Tourism in Europe has been particularly hard hit by the COVID-19 crisis and will in all probability continue to be so for some time. In order to respond to citizens’ expectations, the European Union must invest in social actions.

It is for this reason that we want to ask about the possibility of creating a European holiday voucher scheme to help the stakeholders in the tourism sector.

Based on the French holiday vouchers (chèques-vacances), they would be intended to boost the purchasing power of European citizens in order that the stakeholders in the European tourism sector may benefit to the greatest extent possible.

They would be valid throughout the European Economic Area and, much like the French holiday vouchers, would be used to pay for lodgings, food, transport and entry into cultural establishments. The scope of the scheme should be extended to include purchases in shops in tourist destinations (souvenirs, gastronomic products from local producers, drinks in bars and cafes ...).

Such holiday vouchers should be tax exempt and could be financed in part by the employer and in part by the European Union, with a contribution from the employee based on their income level.

Could you indicate to what extent this idea could be taken up at a European level?