



Transition Pathway for Tourism

Continuous commitment by tourism stakeholders

5th report on stakeholder pledges and commitments published on 2 August 2024

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EXECUTIVE SUMMARY

The European Commission published the [Transition Pathway for Tourism](#) in February 2022, followed by an online [call for commitments](#). Under this call, stakeholders are invited to submit pledges to support the green and digital transition of the tourism ecosystem and become active members of the ‘Together for EU Tourism’ community.

By the end of July 2024, the number of committed stakeholders reached **241 organisations**, covering 26 EU Member States and 10 non-EU countries, with **529 concrete pledges for action**, up from 424 in October 2023. All pledges are published on the European Commission’s dedicated [website](#).

This document represents the fifth round of publication and focuses on pledges collected between October 2023 and July 2024.

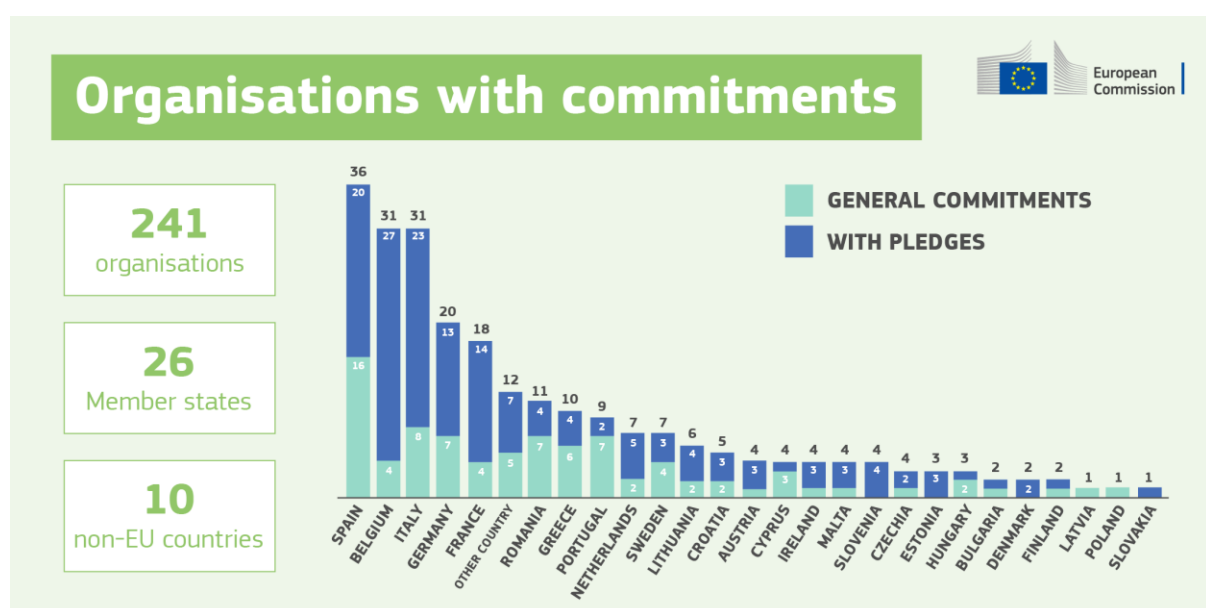
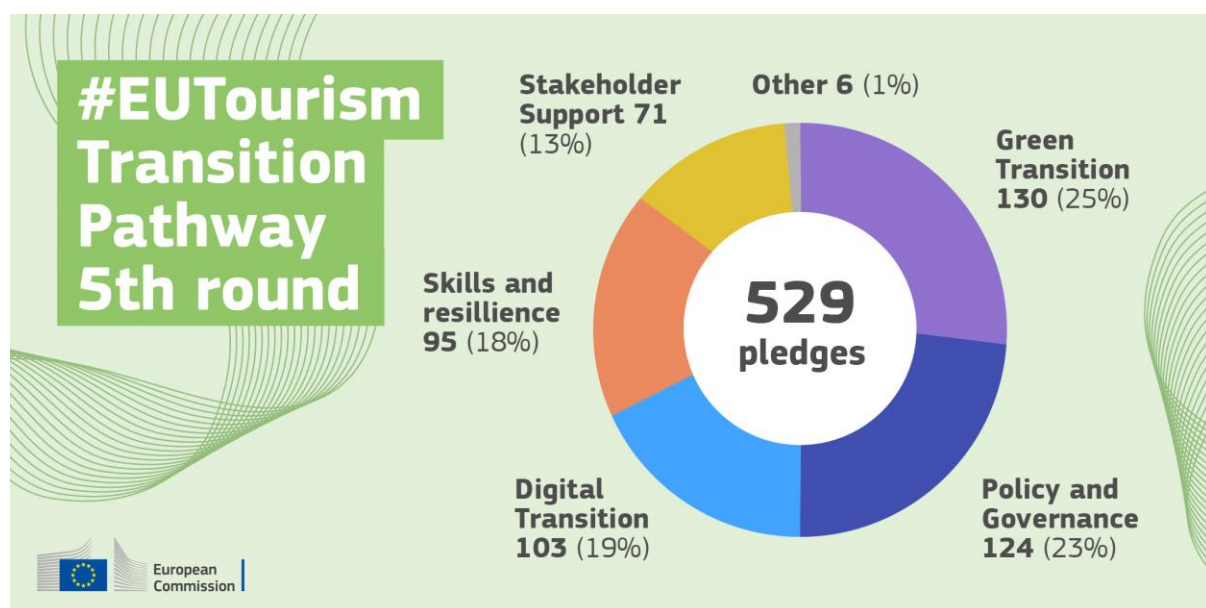


