



ETC Transatlantic Conference

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Destination Europe – opportunities challenges and actions



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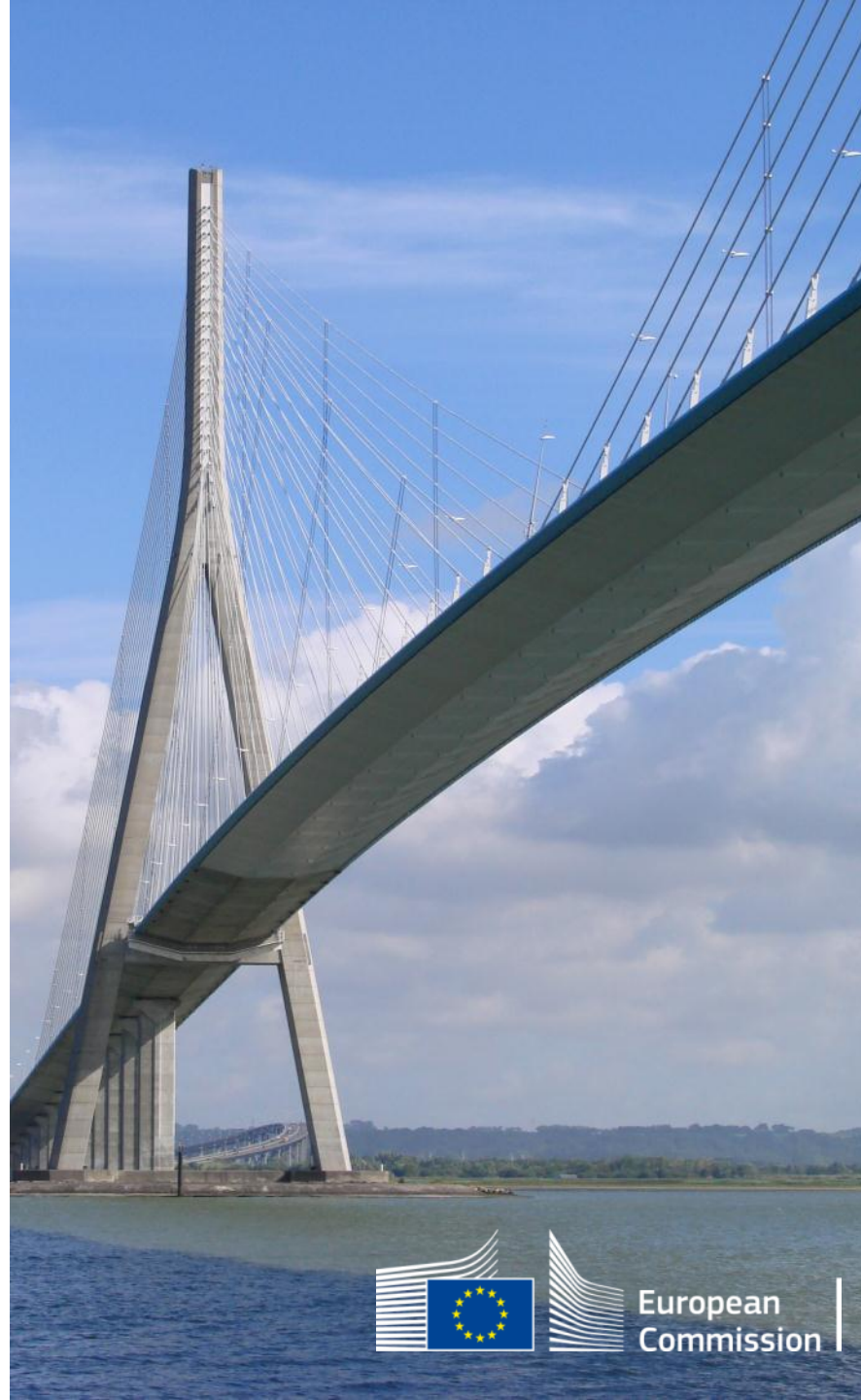
EU travel and tourism sector

- Relatively resilient sector, despite uncertain economic outlook
- Critical sector for economic development and for sustaining employment
 - 3% of the EU GDP
 - 3.6% of the total labour force
 - 8 million jobs

But with the related sectors:

- 8.4% of the EU GDP
- 9.1% of the total labour force
- 20 million jobs

Source: WTTC 2013





European
Commission

Europe N° 1 tourist destination in the world



Destination EUROPE – Opportunities

- EUROPE READY FOR TOURISTS WHENEVER THEY'RE READY
- Europe offers:
 - Wide variety of unique opportunities and destinations in numerous and diverse countries
 - Diverse cultural, historical and natural heritage
 - Rich gastronomic tapestry
 - Schengen Area – no visa for US and Canada
 - High level of consumer protection
 - Quality services
 - Security and safety, etc.

