



Transition pathway for tourism – from co-creation to co- implementation

European Tourism Forum

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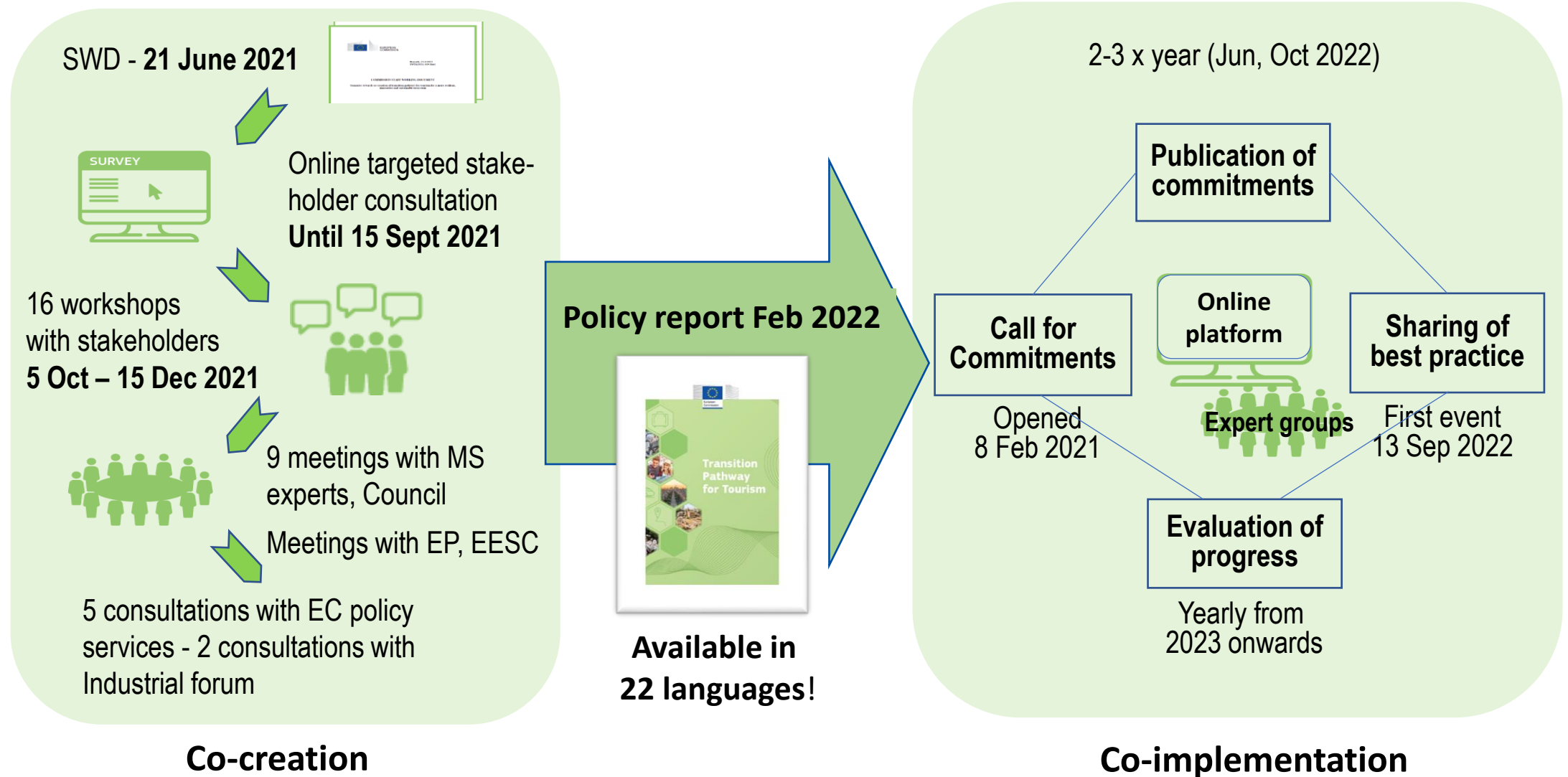
Head of Unit

