



Council of the European Union
General Secretariat

Brussels, 13 January 2026

WK 401/2026 INIT

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WORKING PAPER

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From: General Secretariat of the Council
To: Working Party on Competitiveness and Growth (Tourism)

Subject: Presentation by the European Commission: Report on the implementation of the European Agenda for Tourism 2030 (agenda item 4.)
Working Party on Competitiveness and Growth (Tourism) meeting on 13 January 2026

PUBLIC

European Agenda for Tourism 2030 – Implementation Report

Council Working Party on Tourism
13 January 2026

Scope and methodology

- **Council conclusions on the European Agenda for Tourism 2030 (2022)**
 - Five policy ‘dimensions’ or priority areas: governance, green transition, digital transition, resilience and inclusion, skills and support for transition
 - Agenda aligned with the Transition Pathway for Tourism (2022) and covers most of the actions therein
- **First implementation report adopted on 16 December 2025 (EN only) and all other EU languages on 7 January 2026**
 - The report covers progress across all five priority areas of the Agenda, focusing on Member States, but also highlights progress by the Commission and stakeholders
 - Assessment is based on national measures and strategies (publicly available or via interviews with authorities in the context of the study; EU-level initiatives and stakeholders pledges)
 - Also based on desk research, stakeholder mapping and stakeholder consultations, notably with public authorities and DMOs
 - Highlights several Member State best practices (TAC reporting/pledges/study research)

Priority area 1: enabling policy framework and governance

- **Overall progress:** limited to moderate in most Member States under this policy dimension
- **Gaps identified:** long-term strategic planning, tourism indicators, data-driven destination management
- **Key topics:** STR regulation, tourism statistics, strategies, destination governance

What can still be done?

- Review of Tourism Statistics Regulation (692/2011) including up-to-date and robust indicators
- Monitoring of implementation of STR regulation
- Full transparency and publication of national tourism strategies
- Empower DMOs to evolve into comprehensive manager of sustainable tourism

Priority area 2: Green Transition

- **Overall progress:** moderate to significant across all Member States partially due to strong influence of EU Green Deal legislation driving change across the tourism ecosystem
- **Gaps identified:** SME support and uptake of green initiatives, circular tourism models, water and waste management
- **Key topics:** circularity, support to SMEs, R&I projects on sustainable tourism

What can still be done?

- Continue to support efforts to improve the circularity of tourism services, including financial support
- Support the implementation of research and innovative projects on circular and sustainable tourism

Priority area 3: Digital Transition

- **Overall progress:** moderate, with some Member States leading in this policy dimension
 - Strong uptake of cloud and AI tools by innovative tourism SMEs, for example
- **Gaps identified:** data sharing and interoperable tourism data frameworks are still under development
- **Key topics:** use of digital tools by tourism SMEs/digitalization, public data sharing, R&I projects on the development of digital tools and services

What can still be done?

- Support for digitalization, particularly for MSMEs, is still critical
- Data sharing and data-driven destination management will remain a priority in light of the ongoing development of an EU Data Space for tourism
- Continued support to research and innovative tourism projects developing digital tools

Priority area 4: Resilience and Inclusion

- **Overall progress:** Moderate across most Member States with notable advances on accessibility (European Disability Card)
- **Gaps identified:** Unbalanced tourism, crisis preparedness and seasonal and spatial diversification remain major challenges in some tourism hotspots
- **Key topics:** accessibility of services, resilience of tourism services and destinations, sustainable innovation in tourism services

What can still be done?

- Accessible services should be integrated into overall policy work, taking into account the silver economy travellers
- Support to tackle unbalanced tourism, in the form of guidelines to destinations
- Strengthening 'Brand Europe' to promote the EU as a destination

Priority area 5: Skills & Support

- **Overall progress:** Moderate progress overall
 - Pact for Skills in tourism gaining traction at EU and national level
- **Gaps identified:**
 - Regional skills partnerships should be scaled up and reach SMEs and workers at local level
- **Key topics:** awareness-raising on changes in tourism demand, skills development and increased participation in the Pact for Skills for tourism, enhancing communication with tourism stakeholders through the EU Tourism Platform

What can still be done?

- Continued organization and promotion of events to inform tourism stakeholders, increased functionalities of the Platform
- Possible development of an EU tourism skills academy or network of tourism schools to boost upskilling and reskilling of the workforce

Cross-cutting challenges & potential solutions

- **Workforce development and skills shortages remain persistent challenges**
 - Further support to Pact for Skills/tourism LSP initiatives and projects, development of NRSPs
 - EU Tourism Skills Academy or network of tourism schools
- **Limited strategic use of tourism data**
 - Improve (real-time) data-driven destination management, empower DMOs, harmonise KPIs
 - Invest in data systems, indicators and evidence-based decision-making
- **Addressing unbalanced tourism and destination resilience**
 - Guidelines on unbalanced tourism and alignment with crisis preparedness mechanisms
- **Weak coordination across governance levels**
 - Set up of cooperation structure at EU level involving all levels of governance – national, regional, local/DMOs to strengthen alignment of national and regional strategies with EU priorities
- **Access to funding and tailored SME support**
 - Simplification via guidance to SMEs and increased leveraging of stakeholders as implementation anchors through regular forums, expert groups and the EU Tourism Platform

Conclusions & next steps

- **Clear progress** overall, but more balanced **implementation** needed across priority areas
- Member States play a **central role** in operationalisation
- Report findings will inform the upcoming EU sustainable tourism strategy (April 2026)
 - some Agenda 2030 actions will be absorbed into the Strategy where more progress is needed (e.g. on data and statistics, governance, skills, resilience) and new actions will be presented (e.g. guidelines on unbalanced tourism)
- Further exchange on **Council conclusions announced by CY PRES**
- Continued cooperation essential for a **competitive, sustainable and resilient** EU tourism sector