



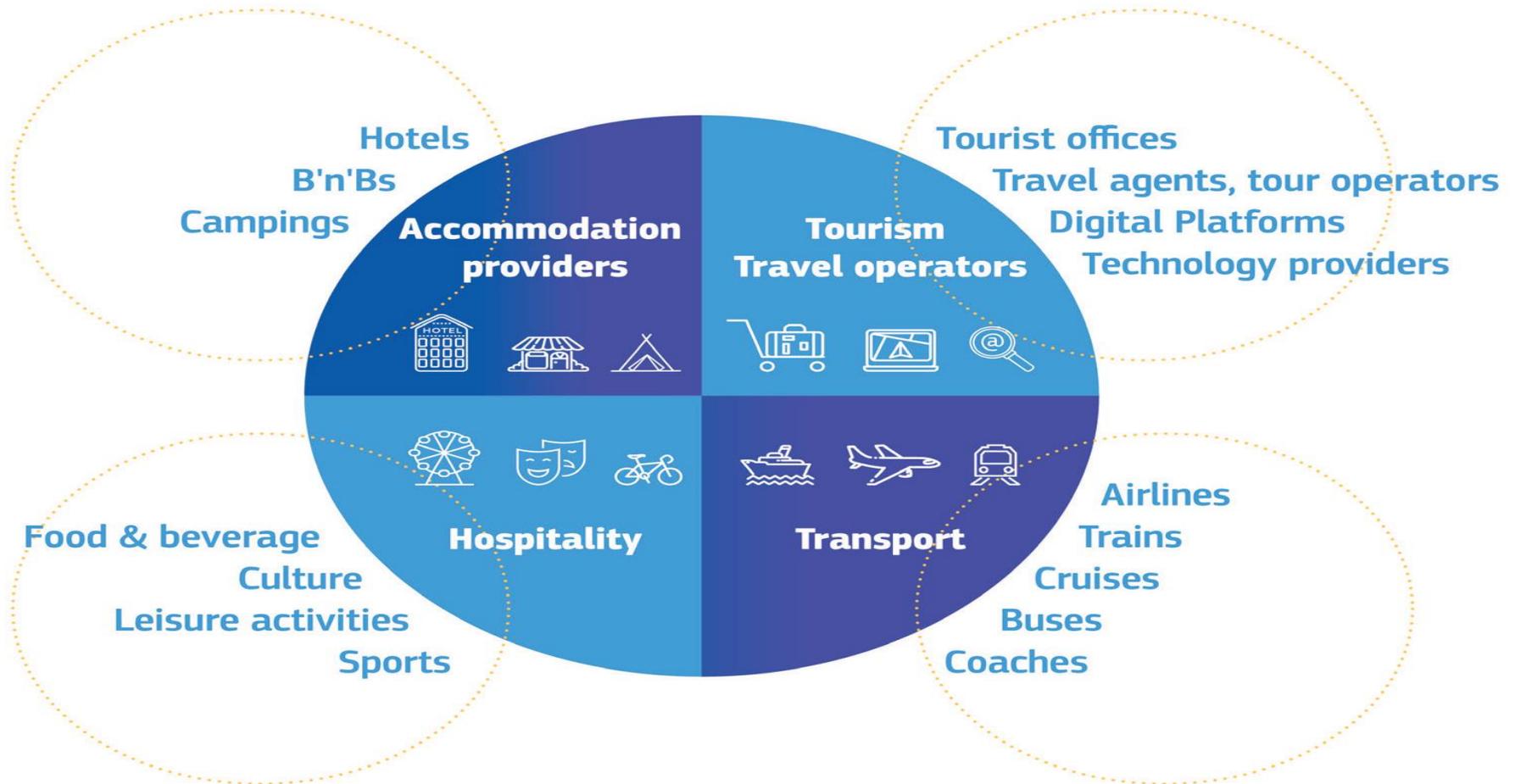
EU support for a sustainable recovery of tourism

***Green and digital transition in tourism
ICC 2nd City Lab***

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Tourism ecosystem



Covid-19 impacts on EU Tourism



60% to 90% reduction in bookings compared to similar periods in previous years



Estimated loss of **6 million jobs**



Significant estimated **loss of revenue:**

- 85% hotels and restaurants
- 85% for tour operators
- 85% for long distance rail
- 90% for cruises and airlines