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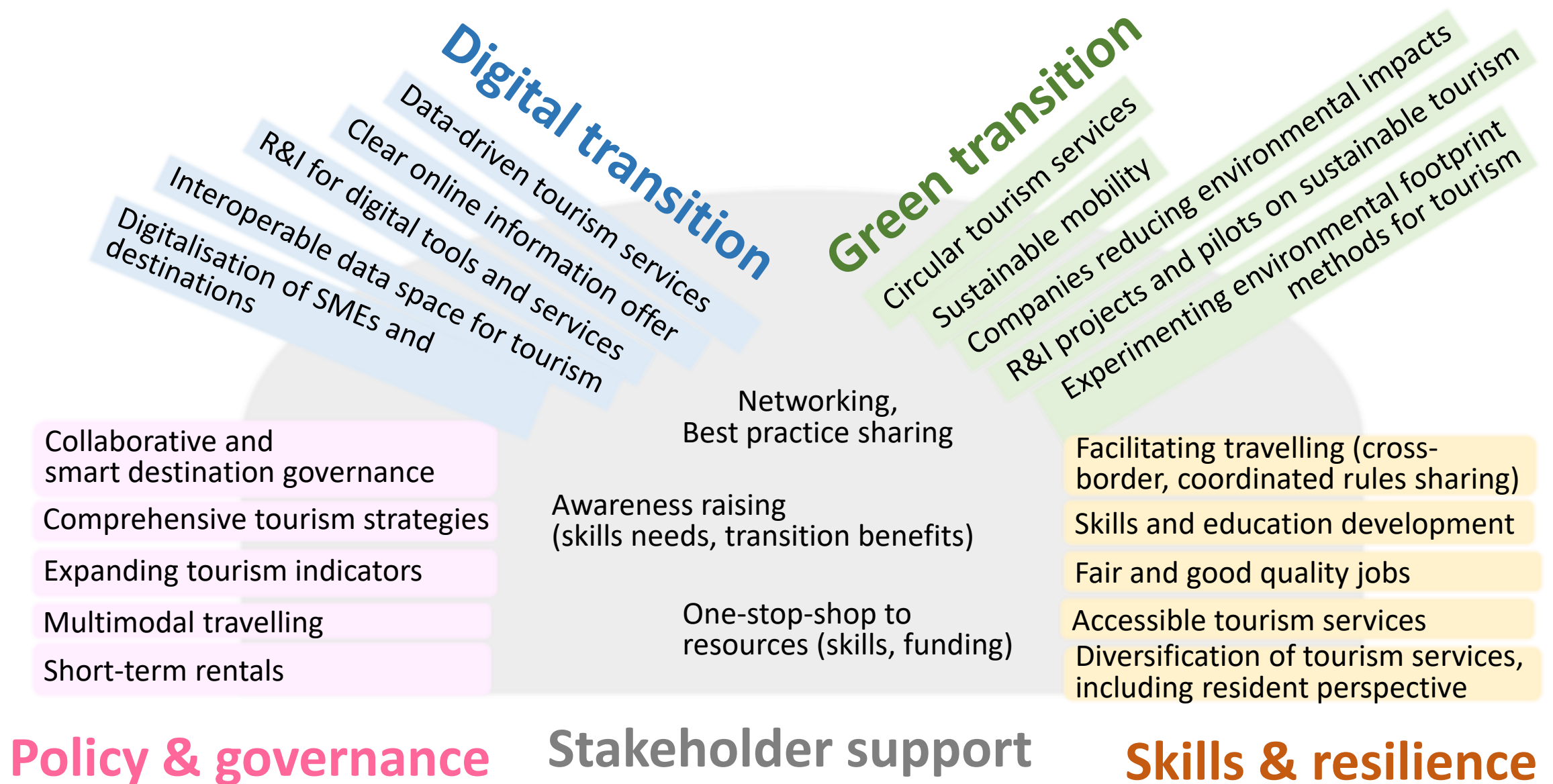
Context for the Transition Pathway for Tourism

- 2021 Industrial strategy update calls for accelerating green and digital transitions and increasing resilience of all 14 industrial ecosystems by co-creating transition pathways with industry, public authorities, social partners and other stakeholders
- Tourism ecosystem was addressed first, because has high economic value for the EU, it faces challenges in meeting environmental and digital goals, and was heavily hit by the COVID-19 crisis
 - Leveraging the recovery from COVID-19 for the twin transition and improving resilience
- Links with several policy initiatives : European Green Deal, Fit for 55, Circular economy action plan, EU data strategy, Europe's Digital decade and Digital Compass, etc
- Links with other industrial ecosystems: agri-food, construction, cultural and creative industries, digital industries, mobility and transport...
 - Creating a comprehensive picture of the transition of the tourism ecosystem considering links with different sectors and policies