Figure 1: Overview of pledges by Transition Pathway area and committed organisations by country

From this fifth round of publication, we can observe that:

- **Spain, Belgium and Italy** remain the countries with the highest number of committed organisations, while Latvia, Poland and Slovakia have the lowest. Organisations from Poland and Hungary submitted pledges for the very first time. No pledges have yet been received by Luxembourg.
- Out of the 5 areas covered by the Transition Pathway, the **green transition** remains the one with the highest number of pledges (25%), followed by policy and governance (23%), digital transition (19%), skills and resilience (18%) and stakeholder support (13%).
- Out of the 27 topics of the Transition Pathway, the biggest share of new and updated pledges was once again submitted under **Topic 8: Supporting the green transition of tourism companies and SMEs**. The second most common topic is Topic 4: Comprehensive tourism strategies development or update, followed by Topic 3: Improving statistics and indicators for tourism.
- The largest share of **new pledges comes from SMEs** – a positive trend, as the transition of the ecosystem cannot be achieved without them. Most of the pledges were submitted by new stakeholders, while a few stakeholders chose to improve or update pledges submitted under previous publications.

Pledge preparation included bilateral contacts between stakeholders and the **Tourism Team** of the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), suggesting – where needed – specific areas for improvement. This **support service** helped a good number of organisations submit concrete actions with verifiable targets, thus keeping up the quality of pledges. The Tourism Team can be reached at EU-TOURISM-PATHWAY-2030@ec.europa.eu.

The collection of pledges and commitments is a continuous process. All stakeholders are invited to respond to the [online call for pledges and commitments](#). In September 2024, this process will migrate to the new **Transition Pathway Stakeholder Support Platform**.

The Commission will continue to work on developing stakeholder interaction opportunities, notably through the **'Together for EU Tourism' stakeholder events** organised in Brussels twice a year. These events aim to share recent policy developments at EU level in the tourism sector, showcase good examples of pledges, and facilitate networking and engagement of the stakeholder community. The [fourth edition](#) took place in March 2024, marking the 2nd anniversary of the Transition Pathway. The next edition will take place on **14 October 2024**.

The Commission also regularly **takes stock of progress** of the Transition Pathway, in collaboration with stakeholders, expert groups and Member States, assessing its achievements and needs for further action. This is in line with the reporting requirements of the [European Agenda for Tourism 2030](#) (adopted by the Council of the EU in December 2022), which includes a multi-annual EU work plan to help Member States, public authorities, the Commission and stakeholders make the tourism sector more sustainable, resilient and digitalised. The [first stock-taking exercise](#) was published in January 2024.

The present **document** summarises and illustrates interesting examples from pledges received since October 2023, sometimes shortened to fit the format of the report. Stakeholders are invited to browse the full set of pledges published [online](#). These might provide useful information, inspire new submissions, and help connect with other actors in the same field of activity or geographical area.

INTRODUCTION

On 10 March 2020, the Commission adopted a new industrial strategy.¹ The aim was to help the EU industry lead the green and digital transformation and to boost the EU's global competitiveness and open strategic autonomy. In light of the COVID-19 pandemic, the industrial strategy was updated in 2021², highlighting the need to further accelerate the green and digital transition and to increase the resilience of EU industrial ecosystems. To do so, the Commission proposed to launch so-called 'Transition Pathways', co-created with stakeholders. As the tourism ecosystem was the hardest hit by the pandemic and faced major challenges to achieve the twin transition, it was the first industrial ecosystem to start working on its Transition Pathway.

The co-creation process for the Transition Pathway was initiated on 21 June 2021 with the publication of a Staff Working Document (SWD)³ on potential scenarios for the transition. At the same time, the Commission launched a targeted stakeholder consultation to collect comments and contributions. The online consultation and the following 16 workshops and meetings involved over 260 stakeholders. Additional meetings were organised with Commission policy services, EU Member States, other EU institutions, and the Industrial Forum, to ensure that the Transition Pathway covered all relevant concerns. The objective was to be as open and inclusive as possible, and to provide a comprehensive picture of tourism and its linkages to different sectors and actors.

The resulting *Transition Pathway for Tourism*⁴ policy report published in February 2022 summarises the key aspects of these discussions and formulates 70 concrete actions under 27 key topic areas. Figure 1 gives an overview of these topics, grouped under i) Policy and regulation, ii) Green transition, iii) Digital transition, iv) Skills and resilience, and v) Stakeholder support.

