



High-level conference on **tourism**

Brussels, 27 September 2017, Hemicycle of the European Parliament

'A European strategy to enhance the competitiveness of the tourism industry, a key driver for job creation'

On 25 March 2017, the leaders of the EU institutions and of the 27 Member States signed a solemn Declaration in Rome marking the anniversary of the Treaties. This Declaration emphasises that growth and employment are main priorities for the Union.

The tourism industry is a strategic sector in that context. Today, directly and indirectly, it already accounts for some 10% of GDP and jobs in Europe. Tourism also generates spin-offs in other key sectors, such as retail, agriculture and food, transport, construction, cultural and creative industries, textiles and shipbuilding.

At a time when the digital revolution, advanced manufacturing techniques and robotics lead to a diminished reliance on labour, tourism remains one of the most labour-intensive industries.

According to the World Tourism and Travel Council, more than 5 million new jobs linked to tourism may be created in the European Union over the next 10 years. 20% of these jobs go to young people under 25. Tourism hence represents a main avenue to combat youth unemployment, especially in several southern Regions where one out of two youths are unemployed.

The number of international tourists are set to double, from 1.1 billion to more than 2 billion, between now and 2030. Many of these tourists will come from an emerging new class with high spending power, half of which will come from Asia.

Europe, with its unique cultural heritage, landscape and nature, can attract a good part of this new demand. However, it would be a serious mistake to simply wait for this new growth to arrive like manna from heaven. Until the end of the 1990s, Europe played host to more than half the world's tourists; today, although it remains the world's first destination, that figure has dropped to 42%, and it is set to dwindle further to 30% by 2030.

Competition from new tourist destinations is increasing at a time when the European industry is facing significant challenges: investments, the digital revolution, the business environment, upgrading of skills, the fragmentation of efforts in promoting Europe as a destination and sustainability. To exploit the full potential of this sector the Union should support the effort of the tourism industry to become more competitive, transforming these challenges into opportunities.

The European Parliament is very active in this area, through the work of its Committee on Transport and Tourism, of a Task Force and of the Intergroup on Tourism and other relevant Committees. In September 2015, it adopted a resolution calling for an integrated European tourism policy.

For these reasons, on the 27 of September, World Tourism Day, the European Parliament is organising a high-level event to promote a European strategy on tourism as a key driver of growth and job creation.

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Hemicycle of the European Parliament – 27 September 2017, 14:00-19:00

Programme

12:30 Registration

14:00 - 15.20 Opening

President of the European Parliament, A. Tajani

European Commission Vice President for Jobs, Growth, Investment and Competitiveness, J. Katainen

Introduction

- European Commissioner for Internal Market, Industry, Entrepreneurship and SMEs, E. Bieńkowska
- Director General of UNESCO, I. Bokova
- President of the European Economic and Social Committee, G. Dassis
- European Commissioner for Environment, Maritime Affairs and Fisheries, K. Vella
- President of the European Committee of the Regions, K-H. Lambertz
- Head of the Mission of the People's Republic of China to the European Union, HE Ambassador Mme. Yanyi Yang
- Member of the European Parliament and Intergroup Co-Chair on "European tourism development, cultural heritage, Ways of St. James and other European cultural routes", C. Țapardel
- Member of the European Parliament and Vice Chair of the Committee on Transport and Tourism, I. Ujhelyi
- European Commissioner for Education, Culture, Youth and Sport, T. Navracsics

15.20 - 17.15 Round table: How to attract more investment; improve the business environment and upgrading skills

Chair: Member of the European Parliament and Chair of the Committee on Transport and Tourism, K. Delli.

Introduction: European Commissioner for Employment, Social Affairs, Skills and Labour Mobility, M. Thyssen.

Guests: Vice President of the European Investment Bank, V. Hudák,
Minister of Tourism of the Republic of Bulgaria, N. Angelkova.

Speakers: Member of the European Parliament and Intergroup Co-Chair on "European tourism development, cultural heritage, Ways of St. James and other European cultural routes", F. Millan Mon.

Member of the European Parliament and of the Committee on Transport and Tourism, M. Kyrkos.

Executive Director of the United Nations World Tourism Organisation, M. Favilla.

Regional Minister for Economic Development of the Region of Lombardia, M. Parolini.

President of HOTREC, S. Kraus-Winkler.

President of the European Travel Commission, P. De Wilde.

President of Federturismo, G. Battisti.

Chief Marketing Officer of Ryanair, K. Jacobs.

President of NECSTouR, P. Torrent.

President and Chief Executive Officer of the World Travel & Tourism Council, G. Guevara Manzo.

Topics for discussion: *EFSI 2.0, Taxation, Administrative obstacles and red tape, Connectivity, Infrastructure, Vocational training, Energy efficiency, Regional funds use, European Investment Bank, Horizon 2020, COSME, and the next budget*

17:15 - 18:55 Round table: Tourism innovation and digital economy

Chair: Member of the European Parliament and First Vice Chair of the Committee on Internal Market and Consumer Protection, A. Corazza-Bildt.

Introduction: European Commissioner for the Digital Economy and Society, M. Gabriel.

Guest: Minister of Tourism of Romania, T. Dobre.

Speakers: Member of the European Parliament and of the Committee on Transport and Tourism, C. Monteiro de Aguiar.

