TRANSITION PATHWAY FOR TOURISM:
Overview of Pledges & Commitments

Marlène BARTES
Policy Officer - Tourism & Textiles
European Commission (DG GROW)

TOGETHER FOR EU TOURISM
STAKEHOLDER MEETING
11 September 2023
Why submit pledges & commitments?

Serve as best practice example
Demonstrate leadership
Show your commitment to the Transition Pathway
Get visibility
Benefit from synergies between stakeholders and initiatives
Contribute to the Commission’s yearly assessment of progress
Help identify key areas for EU support
Help address policy gaps
Be part of the Together for EU Tourism (T4T) community
Who can submit pledges?

Academic and research institutions
Business associations
Microenterprises, SMEs, large companies
Consumer / tourist organisation
Destination management/marketing organisations

International organisations
Networks of organisations
NGOs
Local, regional and national administrations
Trade unions, etc.
70 actions grouped under key topic areas

**Digital transition**
- Data-driven tourism services
- R&I for digital tools and services
- Interoperable data tools and services
- Digitalisation of SMES and destinations

**Green transition**
- Circular tourism services
- Sustainable mobility
- Companies reducing environmental impacts
- Experimenting environmental footprint methods for tourism

- Collaborative and smart destination governance
- Comprehensive tourism strategies
- Expanding tourism indicators
- Multimodal travelling
- Short-term rentals

**Policy & governance**
- Networking, Best practice sharing
- Awareness raising (skills needs, transition benefits)
- One-stop-shop to resources (skills, funding)

**Stakeholder support**
- Facilitating travelling (cross-border, coordinated rules sharing)
- Skills and education development
- Fair and good quality jobs
- Accessible tourism services
- Diversification of tourism services, including resident perspective

**Skills & resilience**
Where do we stand?
3 rounds of publication

June 2022
1st summary report

October 2022
2nd summary report

March 2023
3rd summary report
Organisations with commitments

179 organisations
23 Member states
9 non-EU countries
Stakeholder pledges by topic groups

- Green transition: 98 pledges (26%)
- Policy and governance: 89 pledges (23%)
- Digital transition: 73 pledges (19%)
- Skills and resilience: 68 pledges (18%)
- Stakeholder support: 49 pledges (13%)
- Other 5: 13% of total

Total pledges: 382
Please remember to respond to the reporting request on your pledges’ progress!
TRANSITION PATHWAY FOR TOURISM:
In the Spotlight

TOGETHER FOR EU TOURISM
STAKEHOLDER MEETING
11 September 2023
IN THE SPOTLIGHT

Stakeholder pledges & commitments

Sven WILTINK
Global Senior Director Sustainability
Radisson Hotel Group

Nick HALL
Founder & CEO
Digital Tourism Think Tank

Oriol PAMIES
Founder
Queer Destinations

Edgar WEGGELAAR
CEO
Queer Destinations

Anouk VAN EEKELSEN
Director Destination Development
Netherlands Board of Tourism & Conventions

Silvina DE Geronimo
Officer and Project Coordinator
Emilia-Romagna Region - Italy
Accelerating sustainability
To net positive Hospitality
Sven WILTINK, Radisson Hotel Group, Belgium
Our Global Brand Footprint
Expanding around the world

Expertise across all key segments and business models, with ten vibrant brands ranging from economy to luxury lifestyle.

+260,000
Rooms in operation and under development

+1,700
Hotels in operation and under development

In 120
Countries and territories

*Hotel and room count: Global Data Book August 2022
*Hotels located in the United States, Canada, Latin America and the Caribbean are owned and managed by Choice Hotels. Radisson Hotel Group operates the business in EMEA and APAC since September 2022.
Transition pathway for Tourism
Pledges and commitments of Radisson Hotel Group
As pioneer in the hospitality industry pushing towards the green transition

Topic 7: Circularity of tourism services
Topic 8: Green transition of tourism companies and SMEs
Topic 16: Support for digitalisation of tourism SMEs and destinations

Hotel Sustainability Basics
Radisson Operations App
Tackling food waste
Green mobility

Support for digitalisation of tourism SMEs and destinations
Circularity of tourism services
Sustainable mobility
## Hotel Sustainability Basics

**A 3-years Program**

A set of 12 criteria to fulfil, in a process & stepping stone to greater sustainability.

### EFFICIENCY

1. Measure & reduce Energy use
2. Measure & reduce Water use
3. Identify & reduce Waste
4. Measure & reduce Carbon emissions

### PLANET

5. Linen reuse program
6. Green cleaning products
7. Vegetarian options
8. No plastic straws & stirrers*
9. No SUP water bottles*
10. Bulk amenity dispensers

### PEOPLE

11. Community benefit
12. Reduce inequalities

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**RHG welcomes the development of Product Environmental Footprint Category Rules (PEFCR) for hotel accommodations and has participated to the tender and is willing to constructively partner with the EU Commission to achieve the new EU goals on sustainability standards for the sector.**

Verification scheme has been endorsed by the GSTC and key destinations such as Azerbaijan, Madagascar, Phuket, Zürich and Colombia.

