
NAVIGATING THE EUROPEAN TOURISM WITHIN A TRANSFORMING WORLD

17TH UNWTO/PATA FORUM ON TOURISM TRENDS AND OUTLOOK

EUROPEAN
TRAVEL
COMMISSION



EUROPEAN TRAVEL COMMISSION

MISSION

Strengthen the sustainable development of Europe as a tourist destination and increase competitiveness through knowledge gathering and sharing amongst members and lobbying, as well as by establishing a professional marketing platform for the successful promotion of member countries in overseas markets.

MEMBERS

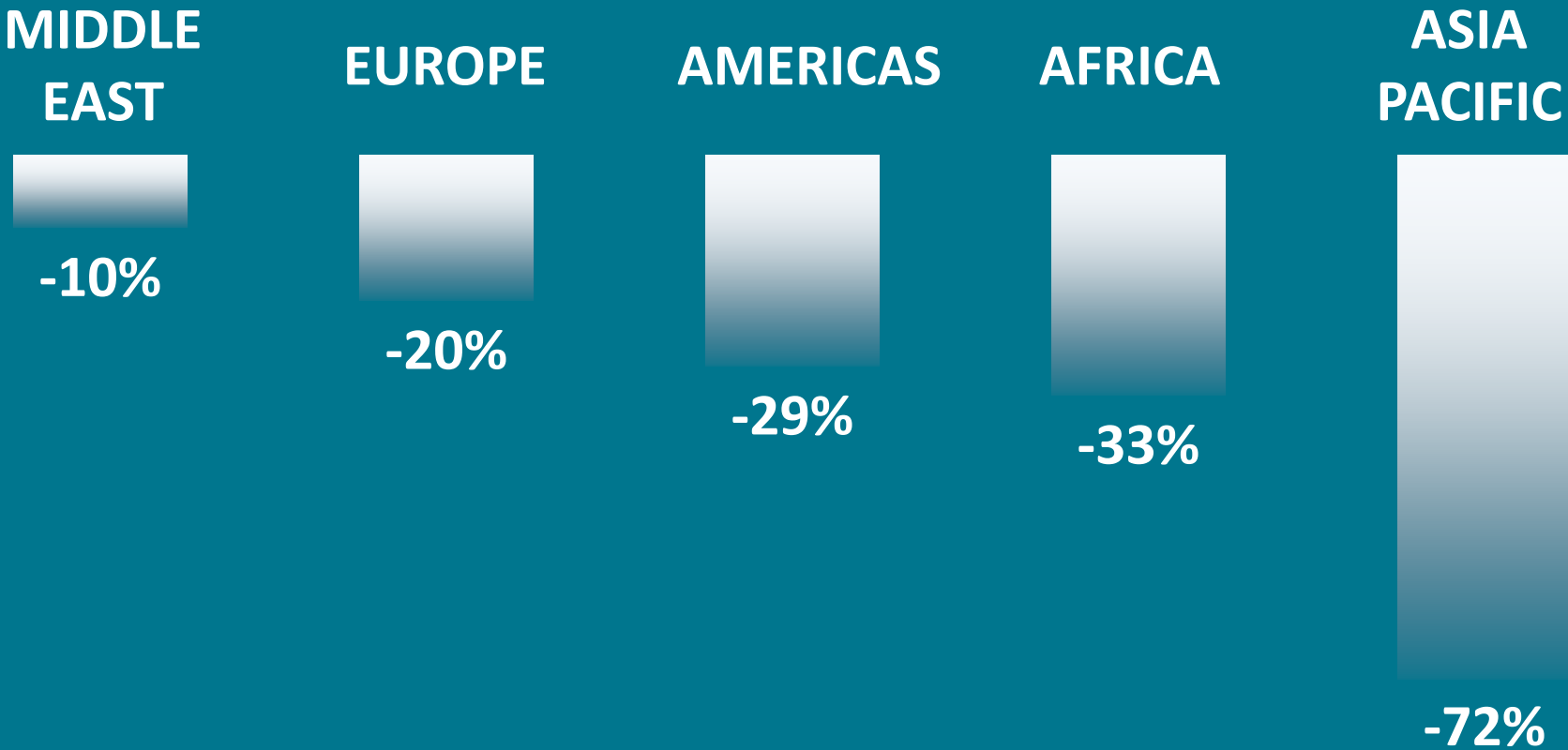
35 National Tourism Organisations
Private Organisations (associates)

