

Together for EU Tourism stakeholders meeting

13 SEPTEMBER 2022

How NECSTouR delivers the Tourism Transition Pathway

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#EUTourism



Who are and what we do?

21 COUNTRIES

*41 REGIONAL AUTHORITIES
(NUTS I, II and III)*

*11 ASSOCIATIONS
Representatives of Tourism business
associations and networks*

*18 ACADEMICS
Universities and Research*

**We are the network of European Regions
for Sustainable and Competitive Tourism**

We connect regional tourism
governance in Europe:

- ◆ With regions, private sector academia on SDGs values
- ◆ With the European agenda and financial instruments
- ◆ With our own governments, ecosystems and residents

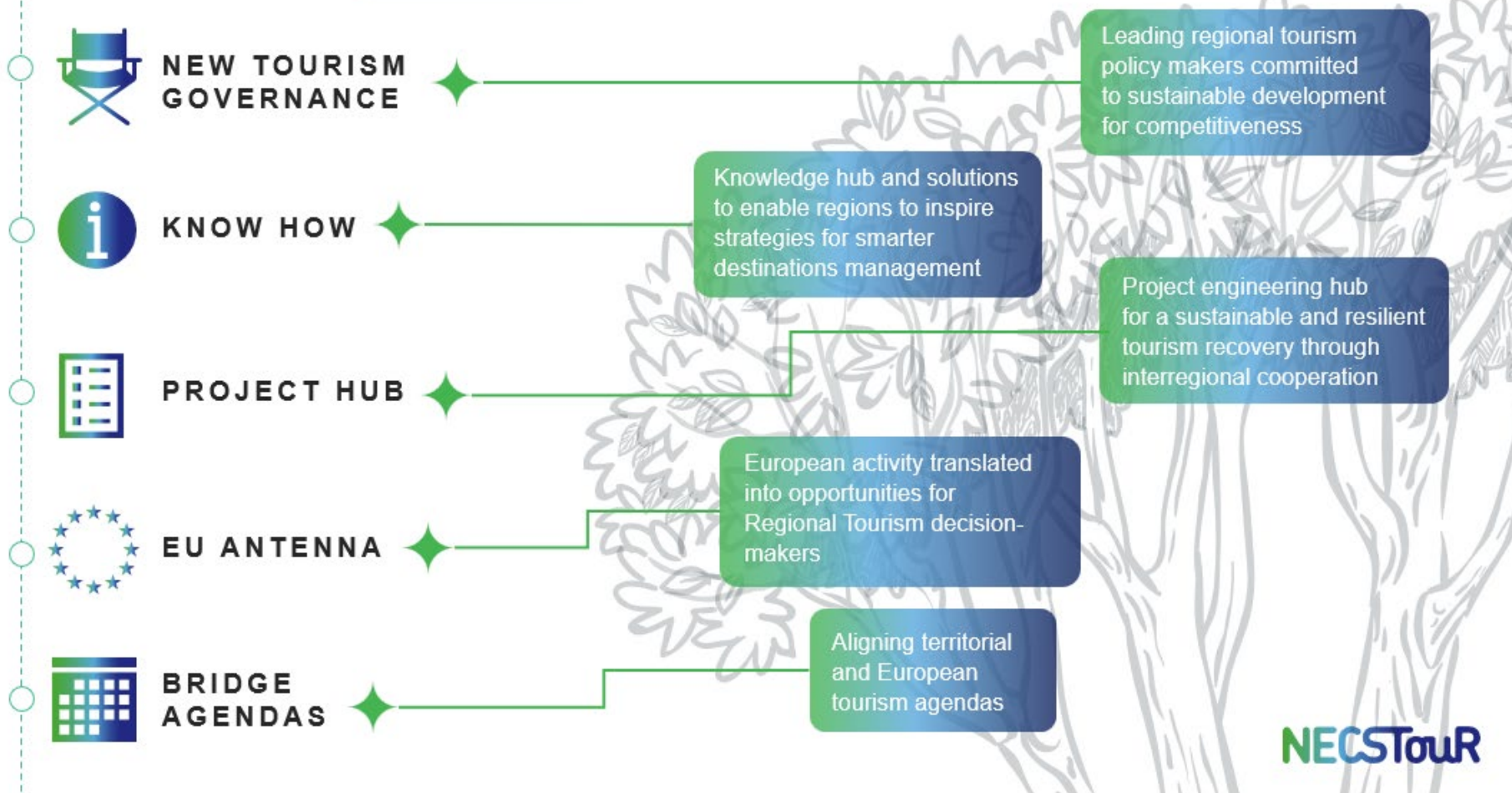
**WE ARE THE ONLY ONES
TRANSFORMING TERRITORIAL TOURISM
POLICIES INTO EUROPEAN PROJECTS**

NECSTouR

Why are we involved?

