Incorporate as part of the tasks of the Commission's informal expert group Together for EU Tourism (T4T), assessing industry sentiment to improve the ecosystem's capacity to early identify potential disruptions

Level	European
To whom is directed	European Commission
Who should be involved?	Commission's experts group Together for EU Tourism (T4T)
Time bound	Short-term
Effort	Low Effort
Why?	Constantly monitoring industry sentiment is an important proactive initiative as it allows policymakers and industry stakeholders to stay ahead of emerging trends, challenges, and concerns within the tourism ecosystem. Such networks are valuable to identify early warning signals of challenges and issues in the different tourism ecosystems. To support the advance of the Transition pathway for Tourism towards green and digital transition, and improve resilience of the tourism ecosystem, in its co-implementation phase, the Commission has created an expert group composed of a large range of tourism ecosystem stakeholders. The diverse range of expertise brought together in this group — including individual experts, professional associations from different sectors of the tourism ecosystem, Member State authorities, and other relevant tourism organisations —makes it the ideal setting for assessing industry sentiment and gathering information. This will support the early identification of challenges and issues and provide valuable insights for the sector.

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High-level implementation steps and options	*Review the set of tasks attributed to the expert group* • Revise the task list and ensure participating organisations commit to responding to the monthly questionnaire. *Implement monthly pools with a set of questions that would allow stakeholders to provide their view and concerns for the sector* • Design a set of standard questions that cover key areas of interest, including current challenges, emerging trends, and stakeholder concerns within the tourism sector. • Select the appropriate survey tool (e.g., EU Survey) and implement the required mechanisms for distributing the survey to participants. *Analyse the results of the pools* • Define clear metrics for evaluating the replies, such as sentiment scores, frequency of specific concerns, and overall trends. • Develop a framework for analysing the replies, including methods for quantifying and interpreting sentiment data. • Extract key insights from the data that can provide information on decision-making and address challenges identified within the sector. • Create detailed reports summarising the findings, including quantitative data and qualitative observations. • If needed, further analyse the most important topics at the expert group meeting. *Share the results of the analysis, ensuring that insights reach the relevant stakeholders* • Prepare and distribute reports to stakeholders, including policymakers, tourism organisations, and industry professionals.