PARTNERS:

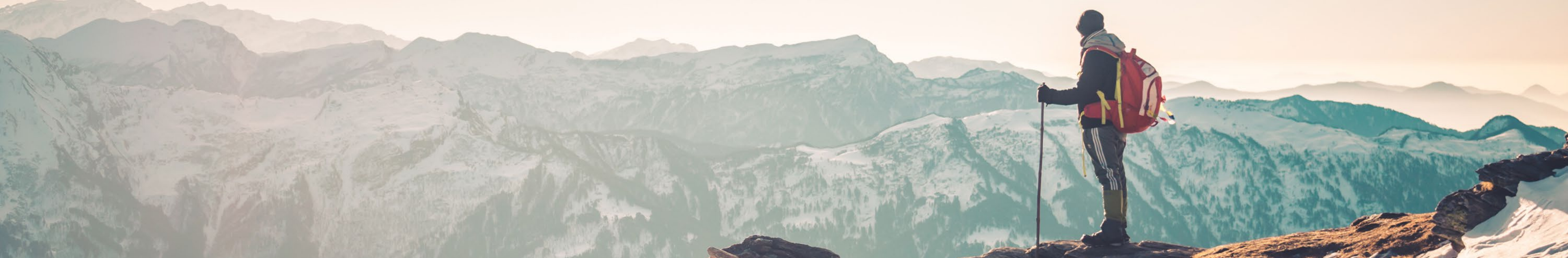
UNWTO, EC, ETOA, WTTC, ACI, etc.

IN 2022, EUROPE EXPERIENCED THE SECOND-BEST RECOVERY IN ARRIVALS....

International tourist arrivals (% change over 2019)

