

EU Tourism Platform Onboarding Workshop

29 May 2026, 14.00 – 15.30 (CET)



European
Commission

EU Tourism Platform Onboarding Workshop

Agenda

Transition pathway
for EU tourism

14:00 – 14:10 **Opening session**

EU Tourism Platform Overview

- 14:10 – 14:20
- Benefits for community members
 - Overview of sections and features
 - Q&A

Contributing to the EU Tourism Platform Community

- 14:20 – 14:40
- Publication and Update of content
 - Tips and tricks
 - Pledges
 - Q&A

Interacting with the Community

- 14:40 – 14:50
- Community section walkthrough
 - Connecting and synergies building
 - Q&A

14.50 – 15.20 **From Questions to Action: Live Platform Support**

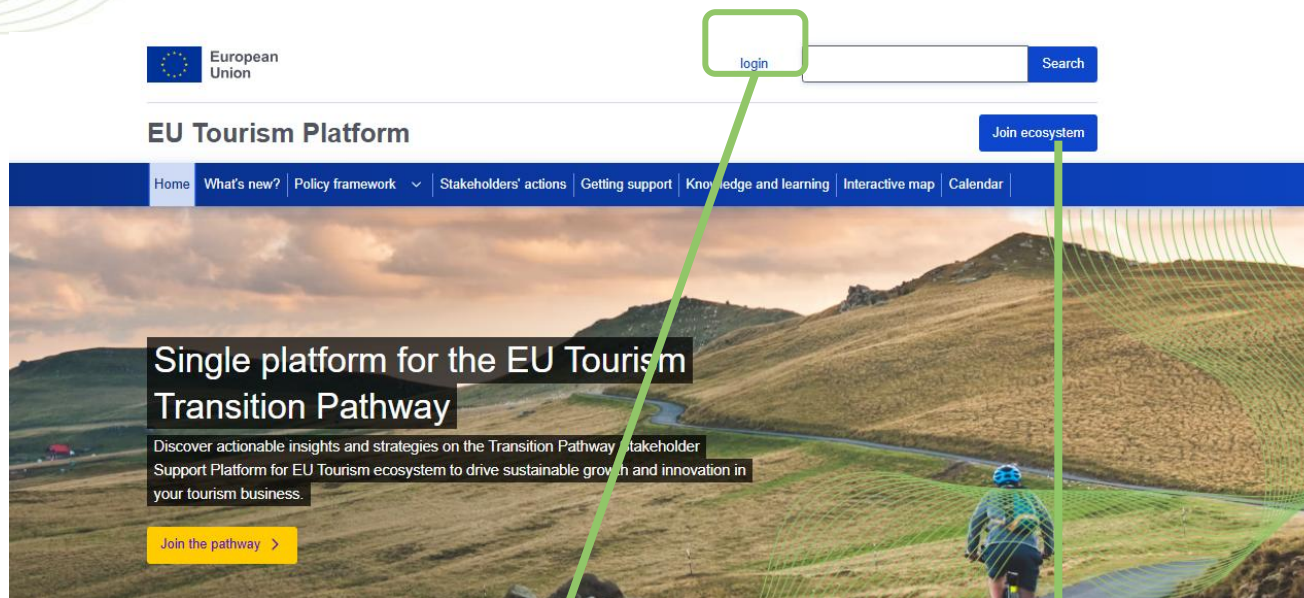
15:20 – 15:30 **Wrap-up and final highlights**

Opening session

Join now the
EU Tourism
Platform and
get started



Transition pathway for EU tourism



1st step: Login with your EU account – or create your EU account

2nd step: Select Join ecosystem to create your profile

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EU Tourism Platform Overview

EU Tourism Platform Overview

“Your One-stop-shop”

providing **access to tailored resources, collaboration opportunities, and actionable insights**, driving your green, digital, and resilient transformation