Transition pathway is a long-term process



70 actions can be grouped under key work areas



Key elements of Transition pathway co-implementation

- Commitments by stakeholders
 - Collection and publication of concrete pledges
- Engagement of all EU institutions and services
 - Engagement and support of the Member States through EU Agenda for Tourism
- Stakeholder working groups coordinated by DG GROW
- Collaboration platform for stakeholders
- Continuous communication and outreach
- Yearly assessment or progress



Forming a partnership and community to work together –
Together for EU Tourism (T4T)

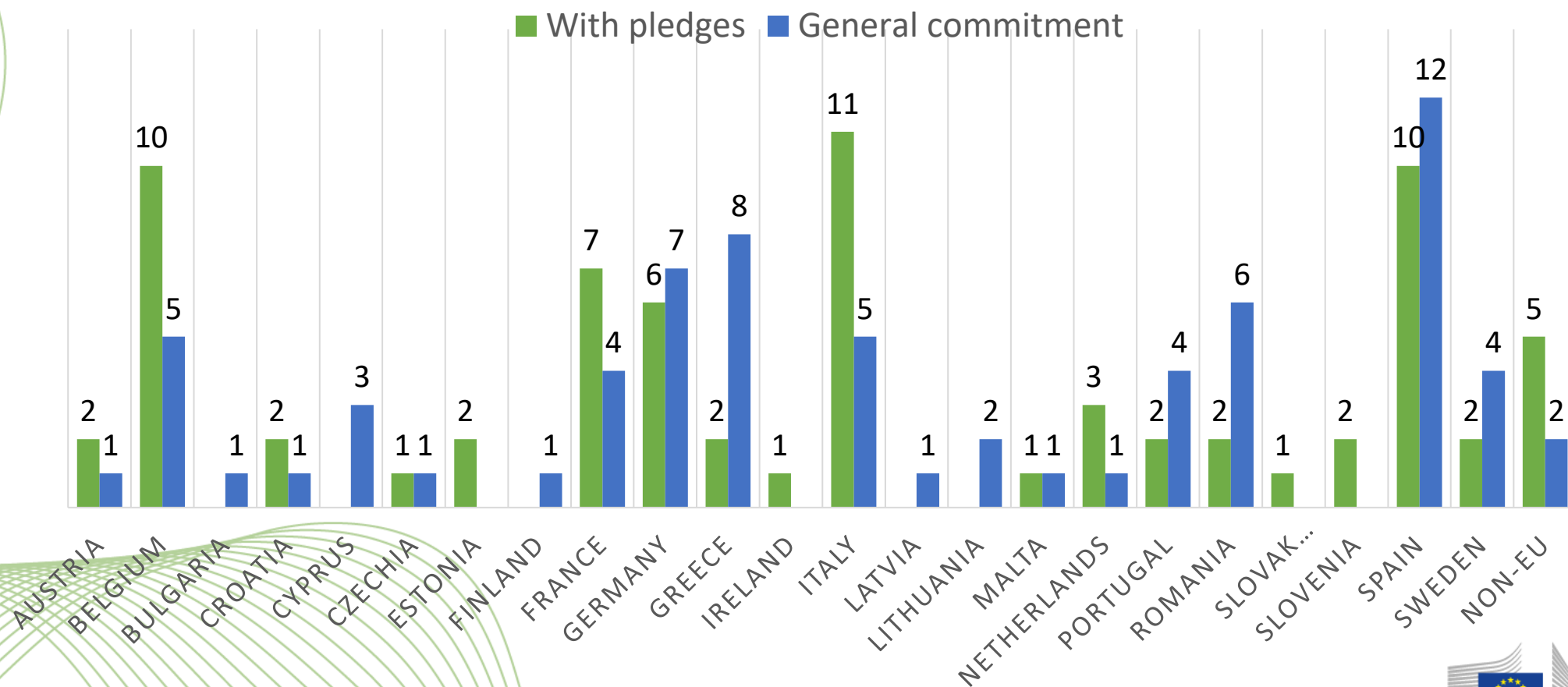
Stakeholder pledges

- Stakeholders identified the key areas of the transition pathway and continue shaping its implementation through their concrete actions
- DG GROW opened a continuously open online call for stakeholders to submit their pledges to support transition pathway, with published results 2-3 times a year
- Engaging stakeholders through pledges allows them the flexibility to define their own specific actions and targets for contributing to the shared pathway objectives
- Pledges show examples of leadership and facilitate best practice sharing across different types of public and private actors across the EU, helping new actors to get engaged
- Collecting and publishing pledges supports optimising synergies, building links, targeting support activities and recognising needs for further support or new action areas
- Pledges build evidence on actions and progress in the transition, and DG GROW follows and supports them together with upcoming stakeholder working groups