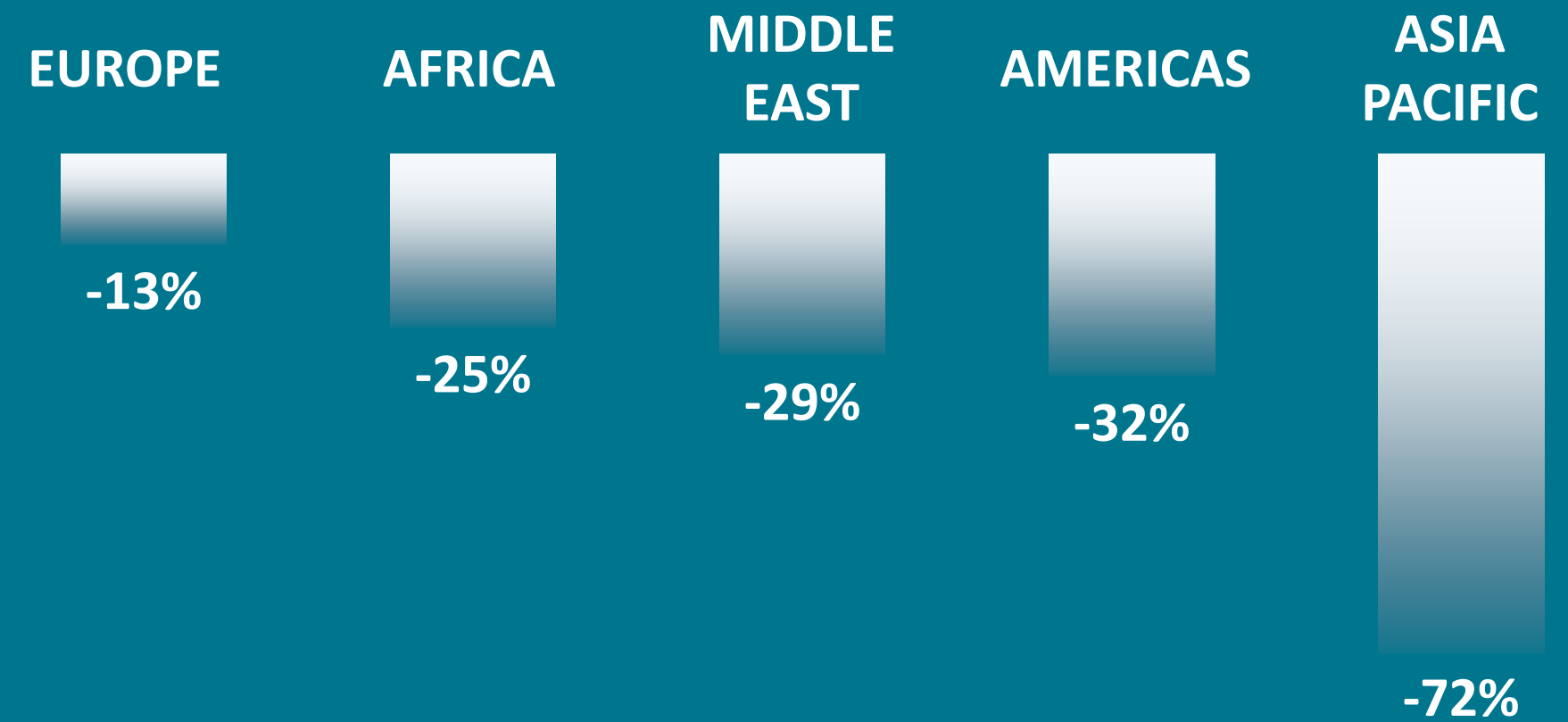


Source: UNWTO, June 2023



... AND OUTPACED ALL OTHER REGIONS IN TERMS OF TOURISM RECEIPT RECOVERY

International tourism receipts (% change over 2019, real terms)



Source: UNWTO, June 2023



THE INTRA-EUROPEAN TRAVEL MARKET WAS ESSENTIAL FOR THE RECOVERY OF THE EUROPEAN TOURISM INDUSTRY IN 2022

741 million

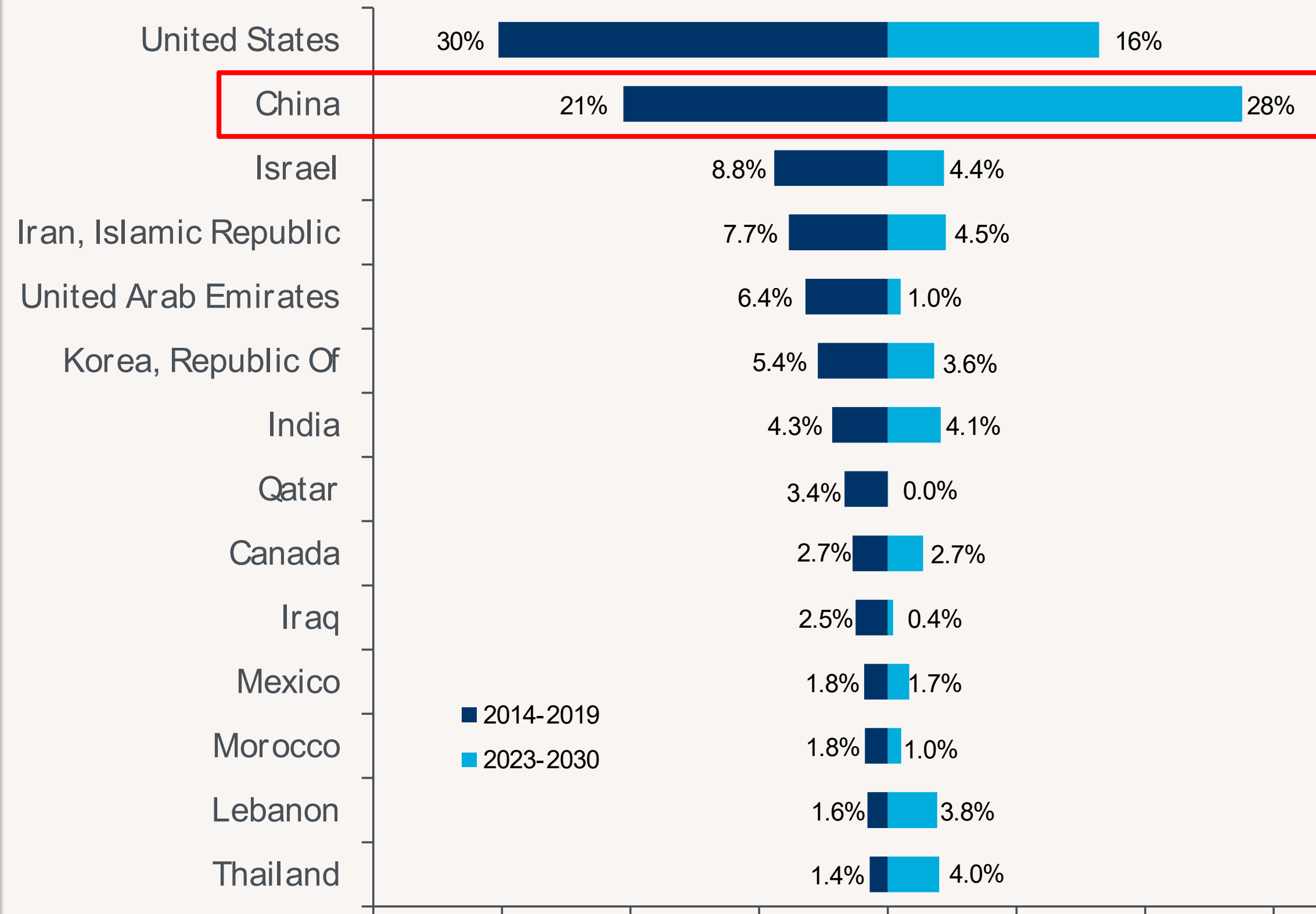
European arrivals (81%)

