Outlook for the Tourism ecosystem

EP Tourism Task Force meeting
Kerstin Jorna, Director General DG GROW

23 February 2021
Tourism ecosystem fully disrupted by COVID-19

- International tourist arrivals plunged by 70% in 2020 over the previous year
- Highest investment gap of all 14 industrial ecosystems (€161bn 2020-2021)
- Lowest confidence indicator of all 14 industrial ecosystems (Jan 2021)
- Uncertain recovery prospects: return to 2019 levels not expected before 2023 (UNWTO)
**Travel sentiment in light of COVID-19 – January 2021**

- Europeans increasingly eager to travel: 54% are willing to travel in the next 6 months
- Desire for intra-European travel building steadily: 41% plan to travel to another European country (the highest figure since last summer), while 35% prefer to stay in their own country for their next trip
- Preference for air travel slowly taking off

**Travel intentions improve gradually: 54% of surveyed Europeans eager to take a trip by the end of July 2021**

**Consumers’ preference for air travel is slowly taking off, providing a positive signal for the recovery of international tourism**
Leading role for domestic tourism and travel close to home in 2021

What will be the major travel trends in 2021?

- Domestic tourism, travel close to home
- Health and safety measures
- Open-air activities, nature-based products, rural tourism
- Last-minute booking
- Sustainability, authenticity, responsibility
- Youth travel
- Other

UNWTO World Tourism Barometer/Feb 2021
From the European Tourism Convention to the European Tourism Agenda

- Some 800 participants discussed resilience, sustainability, digital transition, innovation and the investment needed of tourism ecosystem

- 30 action points identified for future-proofing of EU tourism:
Update of European Industrial Strategy: outlook for tourism ecosystem

- **Updated Industrial Strategy** to be adopted in March 2021 – learning from the crisis & strengthening the resilience of our Single Market Economy

- Tourism is one of 14 **industrial ecosystems** in the Industrial Strategy for Europe

- Identifying transformative initiatives to support the ecosystem in its **recovery, green and digital transition**
Towards European Agenda for Tourism: building blocks

Relaunch safe travel:
- Continue coordination on travel restrictions (vaccination certificate, Passenger Locator form, use of antigen tests)
- Building confidence (EU tourism sanitary seal)
- Reliable information to citizens (Re-Open EU, promotion campaigns ETC)

Sustainability - Develop monitoring framework for sustainable destinations:
- Monitoring framework for destinations (building on ETIS)
- “carbon footprint tracker” for tourism
- Knowledge hub for peer learning
Towards European Agenda for Tourism: building blocks

- **Towards a European Tourism Data Space:**
  - Data access and sharing (EU Code of Conduct)
  - pilot on Smart Tourism Destinations
  - tourism statistics, big data (revision of Regulation 692/2011)

- **Upskilling and reskilling:**
  - Pact for skills in tourism (green skills, digital skills, crisis/risk management skills)

- **Working together:**
  - shared priorities and milestones
Empowering tourism recovery and resilience

**NextGenerationEU**, in particular the **Recovery and Resilience Facility**

**Examples of tourism investments under the Recovery and Resilience Facility**
- improving energy & resource efficiency of tourism infrastructure (**Flagship ‘Renovate’**)  
- supporting clean passenger transport trends (**Flagship ‘Recharge and Refuel’**)  
- enhancing green & digital skills for tourism workers (**Flagship ‘Reskill and Upskill’**)  
- supporting the digitalisation of tourism administrations (**Flagship ‘Modernise’**)  
- reducing seasonality through new, innovative tourism offerings  
- promoting data-sharing and digitalisation of tourism SMEs  

Some draft national **Recovery and Resilience Plans** contain **tourism-specific** investments/reforms and many address tourism through **horizontal measures**

The Commission facilitates **knowledge-sharing** on the RRF between tourism authorities
MFF 2021-2027 with relevance to tourism *(non-exhaustive list)*

- **Regional Development and Cohesion Policy Funds** *(e.g. European Regional Development Fund (ERDF), European Social Fund Plus (ESF+), European Maritime, Fisheries and Aquaculture Fund).*
  Investments in tourism eligible under all 5 policy objectives
  *Tourism and culture* the most popular areas under the **European Territorial Cooperation (Interreg)**

- **European Agricultural Fund for Rural Development**: *ecotourism, diversifying rural tourism offer, supporting rural tourism SMEs, construction and modernisation of tourism information centres*

- **InvestEU**: *sustainable tourism infrastructure and investments by SMEs*

- **Horizon Europe**: *innovation, digitalization, cultural tourism*

- **Creative Europe Programme**: *development of creative economy and cultural tourism*

- **Single Market Programme**: *capacity building of tourism SMEs and cross-border cooperation*

The Commission is preparing an **On-line guide to EU funding for tourism (Q2 2021)**