

Tourism for Europe, Europe for Tourism

Reykjavík Declaration

Preamble

Tourism in Europe is a powerful force that touches the lives of communities, the vitality of our cultural and natural heritage, and strengthens societal cohesion. We, the Members of the European Travel Commission, reaffirm that tourism should never be an end in itself, but a means to the enrichment, regeneration, and revival of our destinations for current and future generations. Through this statement, we promote a vision of tourism focused on people, places, and purpose, with the primary aim of enhancing the well-being of residents across Europe. Our commitment is to support thriving communities, protect Europe's cultural and natural resources, and promote respectful interactions between visitors and hosts.

Guiding Principles

1. **Tourism as a Shared Benefit**

We commit to ensuring that tourism generates broad value for local societies. Economic vitality must be accompanied by cultural vibrancy, social inclusion, and environmental regeneration. Tourism should strengthen communities and contribute to their wellbeing.

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2. Communities at the Centre

We recognise residents as the custodians of Europe’s destinations. Their wellbeing, voices, and aspirations are at the heart of all tourism development. Tourism is most meaningful when it enhances daily life, reinforces local identity, and builds resilience for the future.

3. Innovation and Digital Transformation

We recognise innovation and digital transformation as key enablers of resilience, sustainability, and competitiveness in European tourism. We commit to supporting digital upskilling, data-driven decision-making, and smart destination management. By fostering cooperation among national and international tourism organisations, we aim to accelerate modernisation and ensure that all actors — especially SMEs — benefit from technological progress.

4. Respect for Culture and Heritage

Europe’s diverse heritage is both fragile and priceless. We commit to promoting tourism that safeguards and celebrates cultural and architectural treasures, supports creative expression, and nurtures living traditions. Tourism should be a vehicle for cultural continuity and renewal.

5. Strengthening Nature and Society

We commit to actively enhancing ecosystems and supporting the health of natural environments. Tourism should be a positive force that helps revitalise and improve the places it touches. This also includes supporting sustainable livelihoods, creating meaningful career paths, and promoting fair opportunities throughout the tourism value chain.

6. Tourism as a Force for Peace and Understanding

Travel in Europe is a bridge between cultures, encouraging empathy, dialogue, and cooperation. Tourism reaffirms the values of freedom, equality, solidarity, and respect that underpin both our continent and the ETC’s mission.

A Shared Future

This declaration serves as a compass for our actions. It is a collective promise to reimagine tourism as a practice striving for a regenerative purpose that gives back more than it takes. Together, we will work towards destinations where visitors are welcomed as guests, where communities feel enriched, and where the beauty and diversity of Europe are safeguarded for the generations to come.

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Signatories

Austrian National Tourist Office

Visit Flanders

Wallonie Belgique Tourisme

The Ministry of Tourism of the Republic of Bulgaria

Croatian National Tourist Board (CNTB)

Republic of Cyprus, Deputy Ministry of Tourism

CzechTourism

VisitDenmark

Estonian Tourist Board - Estonian Business and Innovation Agency

Business Finland Oy, Visit Finland

Atout France

German National Tourist Board (GNTB)

Greek National Tourism Organization (GNTO)

Visit Hungary

Icelandic Tourist Board

Tourism Ireland Ltd.

Fáilte Ireland

ENIT - Agenzia Nazionale del Turismo

Investment and Development Agency of Latvia (LIAA)

Lithuania Travel

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Ministry of the Economy and Innovation of the Republic of Lithuania

Luxembourg For Tourism (LFT)

Malta Tourism Authority (MTA)

Monaco Government Tourist and Convention Office

National Tourism Organisation of Montenegro

Netherlands Board of Tourism & Conventions (NBTC)

Innovation Norway

Polish Tourism Organisation (PTO)

Turismo de Portugal

Romanian Ministry of Economy, Digitalization, Entrepreneurship and Tourism

San Marino State Office for Tourism

National Tourism Organization of Serbia (NTOS)

Slovakia Travel

Slovenian Tourist Board (STB)

Turespaña - Instituto de Turismo

Switzerland Tourism

State Agency for Tourism Development of Ukraine (SATD)