109 million

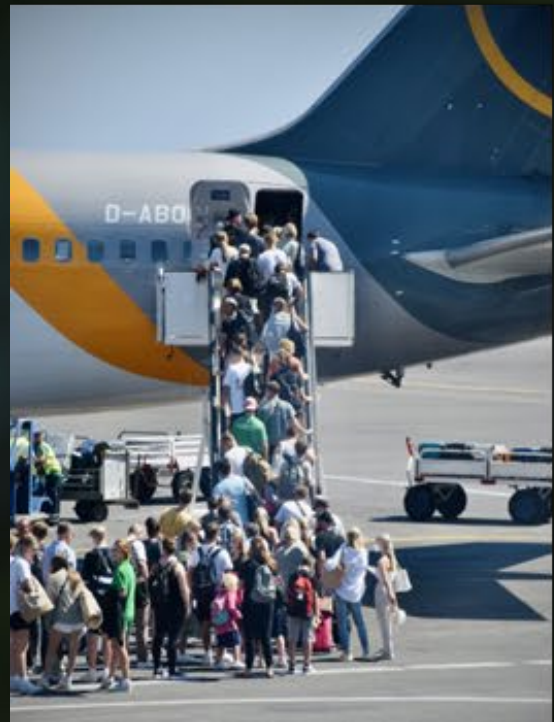
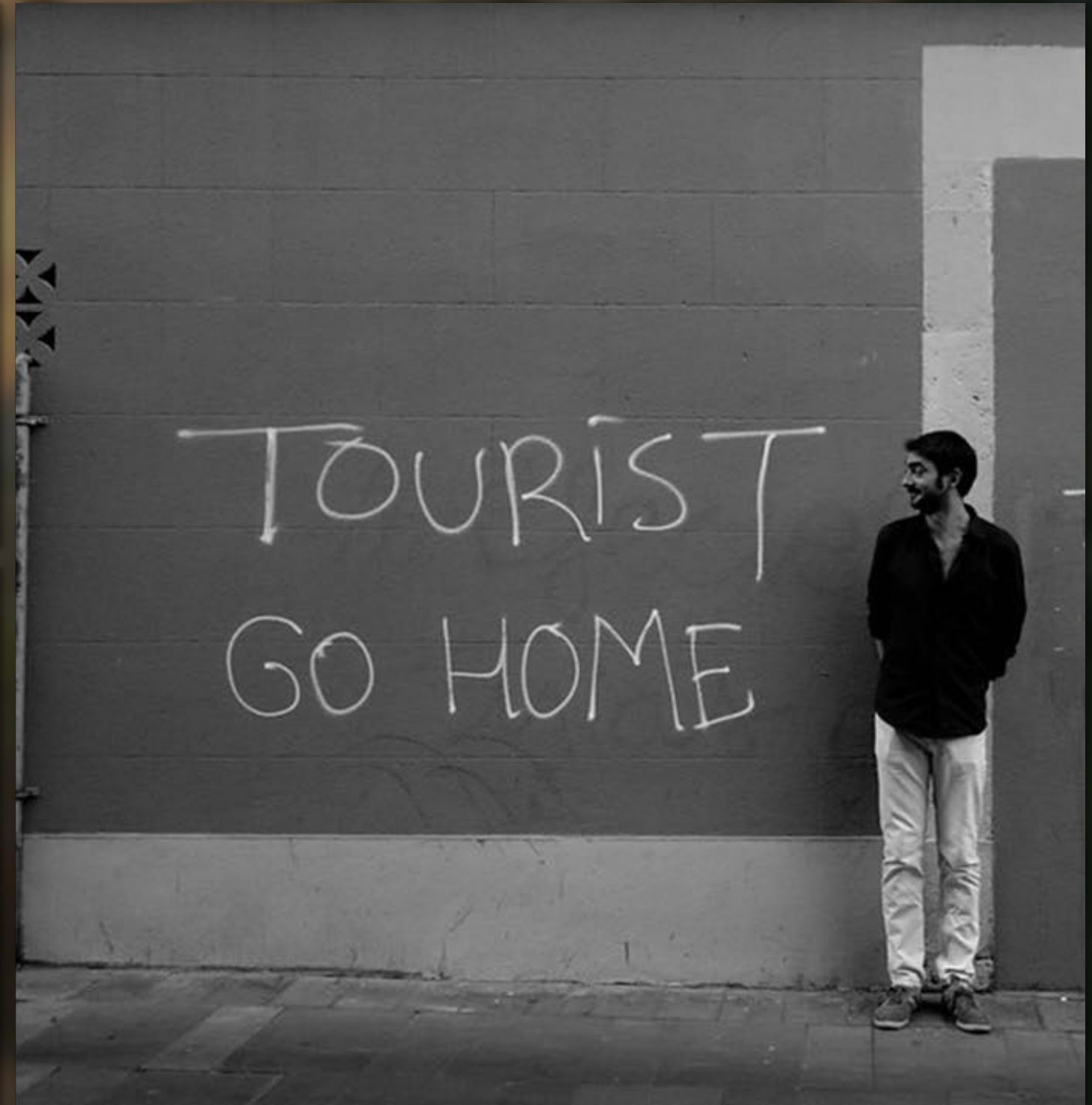
Non-European arrivals (19%)

