



EU Tourism ecosystem



EU Tourism Governance

I. Public Authorities

- EU institutions & bodies (Parliament, Council, Committee of the Regions...)
- European Commission services (MOVE, GROW, ENV, EAC, REGIO, ESTAT...)
- National governments (Ministries of Industry, Transport, Tourism...)
- Regional and local authorities (1000+)

II. Tourism ecosystem

Companies across various sectors

- Accommodation & lodging
- Transport & mobility
- Tour operators and travel agencies
- Food & beverage
- Cultural & recreational activities
- Business & MICE
- Wellness & health tourism
- Retail & souvenirs
- Technology & digital services
- Sustainability & green tourism

Networks and umbrella associations

- Hotel & Catering Industry (HOTREC)
- European Travel Commission (ETC)
- Network of Eur. Regions for Competitive and Sustainable Tourism (NECSTouR)
- European Travel Agents' and Tour Operators' Association (ECTAA)
- European Network of Business Travel Associations (BT4Europe)
- and many more!

Civil Society and NGOs

Academic and research institutions

Tourists and travellers

III. International organisations and multilateral fora

- OECD
- UN Tourism, UNESCO...
- Council of Europe
- G7, G20
- and many more!

THE EUROPEAN COMMISSION



Making companies
more competitive

Encouraging
the exchange of practices
and building capacity

Producing legislation

What does the EU do in tourism?

Complements the action of Member States by:

- promoting the competitiveness of companies
- encouraging the exchange of good practices & building capacity

Regulates some aspects:

- Green Deal legislation (food waste, packaging, green claims...)
- Package travel, passenger rights
- Short-term rentals
- Statistics

What are the key challenges and opportunities?

Long-term competitiveness and resilience:

- Unbalanced tourism growth
- Skills mismatch and labour shortages
- Competition from non-EU destinations
- Economic uncertainty

Sustainability and climate change: mitigate, adapt, regenerate

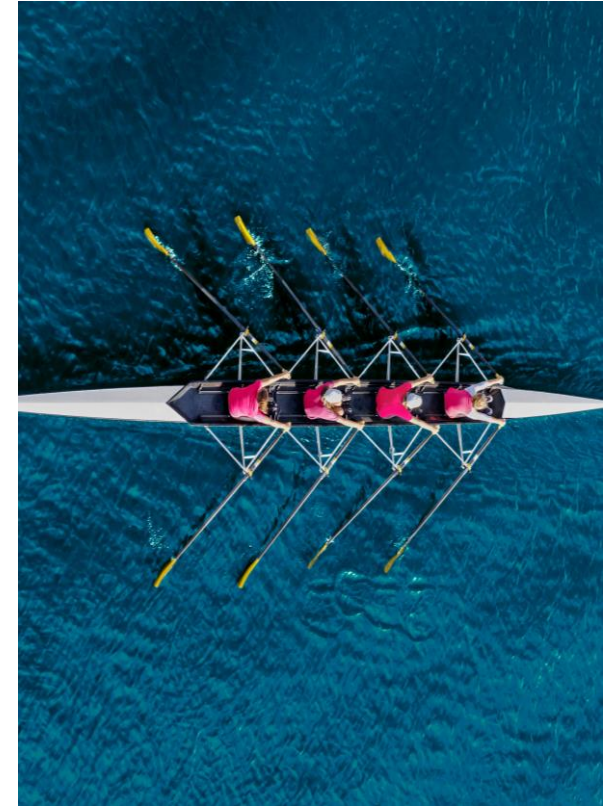
Digital transformation: Adoption of digital tools, AI, and data-driven solutions

Data availability, interoperability and application

Governance: integrated strategies, multi-level & cross-sectoral cooperation, engaging local communities

Infrastructure & connectivity: better transport links, accessibility, smart solutions

Regulatory issues: Compliance with EU & national laws



EU policy framework



Consultation process
starting soon