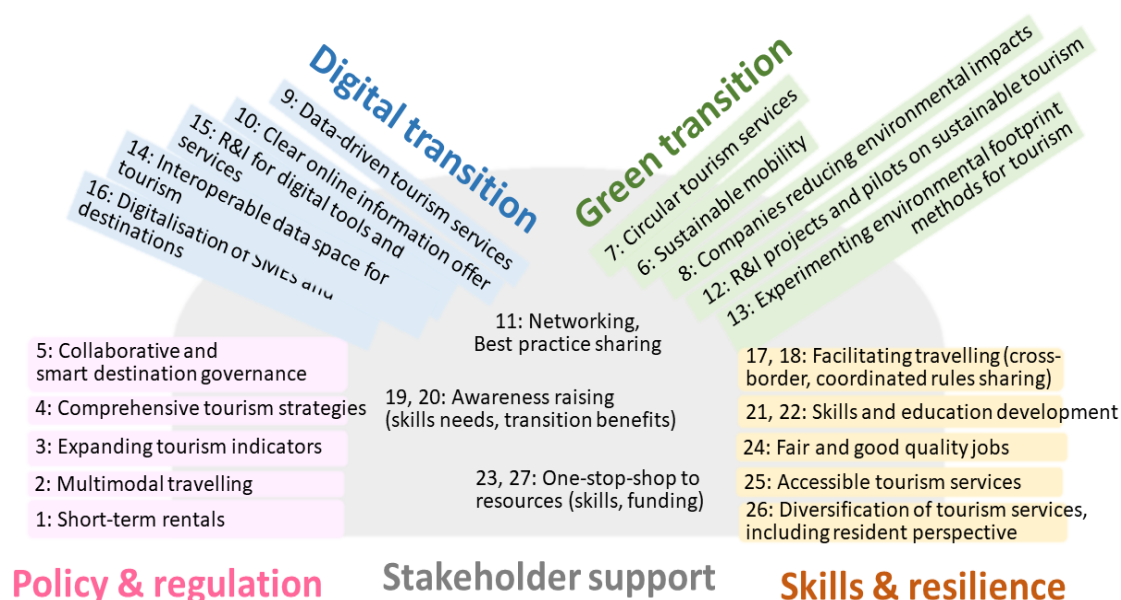


Figure 2: Overview of the 27 Transition Pathway action topics

¹ [European industrial strategy | European Commission \(europa.eu\)](https://european-council.europa.eu/media/en/press-room/pages/press-room.aspx?pid=14638)

² [COM\(2021\) 350 final](https://eur-lex.europa.eu/eli/comm/act/2021/350/final)

³ [SWD \(2021\) 164 final](https://eur-lex.europa.eu/eli/swd/2021/164/final)

⁴ [Available in 22 languages at EU Publications Office website](https://ec.europa.eu/economy_finance/transition-pathway-tourism_en)

Co-implementation as a follow-up to co-creation

The co-creation process with public and private stakeholders showed how crucial it is to work together to support the green and digital transition of the tourism ecosystem, recover from the pandemic and increase long-term resilience and sustainability. This co-ownership, with collaborative and participative structures and processes, feeds into the continuous support and regular assessment of the Transition Pathway's measures and targets.

In line with the **Treaty on the Functioning of the European Union**, tourism remains an EU Member State competence. This means that the EU supports, coordinates and supplements the actions of Member States in the area of tourism, with due regard to the respective spheres of competence of the Member States, as well as the principles of subsidiarity and proportionality. Therefore, the key task for the Commission in the Transition Pathway co-implementation process is to support and encourage stakeholders to take action, optimise synergies and collaboration.

After the publication of the Transition Pathway in February 2022, stakeholders were invited to get engaged in its co-implementation process by reflecting which concrete actions they would take and what targets they would set for their actions. Submissions were – and still are – collected through an online **call for commitments**.

The **'Together for EU Tourism' Expert Group (T4T)** established in June 2023 provides support for the follow-up of pledges, their facilitation, as well as the overall monitoring of the Transition Pathway. The Expert Group serves as a bridge and communication mechanism between the stakeholder community, Member States and the European Commission (DG GROW). It is composed of experts from the industry, in addition to representatives from Member States.

Experts are divided into 3 sub-groups, according to the key dimensions of the Transition Pathway: Green Transition, Digital Transition, and Resilience/Inclusion/Skills. Their work will be supported by the online **Stakeholder Support Platform** (scheduled for September 2024), which will provide integrated and customised access to all relevant knowledge, resources, shared events and opportunities for collaboration.

Furthermore, the European Commission regularly organises events to facilitate exchanges and engagement of the stakeholder community. These **'Together for EU Tourism' stakeholder events** take place in hybrid format twice a year (in Brussels and online) and provide up-to-date information on recent EU policy developments, followed by good examples of stakeholder commitments and pledges.

Support for the co-creation and co-implementation of the Transition Pathway is also received from other **EU institutions**, in particular the Council, which adopted conclusions setting out a [European Agenda for Tourism 2030](#), the European Parliament (through the TRAN Committee and dedicated Tourism Task Force), and the Committee of the Regions, which mobilises regions and local authorities in view of sharing information and getting feedback on actions going on at local level.

Pledges as a tool for flexible and expanding co-implementation

The Transition Pathway for Tourism summarises actions and objectives that are broadly supported by stakeholders who operate in different contexts, have different starting points and priorities. Therefore, the approach to the implementation of the Transition Pathway recognises that there is no one-size-fits-all solution, and that all actors need to be open to continuous innovation and adaptation.

Pledges are the **tool for translating this theoretical commitment into concrete action**. By gathering and publishing such pledges, several objectives are supported:

- Providing evidence that tourism stakeholders are committed to the objectives of the Transition Pathway, i.e the need for tourism to become greener, more digital and more resilient, and take concrete actions to this end;
- Showing examples of leadership, innovation and best practices for peers and collaborators to follow;
- Helping to point out key topics, groups of actors and regions with ongoing actions, and areas where possible gaps remain or which require further attention;
- Supporting synergies between stakeholders, Member States, policy areas and initiatives;
- Providing information for assessing the progress of key activities in the tourism ecosystem and possible needs to refine priorities and support mechanisms.

