



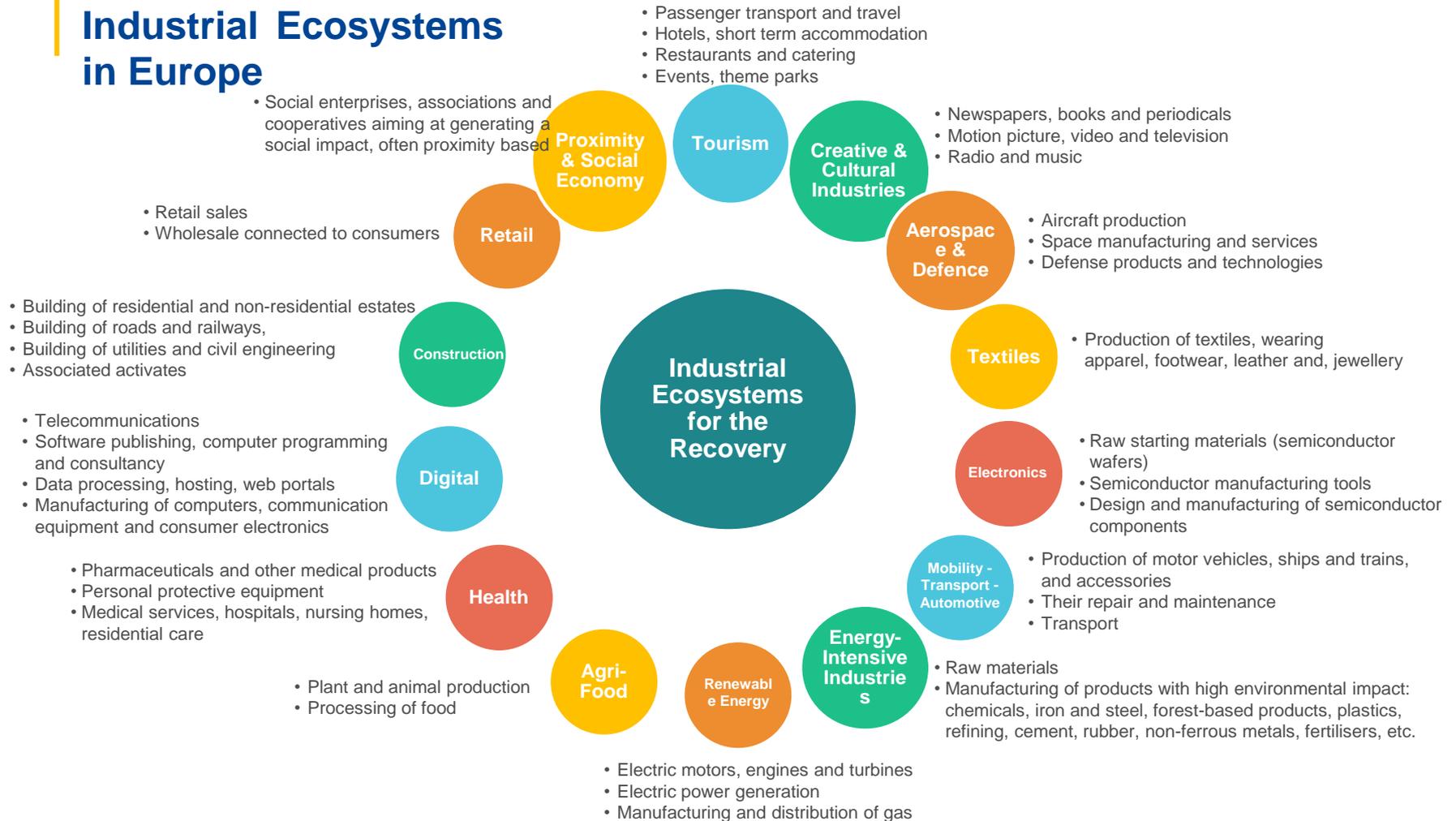
Tourism recovery through cooperation – a macro-regional approach

