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General Secretariat

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**LIMITE**

**TOUR**

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#### **WORKING DOCUMENT**

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| From: | Presidency  |
| To:   | Working Party on Competitiveness and Growth (Tourism) |

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| Subject: | Presentation by the Presidency of the outline of Council conclusions on tourism (agenda item 5.)<br>Meeting of the Working Party on Competitiveness and Growth (Tourism) on 13 January 2026 |
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WP TOURISM

# Cyprus Presidency of the Council of the EU

OUTLINE – DRAFT COUNCIL CONCLUSIONS ON THE EVALUATION OF THE  
EUROPEAN AGENDA FOR TOURISM 2030: BUILDING A SUSTAINABLE TOURISM  
FOR THE FUTURE

Tuesday 13 January 2026

#cy2026eu

WP TOURISM



# Council Conclusions



The aim is to bring together and consolidate all the work already done; indicatively, the Transition Pathway for Tourism, the European Agenda for Tourism 2030 and its action plan, the stock-taking exercises on their co-implementation, the consultation results on the upcoming EU Strategy for Sustainable Tourism, the work carried out during Tourism Working Parties, the TAC meetings and the Together for EU Tourism (T4T) expert group, with an outlook to the upcoming EU Tourism Strategy and the future of European tourism.



## RATIONALE

- Provide a reaction on both the Report on the implementation of the Agenda for Tourism 2030 and the upcoming EU Sustainable Tourism Strategy
- Build a bridge between the Agenda and the EU Tourism Strategy
- Address twin transition, skills gaps, SME pressures, data and governance challenges, as well as challenges needing renewed attention such as unbalanced tourism, climate change, AI...
- Consolidate and align existing governance frameworks rather than create new ones
- Ensure the future of European tourism is sustainable, resilient, digital, inclusive and competitive

## PROPOSED OUTLINE



### *Recalling and Recitals*

*Economic and social importance of tourism: competitiveness and sustainability are two sides of the same coin*

1. Local communities & social equity (Separate Priority Area)
2. Connectivity and Sustainable Mobility (Separate Priority Area)
3. Green transition and climate change (Priority Area 2)
4. Digital transformation, Data and European Innovation (Priority Area 3)
5. Skills and quality employment (Priority Area 5)
6. Resilience, adaptive management & crisis preparedness (Priority Area 4)
7. Multi-Level Governance (Priority Area 1)
8. Monitoring and follow-up (Wrap-Up – the way forward)

# LOCAL COMMUNITIES AND SOCIAL EQUITY



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## 1. Local Communities and Social Equity

### • Understanding unbalanced tourism

- ✓ Tourism Data (including for measuring sustainability)
- ✓ Seasonality & Geographic concentration
- ✓ Platform Economy

### • National policies for balanced tourism

- ✓ Address the main causes
- ✓ Data and monitoring: development of indicators
- ✓ Management of tourist flows
- ✓ Reinforcement of social equity
- ✓ Diversification of local economies
- ✓ Inclusivity / Accessibility

### • EU-level instruments

- ✓ European Guidelines for addressing Unbalanced Tourism
- ✓ Eurobarometer & other surveys to follow citizens' perceptions of tourism impacts in destinations
- ✓ Other EU policies / regulations such as STR
- ✓ Cohesion Policy

# CONNECTIVITY AND SUSTAINABLE MOBILITY



## 2. Connectivity and Sustainable Mobility

- **Connectivity**

- ✓ Air, Maritime & Land links a precondition, especially for island, outermost and remote regions
- ✓ Reliable, affordable and frequent connections – all year-round

- **Sustainable Mobility**

- ✓ Promotion of sustainable mobility options (rail, coach, ferries, public transport, cycling, walking...)
- ✓ Inclusion of last-mile solutions in planning
- ✓ Development of multimodal travel information

- **EU-level instruments**

- ✓ Territorial Cohesion – High-Speed Rail & TEN-T
- ✓ Multimodal Digital Mobility Services
- ✓ Single Digital Booking / Ticketing



### 3. Green Transition and Climate Change

- **Accelerating the green transition**

- ✓ Decarbonisation – Reducing footprint
- ✓ Protection of biodiversity, environment & cultural heritage
- ✓ More efficient use of natural resources in tourism

- **Climate Change Adaptation**

- ✓ Integrate climate adaptation into plans, programmes and strategies
- ✓ Development of carrying capacity monitoring systems and systems for tracking climate-related pressures on destinations and ecosystems