The objective is to publish well-elaborated pledges twice a year. This allows stakeholders to send in new pledges any time, or to modify their existing pledges to improve clarity, add new information, or adjust to changing circumstances. The collection of pledges, like the whole Transition Pathway co-implementation, is a long-term process.

Stakeholders are invited to send concrete pledges with **1) future-oriented actions, 2) measurable results and 3) target dates or frequency**, clearly linking them to the Transition Pathway key areas and topics. Elaborating concrete pledges proved to be complicated for many stakeholders, hence another publication list of “committed organisations” was created, to reflect those organisations that have expressed general commitment to the Transition Pathway but have not yet formulated concrete pledges for action. These organisations are encouraged to develop such pledges with the support of the European Commission’s Tourism Team.

Objectives of this report

This report gives an update on the pledges received between October 2023 and July 2024, in line with reports published after the first⁵, second⁶, third⁷ and fourth⁸ rounds of collection. It does not intend to provide an overview of specific actions implemented by the European Commission or Member States, which are covered by the yearly stocktaking reports.

The present report therefore focuses on two key objectives:

- demonstrate that the ‘Together for EU Tourism’ community keeps growing with new actors and an increased number of concrete pledges;
- highlight examples and best practices for each of the 27 Transition Pathway topics.

The **first section** of the report presents an overview of organisations that have submitted pledges or general commitments. The **second section** highlights some main observations from newly received pledges, as well as concrete examples divided by topic. The **last section** draws upon the lessons learnt and summarises guidance on pledge preparation. **Annex I** recalls the list of 27 Transition Pathway topics as a reminder for the reader.

Happy reading!

DG GROW Tourism Team

⁵ [Summary of stakeholder pledges and commitments published on 28 June 2022](#)

⁶ [Summary of stakeholder pledges and commitments published on 28 October 2022](#)

⁷ [Summary of stakeholder pledges and commitments published on 31 March 2023](#)

⁸ [Summary of stakeholder pledges and commitments published on 23 October 2023](#)

OVERVIEW OF COMMITTED ORGANISATIONS

This section gives an overview of the stakeholder organisations that have submitted general commitments or concrete pledges to support the Transition Pathway for Tourism.

In July 2024, there were **241 committed organisations** established in 26 EU Member States and 10 non-EU countries, namely Albania, Bosnia and Herzegovina, Japan, Liechtenstein, Montenegro, North Macedonia, Norway, the UK, Switzerland, and the USA. Out of these, **154 organisations made 529 concrete pledges**, published on the Commission’s [website](#).

Figure 3 illustrates the distribution of these organisations across the EU. **Spain, Belgium and Italy** continue to have the highest number of committed stakeholder organisations, while Latvia, Poland and Slovakia have the lowest. **Poland and Hungary** are the latest EU countries joining the club of pledge submitters. The only Member State without any commitment is **Luxembourg**.

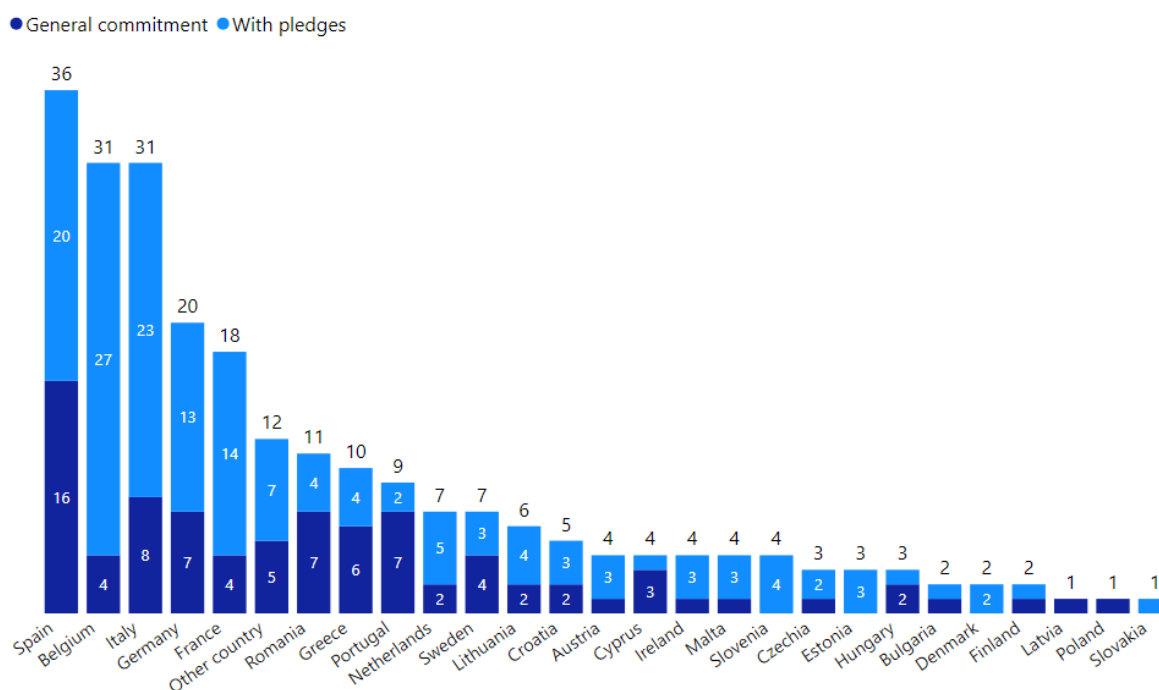
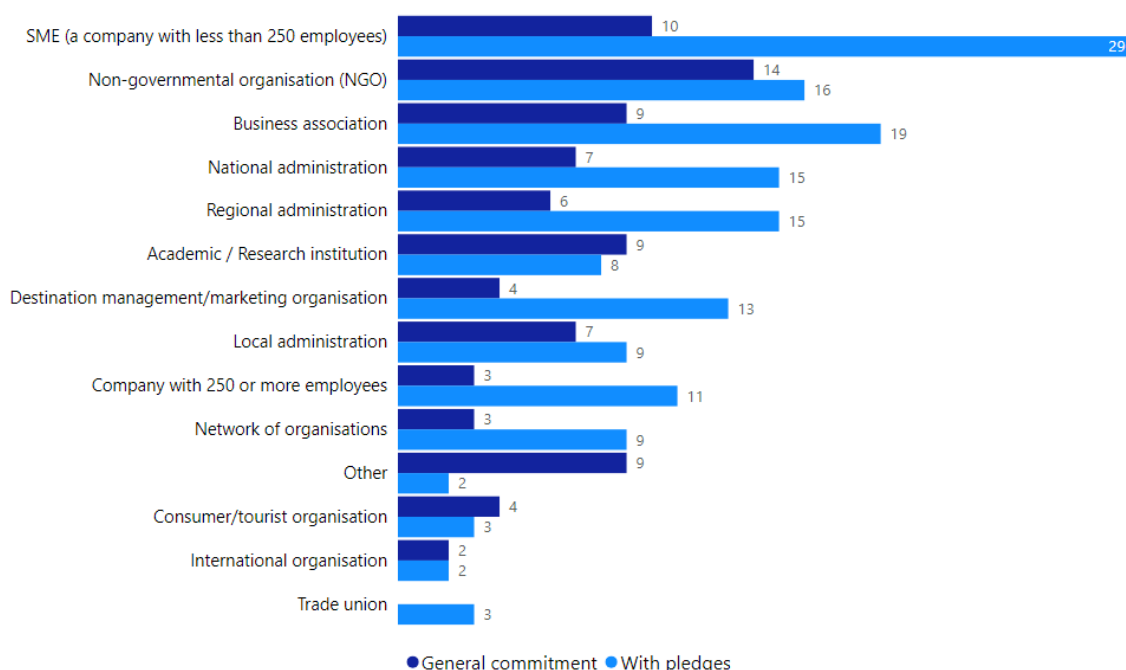