Verification is a requirement for hotels to obtain the Hotel Sustainability Basics logo and recognition and holds hotels accountable as a binding commitment and required actions.

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*Already banned in EU hotels since 2019 - SUPD Directive*
Lean Ops Focus: Radisson Operations App by hotelkit

Knowledge and key daily tasks can be planned, and best practices shared across hotels.

**Knowledge Base**
- Single place for all Corporate documents
- Digitalizing compliance and control of company policies
- A community composed sharing Best Practice across multi-priorities
- Easy Search functionality

**Checklist and Task sharing**
- Avoid unnecessary calls and mails
- Secure that valley times are fill out with clear activities
- Split tasks more effectively, leading to more efficient model

**House Keeping**
- Workload and room allocation in record time
- Housekeepers with clear tasks and able to report incidents
- Measuring timing and linking cleanness to efficiency

**Maintenance**
- Reactive maintenance clearly identified
- Preventive maintenance plans standardized, and control improved
- Align best practices and sharing technical knowledge

**Knowledge Base**

**Checklist and Task sharing**

**House Keeping**

**Maintenance**

**Lean Ops Focus: Radisson Operations App by hotelkit**

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Lean Ops Focus: Radisson Operations App by hotelkit

Case study: Radisson Blu Hotel, Hamburg Airport

8,000 Sheets of paper saved per hotel per year

Safety & Security
all fire and security walks can be immediately communicated with security partners, authorities and Area/Central Office

Engineering
Adding connected meter measurements devices for Energy consumption and preventive maintenance

Housekeeping
Consistent delivery of housekeeping services
Tackling food waste

Global issue, local impact

- Committed to reducing its residual food waste disposed of in landfills or by incineration as a result of over-ordering, over-preparation, and over-trimming in restaurants and has implemented several measures to help prevent needless food wastage, including portion control and correct food storage.

- Too Good To Go app allows businesses, including European RHG hotels, to sell excess meals left over at the end of the shift or day to combat food waste. The app enables the Group’s European hotels to sell surplus food for a set, reduced price, helping to reduce waste and protect the planet. RHG saves food and help preserve the environment by reducing food, energy, and water wastage, as well as CO2e emissions.

59M tons of food waste

€132B in food value wasted

20 countries
37 tons CO2e reduction
14,800 meals saved
Tackling food waste

Case study: Radisson Collection Hotel Strand, Stockholm

423 meals saved
1,058 kg CO2e reduction
14 flights Brussels - Stockholm
A Responsible Business, committed to Net Zero by 2050

1. Pioneers in green mobility
   - Radisson Hotel Group is pushing forward the transition to green mobility and expanding its green travel options and infrastructure and decarbonizing the business to achieve net zero by 2050.

2. Offering guests green travel options
   - Radisson Hotel Group works with green mobility car companies and transport providers to offer guests green options and the Group has set up several EV-mobility partnerships with the aim of bringing EV charging solutions to all European Radisson Hotel Group properties by 2025.

GOAL
Each European RHG property can offer EV charging to its guests on site by 2025

EV STATUS
700+ car chargers installed already (93 hotels)

TAXI STATUS
25% of hotels can offer hybrid or full electric taxi solutions
Thank you.

Questions?
Leading Tourism’s Digital Transition

Nicholas Hall, Digital Tourism Think Tank, Belgium
1. Sustainable, digital transition **methodology & blueprint** for driving transformation

**Topic 4: Comprehensive tourism strategies development or update**

2. Corporate **book of pledges** highlighting actions to **accelerate transformation** in tourism

**Topic 10: Improving the availability of online information on tourism offer**

3. ‘**Open Access’ Growth Membership** to SMEs, opening knowledge, inspiration and leadership programmes to all

**Topic 11: Easily accessible best practice, peer learning and networking for SMEs**

4. **Horizon Technologies in Tourism Lab** to build a knowledge-hub of pioneering research

**Topic 15: R&I for digital tools and services in tourism**

5. **Leading Tourism’s Transition Podcasts** to establish deep insights together with those leading the change

**Topic 20: Awareness raising on changes in tourism demand and the opportunities of twin transition for tourism**
• 1. Sustainable, digital transition **methodology & blueprint** for driving transformation