Our UVP is building projects to transform the tourism governance based on 2030 Agenda's values

Benefits for the NECSTouR members



How our work complements and align with the TTP?

Principles:

1. Following a thematic approach
2. Optimising existing projects and strategies
3. Engaging and supporting our members in the process: A reference, NOT an obligation
4. Developing collective knowledge and joint projects
5. Jointly reporting challenges/solutions/needs for

Milestones



Is more than a pledge, is part of our organisation's DNA

How we deliver? 12 TTP topics becoming a reference

Tourism of Tomorrow Lab

Improving tourism measurability and intelligence
Data-driven policies and services
Digitalisation

Better Places to Live, Better Places to Visit

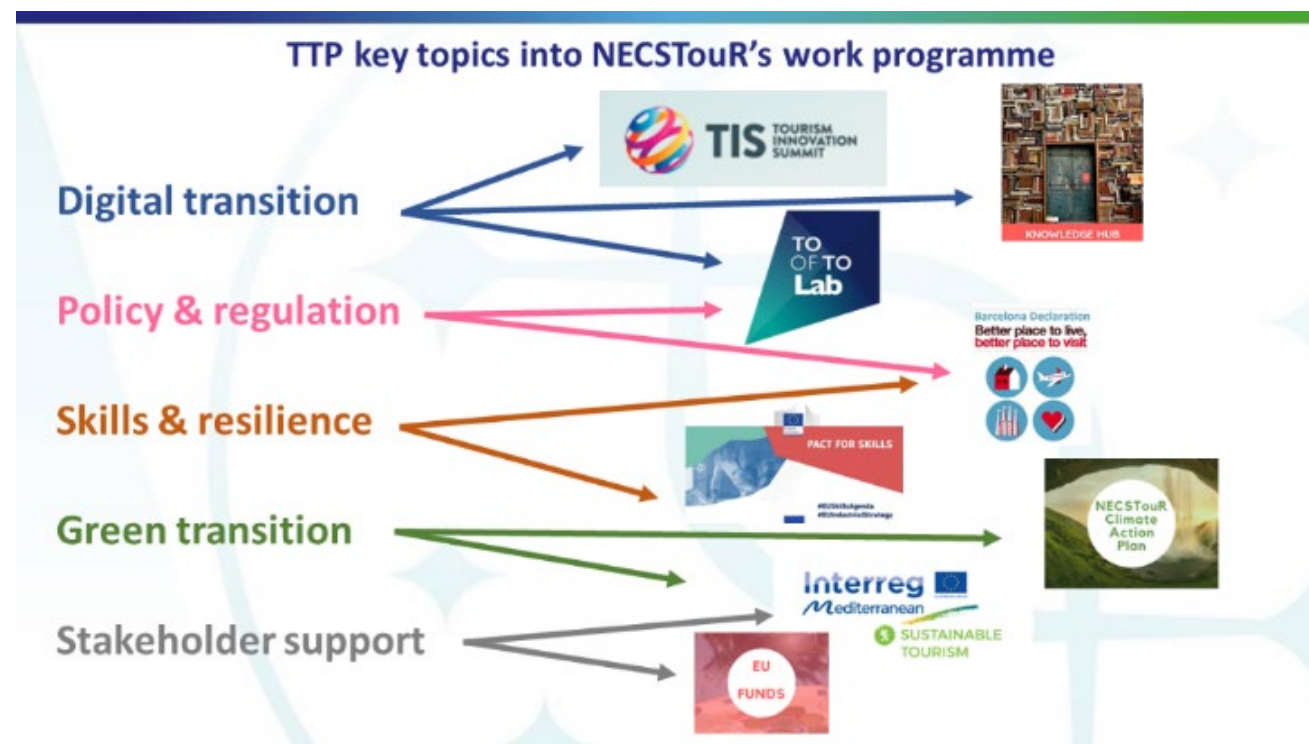
Collaborative governance of tourism destinations
Tourism services for visitors and residents alike

