



## Presentation of the initiative

[Iulia Niculica](#) | European Travel Commission

**SPECIAL WORKSHOP - Sustainable Cultural Tourism.  
European Year of Cultural Heritage 2018 and beyond  
Brussels, 30<sup>th</sup> November 2016**

# Economic importance of tourism

## Economic benefits:

income, employment, investment and exports

## Spin-off benefits:

- preservation of cultural heritage
- improved infrastructure
- local community facilitates
- stronger awareness of European citizenship



Tourism in the European Union

Source: WTTC, 2016

## OUR MESSAGE

In order to formulate effective tourism policies, a holistic European approach is needed taking into account the multiple impacts of the sector as well as the wide spectrum of stakeholders involved or affected by tourism.

This was recognised by the Treaty of Lisbon, which by article 195 of the TFEU gives to the European Union the responsibility to promote the competitiveness of the European tourism sector by creating a favourable environment for its growth and development and by establishing an integrated approach to the travel and tourism sector.

## SUPPORTING ORGANISATIONS

**ACI EUROPE** (Airports Council International)  
**AMADEUS** (Multinational IT Provider for the Global Travel and Tourism Industry)  
**EAAM** (European Association of Aquatic Mammals)  
**EARTH** (European Alliance for Responsible Tourism and Hospitality)  
**ECF** (European Cyclists' Federation)  
**ECTAA** (The European Travel Agents' and Tour Operators' Association)  
**ECTN** (European Cultural Tourism Network)  
**EDEN** (European Destinations of Excellence)  
**EFCO & HPA** (European Federation of Campingsite Organisations and Holiday Park Associations)  
**EFFAT** (European Federation of Food, Agriculture and Tourism Trade Unions)  
**ENAT** (European Network for Accessible Tourism)  
**EGWA** (European Greenways Association)  
**ERF** (European Road Union Federation)  
**ESPA** (European Spas Association)  
**ETAG** (European Travel and Tourism Advisory Group)  
**ETC** (European Travel Commission)  
**ETF** (European Transport Workers' Federation)  
**ETLC** (European Trade Union Liaison Committee on Tourism)  
**ETOA** (European Tourism Association)  
**ETTSA** (European Technology and Travel Services Association)  
**EUFED** (European Union Federation of Youth Hostel Associations)  
**EURAIL GROUP** (The Organization Marketing and Managing the Eurail Pass)  
**EURO DISNEY S.C.A.** (Operator of Disneyland® Paris)  
**EUROGITES** (European Federation of Rural Tourism)  
**EUROPEAN BOATING INDUSTRY** (Organization Representing the Interests of the European Leisure Marine Industry)  
**FEST** (Foundation for European Sustainable Tourism)  
**FEG** (European Federation of Tourist Guide Associations)  
**GLOBAL BLUE** (Tourism Shopping Tax Refund Company)  
**HOTREC** (Hotels, Restaurants and Cafés in Europe)  
**IRU** (International Road Transport Union)  
**ISTO** (International Social Tourism Organisation)  
**NECSTouR** (Network of European Regions for Sustainable and Competitive Tourism)  
**TOURISM SOCIETY EUROPA** (Membership Body for People Working in all Sectors of the Visitor Economy)  
**UNI EUROPA** (International Social Tourism Organisation)

For more information on the initiative and on how to join, please visit [www.tourismmanifesto.eu](http://www.tourismmanifesto.eu)

Sources for the text on Page 1:

World Travel & Tourism Council (2015), Travel & Tourism Economic Impact 2015 European Union, WTTC, London  
World Tourism Organization (2015), Tourism Highlights 2015 Edition, UNWTO, Madrid  
World Tourism Organization (2011), Tourism Towards 2030, UNWTO, Madrid

*\*The visitor economy includes value generated by provision of tourism-related goods and services, and the value of indirect contributions from other sectors that rely on tourism including its supply chain. This includes the impact of capital investment and government expenditure related to tourism.*

# TOURISM for GROWTH & JOBS

**Tourism is an important driver of economic and social development. This sector stimulates economic growth by generating income, employment, investment and exports. It also generates valuable spin-off benefits, including preservation of cultural heritage, improved infrastructure, local community facilities and stronger awareness of European citizenship.**

Europe is the world's number one tourist destination with a market share of 51% in 2014. The tourism industry generates (directly and indirectly) 9.7% of total EU-28 GDP, a figure which is forecasted to rise to 10.4% by 2025.

