



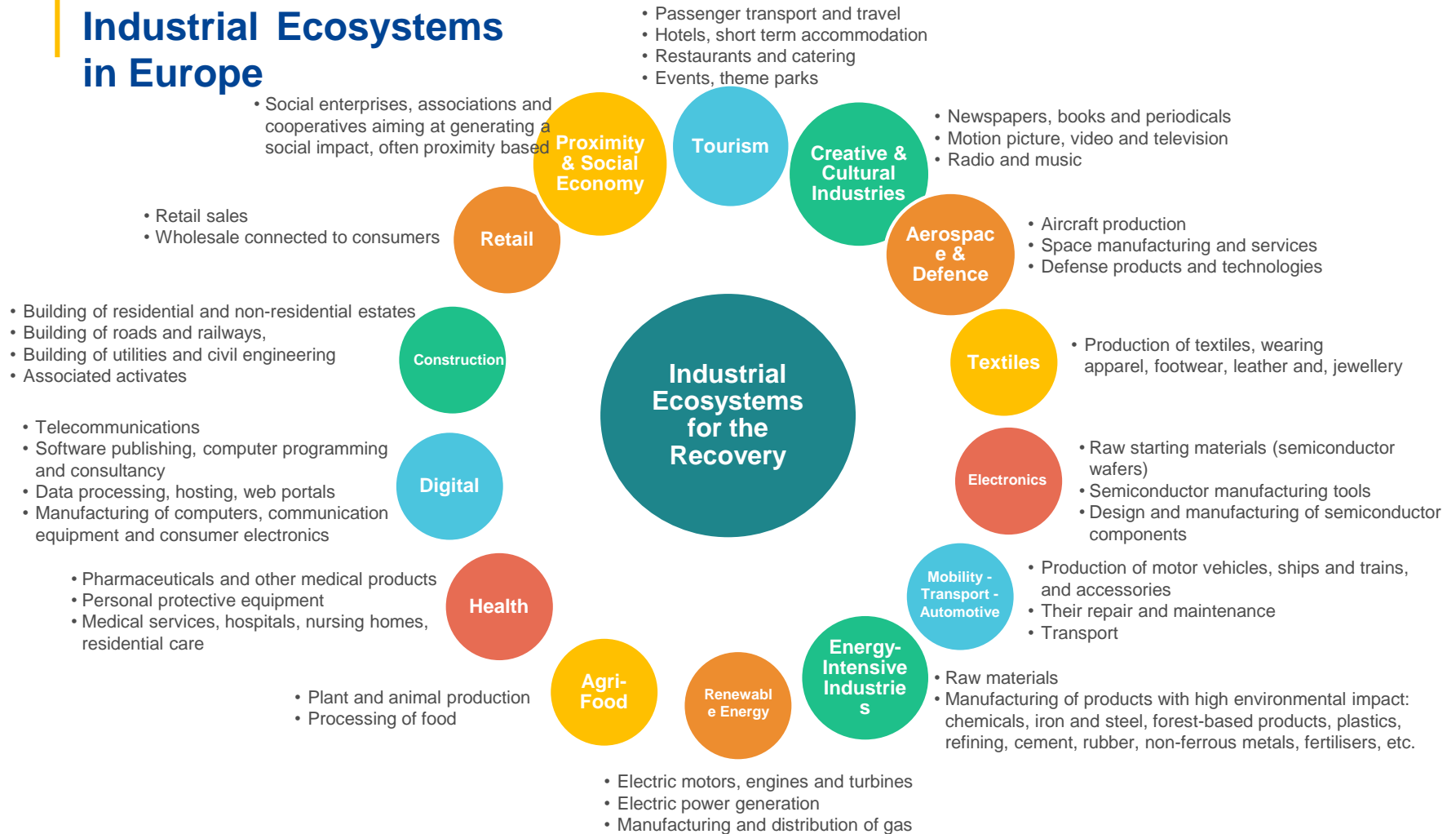
# **Tourism recovery through cooperation – a macro-regional approach**