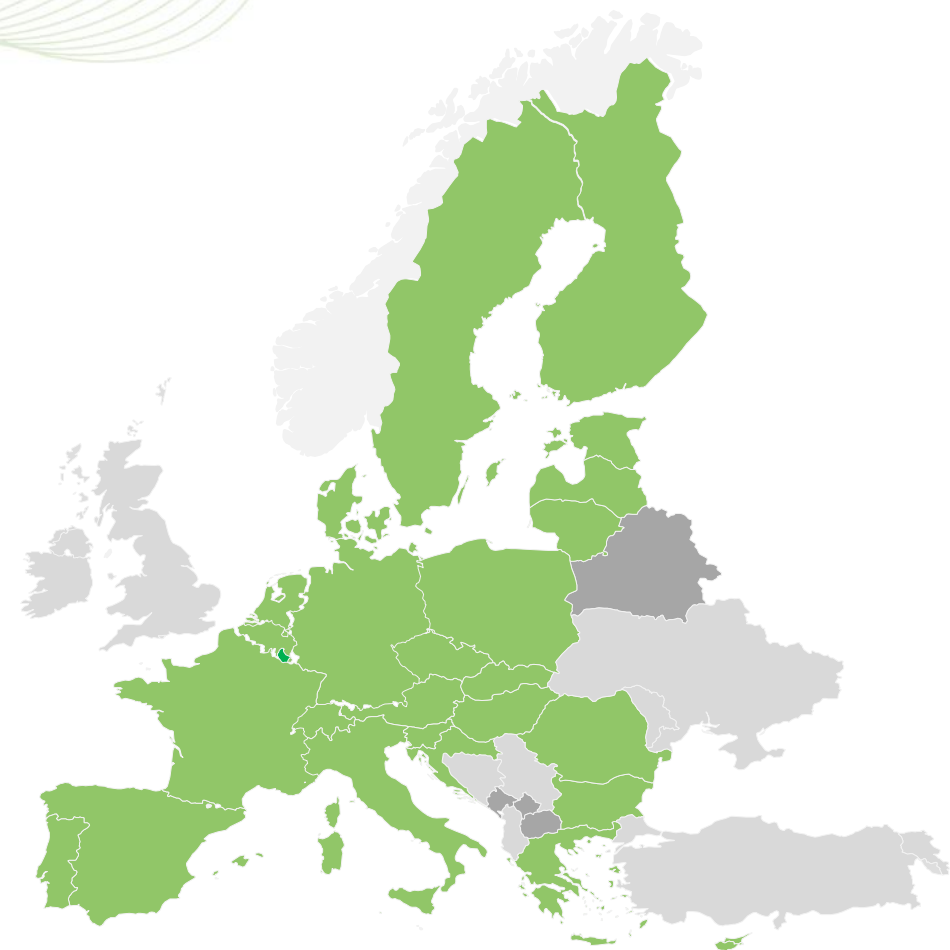
Overview

- ✓ >930 registered users
- ✓ From all EU-27 MS and beyond
- ✓ >300 organisations represented
- ✓ <5000 pieces of content published across sections



Types of stakeholders

- ✓ Public sector (National, regional and local authorities)
- ✓ EU Institutions
- ✓ Private sector (SMEs and larger companies)
- ✓ DMOs
- ✓ Industry associations / chamber of commerce
- ✓ Academic, Research and VET institution
- ✓ International organisations
- ✓ Networks and Federations
- ✓ NGO – Nonprofit
- ✓ Any other interested tourism actor



