



Council of the European Union
General Secretariat

Brussels, 08 April 2019

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LIMITE

COMPET

WORKING PAPER

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MEETING DOCUMENT

From:	General Secretariat of the Council
To:	Working Party on Competitiveness and Growth (Tourism)
Subject:	Tourism Manifesto for growth and jobs - Powerpoint presentation (Compro WP 08.04.2019)

TOURISM MATTERS

Tourism Manifesto Unites the Stakeholders of the Third Industry Sector of the EU

[Eduardo Santander](#) | European Travel Commission

WORKING PARTY ON COMPETITIVENESS AND GROWTH – TOURISM

Council of the European Union, Brussels, 8th April 2019



TourismManifesto

FOR GROWTH & JOBS

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The European Tourism Manifesto

In order to formulate effective tourism policies, a holistic European approach is needed taking into account the multiple impacts of the sector as well as the wide spectrum of stakeholders involved or affected by tourism.

This was recognised by the Treaty of Lisbon, which by article 195 of the TFEU gives to the European Union the responsibility to promote the competitiveness of the European tourism sector by creating a favourable environment for its growth and development and by establishing an integrated approach to the travel and tourism sector.

European public and private tourism stakeholders have united to present this *European Tourism Manifesto for Growth & Jobs*, a document which highlights the EU policy priorities for the sector in the coming years.

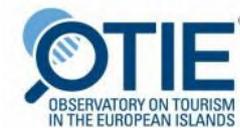
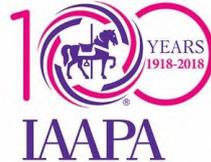


