä - <i>FI Ministry of Economic Affairs and Employment (co-speaker)</i> • Michaela Reitterer – <i>SDG-aligned Hotelière</i> • Diana Marcello – <i>Mirabilia Network</i> • Carolina Mendonça - <i>Azores DMO</i> • Cláudia Lisboa – <i>UNWTO</i> • Kulli Kräner - <i>EE Ministry of Economic Affairs and Communications of Estonia</i> • Michel Anselin - <i>FR Direction générale des entreprises, Service du tourisme, du commerce, de l'artisanat et des services</i> 	<ul style="list-style-type: none"> • Teresa Pastor Ramos – <i>EUROPARC (speaker)</i> • Emil Juvan – <i>SI University of Primorska</i> • Liisa Kokkarinen – <i>FI Visit Finland</i> • Maria Tselepou – <i>CY Ministry of Tourism</i> • Ena Salihovic – <i>REWE</i> • Ines Belus – <i>FR Service du tourisme, du commerce, de l'artisanat et des services</i> • Christina Russe – <i>ECTAA</i> • Nives Juric – <i>CR Minister of Tourism and Sport</i> • Leslie Vella – <i>MT Malta Tourism Authority</i> • Christian Baumgartner – <i>AT Academic</i>

SKILLS & RESILIENCE SUBGROUP

Vanguelis Panayotis, Chair



2024 Agreed Topics & Timeline of Resilience Subgroup



Key achievements since inception

- Setting up of 4 taskforces (defining the leaders, setting the agendas and milestones)
- Defining **methodology** and template to coordinate and harmonize contributions of each group
- Organise **discussions** on topic 3: “Tourism indicators: Regulation” (3 meetings)
- **Define new indicators** that could be analyzed to estimate Social Sustainability in tourism

Next steps

- **Present indicators to key stakeholders**, both from public and private bodies
- **Discussion** (45 minutes) between working group and personalities from the tourism sector:
 - Brune Poirson (Accor) / Inge Huijbrechts (Radisson)
 - NECSTouR
 - Regions : Flanders, Scotland / Catalonia
 - Effat
- **Enrich and complement** the group's work with their feedback
- Presentation of final work to stakeholders in an **open webinar**

Taskforces Resilience Subgroup

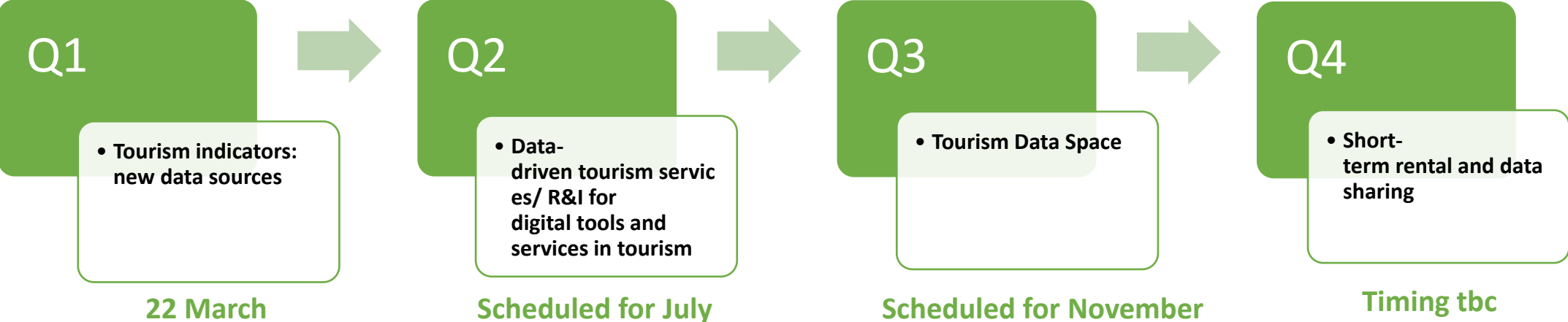
Topic 3: Tourism indicators: regulation	Taskforce 4: Tourism strategies	Topic 20: Awareness of changes in tourism demand and twin transition	Topic 21: Renewing tourism education
<ul style="list-style-type: none"> • Charles E. Bélanger – <i>International Social Tourism Organisation (ISTO)</i> • Evelyne Freiermuth, WTTC • Florencia Cuervo Torres, Committee of the Region • Adrian Gasser, Federal Ministry of Labour and Economy (alternate member: Monika Kingler) • Luis Campos, PT - Turismo de Portugal • Vanguélis Panayotis, MKG Consulting • Tim Fairhurst, ETOA • Ewelina Macierzynska, Ministry of Tourism and Sports, Poland • Conrad Van Tiggelen, Netherlands Board of Tourism & Conventions 	<ul style="list-style-type: none"> • Raymond Keaney <i>TU Dublin</i> • Patrick Torrent Queralt, Catalan Tourist Board • Athina Babakou, EL - Ministry of Tourism • Iulia Dangulea, RO - Ministry of Economy, Entrepreneurship and Tourism • Virginie Demoucron, Effat • Oyana Marius, NECSTouR • Massimo Ghidelli, Lago di Garda Lombardia • Lajos Borocz, Hungarian Hospitality Association • Lidija Bajaruniene, LT Ministry of the Economy and Innovation • Eduardo Santander, European Travel Commission • Florencia Cuervo Torres, Committee of the Region • Catherine Kontoudaki, EL- Ministry of Tourism • Raymond Keaney, TU Dublin • Jacopo Bordignon, UNWTO 	<ul style="list-style-type: none"> • Sergio Moreno Gil <i>University Las Palmas Gran Canaria. Tourism and Sustainable Development Institute – TIDES</i> • Eduardo Santander, European Travel Commission • Marie Audren, Hotrec • Maria Tselepou, CY - Deputy Ministry of Tourism • Anna Hag, Swedish Government Department • Sergio Morino Gil • Blanca Cros i Moll, Catalan Tourist Board • Tim Fairhurst, ETOA • Cristina Nunez, Necstour • Alessandra Priante, UNWTO 	<ul style="list-style-type: none"> • Klaus Ehrlich <i>Ruraltour</i> • Saenz de Miera Alejandra, European Federation of Tourist Guide Associations FEG • Olga Vannimartini, IT, Ministry of Tourism • Gianluca Coppola, European digital learning network • Raymond Keaney, TU Dublin • Jakub Vagac, Ministry of Transports, Slovakia • Yves Godin, Floreal Group