NECSTouR Climate Action Plan

Comprehensive tourism strategies
Decarbonisation, measurement, regeneration and green transition: Sustainable mobility, circularity,

Sustainable Tourism Community MED

Visibility of funding opportunities for tourism actors
Better tourism governance in the MED region
Capitalisation of sustainable tourism development



Tourism of Tomorrow Lab

ToT Lab: Freemium-based Services

	Basic (for all the NECSTouR Members)	Premium (ToT Lab Premium Fee)
 Market Trends	✓	✓
 Observatory	✓	✓
 Newsletter	✓	✓
 Workshops		✓
 Consulting Services		✓
 Connect to Lab		✓

1. NECSTouR's department delivering services based on data to Premium members.
2. Our goal is to solve specific problems hand in hand with DMOs' Technicians and to share learnings between the members of the net.
3. Senior Data Scientist, Digital Tourism Consultant Expert and Senior, Tourism Data Expert.

Tourism Transition Pathway's reference:

- ✓ Topic 3: Improving tourism statistics & indicators
- ✓ Topic 4: Comprehensive tourism strategies development or update
- ✓ Topic 5: Collaborative governance of tourism destinations
- ✓ Topic 9: Data-driven tourism services
- ✓ Topic 14: Technical implementation for tourism data space
- ✓ Topic 16: Support for digitalisation of tourism SMEs and destinations

Tourism of Tomorrow Lab

NECSTouR targets related to Tourism Transition Pathway

✓ 4 PERSONALISED DATA CONSULTANCY REPORTS in 2022:

Methodologies specifically designed to solve destinations' measurability cases, recommendations and guidance for those DMOs on specific actions for implementation.

The results of this ongoing **collaborative knowledge** will be progressively transmitted to the **41 NECSTouR Regions**:

- ✓ **At least one yearly workshop**
- ✓ **Regularly updated knowledge hub**

✓ « Support to the tourism ecosystem: towards a more sustainable, resilient, and digital tourism”.

WHAT: DG Reform's technical assistance project facilitated by the OECD.

WHO: Andalusia leading some ToT LAB-NECSTouR Spanish Regions.

HOW: Develop a list of indicators to measure the tourism sustainability at NUTS 2 level by Spring 2023 + rolling out some pilot projects which will test those indicators during the Fall 2023.



Collaborative Knowledge Hub

Regenerative Tourism

contributing to the wellbeing of the community

23.9.22
La Pedrera, Barcelona



**Tourism Transition Pathway
Policy & regulation & stakeholders support.**

Topics 5 & 26

- ✓ Regenerative tourism in Catalonia
- ✓ The wellbeing of the host community, the new mission of the tourism strategies
- ✓ Transforming the tourism governance for regenerative destinations and business
- ✓ Developing an honest marketing: when business and values are compatible



**Tourism Transition Pathway
Green transition, policy & regulation & stakeholders support.**

Topics 4, 5, 6, 8 & 12

- ✓ Support members to deliver climate action and develop Climate Action Plans, and promote members' good practice.
- ✓ Raise awareness within members on the relevance of EU Transition Pathway for Tourism and provide information and guidance to support its implementation.
- ✓ Enable NECSTouR to measure, reduce, and mitigate organisational emissions.



**Tourism Transition Pathway
Digital transition, skills & resilience, policy & regulation & stakeholders support. Topics 3, 9 & 16**

- ✓ Which European projects are delivering the digital tourism transition? What can we transfer and capitalize?
- ✓ How destinations tackle tourism innovation and digitalization?
- ✓ DMOs methodologies-learnings in measuring tourism performance in partnership with the sector

European Projects Hub

✓ **NECSTouR target: Increase success rate of members' project acquisition**



Topic 27: Support visibility of funding opportunities for tourism actors

✓ NECSTouR offers support to the European Commission in co-organising and/or participating to a range of informative sessions, at least two yearly, to help regions and other stakeholders in mainstreaming the EU programmes to co-finance the implementation of the Tourism Transition Pathways.





THANK YOU!

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