EU Tourism – towards sustainable recovery

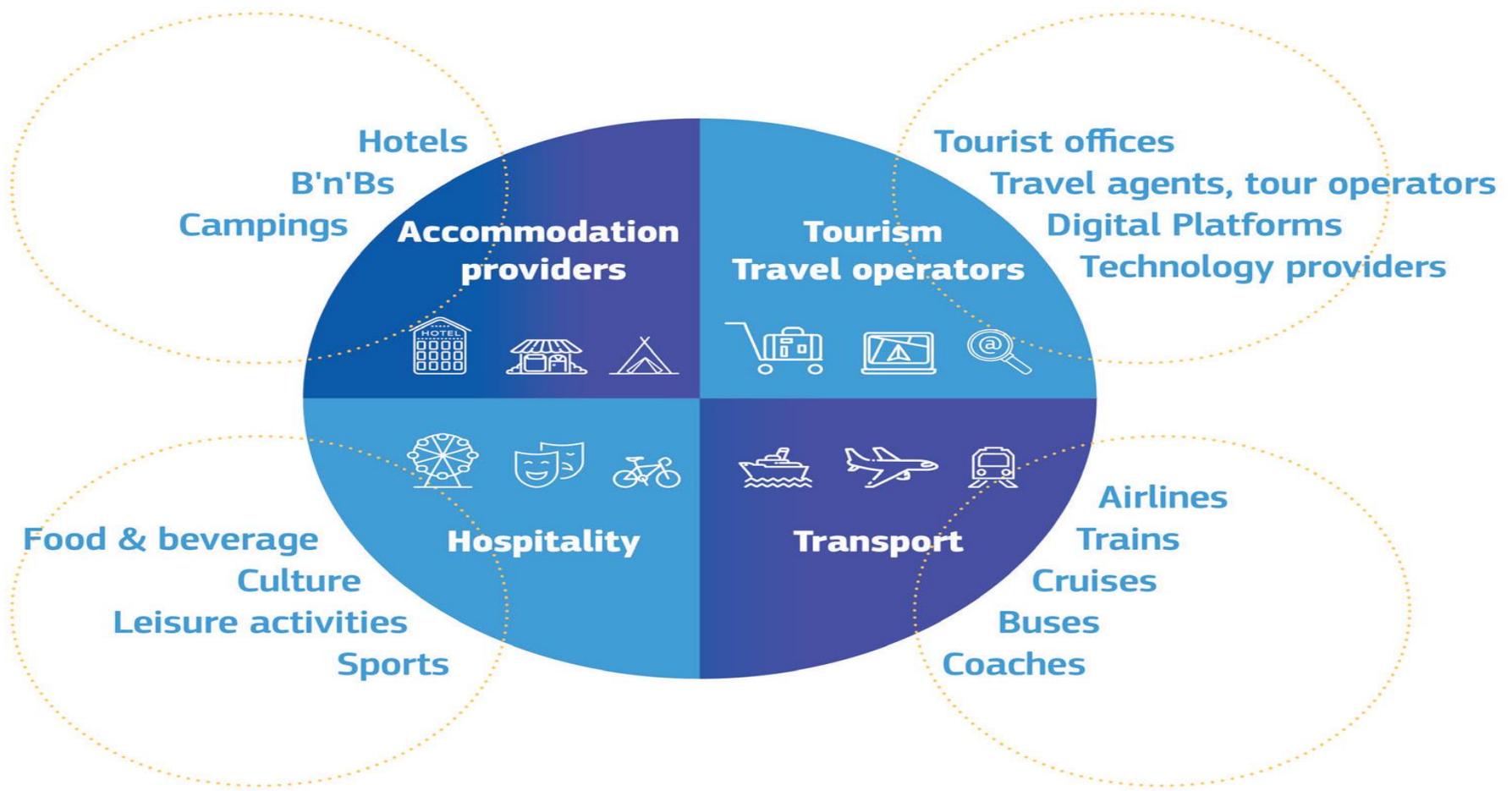
**VC via EUSAIR's Stakeholders Platform
14 September 2020**