**Topic 4: Comprehensive tourism strategies development or update**

- An open source design-based blueprint offering a model supporting the EU Transition Pathway
- Informed by experience, co-design, and collective aligned with European policy
- Concept based on success of the Business Model Canvas
• 2. Corporate **book of pledges** highlighting actions to **accelerate transformation** in tourism

**Topic 10: Improving the availability of online information on tourism offer**

- Inviting the wider landscape of online and digital players to engage with the transition pathway
- Championing digital initiatives which further the transition of European tourism
- Building a catalogue of solutions, actions and initiatives with granular tagging by technology and segment
3. ‘Open Access’ Growth Membership to SMEs, opening knowledge, inspiration and leadership programmes to all

Topic 11: Easily accessible best practice, peer learning and networking for SMEs

- 2024 Launch of a new membership for ‘Innovation Clusters’
- Shared knowledge-pool on digitalisation and design methods
- ‘Open-access’ membership for European SMEs and Start-ups with Innovation Partners
• 4. Horizon Technologies in Tourism Lab to build a knowledge-hub of pioneering research

**Topic 15: R&I for digital tools and services in tourism**

**Horizon Technologies Lab**
Building bridges between Academia and Industry by pooling insights from applied research programmes

**Building a Specialists Ecosystem for Europe**
Call for specialised experts, partners and technology suppliers
5. **Leading Tourism’s Transition Podcasts** to establish deep insights together with those leading the change

**State of Marketing 2024**
Results Published in October this year

**European Digitalisation Index**
Research launching early 2024

**Leading Tourism’s Transition**
Call for 2024 Series’ Partners

**Topic 20: Awareness raising on changes in tourism demand and the opportunities of twin transition for tourism**
Co-Designing Together
Sustainable-Digital Transition - Methodology & Blueprint

Athens, Greece - 10 - 12 April 2024

X. Festival 2024
Platform for Industry Collaboration
Celebrating Digital Innovation in Tourism

Tallinn, Estonia - 27-28 November 2024
• Reach out and say hi!

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Queer Destinations

Oriol Pàmies, Edgar Weggelaar

Queer Destinations, España/México
• An international standard of safety and excellence

• Queer Destinations was born to create safer and more inclusive travel experiences for the LGBTQ+ community.

• Through educational awareness-raising programmes and consulting services specialising in the traveler experience, we are the bridge that connects governments, destinations and companies with the queer community.
• Educational Program: Hospitality meets diversity

• Awareness-raising is the most important requirement to obtain the distinction. It consists of an educational program through our e-learning platform that includes up-to-date statistical data, interviews and case studies to create a safe environment for discussion and training about the LGBTQ+ community, their consumption habits and how to welcome them appropriately.
• Credentials Queer Destinations

- Present in 12 countries worldwide
- +200 Companies Queer Destinations Committed
- 3 Hospitality Sectors: Hotels, Restaurants & Transport
- +50K Tourism Professionals trained with our Program

- 4 Languages available: English, Spanish, Portuguese & French
- 30 Average Days to sensitise 100% of staff
- 4.9 Average Rating Course satisfaction rate
- +180 Media Mentions becoming leaders in the sector
• Queer Destinations Global Community

• **Americas**: United States, Mexico, Costa Rica, Panama, Colombia, and Dominican Republic

• **Europe**: Spain, United Kingdom, Belgium, The Netherlands, Germany, and Italy.
### Next Steps

- Towards Diversity and Inclusion

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Questions?
edgar@queerdestinations.com
oriol@queerdestinations.com
Destination management

Implementing our Perspective 2030 goals

Anouk van Eekelen, Netherlands Board of Tourism & Conventions, The Netherlands
Who we are

Inspire

Connect

Collaborate
Topic 5: collaborative destination governance

The Dutch model

Triple helix

Joint approach

Sustainable destination

Balance
Where does it come from?

Growth of tourism (international and national)

New strategy

Tourism as a mean instead of goal

Focus on shared interest

Visitors contribute to societal challenges

From destination promotion to destination management
Joint approach

Destination management

1. Analysis
2. Ambition
3. Development Framework
4. Destination development
5. Demand management
6. Monitoring and evaluation
7. Organisation
Challenges & learnings

Netherlands

The 7 steps of effective destination management

#EUTourism
Other pledges

3. Improving statistics & indicators: dashboard

4. Comprehensive strategy: Perspective 2030

6. Sustainable mobility: cycling and train

7. & 8: Roadmap sustainable tourism

9. Data driven: Date & development Lab

10. Online information: holland.com

11. Best practices: toolkits & online platform
Questions?
‘Welcome everybody’

Topic 25: Enhancing accessible tourism services

Emilia-Romagna Region - Italy

Silvia De Geronimo - Project Coordinator
In Emilia-Romagna there is a holiday for me