Figure 1: Number and origin of organisations that have submitted pledges and commitments

Figure 4 shows committed organisations based on their structural type. The figure also shows how many organisations have published concrete pledges or only general commitments. **SMEs represent the largest group of organisations with concrete pledges**. NGOs come second, followed by business associations and national/regional administrations. This confirms the trend identified in previous rounds of publication, where SMEs started showing a growing interest in the Transition Pathway for Tourism.

Participation from **trade unions, international organisations and consumer organisations** would benefit from further involvement, as for now they are the type of organisations with the lowest number of pledges and commitments.

Figure 2: Types of organisations that have submitted pledges and commitments



Organisations having submitted pledges under this round of publication are:

1. Appventure GmbH & Co. KG (SME, Germany)
2. Balázs Kovács - GD Consulting (SME, Hungary)
3. BASQUETOUR - Basque Tourism Agency (regional administration, Spain)
4. Belgian Travel Confederation (trade union, Belgium)
5. BT4Europe - The European Network of Business Travel Associations (Belgium)
6. Cefriel as Scientific Coordinator of E015 Data Space by Lombardy Region (Italy)
7. Center poslovne odličnosti Ekonomske fakultete of the University of Ljubljana (Slovenia)
8. City of Bremerhaven (local administration, Germany)
9. City of Dubrovnik Development Agency DURA (local administration, Germany)
10. Destination Makers (SME, Italy)
11. Erlebnis Bremerhaven GmbH (DMO, Germany)
12. ETIKBNB – TravaPowa (NGO, France)
13. European Cyclists' Federation (NGO, Belgium)
14. ETC – The European Travel Commission (network of organisations, Belgium)
15. Fédération France Greeters (network, France)
16. Fondation SapoCycle (NGO, France)
17. FU-TOURISM (Belgium)
18. Garden Hotels Group (large company, Spain)
19. Georadio SRL (SME, Italy)
20. GreenExplorers ApS (SME, Denmark)
21. Greentripper (SME, Belgium)
22. Harghita Community Development Association (Romania)
23. Open Tourism Lab (SME, France)
24. Region of Liguria (Italy)
25. Sonders and Beach US Corp (SME, Italy)
26. The Data Appeal Company (SME, Italy)
27. WFB Wirtschaftsförderung Bremen GmbH - Bremen Tourismus (DMO, Germany)

SUMMARY OF PLEDGES

Published pledges do not represent all the submissions received, as many pledge proposals are still in the process of being further elaborated and clarified by the submitting organisations. The number of pledges received should not be considered for conclusive or statistical analysis of all activities taking place among tourism stakeholders. However, they provide interesting insights and excellent examples of leadership with concrete actions that different types of stakeholders can undertake to support the ambitions of the Transition Pathway for Tourism.

Overview of pledges

As of July 2024, there are **529 published pledges**, covering all 27 topics of the Transition Pathway (see Annex for topic description), up from 424 in October 2023.