## **EU Tourism – towards sustainable recovery**

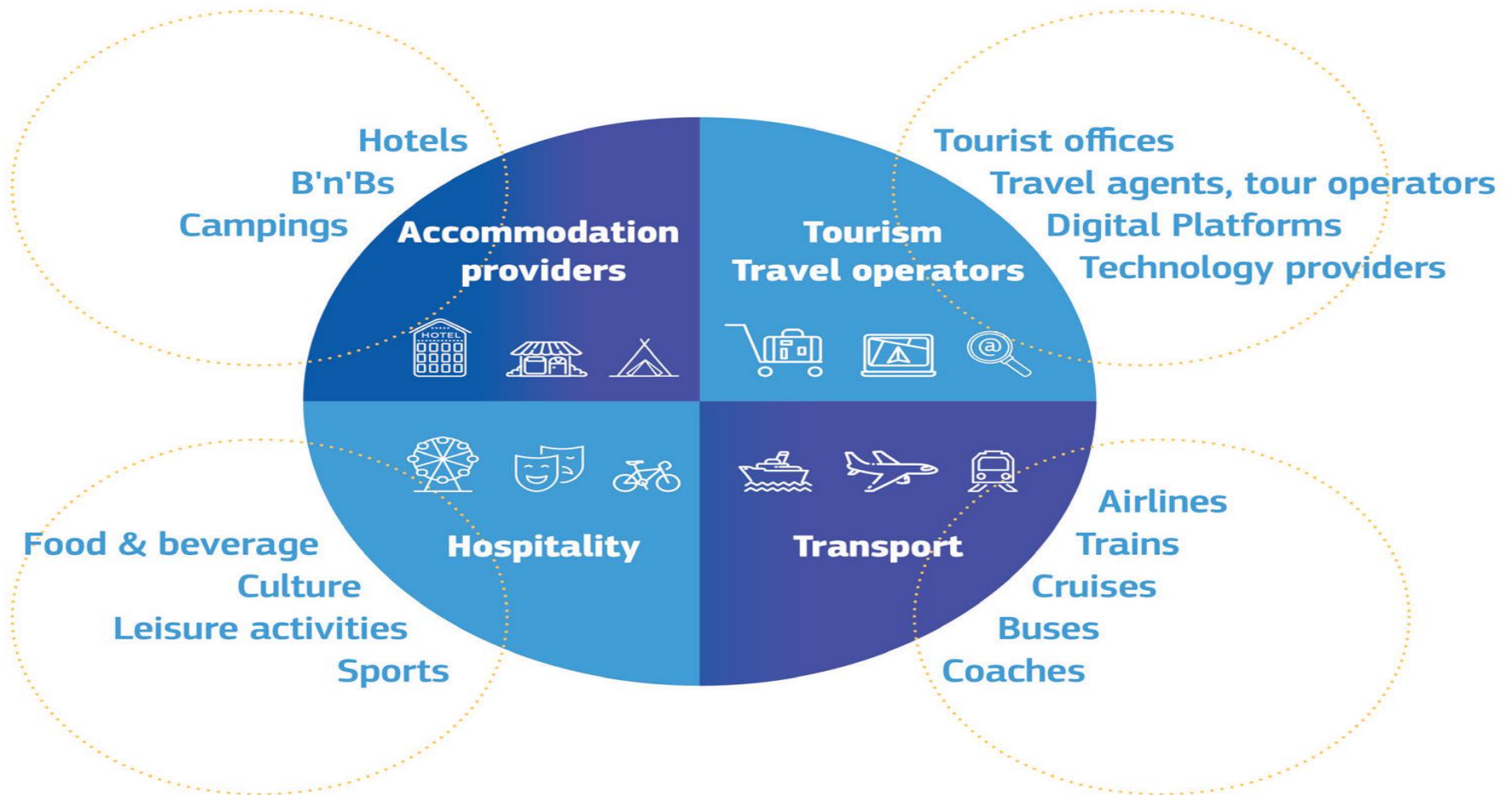
**VC via EUSAIR's Stakeholders Platform  
14 September 2020**

