

**Question for written answer E-009452/2016  
to the Commission**

Rule 130

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Subject: Promoting trans-European tourist routes via cooperation between regions

In today's globalised world, the traditional concept of tourism is being supplanted by another model, based on the sharing economy.

If Europe wishes to retain its position as the world's top holiday destination in the face of competition from emerging countries while ensuring sustainability and resource-efficiency, it must remain competitive in the long term.

Europe's regions therefore need to play a more prominent role so as to maximise the potential of transnational and pan-European tourist products such as literary routes or thematic sea cruises.

What specific measures is the Commission therefore considering to promote trans-regional tourism as part of the 'Destination Europe 2020' strategy, which Parliament called for in its resolution of 29 October 2015?

This resolution also advocated the creation of a 'Destination(s) Europe' brand; can the Commission say what progress has been made in this regard?

It is also of vital importance to continue promoting networks such as NECTouR which foster the exchange of knowledge and innovative solutions for sustainability and competitiveness. How can the Commission help Europe make the most of such platforms and foster the creation of new products built on its natural, historical and cultural foundations at the diverse macro-regional level?