Figure 5 illustrates the allocation of new and revised pledges per topic. The highest number of new pledges was submitted under **Topic 4 (Comprehensive tourism strategies)**, reflecting the rising commitment of national and regional administrations. A significant part of new pledges also focused on **Topic 8 (Green transition of tourism companies and SMEs)** and **Topic 16 (Support for digitalisation of tourism SMEs and destinations)**. The increase in Topic 8 shows that stakeholders are continuing their efforts to offer more sustainable solutions to tourists and travellers; while the increase in Topic 16 showcases stakeholders' efforts to enhance the use of digital tools within the sector. **Topics which did not receive any new pledges** under this round of publication are **Topic 13 (Promoting the use of the PEF and OEF methodology and the development of sectorial category rules for the tourism ecosystem)**, and **Topic 18 (Coordinated management and updated information on travelling)**.

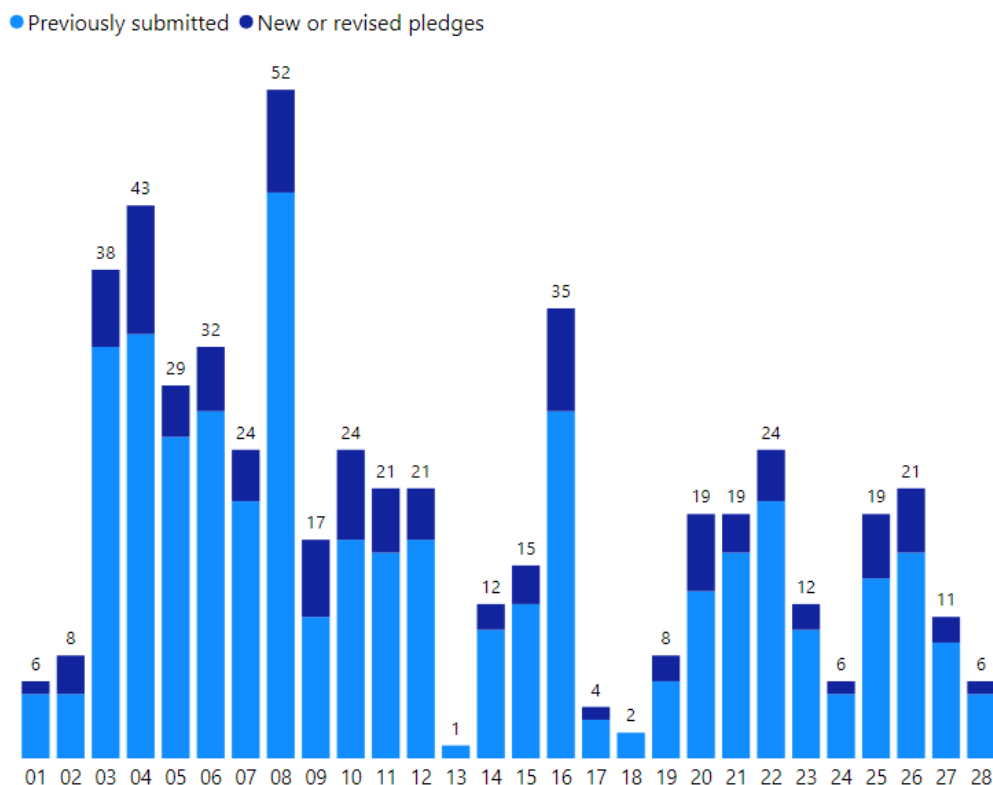


Figure 3: Published pledges by Transition Pathway topic (1-28)

Figure 6 illustrates the distribution by key area of the Transition Pathway (green transition, policy and governance, digital transition, skills and resilience, and stakeholder commitment). There is now a considerable difference in the number of pledges, with **most pledges under the green transition (130), followed closely by policy & governance (124)**. Overall, all topics have increased in numbers but not changed considerably in share.

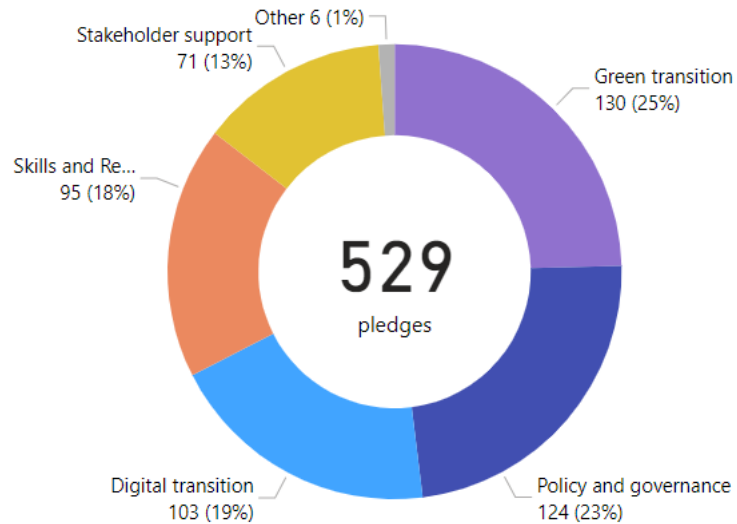


Figure 4: Pledges published under key Transition Pathway areas

The following sections give some more information and examples of new pledges under all five key areas.