**Ramune GENZBIGELYTE-VENTURI, Policy officer for Tourism
Tourism, Textiles and Creative Industries Unit (F4)
DG GROW**

Industrial Ecosystems in Europe



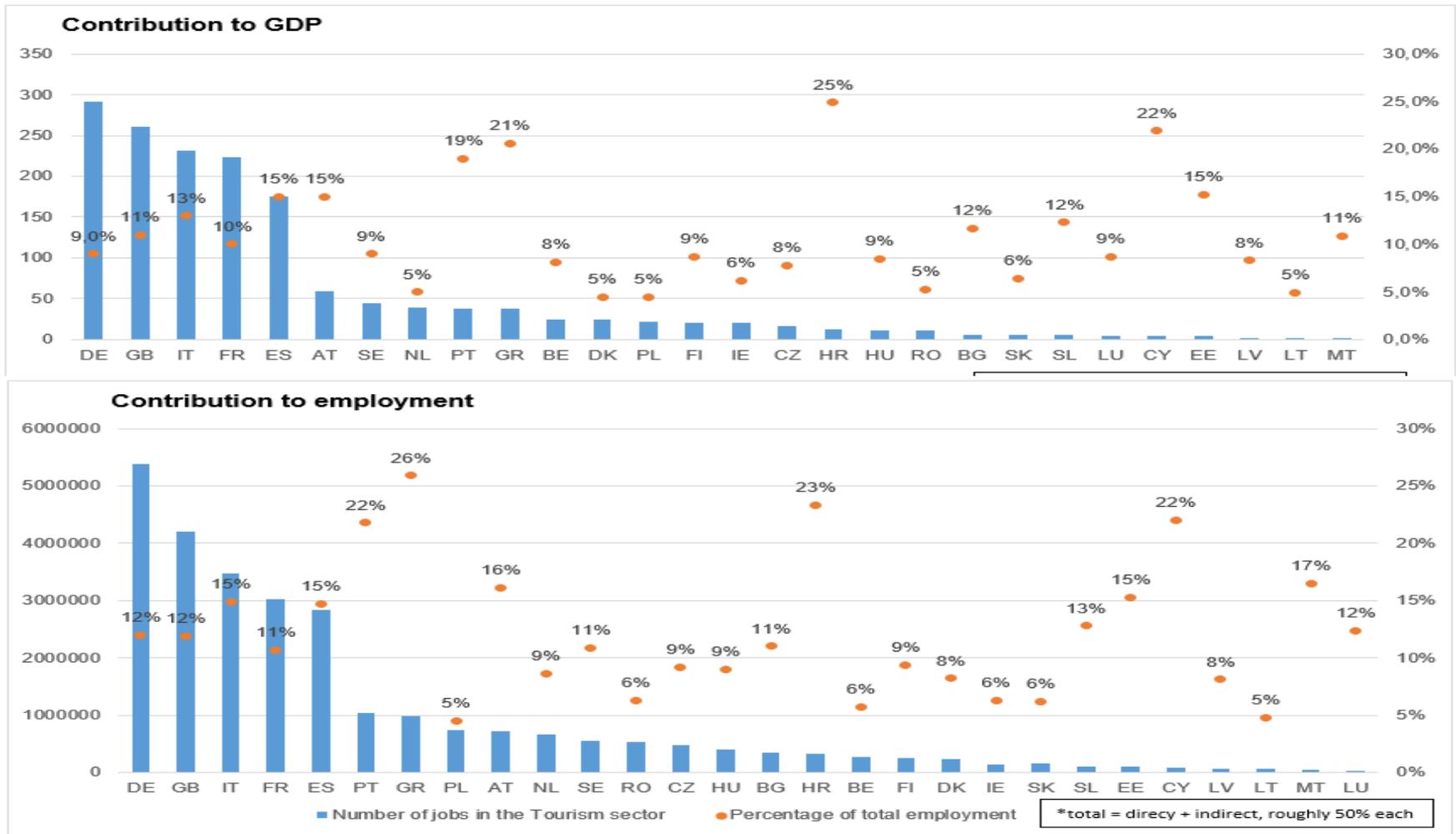
Tourism ecosystem





European
Commission

Travel and Tourism Economic Total* Impact 2019 (2018 figures)





European Commission

Visitor economy



Covid-19 global impacts on Tourism



UN World Tourism Organisation estimates a **60% reduction in international tourism**



EUR 840-1000 billion in losses for global travel industry

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

Turnover in tourism services, EU-27

January - June 2020, 2015=100



EU Tourism – June-August 2020

Negative turnover in bookings continued impacting revenues and jobs in all segments of the ecosystem

Steep fall in demand for international trips compared to domestic trips

Uncertainty for medium to long-term recovery

First reaction - supporting immediate needs (liquidity and jobs)

- **Temporary Framework for State Aid measures**
- **Coronavirus Response Investment Initiative (CRII)**
- **Encouraging collaboration between regions: new pilot for interregional partnership on sustainable and digital tourism**
- **Temporary Support to mitigate Unemployment Risks in an Emergency (SURE)**
- **European Globalisation Adjustment Fund**

EU Coronavirus response team:

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

Commission Communication

Tourism and transport in 2020 and beyond

- **Safely restore free movement and reopen our internal borders**
Guidance on restoring freedom of movement and lifting of internal border controls
- **Safely restore transport and connectivity**
Guidance on transport
- **Safely and resuming tourism services**
Guidance on tourism, in particular hospitality establishments
- **Address the liquidity crunch and rebuild consumer confidence**
Recommendation on vouchers



The road to sustainable recovery working together

Build confidence among citizens, stimulate demand

Restarting the tourism ecosystem

European Agenda for Tourism 2050

Build confidence among citizens & businesses

- coordinated approach to travel restrictions (IPCR)
- easy access to reliable information (Re-open EU)
- sanitary protocols for tourism businesses
- promotion campaigns ('We are Europe' /Euronews)

Restart the tourism ecosystem

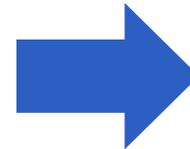
- **protect businesses and jobs**
- build **economic resilience** for businesses and regions
- **green transition** (tourism infrastructure, connectivity, carbon-neutral mobility, circular business models)
- **digital transition** (digitalisation level, access to data, capacity building)
- **resilient workforce** (Pact on skills)

Tourism ecosystem in 2020 and beyond

European Tourism Convention (12 October)



*roadmap towards sustainable, innovative &
resilient tourism ecosystem*



European Agenda for Tourism 2050