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EUROPEAN TOURISM DAY

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Transition pathway for tourism: State of progress

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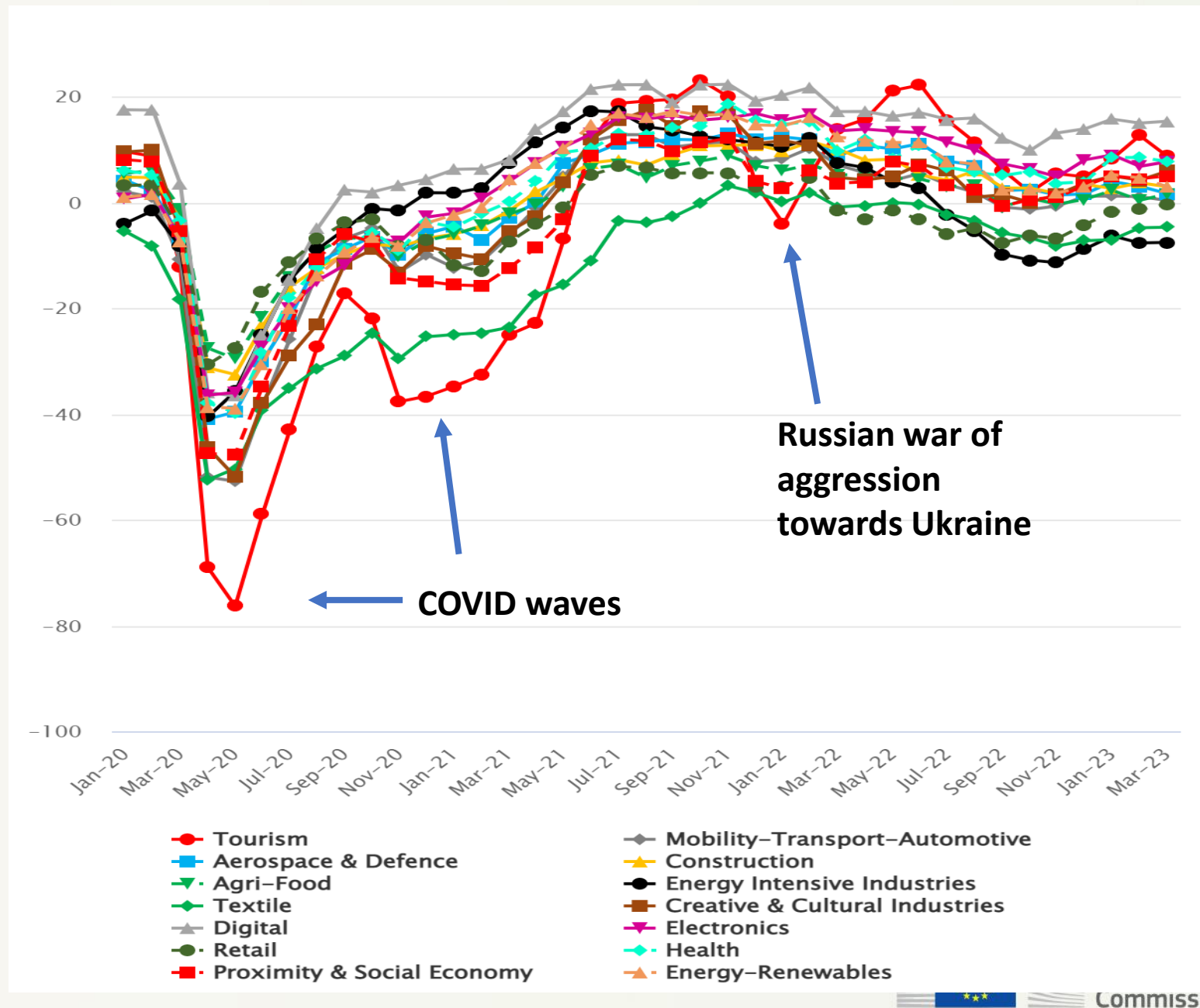