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www.TourismManifesto.eu

SIGNING ORGANISATIONS



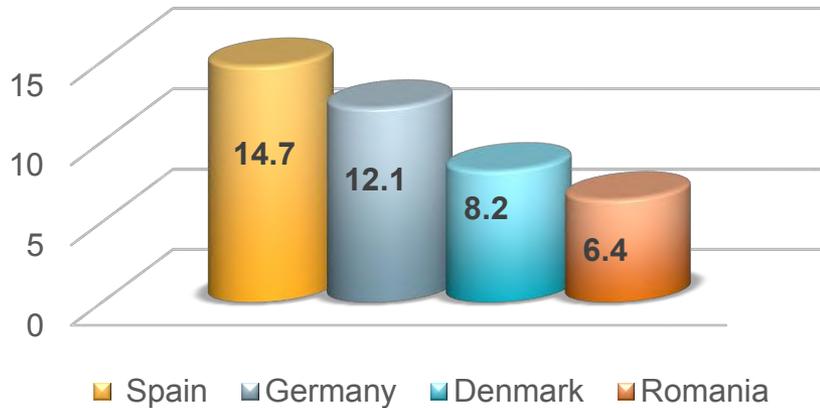
IMPORTANCE OF TOURISM



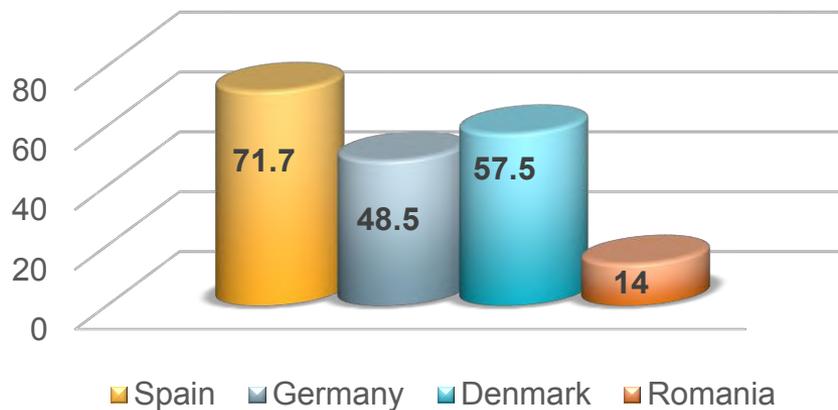
Source: WTTC, 2019 & UNWTO, 2019

MEMBER STATES AT A GLANCE

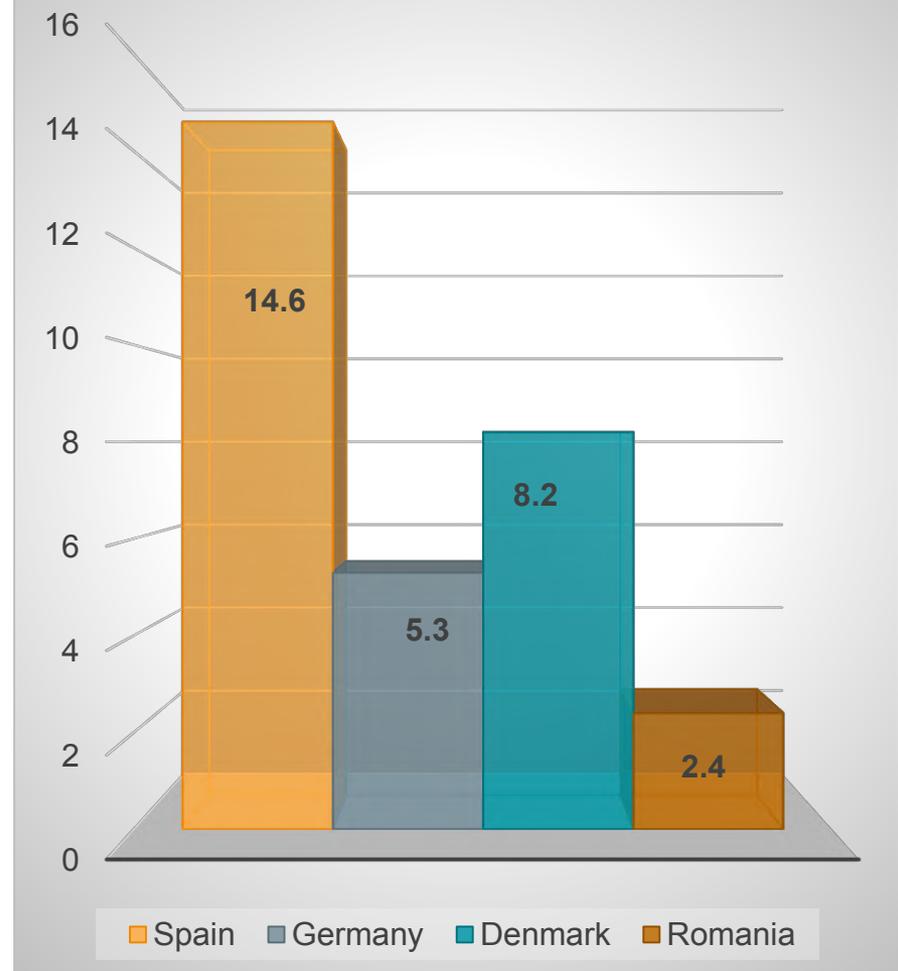
Employment (%)



Visitor Exports (€ billion)



GDP (%)