European
Commission

Tourism & regional vulnerability

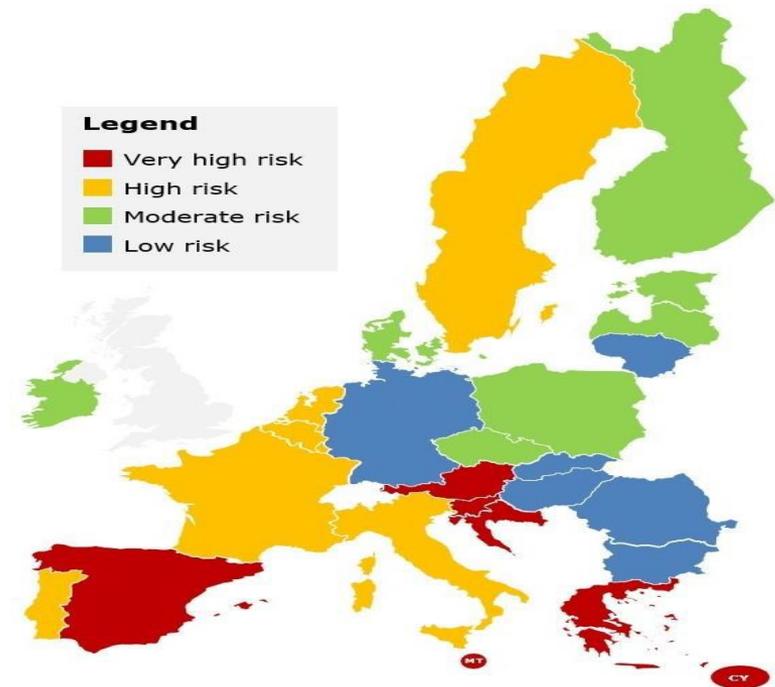
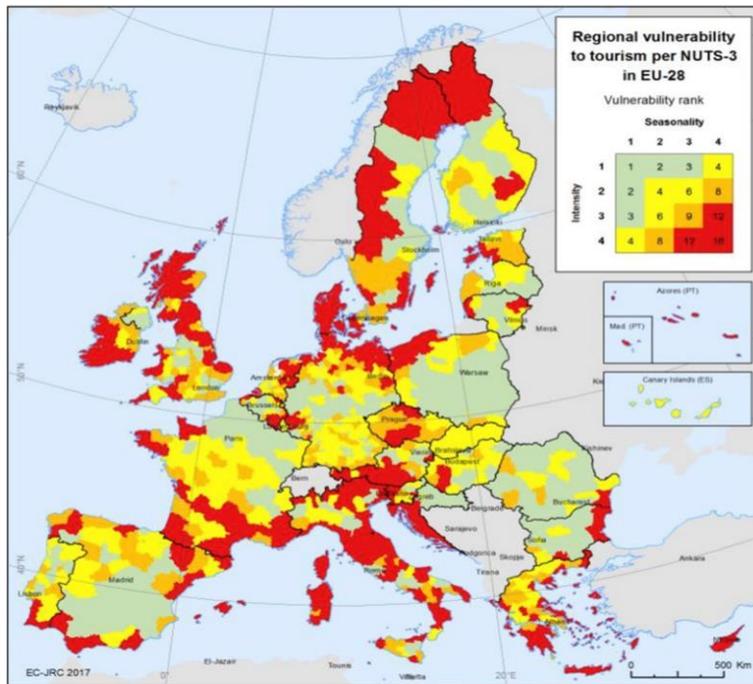
Regional vulnerability map.

Source JRC. The Vulnerability index is peer-reviewed rank calculated taking into account 2 indicators: tourism intensity and seasonality.

