



European Union and tourism

- Tourism Statistics
- Main activities
- Working methods
- New framework



Tourism Statistics

- Understanding and visibility of tourism
 - Tourism Satellite Accounts
- Promotion of European destinations:
 - Study on the impact of cultural and sporting events on tourism oriented SMEs
 - Destinations of excellence
 - European Tourist Destination Portal



Main activities

- Tourism sustainability :
 - European Agenda 21 for tourism,
Tourism Sustainability Group
- Actions for the sustainability of European tourism:
 - “Tourism for all”
 - Learning areas in the tourism sector
 - Evaluation of the economic impact of better accessibility in the tourism sector on macroeconomic growth and employment



Working methods

- European Tourism Forum
- Tourism Advisory Committee
- Meetings with stakeholders
- Sector meetings
- Interservice consultations
- Contact and cooperation with other European institutions
- Support to the European presidencies



New framework

Commission Communication “A renewed EU Tourism Policy : Towards a stronger partnership for European Tourism”

- **Aim:**

To improve the competitiveness of the European tourism industry and create more and better jobs through the sustainable growth of tourism in Europe and globally

- **Means:**

- Better regulation
- Policy-coordination
- Improved use of available European financial instruments
- Promoting tourism sustainability
- Enhancing the understanding and the visibility of tourism

- **Actors:**

All tourism stakeholders at European, national, regional and local level