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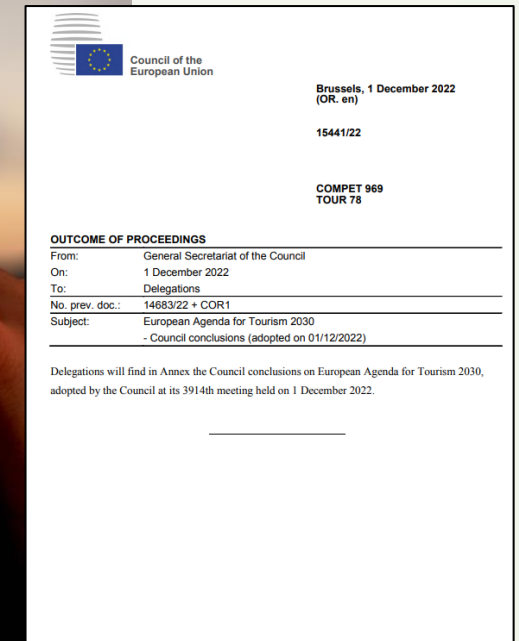
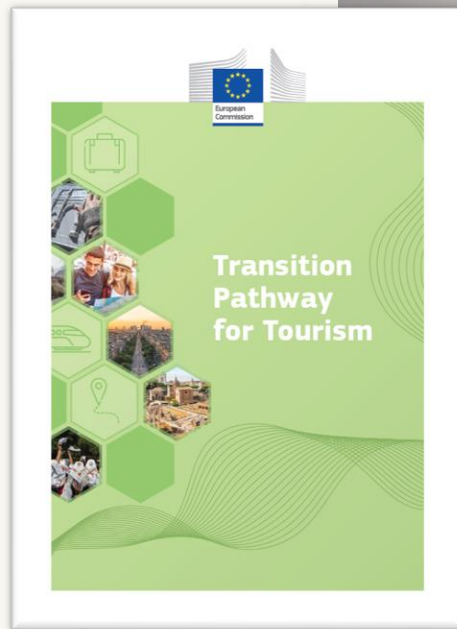
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Business confidence indicator showed tourism as the most sensitive ecosystem