- **EU-level instruments**

- ✓ Study of pan-European impacts of climate change in the tourism sector (down to regional level)
- ✓ Green public procurement
- ✓ Support SMEs in reducing environmental footprint
- ✓ Support circular business investments & local pilot projects
- ✓ Measures for climate change mitigation and adaptation

# DIGITAL TRANSFORMATION, DATA & EUROPEAN INNOVATION



## 4. Digital Transformation, Data and European Innovation

- **Digital transformation as a strategic lever**
  - ✓ Digitalisation, including AI solutions
  - ✓ Strengthen European digital sovereignty
- **Data intelligence**
  - ✓ Common European Data Space for Tourism
  - ✓ Indicators and KPIs
  - ✓ EU Tourism Dashboard: a future EU Tourism Observatory?
- **Supporting an innovative European travel ecosystem**
  - ✓ Exploring an innovative European travel initiative or alliance
  - ✓ Encouraging networking among incubators & accelerators
  - ✓ Supporting travel tech start-ups & scale-ups
- **EU-level instruments**
  - ✓ Digital benefits for all stakeholders
  - ✓ Funds for digital investments
  - ✓ Digital Compass – Digital Decade targets
  - ✓ “Smart Tourism Destinations”

## SKILLS AND QUALITY EMPLOYMENT



### 5. Skills and Quality Employment

- **Skills and workforce needs**

- ✓ Labour & skills shortages
- ✓ Lifelong learning, Upskilling and Reskilling
- ✓ Green, digital, entrepreneurial & intercultural competences

- **Quality employment and attractiveness**

- ✓ Working conditions, terms of employment
- ✓ Make careers in tourism more attractive

- **EU-level instruments**

- ✓ Pact for Skills
- ✓ European Tourism Skills Academy
- ✓ Data Space for employment forecasting
- ✓ EU Funding Programmes





## 6. Resilience, Adaptive Management and Crisis Preparedness

### • Resilient Strategic Planning

- ✓ Use tourism data to enable informed decision-making
- ✓ Manage tourist flows

### • Adaptive management

- ✓ Real-time data
- ✓ Diversification of tourism products & market segmentation
- ✓ Fostering innovation
- ✓ Cross-sector cooperation

### • Crisis preparedness and response

- ✓ Risk assessment and prevention, contingency planning and early-warning systems
- ✓ Climate adaptation, disaster risk reduction & health considerations
- ✓ Coordination of responses across all levels

## MULTI-LEVEL GOVERNANCE



### 7. Multi-Level Governance

- **Stronger multi-level, multi-stakeholder governance**
  - ✓ International, EU, national, regional and local levels
  - ✓ DMOs as key intermediaries
  - ✓ Enhanced coordination among relevant policy fields
- **Using and upgrading existing structures**
  - ✓ Capitalise on existing work
  - ✓ Align national and regional tourism strategies with Agenda 2030 and the future EU Strategy
- **Better coordination and coherence**
  - ✓ Avoid duplication
  - ✓ One political framework
  - ✓ Simplified and enhanced governance
  - ✓ ... while keeping subsidiarity

## MONITORING AND FOLLOW UP



### 8. Monitoring and Follow-Up

- **Monitoring framework**

- ✓ EU Tourism Dashboard and national tourism observatories
- ✓ Track economic, environmental and social impacts

- **Indicators and data use**

- ✓ Harmonised metrics / indicators / KPIs, baseline monitoring system
- ✓ Data use to enable informed decision-making

- **Reporting and governance**

- ✓ Contributions from MS & stakeholders
- ✓ [EU Strategy for Sustainable Tourism]

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## Timeline during CY PCY

### MILESTONES

- 13/01/2026: 1<sup>st</sup> WP (presentation of CC outline)
- 04/02/2026: 2<sup>nd</sup> WP (CC 1<sup>st</sup> draft)
- 04/03/2026: 3<sup>rd</sup> WP (CC 2<sup>nd</sup> draft)
- 24/03/2026: 4<sup>th</sup> WP (CC 3<sup>rd</sup> draft)
- 17/04/2026: Informal Ministerial Meeting
- 28/04/2026: 5<sup>th</sup> WP (incorporate feedback into CC)
- End 04/2026: EU Strategy Adoption (tbc)
- 06/05/2025: 6<sup>th</sup> WP (CC finalisation)
- 28/05/2026: COMPET Council (CC Adoption)
- June 2026: 7<sup>th</sup> WP (tbc)



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# CY team

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Thank you