DIGITAL SUBGROUP

Emmanuel Mounier, Chair



2024 Agreed Topics & Timeline of Digital Subgroup



1st Webinar: *Mainstreaming Tourism Indicators for Sustainable Development*

22 March 2024

Together for EU Tourism

Workshop: Mainstreaming Tourism Indicators for Sustainable Development

Online via Webex 

22 March 2024 

11:00 – 12:30 (CET) 



Christophe Demunter
Head of Tourism
Statistics, Eurostat



Clara Van der Pol
Director a.i., Statistics
Department,
UN Tourism



Jane Stacey
Head of the Tourism
Unit, OECD



Panagiotis Markantonatos
Policy Officer, DG Reform,
European Commission



Misa Labarile
Policy Officer, Tourism,
European Commission



Filipe Batista e Silva
Joint Research
Centre, European
Commission



Apolonija Oblak
Acting Director-
General, the Statistical
Office of the Republic
of Slovenia



Daniel Iglesias
NECSTour. Tourism of
Tomorrow Lab D3Hub
representative.



Emmanuel Mounier
Chair of the T4T Digital
Subgroup



Moderates:
Ana Moniche
Expert of T4T Digital
Subgroup Task Force on
Indicators. Turismo y
Deporte de Andalucía and
Tourism of Tomorrow Lab



1st Webinar: 'Mainstreaming Tourism Indicators for Sustainable Development'

Specific objectives and discussion topics

Facilitating a collaborative discussion among experts from various entities including UNTourism, EUROSTAT, DG GROW, DG REFORM, JRC, OECD, D3HUB, and others. Specifically, we aim to:

1. Identify synergies and opportunities for collaboration among different stakeholders involved in tourism measuring frameworks, tourism data collection and management.
2. Explore ways to enhance the quality and relevance of tourism statistics at national and subnational levels, incorporating economic, social, and environmental sustainability indicators.
3. Propose concrete actions and strategies for including new tourism indicators and mainstreaming tourism indicators into the European Statistical Programme, thereby supporting the implementation of the Transition Pathway for Tourism.

Workshop's target audience

T4T experts, representatives from the tourism industry, regional and local authorities, destination management organizations, statistical offices, ministries, academia, and NGOs actively engaged in tourism data research, development, and implementation.

Deliverables: Creating a mapping of main initiatives related to Tourism Indicators and identifying synergies between them with the goal of providing further guidance for tourism stakeholders

Taskforces Digital Subgroup

Q1: Tourism Indicators: new data sources	Q2: Data-driven tourism services/ R&I for digital tools and services in tourism	Q3: Tourism Data Space	Q4: Short-term rental and data-sharing
<ul style="list-style-type: none"> • Ana Moniche – ES Tourism Office of Andalusia • Duarte Padinha, Turismo do Algarve • George Tziallas – GR Tourism Expert • Annika Flaten – UNI Europa Director of Commerce and Tourism • Antonio Herrezuello - ARvision • Katarina Szot – Polish Ministry of Tourism 	<ul style="list-style-type: none"> • Eleonora Lorenzini – Osservatori Digital Innovation Head of Tourism and Arts & Cultural Heritage Observatories • Matea Hanzek – HR Individual Expert • Antonio Herrezuello - ARvision • Urska Starc-Peceny – SL Individual Tourism Consultant 	<ul style="list-style-type: none"> • Dolores Ordonez –ES Any Solutions • Clement Laloux – Amadeus Senior Manager Industry Affairs • Misa Labarile – European Commission Policy Officer, Tourism • Carlos Romero – SEGITTUR Director of Tourism Research, Development & Innovation at • Visnja Letica – HR Advisor to the Minister of Tourism and Sport • Ana Moniche – ES Tourism Office of Andalusia • Nedyalkova Savina – BG Head of Strategic Planning, Analysis and Foresight at Ministry of Tourism of Bulgaria 	<ul style="list-style-type: none"> • Luis Campos – PT EU Affairs Delegation Portuguese Tourism Office • Visnja Letica – HR Advisor to the Minister of Tourism and Sport • George Tziallas – GR Tourism Expert