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Building the transition together



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Stakeholder pledges transform ideas into action



EcoMarine Malta: Sustainable marine life spotting combined with educational activities for visitors, residents and other SMEs



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Stakeholder pledges come in many forms



Arctur: Digitalisation for innovative ways to explore cultural heritage, preserve it and reduce overtourism

SmartGuide : Audio and visual guides created by locals sharing their knowledge and stories for visitors



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We support, empower and collaborate

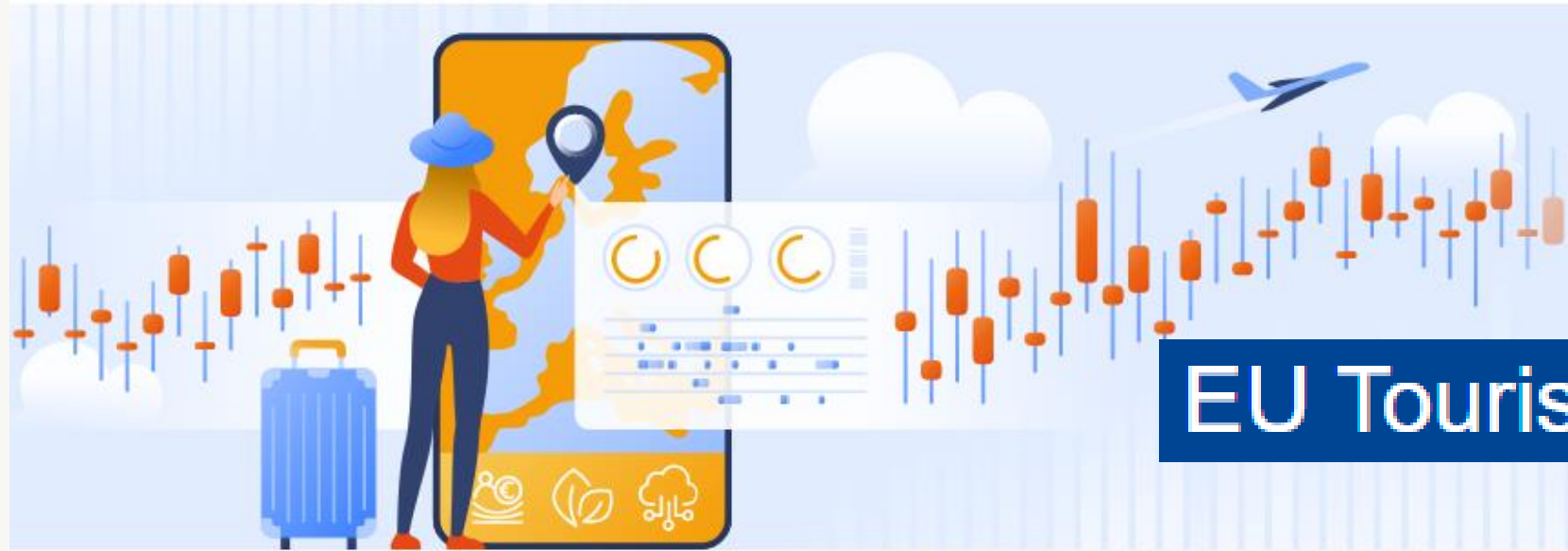


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Building a monitoring framework



EU Tourism Dashboard



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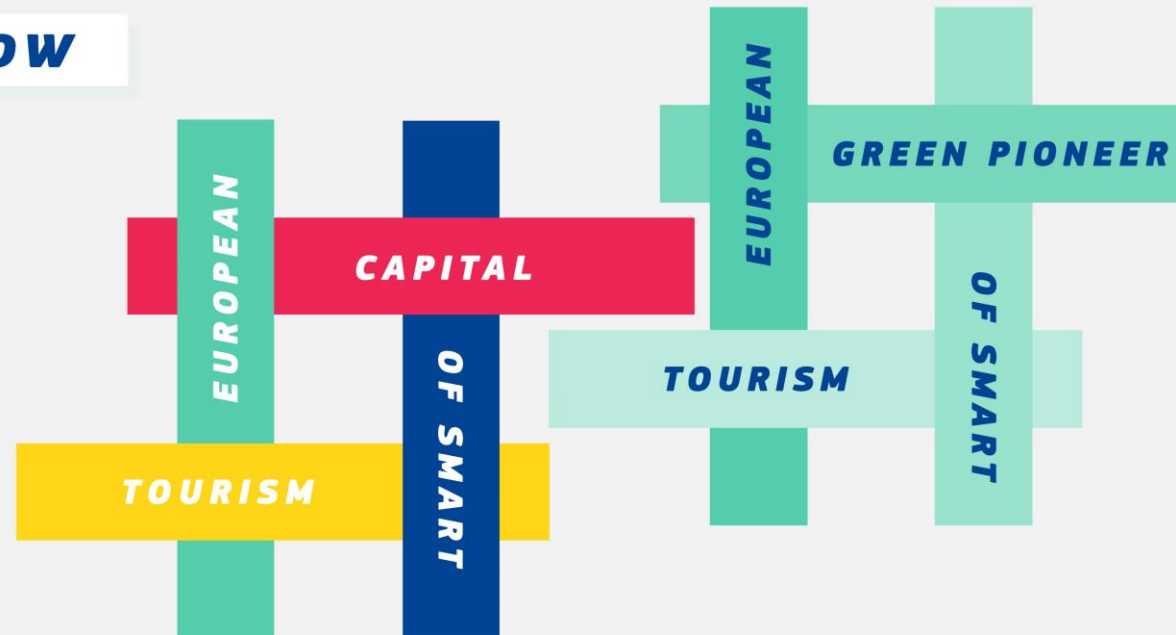
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Looking towards the future – together!



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