CHINA TO REGAIN IMPORTANCE AS A DRIVER OF VOLUME AND VALUE

Top source markets to Europe by contribution to spend growth



NUMEROUS CHALLENGES FOR THE EUROPEAN TOURISM



WEATHER SHOCKS | INFLATION | STAFF SHORTAGES | INCREASING AMOUNT OF DATA, BUT NOT ENOUGH KNOWLEDGE | OVERCROWDING | GEOPOLITICAL CONFLICTS | BAD REPUTATION OF TOURISM ...



COLLABORATION IS THE KEY TO OVERCOMING THESE CHALLENGES

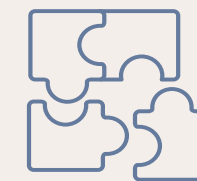
DATA AND KNOWLEDGE
EXCHANGE



MONITORING THE IMPACTS
OF TOURISM



EXPLORING THE EVOLVING
TRAVEL BEHAVIOURS





DATA AND KNOWLEDGE EXCHANGE

- ETC & UNWTO DATA LABS
- EUROPEAN TOURISM DATA SPACE



MONITORING THE IMPACTS OF AND ON TOURISM

- COLLECTION OF METHODOLOGIES
- COLLECTION OF BEST PRACTICES
- ORGANISING PLATFORMS FOR EXCHANGE OF BEST PRACTICES
- PUBLICATIONS AND WEBINARS ON THE PERFORMANCE OF EUROPEAN TOURISM



EXPLORING THE EVOLVING TRAVEL BEHAVIOURS

- OVERSEAS MARKETS
- EUROPEAN MARKET
- PASSION-BASED MARKETS
(e.g., gastronomy lovers, city-life enthusiasts)

