



PM4SD European Summer School

5th – 9th October 2016, Akureyri, Iceland

[Teodora Marinska](#) | European Travel Commission

Economic importance of tourism

Economic benefits:

income, employment, investment and exports

Spin-off benefits:

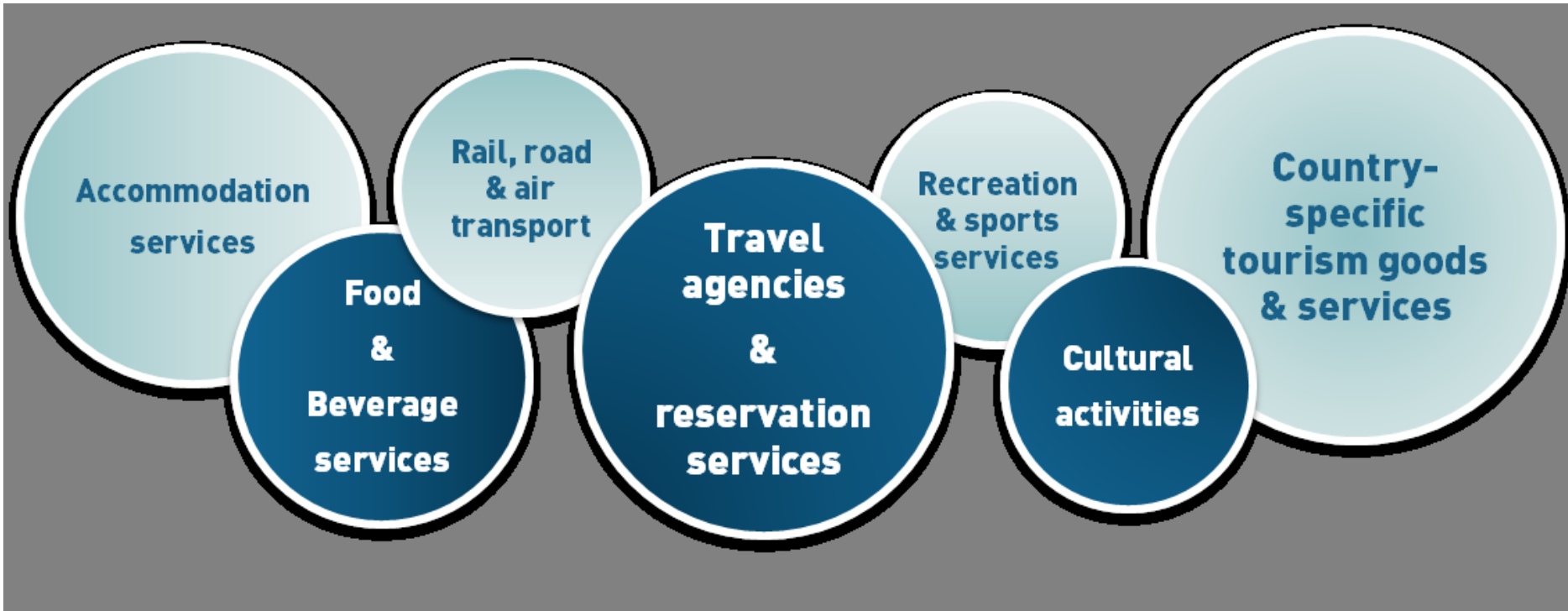
- preservation of cultural heritage
- improved infrastructure
- local community facilitate
- stronger awareness of European citizenship



Tourism in the European Union

Source: WTTC, 2016

Economic importance of tourism



Signing organisations

35 European private and public stakeholders



P R I O R I T I E S



Sustainability

Promote good practice in extending the season and diversification



Create a strategic plan for an environmentally sustainable tourism industry

Sustain employment in the tourism sector and give every EU citizen the chance to travel

Ensure fair benefit from tourism for businesses, local communities and those who work in the sector

Identify and support good practice in capacity and destination management

Supporter of the initiative



A C H I E V E M E N T S

Raised awareness of our common priorities among the EU institutions



Defined a short-term work programme

Issued a common statement on the US & Canada Visa waiver reciprocity mechanism



Initiated collaboration with DG Culture

Manifesto as a Think Tank





THANK YOU FOR YOUR ATTENTION!

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