Member of the European Parliament, of the Committee on Internal Market and Consumer Protection and Rapporteur on a European Agenda for the collaborative economy, N. Danti.

President of Confturismo-Confcommercio, L. Patanè.

President of the Regional Parliament of the Region of Tyrol, H. Van Staa.

Vice President for Industry Affairs and Corporate Social Responsibility of Amadeus IT Group, S. Leirvaag.

Regional Minister for Tourism, Culture and Environment of the Region of Murcia, J. Celdrán.

Associate Professor of Economic Policy and Director of the Master of Economics of Tourism at Bocconi University, M. Antonioli.

Global Director of Partner Services and Managing Director EMEA of Booking.com, P. Verhoeven.

President of ChinaEU, L. Gambardella.

Topics for discussion: *The role of digital platforms, increased reality and time travel and Collaborative economy*

17:15 - 18:55 Round table: Promoting Europe as the number one tourist destination (in parallel, in room PHS 3C50)

Chair: Member of the European Parliament and Chair of the Committee on Culture and Education, P. Kammerevert.

Guests: Mayor of Venice, L. Brugnaro,

Deputy Mayor of Budapest, A. Szalay-Bobrovniczky,

Mayor of Constanța, D. Făgădău,

Chair of the China Tourism Academy, B. Dai.

Speakers: Member of the European Parliament and of the Committee on Transport and Tourism and Rapporteur on New challenges and concepts for the promotion of Tourism in Europe, I. De Monte.

Member of the European Parliament and of the Committee on Regional Development, I. Jakovčić.

Member of the European Parliament and of the Committee on Transport and Tourism, I. Bilbao Barandica.

Regional Minister for Tourism of the Region of Emilia Romagna, A. Corsini.

Vice Chairwoman and Secretary General of the Global Tourism Economy Forum, P. Ho.

Chair of Value Retail PLC, D. Bollier.

Executive Director of the European Travel Commission, E. Santander.

Senior Vice President for Strategy and Investor Relations of Ctrip, Z. Xiaolu.

Vice Chair of the Fondazione Altagamma, A. Branchini.

Tourism Director of the Region of Galicia, N. Castro.

Topics for discussion: *Platform to support the promotion of Europe in third countries, Transnational tourism products (European Council Itineraries, etc.), EU Tourism Year - China and the European Year of Cultural Heritage*

#TourismEU

For other linguistic versions visit

<http://www.europarl.europa.eu/news/en/headlines/eu-affairs/20170901ST082905/parliament-to-host-conference-on-tourism>

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Practical information

On Wednesday 27 September, more than 700 registered participants will gather in the European Parliament for the high-level conference **"A European strategy to enhance the competitiveness of the tourism industry, a key driver for job creation"**. Here you can find all the practical information relating to the conference.

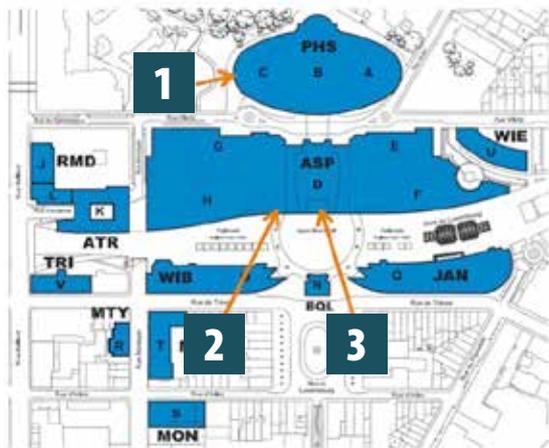
Final programme

Available here: <http://www.europarl.europa.eu/news/en/headlines/eu-affairs/20170901STO82905>

Entrance and badges

Conference participants should pick up their conference badges at the "Info Point" to the left of the Altiero Spinelli building (when seen from Place Luxembourg, see map below - 2). **Badges will be available from 12.30 p.m.** Use the Simone Veil entrance to access the building (3 on the map).

Please bring as little luggage as possible, in order to allow security checks to be conducted smoothly.



- 1 Press entrance
- 2 Info point - Event badges
- 3 Event access

Conference folders

These will be distributed outside the hemicycle, Paul-Henri Spaak, 3rd floor.

Webstreaming

The conference will be webstreamed and can be followed LIVE on:

<http://www.europarl.europa.eu/ep-live/en/schedule?filterBy=other#27092017>

Information to the media

All journalists accredited to the European Parliament will be able to attend the conference with their usual media accreditation only. Seats are reserved for the press for the opening, roundtables and closing.

Cameras

Photojournalists should request a special audiovisual badge ("T-badge") to be allowed to record or take photos during the conference. Requests for audiovisual badges can be sent to media.accreditation@europarl.europa.eu or requested at the press entrance (left side of the Paul-Henri Spaak building, when seen from Place Luxembourg – 1 on the map).

Disclaimer

Photography and filming will take place at this event.

If you participate in this event, you may be filmed and have your picture taken. By participating, you are giving irrevocable consent to and authorize the European Parliament the right to film, photograph, and to make sound recordings of you, and to use this media at the sole discretion of the European Parliament. You release the European Parliament from any liability in connection with the above.