Webinar:
Tourism - Ways of adapting to the Covid 19 pandemic

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Smart Regions Group
North Sea Commission

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Building a European tourism recovery plan through interregional cooperation, in partnership with the industry, fostering the NECSTouR sustainability values, where safety and resilience become the priority: Building the Tourism of Tomorrow
THE VARYING IMPACT OF THE COVID-19 CRISIS ACROSS NECSTouR DESTINATIONS

- **Dependent on international tourism:**
  - Drop of hotel nights: -58% Catalonia -61% Île-de-France

- **Cities:** Decline of cultural activities, MICE and occupation

- **Domestic tourism could partly compensate:**
  - Tuscany, Valencia, Andalusia BUT hotels occupied at 50%-55%
  - Scotland: 83% of visitors came from UK
  - Galicia: Decrease of 60% compared to 2019 & 87% of domestic

- **Outbound senders:** Travelling within their country (Germany, Benelux)

- **Hidden gems (to international visitors) and benefits for rural (everywhere):**
  - German speaking region in Belgium, South Sweden, Catalan Pyrenees
The recovery plan will boost the commitment of Balearic Islands on fostering a greener and a more sustainable destination, by focusing on 5 areas:

- Greener and sustainable destinations
- Digitalisation as a factor for security and safety
- Safe destinations
- Social tourism: foster youth and senior tourism
- Differentiation: new and updated sustainable tourism products
Sustainable mobility in the tourism recovery strategy:

- "Rehumanize" tourism/transport information
- Thinking of public transport for all needs
- New mobility at the core of tourism experience

Action levers to succeed:
- The LAST MILE products
- New governance: mobility and tourism experts
MEASURING SUCCESS AND SUSTAINABILITY NOW AND LATER ON

DATA FOR SUCCESS AND COOPERATION

1. Tourism Satellite Accounts for Recovery
2. Good for residents is good for visitors
3. Tourism & Circularity/Mobility/Health
4. Safety of visitors, residents and business
5. Cooperation:
   ✓ Territorial: Cross-border
   ✓ Public-private: Engaging-Empowering
   ✓ Cross-cutting: Regional policies
   ✓ Cross-sectorial: Multiplier effect

Destination’s sustainability driving quality experiences and value for money
NEXT STEPS: STRATEGIES FOR A SUSTAINABLE RECOVERY

Tourism of Tomorrow
Marshall Plan

Better Places to Live and Visit
REFLECTIONS FOR TOURISM DIALOGUE EU-TERRITORY

- The perception of European/Global response to Tourism rescue and recovery
- Tourist go home, Tourists come back!
- Investing in sustainability will bring long term competitiveness and resilience to our destinations
- But... is the “greening” and digital transition compatible with the rescuing the sector?
- Can the proximity markets replace the international one... also in expenditure?
- Solutions to overcome the complexity of Tourism digitalisation (and broader innovation): Talent and new Jobs.
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