Policy and governance

24 new or revised pledges were published under this area, bringing the total number up to 124. The topics covered by policy and governance are:

- Topic 1: Fair measures for Short-Term Rentals (STR)
- Topic 2: Regulatory support for improved multimodal travelling
- Topic 3: Improving statistics and indicators for tourism
- Topic 4: Comprehensive tourism strategies development or update
- Topic 5: Collaborative local destination governance

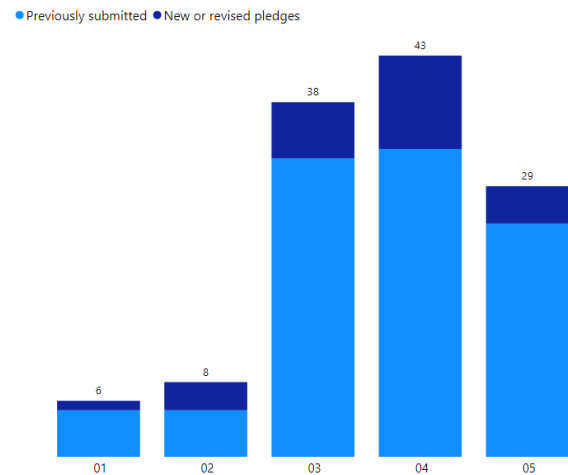


Figure 5: Published pledges on policy and governance

As demonstrated by Figure 7, the highest number of pledges (previously submitted or newly received) addresses the development or update of comprehensive tourism strategies (Topic4), paying particular attention to economic, social and environmental sustainability. New pledges come from a large variety of stakeholders, including SMEs, local administrations, NGOs, international organisations, networks of organisations and DMOs.

Some observations from the newly published pledges include:

- Non-Governmental Organisations (NGOs) and networks of organisations continue to enhance multimodal travel options by e.g. promoting cycling and public transport integration.
- SMEs are enhancing the availability of tourism statistics by introducing KPIs and indexes that measure the social sustainability and inclusion of the LGTBQ+ community within the tourism industry.
- Local administrations and Destination Management Organisations (DMOs) are proposing to enhance strategic planning to promote sustainable tourism development and long-term, holistic growth, with the aim of improving the quality of life for residents.

Topic 1: Fair measures for Short-Term Rentals (STR)

by the European Travel Commission - ETC (Belgium)

The European Travel Commission (ETC) welcomes the Commission's [Short-Term Rentals initiative](#). We see this as a key measure to provide a level playing field in tourist accommodation and promote a measured and sustainable tourism ecosystem. We are actively monitoring this file and will continue disseminating information on its progress to our members.

Future actions: Following its adoption, we will work with our members to ensure that they can successfully implement the new regulations and use them to improve the STR and tourist accommodation markets in their country.

Output: Support for members will come in the form of providing informational resources. **Time:** 2025

Topic 2: Regulatory support for improved multimodal travelling

by the European Cyclists' Federation - ECF (Belgium)

In order to encourage more people to combine cycling and public transport, we will support the creation of better multimodal services along long-distance cycling routes, especially along EuroVelo routes, by: providing up-to-date guidelines and lobby for better multimodal services for cyclists; create more sophisticated transnationally relevant public transport information on [EuroVelo.com](#); and partner with mobility service providers and other relevant stakeholders. We will use our communications channels and events as platforms to promote multimodal travelling involving bicycles.

Concrete actions: Up-to-date guidelines on cycling combined with public transport; Create content on multimodality on EuroVelo.com; Partner with mobility service providers and other relevant stakeholders on multimodality and cycling. **Target for 2025 or 2030:** More offers to transport non-dismantled bicycles in long-distance trains; Higher satisfaction of users on multimodal travelling with a bicycle; Partnerships to provide guidelines & best practices on combination of public transport with bicycles.

Topic 3: Improving statistics and indicators for tourism

by FU-TOURISM (Belgium)

The [FU-TOURISM](#) project will develop a **monitoring framework** that collects and regularly provides data on the sustainability performance of SMEs in a feasible and interoperable way with national statistical systems. Target countries: **Croatia, Belgium, Spain, Greece, Poland and Austria**. The work will include key sustainability indicators at destination level in the harmonized tourism data collection framework and contribute to the implementation of the [EU Tourism Dashboard](#) to support the monitoring of environmental, digital, and socio-economic aspects of tourism at EU, national and regional level.

This objective will be developed through **three key actions**:

- Developing a **set of metrics** for MEASURING and EVALUATING the impact of sustainable tourism for innovation and value creation of the tourism sectors across Europe.
- Developing a commonly applicable **impact monitoring framework** with clear guidance applicable to organizations in the tourism sectors. The [UN Statistical Framework for Measuring Sustainable Tourism \(SF-MST\)](#) will be taken into account in its construction.
- Gathering and interpreting qualitative and quantitative **data and insights** from the FU-TOURISM scaling up programme.

These actions [...] will start in **September 2023 until March 2025**.

by Appventure GmbH & Co. KG (SME, Germany)

Action: Implement an advanced real-time data management system in five pilot countries within the EU to improve the accuracy and availability of tourism statistics. This initiative is critical for informed decision-making and policy formulation. (Part of the [EXODUS](#) pilot project in 5 EU countries). **Investment:** Considering the complexity and potential of the project, we increase the investment to €700,000. **Goal:** By October 2025, the improved data collection procedures and annual updates created by the new system should help optimize the entire tourism sector and serve as a template for other EU destinations.

by Sonders and Beach US Corp (SME, Italy)

We have created a **digital index** to measure the capacity of inclusion for the LGBTQ+ community in the travel industry. It is based on reviews referring to destinations and to the local travel industry. It aims to make the public/private sector aware of their concrete capacity of LGBTQ+ inclusion and take action to improve it. [...] By 2030, the **LGBTQ+ index** is expected to be used in at least 20 European destinations and by 2025 we expect to be able to measure the capacity of improvement of at least three European destinations. Our main goal is to move destinations to work on inclusion in schools and in all public/private travel business. Taxonomy on this will be decided with the destinations in compliance with their primary needs of action.