**WE ARE STRIVING FOR TOURISM IN
EUROPE THAT IS MORE COMPETITIVE,
MORE SUSTAINABLE, AND MORE INCLUSIVE
BY 2030**

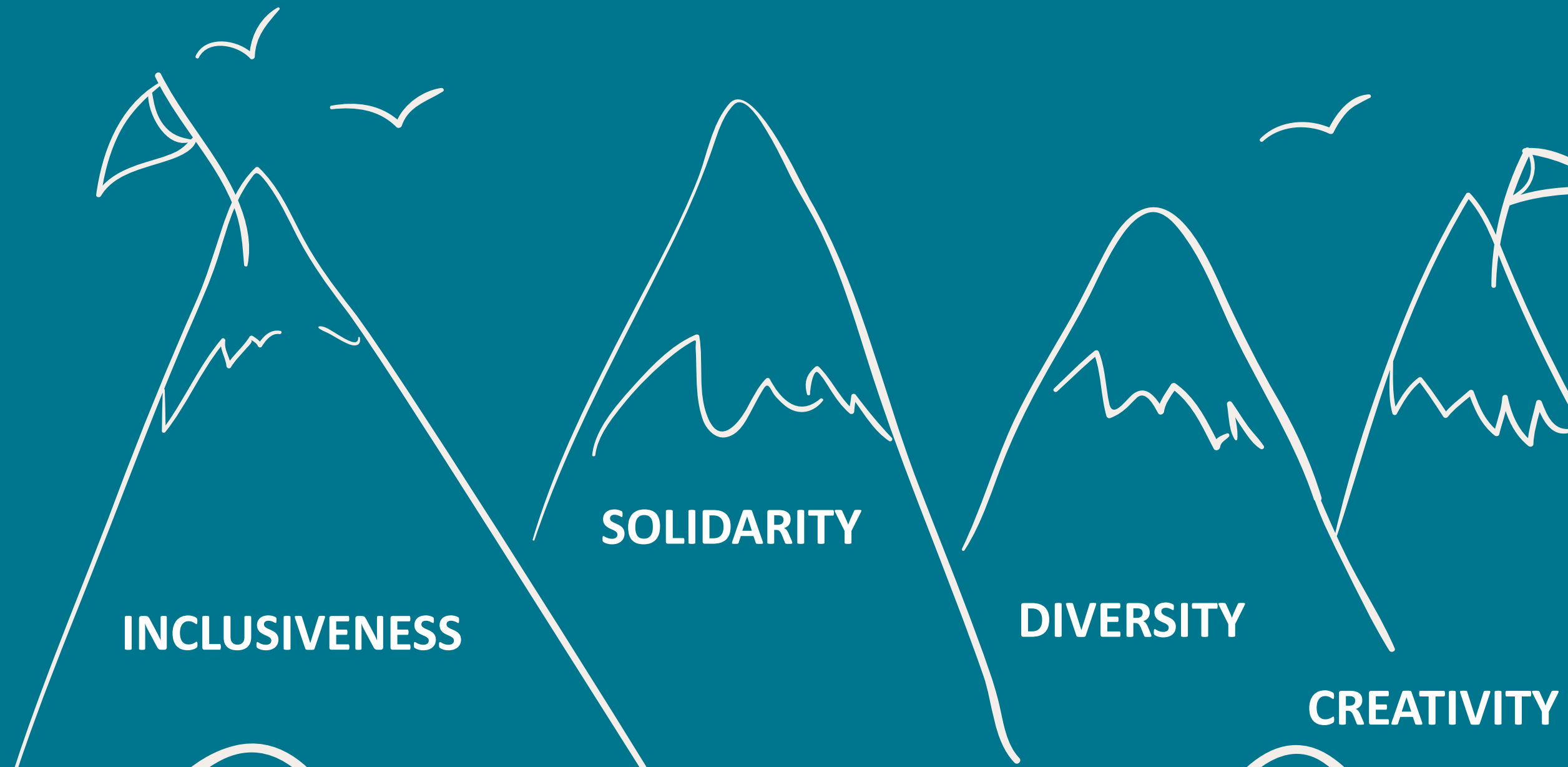
**EUROPEAN
TRAVEL
COMMISSION**

INCLUSIVENESS

SOLIDARITY

DIVERSITY

CREATIVITY



**THANK YOU FOR
YOUR ATTENTION!**

LYUBLENA DIMOVA | RESEARCH & DEVELOPMENT

**EUROPEAN
TRAVEL
COMMISSION**