Estimations of jobs at risk in tourism-related activities across Europe

Source: JRC own estimation:

https://publications.jrc.ec.europa.eu/repository/bitstream/JRC121262/report_covid_tour_emp_final.pdf



Immediate EU support for liquidity and jobs

- **Temporary Framework for State aid measures**
- **Coronavirus Response Investment Initiative (CRII)**
- **Temporary Support to mitigate Unemployment Risks in an Emergency (SURE)**
- **European Globalisation Adjustment Fund**
- **Guidance on EU passenger rights, on Package Travel Directive**

https://ec.europa.eu/info/live-work-travel-eu/health/coronavirus-response/travel-and-transportation-during-coronavirus-pandemic_en

Working together to manage the crisis, save and restart tourism

Coordinate Member States responses:

13 May 2020 “Tourism and transport” package

- *Guidance on restoring freedom of movement and lifting of internal border controls*
- *Guidance on transport*
- *Guidance on tourism, in particular for developing health protocols for hospitality establishments*
- *Recommendation on vouchers*

Travel restrictions, measures on travellers, testing, sanitary protocols, tracing apps

Reliable information to citizens / travellers *Re-open EU:*

<https://reopen.europa.eu/en/>



Towards sustainable recovery and long-term strategy

- Build confidence & stimulate demand to restart tourism and learn from the crisis

- **European Tourism Convention** (12 October 2020)

future orientations for sustainable, innovative and resilient European tourism (Action points on 1. safe & seamless tourism 2. carbon neutral tourism 3. tourism powered by data)

- **Sustainable recovery in line with shared strategic priorities** Economic resilience, **Green transition (the EU Green Deal)**, **Digital transition (including mastering data)** & innovation, Skills (new European Skills Agenda & Pact for Skills), Global Competitiveness



EU funds and support

- **EU Recovery Plan for Europe. Next Generation EU.**

National Plans under preparation for Resilience and Recovery Facility: *€672.5 billion to support reforms and investments in Member States.*

- **Reinforced Multi-annual Financial Framework 2021-2027,** tourism eligible under structural funds (all policy objectives) and other funds e.g Horizon Europe, Creative Europe , InvestEU, Single Market Programme etc.....

New Guide on funding for tourism 2021-2027 under preparation

Investment needs for tourism (*non-exhaustive list of some examples*)

Green transformation

- **update tourism infrastructure** (hotels, campsites, ski resorts, attraction parks, conference venues, etc.) aiming at **improved energy performance, developing circular business models** (food and waste);
- create **incentives for developing sustainable tourism destinations**, combined with **monitoring tools and KPIs** (i.e. waste collection & management, tackling pollution (e.g. 'plastic free' destination, carbon-neutral tourism destination), sustainable use and protection of natural resources - water and land, protection of biodiversity);
- invest in **clean mobility and emerging mobility trends** (night trains, cycling) and **improve connectivity** in tourism destinations, especially tourism hotspots (i.e. waterborne, buses, public transport).
- promote the **use of sustainable and local products** and connect with local supply chains;
- **adapt to climate change and mitigate risks for seasonal destinations and destinations particularly impacted** (ski resorts or sun & sea, coastal, island destinations);
- Address **seasonality and crowded destinations** by diversifying product and service offer, create attraction in less visited/ less known sites of high potential, diversify forms of tourism (cultural, rural, adventure, health and wellbeing) managing tourist flows in time and space in key tourist hotspots (e.g. via digital tools);

Digitalisation, innovation, data-driven tourism

- *promoting data-sharing and analytics and new technologies in tourism (Destinations Management Organisations, SMEs)*
- *facilitating **the smart management of tourist flows** at destination level*
- *develop innovative digital solutions such as **contactless services at key travel hubs, digital access tools in hotels**, or high-tech solutions for sanitization (i.e. robots), enhancing visitor experience through digital tools (robotics, VR);*
- *supporting training programmes for **digital up-skilling and re-skilling***
- *promoting incubators to **connect tourism and tech companies***
- *supporting the **digitalisation of local administrations** responsible for tourism*
- ***building capacity of destinations and SMEs in mastering data** for tourism*

Economic resilience and competitiveness

- ***developing / adapting business models** to the new tourism trends and market opportunities, as well as crisis management tools (e.g. security, hygiene requirements);*
- ***move from volume to high-value tourism** by diversifying the tourism product and investing in cultural, health or rural tourism or lesser-known destinations, outside main season*
- *improve safety and hygiene of tourism ecosystem by retrofitting key travel hubs*



How EU has been supporting sustainable and smart tourism?