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

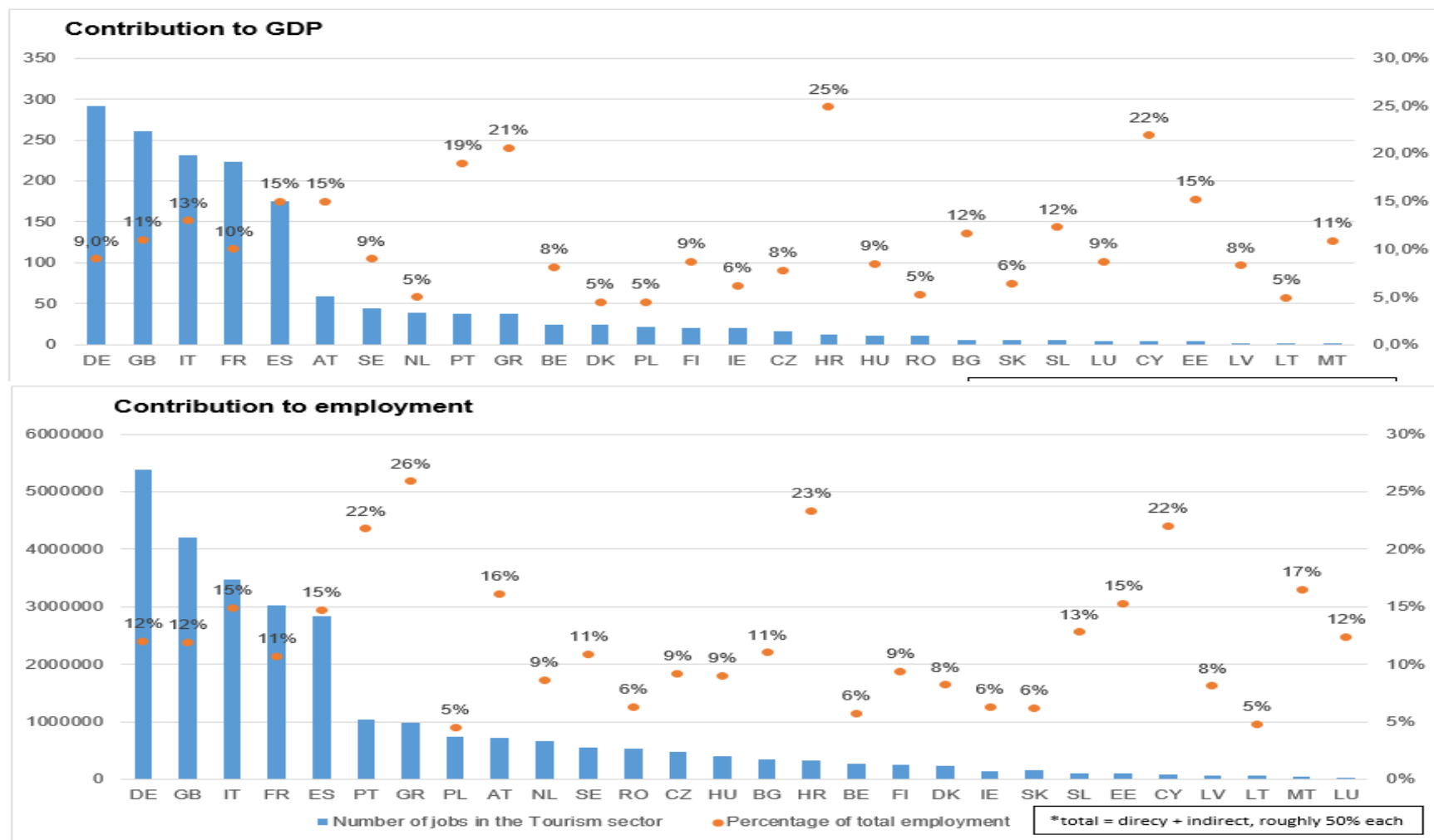
# Industrial Ecosystems in Europe



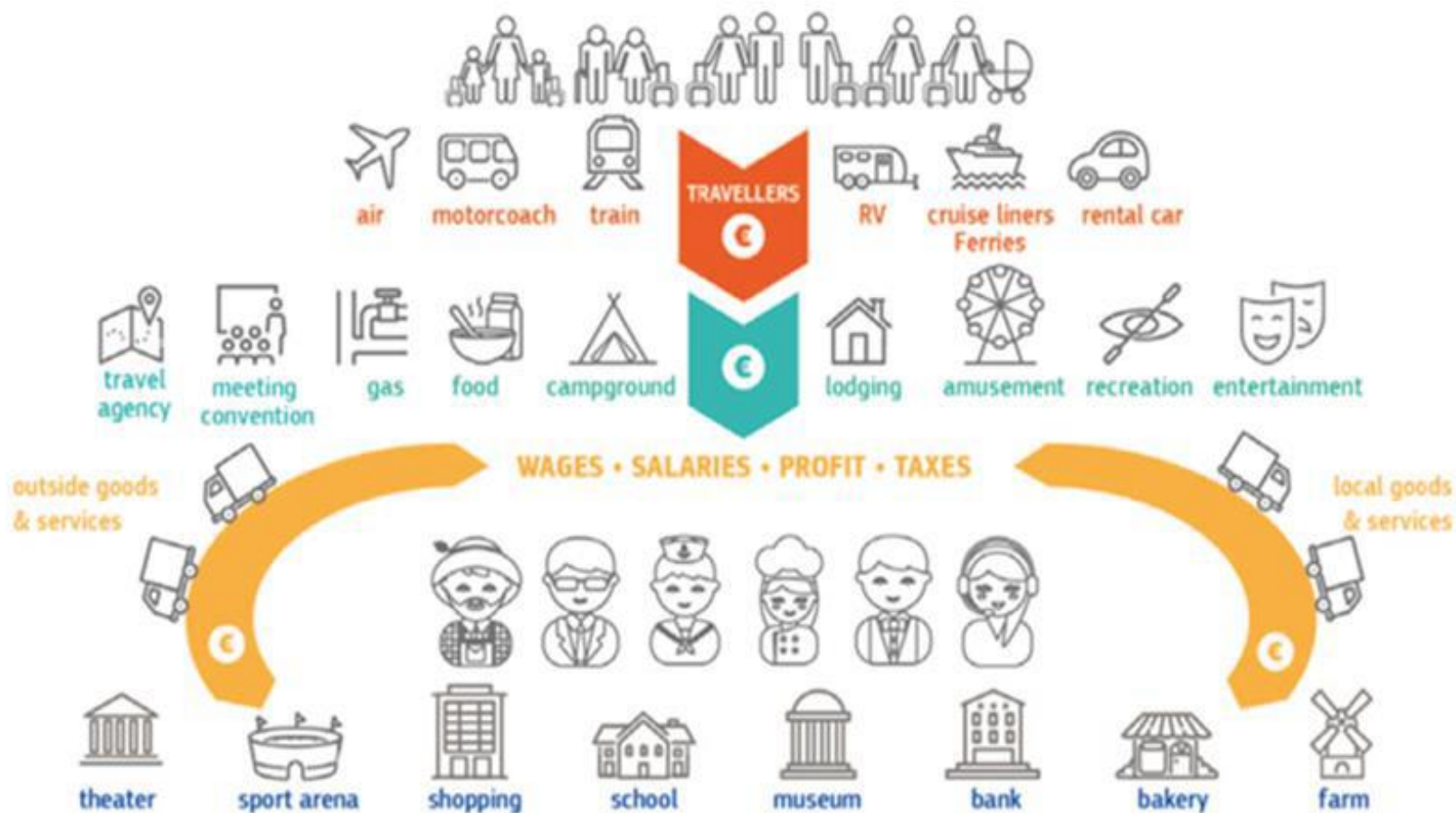
# Tourism ecosystem



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



# 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



[ec.europa.eu/eurostat](https://ec.europa.eu/eurostat) 



## **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](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



# 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)

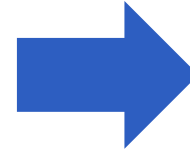


## **Tourism ecosystem in 2020 and beyond**

### **European Tourism Convention (12 October)**



***roadmap towards sustainable, innovative &  
resilient tourism ecosystem***



**European Agenda for Tourism 2050**