TIME FOR EU ACTIONS

**URGENT NEED TO MOVE
TOWARDS A GENUINE EUROPEAN
TOURISM POLICY AND STRATEGIC
FUNDING AT THE EU LEVEL**



TIME FOR EU ACTIONS

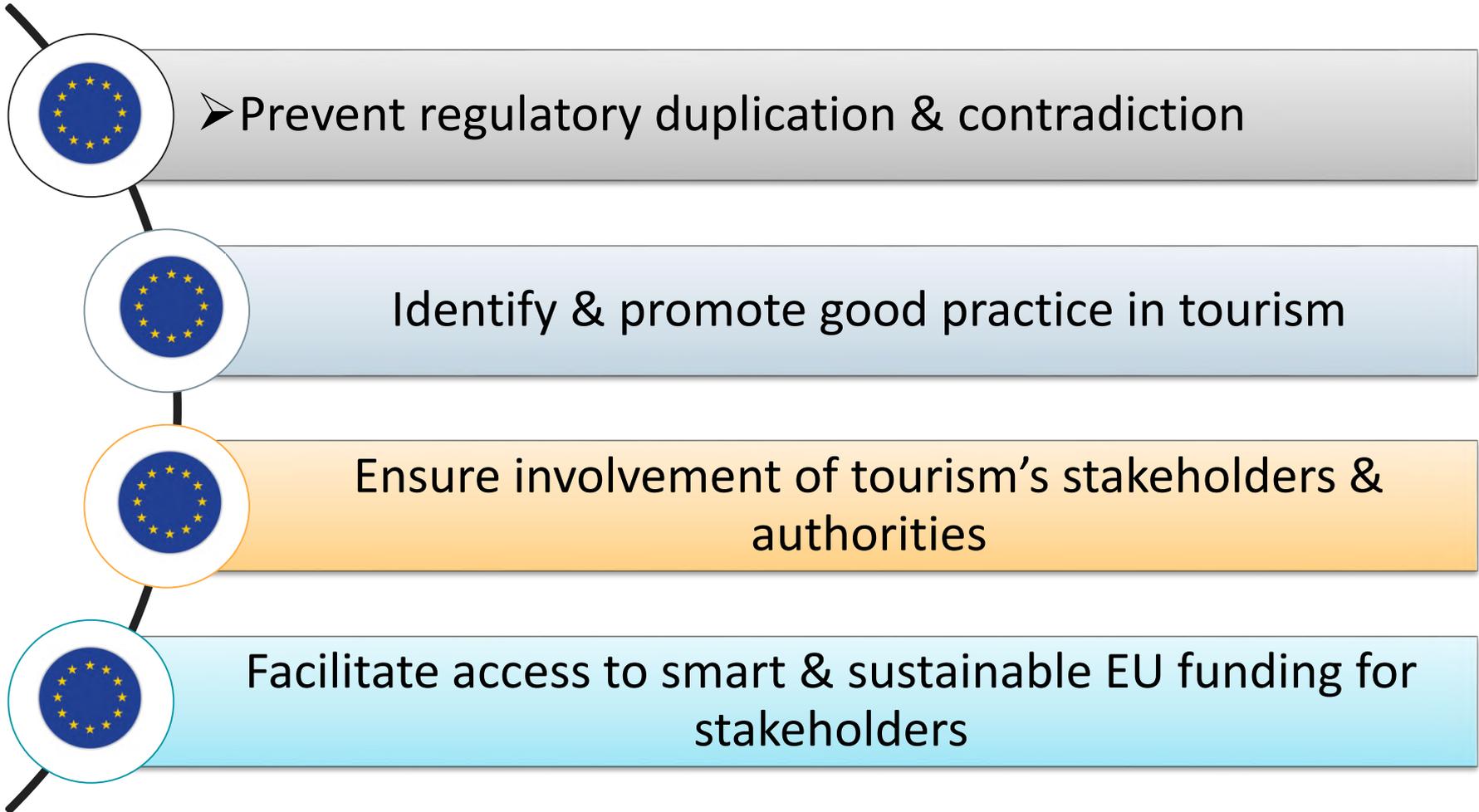


BETTER COORDINATION

**URGENT NEED TO MOVE
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BETTER COORDINATION



TIME FOR EU ACTIONS



BETTER COORDINATION



*COHERENT APPROACH FOR A
LONG-TERM TOURISM
STRATEGY*

**URGENT NEED TO MOVE
TOWARDS A GENUINE EUROPEAN
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P R I O R I T I E S



TIME FOR EU ACTIONS



DIRECTORATE FOR TOURISM



*COHERENT APPROACH FOR A
LONG-TERM TOURISM
STRATEGY*



*TOURISM AS ONE OF THE
MFF STRATEGIC PRIORITIES*



*EP Proposal €300 mln
for sustainable tourism*

**URGENT NEED TO MOVE
TOWARDS A GENUINE EUROPEAN
TOURISM POLICY AND STRATEGIC
FUNDING AT THE EU LEVEL**



OBJECTIVES & ACTIONS UNDER MFF 2021-2027

Organizational Sustainability

GOOD GOVERNANCE

- Forum on Sustainable Tourism
- Joint EU promotion and marketing
- Exchange of best practices & results of joint research
- One stop shop EU tourism B2B info
- Pilot projects to implement EU priorities in the tourism sector (e.g. “no plastics destination”)

Social Sustainability

PEOPLE

- European workforce mobility scheme on skills & qualifications harmonisation
- Encourage corporate social responsibility in the tourism sector



OBJECTIVES & ACTIONS UNDER MFF 2021-2027

Economic Sustainability



INNOVATION

- Open data platform with EU tourism info
- Regular surveys at all levels
- Data exchange & smart solutions to influence customer behaviour (e.g. ticketing/ pricing)
- Pilot projects to address seasonality

Environmental Sustainability

PLANET



- Active tourism in Europe (e.g. pilot platform on health lifestyle)
- Extend Sustainable Urban Mobility Plans to tourism





TourismManifesto

FOR GROWTH & JOBS

➤ TOURISM IN THE EU:

- 10,1% of GDP
- 27.3 million jobs
- €441 billion visitor exports
- 562 million international tourist arrivals

➤ TOURISM MANIFESTO CALLS FOR EU ACTION:

- Better Coordination
- Long-Term Strategy
- MFF Priority

➤ OBJECTIVES UNDER MFF 2021-2027:

- Organizational Sustainability
- Social Sustainability
- Economic Suitability
- Environmental Sustainability

THANK YOU FOR YOUR ATTENTION!



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