READY
TO BE
AMAZED?



EUROPE

WHENEVER
YOU'RE READY



Destination EUROPE - Challenges

- EUROPE N° 1 TOURIST DESTINATION IN THE WORLD BUT FACES MANY CHALLENGES
- Traditional vs. emerging destinations
- Slower growth in terms of share of international tourist arrivals
- Administrative and marketing challenges
- Increased competition, especially from emerging countries
 - with attractive destinations
 - sometimes with less demanding social & environmental rules
- etc.

Destination EUROPE – Challenge of a “complex architecture” – the EU

- Different national tourism policies - 28° Member States
 - Sometimes regionally decentralised tourism competencies
- Different tourism development strategies
- Different marketing and promotion strategies
- Different national/regional brands BUT under one umbrella VISITEUROPE
- Cooperation European Commission – European Travel Commission

Destination EUROPE – Challenge of a still reduced visibility

- Improve visibility of Europe as a destination by cooperation amongst all European stakeholders, both public and private, at all levels, European, national, regional, as well as local
- Raise awareness and enhance the identity of Europe as a destination
 - Representing a set of diverse, high quality, sustainable destinations in several countries
 - Offering a diversity of wonderful treasures: the world's finest museums, breathtaking architecture and amazing landscapes



European
Commission

What can the European Commission “do” for Destination Europe?

The extent of the EU competence

- European Commission can intervene to "support, coordinate or complement the action of Member States". Its action shall in particular "encourage the creation of a favourable environment for the development" of a competitive tourism sector
- European Commission cannot do marketing, but it can support marketing and promotion at European level and encourage more active involvement from private travel and tourism industry stakeholders in the promotion of Europe as a destination

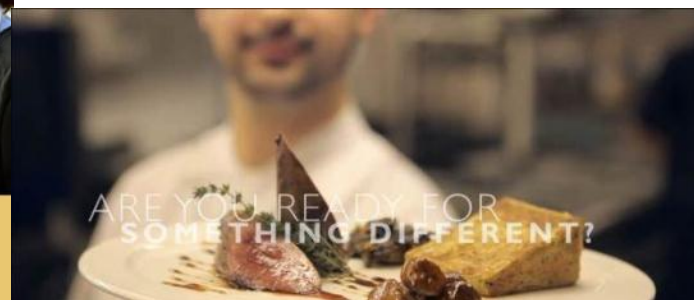
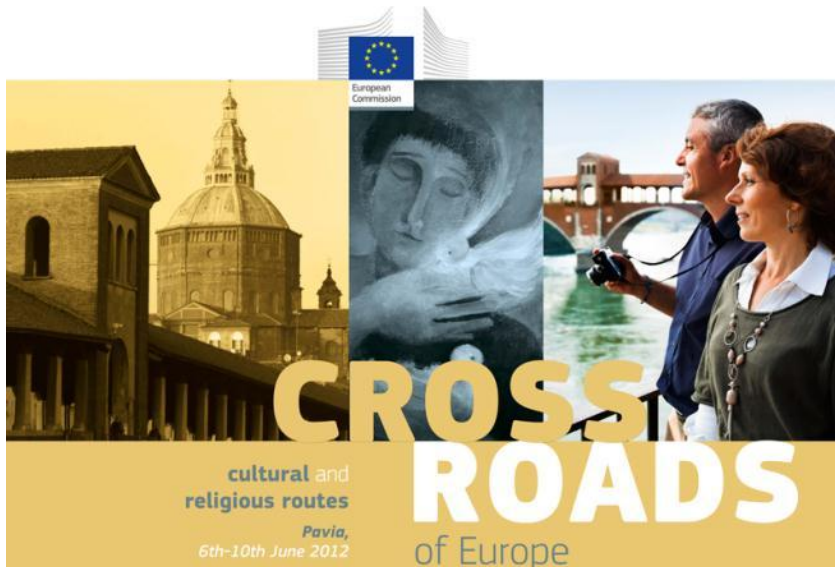
The international communication campaign

- 1st initiative of this type by the European Commission
- Mainly addressed to emerging markets (BRIC), Argentina and Chile, but messages are valid for tourists from all over the world
- Roll out: September 2012 – December 2013
- <http://europa.eu/readyforeurope/>



Promotion of pan-European thematic tourism products

- EDEN – European destinations of Excellence
- European Cultural Routes
- European Film Locations



Cooperation with the European Travel Commission

- Destination Europe 2020 initiative
- Looking forward for a sound strategy for the promotion of Europe as a destination and for more active involvement from European travel and tourism industry stakeholders

General information

- http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm
- <http://europa.eu/readyforeurope/>

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**Thank you for
your attention**