In the EU, the travel and tourism sector employs almost 25 million people and visitor exports generate 351 billion EUR per year. The role of tourism becomes increasingly important considering that, by nature, it is a labour intensive sector built primarily by SMEs, and it has high female and youth employment ratios.

In times when unemployment rates have increased dramatically, evidence indicates that the travel and tourism sector remains one of the leading job creators both in Europe and worldwide.

Taking into account these facts, European public and private tourism stakeholders have united and with a common voice present this **Tourism for Growth and Jobs Manifesto**. The document highlights the EU policy priorities for the sector in the coming years.

351 billion  
visitor  
exports



9.7% of  
EU's GDP



455 million  
international tourist  
arrivals



25 million employees

Tourism in the  
European Union

# P R I O R I T I E S



# Signing organisations

38 European private and public stakeholders



# Signing organisations





# Great supporter of the initiative

Due to the inclusion of **'preservation of cultural heritage'** on the cover page of the Manifesto, in terms of tourism benefits and stronger awareness of European citizenship

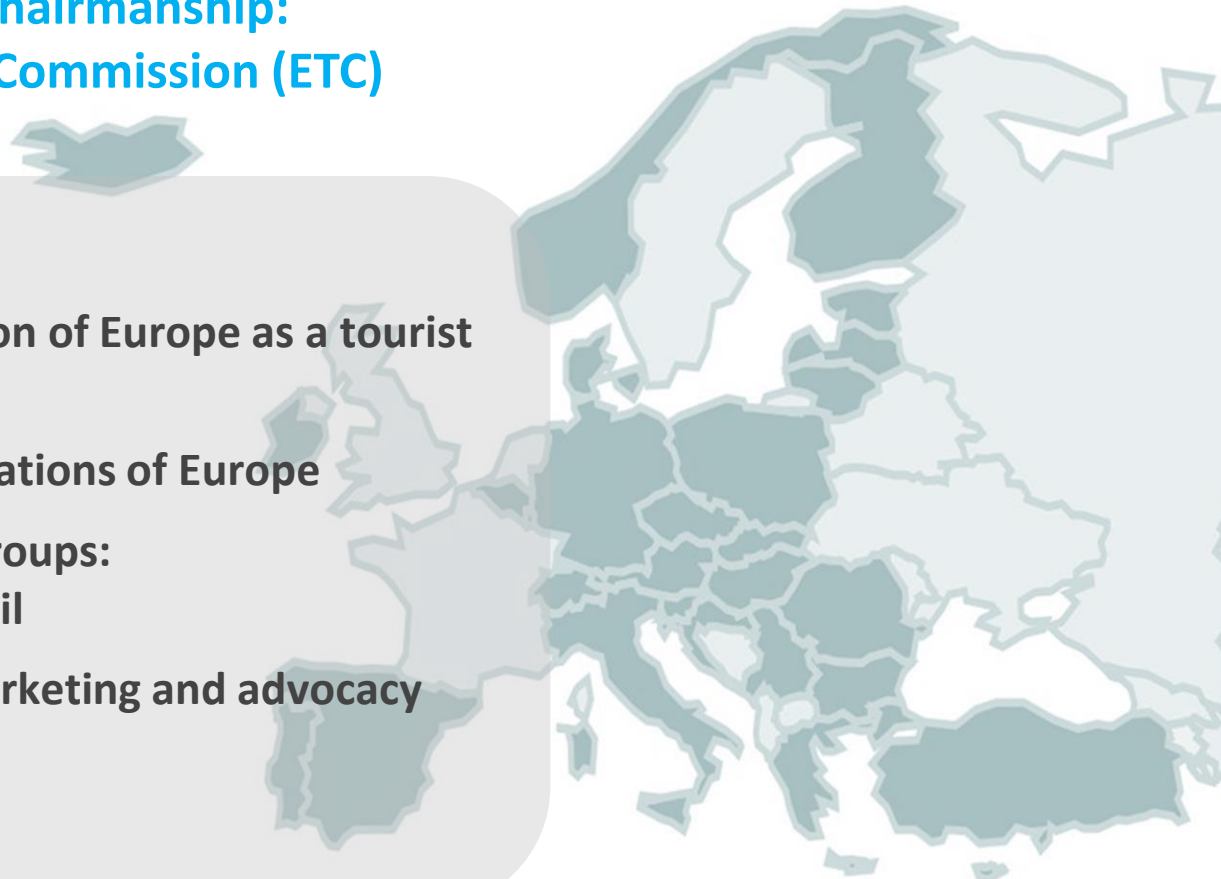
# Structure of the group



**Steering Group: 9 members, out of which 2 Vice-Chairs**

**Secretariat and Chairmanship:  
European Travel Commission (ETC)**

- **Founded in 1948**
- **Responsible for the promotion of Europe as a tourist destination**
- **32 National Tourism Organisations of Europe**
- **Four Overseas Operations Groups:  
USA, Canada, China and Brazil**
- **Main activities: research, marketing and advocacy**





# Steering Group

**ECF** (European Cyclists` Federation)

**EFFAT** (European Federation of Food, Agriculture and Tourism Trade Unions)

**ETC** (European Travel Commission)

**ETOA** (European Tourism Association)

**ETTSA** (European Technology & Travel Services Association)

**EUFED** (European Union Federation of Youth Hostel Association)

**FEG** (European Federation of Tourist Guide Associations)

**HOTREC** (The Umbrella Association of Hotels, Restaurants and Cafes in Europe)

**NECSTouR** (Network of European Regions for Sustainable and Competitive Tourism)



# Activities

2015-2016

