



EUROPEAN TOURISM FORUM

17 September 2015



WELCOME

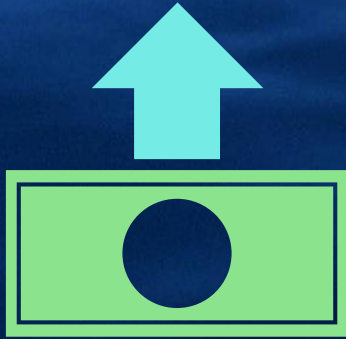


SETTING SAIL

6.4 MILLION

European Passengers in 2014

A STRONG ECONOMIC IMPACT



Total Economic Output

€40.2B

up 2%



Industry's Direct Spend

€16.6B

up 2.8%



CRUISING: HELPING TO FUEL THE EUROPEAN RECOVERY

Number of Jobs – 348,930 – up 2.8%

Nearly 10,000 jobs added in 2014

Totals €10.75B in employee compensation

CHALLENGES TO OVERCOME



**Cruise embarkations
from Europe declined
3.6%**



**Restrictive
visa code processes**



**Europe risks
losing
its market share record**

CRUISING AS A SHOP WINDOW



**Unlocking the potential of growing non EU
markets could increase visitors to 60%**

WORKING TOWARD A BRIGHT FUTURE

Unified efforts to build the tourism industry in Europe

CLIA welcomes revision

An important starting point to improve tourism flows, including cruisers

Need to preserve security

THANK YOU

