

THE EUROPEAN TRAVEL AND TOURISM SECTOR LAUNCHES A MANIFESTO FOR TOURISM GROWTH AND JOBS

Brussels, 16th December 2015. On the occasion of the European Tourism Day in Brussels, 24 European public and private tourism stakeholders including the European Travel Commission (ETC) have published their [Tourism for Growth and Jobs Manifesto](#). The Manifesto sets out eight European policy priorities for the travel and tourism sector in the coming years. These are:

- Competitiveness
- Digitalisation
- Good governance
- Joint promotion
- Reduce seasonality
- Skills and qualification
- Sustainability
- Transport connectivity

This is the first time that the European travel and tourism sector stakeholders come together to call European institutions to act on these key priorities, which seek to ensure that the Continent remains an attractive destination and that the tourism sector continues to make a significant contribution to growth and job creation to the European economy. A holistic approach is essential to formulate effective tourism policies given the multiple impacts of the sector and the wide spectrum of stakeholders involved or affected by tourism.

The Manifesto was presented to the representatives of the European institutions at a reception hosted by the Confcommercio Delegation to the European Union last week. The act counted with the presence of Members of the European Parliament (MEPs) **Ana-Claudia Țapardel** (S&D), **Cláudia Monteiro De Aguiar** (Christian Democrats), **Isabella De Monte** (S&D) and **István Ujhelyi** (S&D). Speaking on behalf of the European Parliament, as Vice-Chair of the TRAN Committee and President of the Tourism Task Force, Mr Ujhelyi said: *"It is a historical moment from the point of view of the European representatives of the tourism sector. That is why we supported this initiative and encouraged politicians and the tourism stakeholders to sit on the same side of the table. Together, we can convince the institutions here in Brussels, through concrete actions and diplomacy."* Ms De Monte mentioned that *"We will achieve excellent results if we all work together"*, while Ms Țapardel added *"This marks an important step to put tourism back on the EU Agenda"*. Ms Monteiro de Aguiar also emphasized that: *"This is what we wanted - speaking with a common voice"*.



Representatives of the signing parties and of the EU institutions at the presentation of the Tourism for Growth and Jobs Manifesto

Jakub Cebula, Member of the Cabinet of EU Commissioner for Internal Market, Industry, Entrepreneurship and SMEs, Elżbieta Bieńkowska; and **Carlo Corazza**, Head of the Tourism, Emerging and Creative Industries Unit, DG GROW, at the European Commission also attended the event. “*We will try to give appropriate answers to the challenges set out in the Manifesto*” stated Mr Corazza. “*We take note of the Manifesto and we will work together with all stakeholders closely*” said Mr Cebula.

Europe is currently 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 that is forecasted to rise to 10.4% by 2025¹.

In the EU, the travel and tourism sector employs almost 25 million people and visitor exports generate 351 billion EUR per year¹. 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.

This sector stimulates economic growth by generating income, employment, investment and exports. It also generates valuable spin-off benefits, including the preservation of cultural heritage, improved infrastructures, local community facilities and stronger awareness of European citizenship.

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.

More information on the initiative and on how to join the Manifesto can be found on www.tourismmanifesto.eu

ENDS

¹Source: World Travel & Tourism Council (2015), Travel & Tourism Economic Impact 2015 European Union, WTTC, London

Note to editors:

The European Travel Commission is an association of National Tourism Organisations (NTOs). It was created in 1948 to promote Europe as a tourist destination to the long-haul markets outside of Europe, originally in the USA and later in Canada, Latin America and Asia. It currently has 32 member NTOs, including 8 from outside the European Union.

Europe is the world's no. 1 tourist destination with 581 million international arrivals in 2014 and more than 50% of the market share of worldwide tourism.

Contact: ETC Executive Unit - Rue du Marché aux Herbes 61 - 1000 Brussels - BELGIUM.
T: + 32 2 548 9000 F: + 32 2 514 1843 e-mail: press@visiteurope.com

For further information: ETC’s corporate website www.etc-corporate.org is aimed at industry, government and educational personnel interested in tourism to Europe. Tourists seeking travel-specific information and ideas are directed to ETC’s consumer portal www.visiteurope.com.