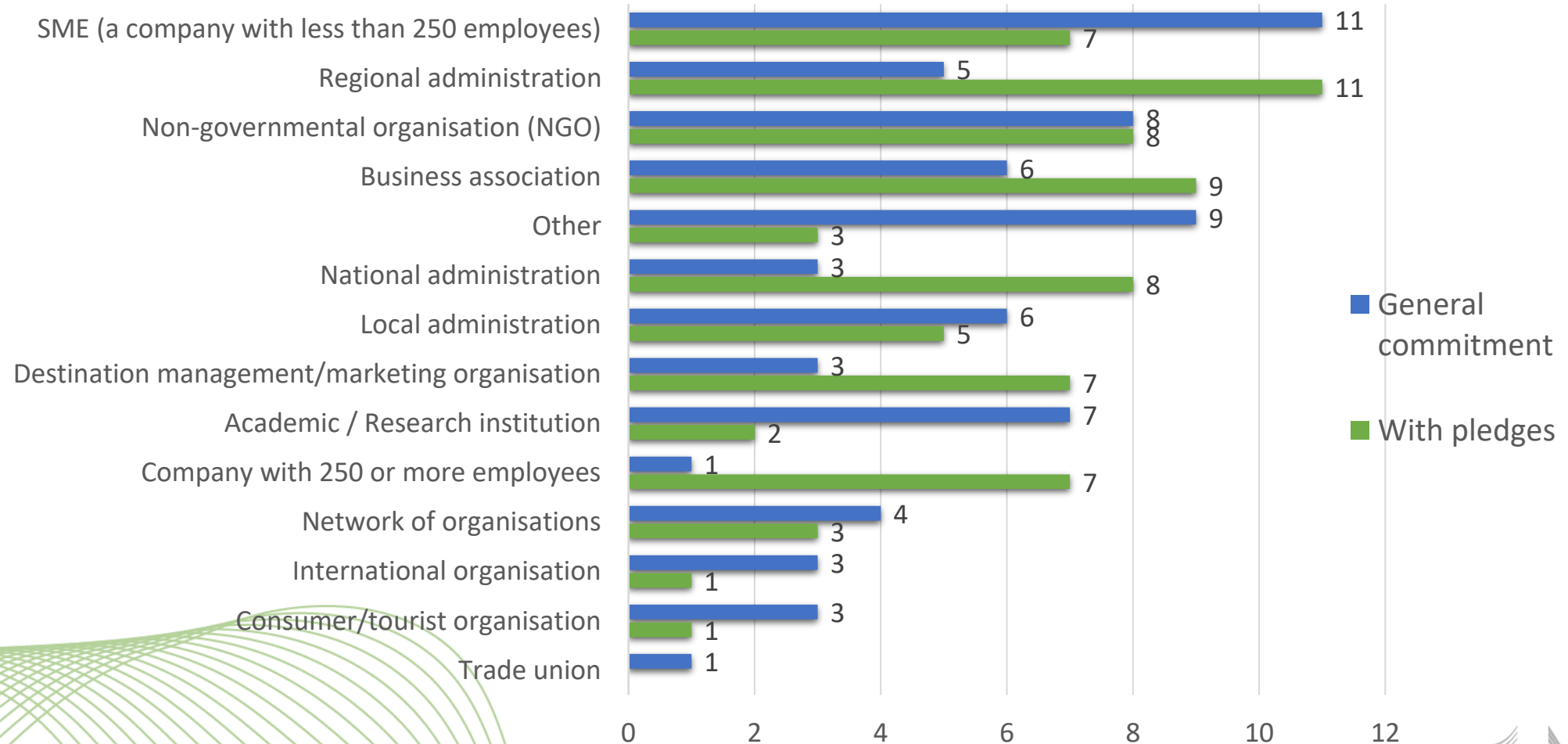


<https://ec.europa.eu/eusurvey/runner/Together4EUTourism>

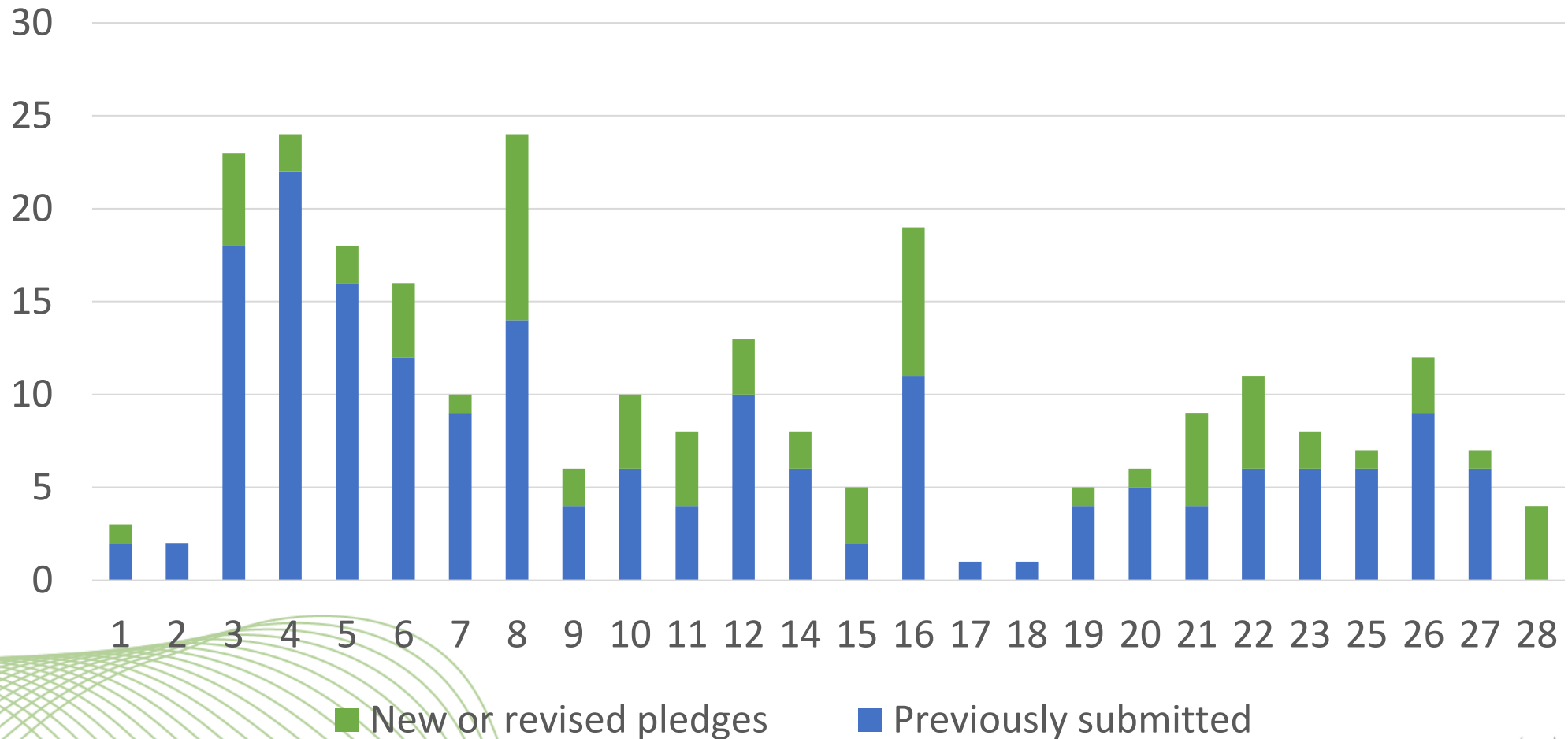
Organisations with published pledges and commitments from 30 countries



142 committed organisations of different types



260 published pledges on 25 topic areas



Example pledges: Ministry of Transport and Construction / Tourism Section, Slovak Republic

Once a year we will monitor, and publish on the National tourism dashboard, social, environmental, and economic indicators for Slovakia, such as:

Social indicators:

1. Tourist satisfaction - Specific Survey focused on foreign visitors mapping % tourists satisfied
2. Pressure – Number of beds per 100 residents, Tourism Intensity (Number of tourists overnight stays per 100 residents per day), Tourism Density (Number of tourists overnight stays per day per km²)

Economic indicators:

1. Regional Dispersion (Bednights in top 5 destinations)
2. Seasonality Rate – All (Foreign and domestic) tourists bednights in all forms of paid accommodation establishments, Gini Coefficient
3. Economic Benefits - Avg. spend of domestic and foreign tourist per person/per night in €, Average length of stay of tourists in all forms of paid accommodation establishments
4. Employment - Tourism Employment/Total Employment (%)

