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
Economic importance of tourism

- Accommodation services
- Rail, road & air transport
- Food & Beverage services
- Travel agencies & reservation services
- Recreation & sports services
- Cultural activities
- Country-specific tourism goods & services

www.tourismmanifesto.eu
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)
A multination, 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 Campsite 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)
ERP (European Road Federation)
ESPA (European Spas Association)
ETAG (European Travel and Tourism Advisory Group)
ETC (European Travel Commission)
ETF (European Transport Workers' Federation)
ETCSC (European Tourism – Culture and Sport Committee)
ETOA (European Tourism Association)
ETTSA (European Technology and Travel Services Association)
EUFED (European Union Federation of Youth Hostel Associations)
EUIR (European Union Institute for Research on the European Union)
Euro Disney S.C.A. (Operator of Disneyland® Paris)
Eurostars (European Federation of Rural Tourism)
EAAM (European Association of Aquatic Mammals)
European Baking 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)
NCTO (Network of European Regions for Sustainable and Competitive Tourism)
Tourism Society Europe (Membership Body for People Working in all Sectors of the Visitor Economy)
UNWTO (International Social Tourism Organisation)

For more information on the initiative and on how to join, please visit www.tourismmanifesto.eu

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.

9.7% of EU’s GDP

For 455 million international tourist arrivals

25 million employees

For more information on the initiative and on how to join, please visit www.tourismmanifesto.eu
Signing organisations

34 European private and public stakeholders
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: 8 members

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
Brainstorming sessions

Meeting Commissioner
Tibor Navracsics, DG EAC

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

Networking Reception hosted by MEP Claudia Monteiro

Meeting Committee of the Regions

Distribution of the Manifesto document to all MEPs
Raised awareness of our common priorities among the EU institutions

Defined a short-term work programme

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

Initiated collaboration with DG Culture

Manifesto as a Think Tank
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

www.tourismmanifesto.eu
THANK YOU FOR YOUR ATTENTION!

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