

**Question for written answer E-003030/2019
to the Commission**

Rule 138

Izaskun Bilbao Barandica (Renew)

Subject: Impact of the bankruptcy of Thomas Cook on the 'European Quality Tourism' brand

The bankruptcy of Thomas Cook could affect Europe's prestige as a tourist destination at a time when safeguarding the Union's leading position in that sector is more important than ever. According to the Council Communication of 27 May 2019, Europe currently accounts for 40% of global tourist arrivals. The factors which have made Europe so popular are its cultural and gastronomic diversity, its range of landscapes, the unique nature of many of the travel experiences it offers and the quality of the services provided. The crisis which the bankruptcy of Thomas Cook has triggered will call this last aspect in particular into question and tarnish the image of the European tourist industry as a whole.

What immediate steps are being taken to minimise the impact which the recent problems are likely to have on the 'European Quality Tourism' brand?