Benefits for Registered Users

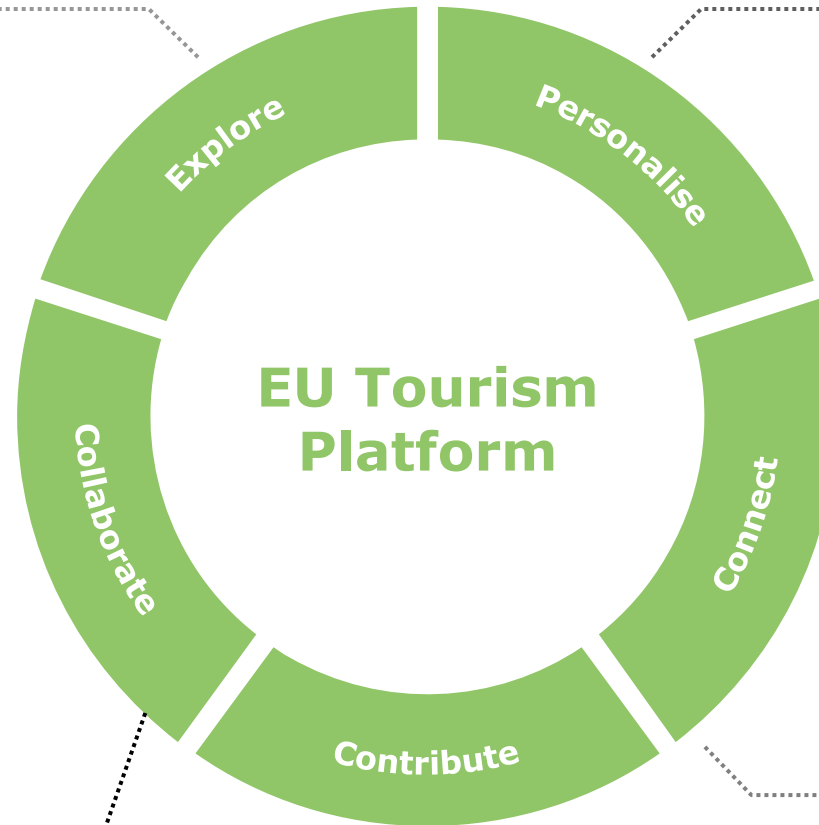
Explore

- Access a wealth of resources: up-to-date tourism information and data, latest news and updates on policies, upcoming events and articles
- Explore best practices, projects and success stories from stakeholders across the EU27 and beyond
- Find out about latest upcoming opportunities for funding, training and support calls

Collaborate

Connect and work together with other members through:

- Online Discussions
- Private Working Spaces



Personalise

- Complete the account settings
- Select your interests
- Visit the personalised homepage and customise your feed

Connect

- Find fellow community members with similar interests and follow them
- Connect with other users via direct messages
- Discuss online

Contribute

- Publish articles, initiatives and reports
- Submit and report on pledges
- Discuss online ideas and recommendations



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Community activities

News & Updates

- ✓ Announcements for new strategies, policies and
- ✓ Promotion of upcoming events
- ✓ Highlights of stakeholder actions (projects, pledges, best practices)

Events

- ✓ Topic-specific webinars covering the twin transition, skills and resilience of the tourism ecosystem
- ✓ Onboarding workshops

Online discussions

- ✓ Topic- specific online discussions for exchange of knowledge and best practices
- ✓ Networking and synergies building

Newsletter

- ✓ Monthly issue highlighting latest news and upcoming events and funding & support calls

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Contributing to the EU Tourism Platform Community

Sections and content types

What's new	Policy framework	Stakeholders' actions	Funding and support	Knowledge and learning
<ul style="list-style-type: none">• Articles• News	<ul style="list-style-type: none">• Policy• Legislation• Data	<ul style="list-style-type: none">• Best practices• Projects• Networks and platforms• Pledges	<ul style="list-style-type: none">• Support calls• Support resources• Funding mechanisms	<ul style="list-style-type: none">• Training courses• Learning courses• Event resources• Knowledge documents

TIPS FOR SUBMITTING CONTENTS:



- ✓ Create a short, engaging title that captures the reader's attention.
- ✓ Include a brief summary.
- ✓ Add relevant tags to improve searchability and help readers find your article.
- ✓ Use only license-free images and always include alternative text for accessibility.
- ✓ Select the correct publisher - either yourself or your organisation - before publishing.

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Interacting with the Community

How to interact?