Treaty of Lisbon (art. 195 TFEU on tourism): EU supports, coordinates and supplements the actions of the MS in the tourism area.

- ✓ **Fostering capacity building for SMEs and innovative solutions in sustainable tourism (COSME 2019):** 5 million EUR, expect to support at least 425 SMEs in 25 countries.
- ✓ **Monitoring sustainability** - building evidence and measuring: ETIS European Tourism Indicators System, EU-Ecolabel and EMAS, study on over-tourism – finding solutions for destinations (study and workshops), access to data and collaborative economy.
- ✓ **Green skills for tourism** – under Blueprint for Sectoral cooperation address shortages in green, digital and social skills.
- ✓ **Regional development and cohesion policy:** ESIF 2012-2020 – ca. € 10 bn from ERDF, CF and ESF for tourism-related activities.

- ✓ Supporting **digitalisation of innovation uptake in the tourism sector**. supporting the digital transformation of tourism entrepreneurs, particularly SMEs and start-ups through capacity building, training, coaching, technical assistance, prototyping, business matchmaking, financial advice, awareness raising) (COSME 2020 , total budget 8M EUR)
- ✓ **CAST - European Network of Creative Accelerators for Sustainable Tourism** supports creation, business development and scaling-up of companies in the sustainable tourism sector, through incubator and accelerator supports, (COSME 2017) www.castnetwork.eu
- ✓ **Pilot Project: 'Smart tourism destinations'** , launch in Q1 2021. Aim: strengthen capacity, cooperation and peer learning among EU cities on mastering data for tourism (Study, Guide on Data for Tourism, toolkit, capacity building).
- ✓ **Awarding excellence to destinations:**

Frontrunner cities in smart tourism



Sustainable tourism :

European Destinations of Excellence





EUROPEAN CAPITAL
OF **SMART TOURISM**

EU initiative, initiated as a Preparatory Action,
by the European Parliament, implemented by the European Commission.

It awards **the title of European Capital of Smart Tourism through an EU-wide competition to those cities that implemented the most outstanding measures in tourism** and gives the opportunity to European cities **to share their exemplary practices as smart tourism destinations.**

- 2 editions of the competition so far:
- **Gothenburg and Malaga - European Capital of Smart Tourism 2020**
- **Helsinki and Lyon - European Capital of Smart Tourism 2019**
- Next edition to be launched end March/ April 2021 (tbc), to select two European Capitals of Smart Tourism 2022

Who can participate?

In general, EU/ COSME countries cities of more than 100 000 inhabitants

What are we looking for?

Exemplary practices of innovative, smart and inclusive measures implemented in tourism under all 4 categories:—

- 1) 1) accessibility, 2) sustainability, 3) digitalisation
- 2) 4) cultural heritage and creativity

Compendium of 145 best practices 2019&2020

<https://smarttourismcapital.eu/best-practices/>
www.smarttourismcapital.eu



Useful links

EU coronavirus response, info on travel:

https://ec.europa.eu/info/live-work-travel-eu/health/coronavirus-response/travel-during-coronavirus-pandemic_en

Re-open EU: <https://reopen.europa.eu/en/>

More about tourism policy on DG GROW site:

https://ec.europa.eu/growth/sectors/tourism/offer_en

European Tourism Convention 2020: <http://www.tourism-convention.eu/>

Support to tourism businesses: https://ec.europa.eu/growth/sectors/tourism/support-business_en

Guide on funding tourism 2014-2020: https://ec.europa.eu/growth/content/guide-eu-funding-tourism-sector-updated-version_en#

GROW study on the contribution of tourism to local and regional development, evidence from ESIF: <https://op.europa.eu/en/publication-detail/-/publication/f38cad5e-72f8-11ea-a07e-01aa75ed71a1/language-en>

European Capital of Smart Tourism, compendium of best practices:

<https://smarttourismcapital.eu/best-practices/>

EDEN - European Destinations of Excellence:

https://ec.europa.eu/growth/sectors/tourism/eden_en