Brainstorming sessions



Networking Reception hosted by  
MEP Claudia Monteiro



Meeting Committee of the Regions



**Meeting Commissioner  
Tibor Navracscs, DG EAC**



Presentation of the Manifesto and exchange of views  
at TRAN Hearing, European Parliament

Distribution of the Manifesto document to all MEPs

# TourismManifesto

FOR GROWTH & JOBS

- Home
- The Manifesto
- Signing Organisations
- Media/Press
- Contact

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Europe is the world's number one tourist destination with a market share of 51% in 2015.

The tourism industry generates (directly and indirectly) 9.9% of total EU-28 GDP, a figure which is forecasted to rise to 11% of GDP by 2026.

[Download PDF](#)



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# A C H I E V E M E N T S

Manifesto as a Think Tank



Defined a short-term work programme



Issued a common statement on the US & Canada Visa waiver reciprocity mechanism



Initiated collaboration with DG Culture

Raised awareness of our common priorities among the EU institutions





# TourismManifesto

## FOR GROWTH & JOBS



**09:00 – 09:15**  
Arrival of participants

**09:15 – 09:35**  
**Opening speech** by MEP István Ujhelyi, Vice-Chair of the responsible for Tourism Task Force and Eduardo Santa Director of the Travel Commission and Chairma Steering Gr

Further inter... MEP Ana-Claudia Tapardel, Co-C... Parliament ... for European Tourism Development

**09:35 – 09:50**  
**Remarks** ... d of the Tourism, Emerging ... Commission



## Recognition of the initiative by the European Union institutions

# Towards 2017

Continue to raise awareness of the initiative and common priorities

Contribute to the implementation of the

**European Year of Cultural Heritage 2018**

Identify and tackle the most urgent & feasible priorities

Translate the Manifesto in other languages



**THANK YOU FOR YOUR ATTENTION!**

**Iulia Niculica**

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