Connect

Find members through the member list and the map, follow them and start discussing with them

Direct Messages

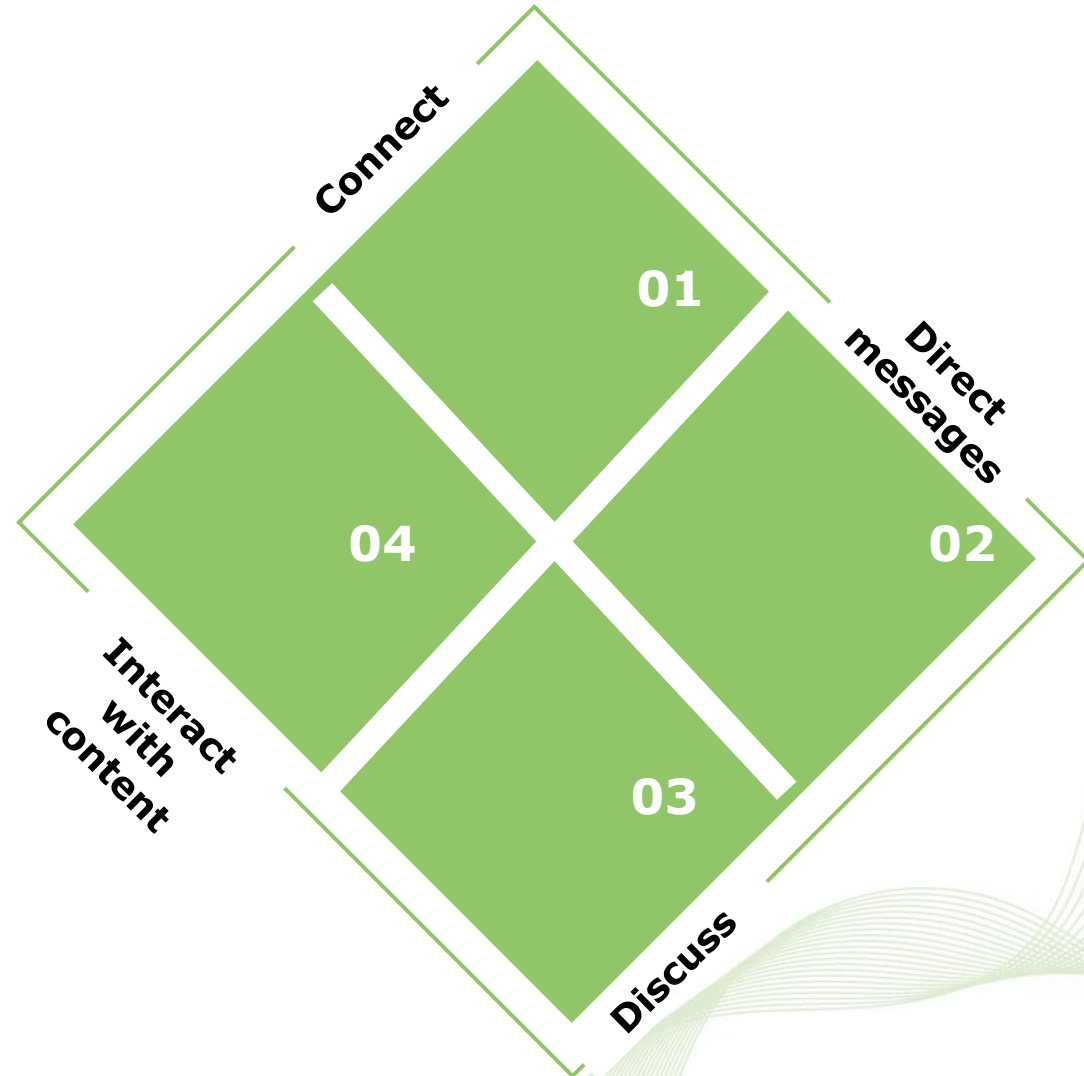
Start a private conversation with a member by sending them a message

Discuss

Join online discussions in the discussion forum or start your own thread by posting your news, ideas and calls for partners

Respond to content

Rate contents, add comments with your thoughts, share with your social media networks, and bookmark events.



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From Questions to Action: Live Platform Support

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**Share your opinion
via this survey**





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Helpdesk:**



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