Environmental indicators:

1. Carbon footprint - Tons of CO₂ generated by Accommodation and service activities, Travel agency, tour operator and other reservation service and related activities, and Air transport

Example pledges: Ryanair

"12.5% Sustainable Aviation Fuel by 2030"

The use of sustainable aviation fuel ("SAF") is key to decarbonise the industry in the short to medium term. SAF can deliver significant CO2 emissions savings and is a promising technology to pursue the achievement of the EU Green Deal's objectives. For these reasons, Ryanair committed to an industry-leading 12.5% SAF use in 2030. In April 2022, we announced a partnership with Neste, a SAF supplier, to power approx. one third of our flights at Amsterdam Airport Schiphol (AMS) with a 40% SAF blend. This SAF will reduce greenhouse gas emissions by over 60%, supporting Ryanair's Pathway to Net Zero by 2050 decarbonisation goals. Ryanair has already significantly advanced this commitment by partnering with Trinity College Dublin to open the Ryanair Sustainable Aviation Research Centre, which was launched in April 2021. It is composed by 11 engineers and scientists focused on researching SAF, zero carbon aircraft propulsion systems and noise mapping for low-noise aircraft fleets.

"Target of 60g CO2 pax/km by 2030"

We're the No.1 EU airline for traffic, yet we rank fifth in terms of CO2 emissions. What this means is that we carry almost four times the passengers as the No.6 airline while producing similar levels of CO2 emissions. We want to keep improving our performances, and are committed to reducing emission intensity by 10% from pre-pandemic levels (66g CO2 pax/km) to 60g CO2 pax/km by 2030.

Transition pathway is an invitation to act

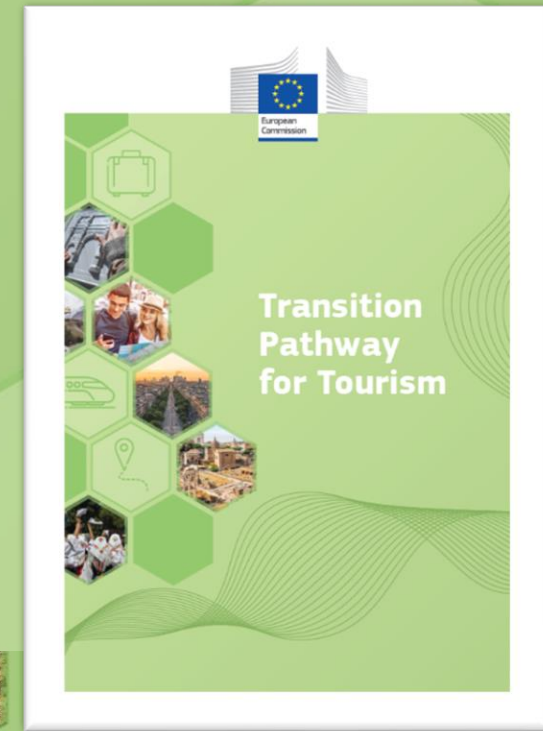
- **Transition pathway for tourism is a collaborative effort for all of us**
 - Share information about it with your stakeholders and collaborators
 - Launch discussions on national/regional/local level on existing and potential synergies between TTP objectives and strategies for long-term development
- **Get concretely engaged through submitting pledges (next publication in March 2023)**
 - Recognise relevant areas of action and embed them in your respective strategies and practices engaging all relevant actors (partners, workers, customers)
 - Present concrete pledges through the online form with concrete actions and targets
- **Stakeholders will be kept informed of the upcoming co-implementation developments**
 - Stakeholder events, next ones in 2023
 - Call for stakeholder experts to Commission-coordinated working groups – to be published
 - Online stakeholder support platform (in 2023)
- **DG GROW tourism team is available to participate in discussions and webinars to discuss the Transition pathway for tourism**



Thank you!

EU-TOURISM-PATHWAY-2030@ec.europa.eu

- [Transition pathway policy report in 22 languages](#)
- [Collection of stakeholder pledges and commitments](#)
- [Published pledges and commitments for the transition of EU tourism](#)
- [Tourism transition pathway co-creation \(europa.eu\)](#)
- [Guide on EU funding for tourism \(europa.eu\)](#)



Together for
EU Tourism