✓ Presented in response to a public notice issued by the Italian Government.
✓ Aims at promoting accessible tourism in the regional seaside district.
✓ Large and strategic partnership.
✓ Broad meaning of “person with a disability” (e.g. the elderly).
❖ All actions involve all tourism operators.
❖ Merging the social aspect with the entrepreneurial one.
Involved area and project actions

- Multi-faceted
- Scalable and aimed at policy integration

Project actions:
1. Collection and diffusion of information
2. Face-to-face and online training courses
3. Creation of new aids, tools, equipment and services
4. Activation of internships for young people with disabilities (not a pledge)
1. Collection and diffusion of information

- Integration with regional data collection system (for HAS)
- Published and promoted on a specific section of www.emiliaromagnaturismo.it and available to local info points.
- Helpdesk service & consultation by technical partner CERPA
- Aimed at making the tourism operator autonomous

PLEDGE → 100% of the data collected are published on a dedicated section of regional websites and available to local info points by 2025
2. Face-to-face and online training courses

Structured by type of disability/impairment and category of tourism operators

Also in a «pill» format

Raising awareness, motivating and preparing for the reception of tourists with special needs

Aimed at a cultural change

PLEDGE → implementation of at least 10 training modules to deliver to regional tourist services operators by 2025

Raising awareness, motivating and preparing for the reception of tourists with special needs

Aimed at a cultural change

PLEDGE → implementation of at least 10 training modules to deliver to regional tourist services operators by 2025
3. Creation of new aids, tools, equipment and services

PLEDGE → installation/implementation of new aids, tools, equipment, services in 9 coastal municipalities by 2025
Questions?

For more information:

Silvia De Geronimo
silvia.degeronimo@regione.emilia-romagna.it
TRANSITION PATHWAY FOR TOURISM: How to submit a pledge?
Step 1

Read through the Transition Pathway for Tourism

And reflect on your organisations strategy & objectives

Step 2

Go to the pledge submission form

Or go to https://ec.europa.eu/eusurvey/runner/Together4EUTourism
Step 3
Select one or more of the 27 TTP topic areas

- Topic 1: Fair measures for Short-Term Rentals (STR)
- Topic 2: Regulatory support for improved multimodal travelling
- Topic 3: Improving statistics and indicators for tourism
- Topic 4: Comprehensive tourism strategies development or update
- Topic 5: Collaborative governance of tourism destinations
- Topic 6: Sustainable mobility
- Topic 7: Circularity of tourism services
- Topic 8: Green transition of tourism companies and SMEs
- Topic 9: Data-driven tourism services
- Topic 10: Improving the availability of online information on tourism offer
- Topic 11: Easily accessible best practice, peer learning and networking for SMEs
- Topic 12: Research and innovation projects and pilots on circular and climate friendly tourism
- Topic 13: Promoting the use of the PEF and OEF methodology and the development of sectorial category rules for the tourism ecosystem
- Topic 14: Technical implementation for tourism data space
- Topic 15: R&I for digital tools and services in tourism
- Topic 16: Support for digitalisation of tourism SMEs and destinations
- Topic 17: Seamless cross-border travelling
- Topic 18: Coordinated management and updated information on travelling
- Topic 19: Awareness raising on skills needs for twin transition in tourism
- Topic 20: Awareness raising on changes in tourism demand and the opportunities of twin transition for tourism
- Topic 21: Educational organisations to engage in developing and renewing tourism education
- Topic 22: Pact for skills in tourism
- Topic 23: One-stop-shop for learning opportunities for tourism SMEs
- Topic 24: Fairness and equality in tourism jobs
- Topic 25: Enhancing accessible tourism services
- Topic 26: Tourism services for visitors and residents alike
- Topic 27: Support visibility of funding opportunities for tourism actors
- Other topic area
Step 4

Formulate one or more concrete pledges with:
1) a concrete action
2) a measurable target
3) a date

Step 5

Submit

And save your contribution ID

One organisation = one submission only, which can be updated and contain several pledges
Next publication: October 2023

Cut-off date: 18 September 2023
Conclusion – an invitation to act!

Transition Pathway for Tourism is a collaborative effort
- Share information with your members, workers, stakeholders and collaborators
- Launch discussions on potential concrete actions

Get engaged
- Present concrete pledges for your organisation
- Connect and collaborate with other actors and active players
- Follow and participate in the upcoming co-implementation developments (T4T platform in 2024)

Be part of the Together for EU Tourism community
Useful links

Transition Pathway web page: Tourism transition pathway co-creation (europa.eu)

Transition Pathway publication: https://op.europa.eu/s/vNbN

Pledge submission: https://ec.europa.eu/eusurvey/runner/Together4EUTourism


Questions?

Send us an email at EU-TOURISM-PATHWAY-2030@ec.europa.eu