Topic 4: Comprehensive tourism strategies

by WFB Wirtschaftsförderung Bremen GmbH - Bremen Tourismus (DMO, Germany)

[...] In order to ensure that Bremen Tourism remains competitive, innovative and well positioned in the years to come, cross-cutting issues such as sustainability and digitalization are now to be given greater consideration as part of an **update of the tourism strategy**. [...] In addition to the profile topics defined in the Bremen 2025 tourism strategy, the cross-cutting topics of sustainability, quality management and digitalization (in particular AI) have now been operationalized for Bremen Tourism and are being continuously addressed within the framework of working groups, projects and measures. The aim is to invite tenders for the development of an update to the current tourism strategy by the end of 2025. Central goals to be achieved through the projects and measures proposed in the updated tourism strategy are a stabilisation of the number of overnight stays and day visitors, improvement of the quality of tourism, enabling of networking and training among industry stakeholders, improvement of tourism and leisure infrastructure as well as consideration of resident perception.

by the European Cyclists' Federation - ECF (Belgium)

ECF commits to share best practices and analyses on national cycling strategies, including EuroVelo, and to explore how to include cycling tourism in future analyses. [...] **Concrete actions:** Publication of the annual report on National Cycling Strategies; Participation in THE PEP (Transport, Health and Environment Pan-European Programme) working groups on Active Mobility and Sustainable Tourism Mobility; 1 national good practice of cycling tourism strategy published on Pro.EuroVelo.com a year; 2 National EuroVelo Coordination Centres Online Workshop organised a year to promote good practices covered by comprehensive cycling tourism strategies.

Target for 2025: +25% of countries having a national cycling strategy in place compared to 2021; +25% of European countries having a national cycle route network; Good practices of national cycling tourism strategies shared via the EuroVelo network (events, website, newsletters). **Target for 2030:** 100% of national cycling strategies mentioning EuroVelo and cycling tourism. 100% of European countries having a national cycle route network.

Topic 5: Collaborative governance of tourism destinations

by Appventure GmbH & Co. KG (SME, Germany)

Action: Promoting collaboration by establishing a **committee** that includes all relevant players in the tourism sector. This innovative platform will ensure inclusive planning and implementation of projects, taking into account local specifics. Among other things, participants in pilot destinations should form a committee for project exchange already in the pilot phase. **Investment:** A budget of €150 000 is required for the initialization and ongoing coordination. **Goal:** By October 2025, an active and effective committee is expected, overseeing continuous improvements and the successful implementation of joint initiatives.

Green transition

21 new or revised pledges were published under this area, bringing the total number up to 130. The topics covered by the green transition are:

- Topic 6: Sustainable mobility
- Topic 7: Circularity of hospitality industry
- Topic 8: Green transition of tourism companies and SMEs
- Topic 12: R&I and pilots on circular and climate friendly tourism
- Topic 13: Promoting the use of PEF and OEF methodology and development of support tools for tourism ecosystem

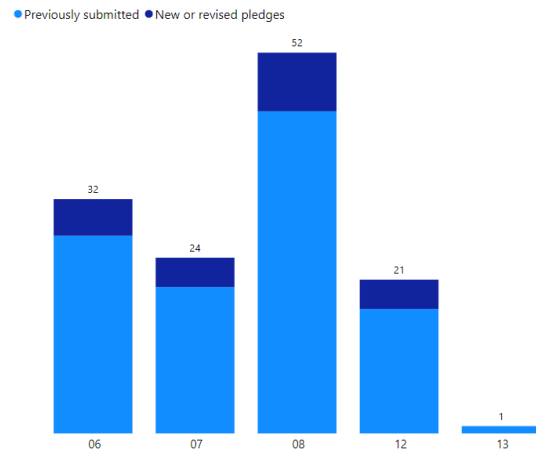


Figure 6: Published pledges on green transition

This area is the one with the highest number of new submissions, in particular under Topic 8 'Green transition of tourism companies and SMEs'. Newly published pledges come from a large variety of stakeholders, including academic institutions, local administrations, SMEs, large companies, NGOs, trade unions, networks of companies, DMOs and international organisations. No new pledge was made under Topic 13, which might show that stakeholders are not yet fully understanding the relevance of measuring their environmental footprint with the aim of reducing it.

Some observations from the newly published pledges include:

- Wide range of different stakeholders (NGOs, DMOs, networks and academic institutions) underlining their dedication to sustainable transportation for a cleaner and more eco-conscious future. Either through data-driven decision making in support of sustainable mobility, creation of cycling networks, increase of rail transport, or CO2 footprint calculation.
- Private companies are committed to minimizing and better managing waste through innovative circular economy practices.
- Various organisations (local administration, NGO, SMEs, network of organisations, international organisation, DMO, and trade union) promote a wide range of initiatives, from capacity building programmes to promotion of eco-labels and certification systems, to monitoring frameworks. Each pledge under Topic 8 highlights the commitment to sustainability, acknowledging that environmental consciousness, resource conservation, and community well-being are essential components of a sustainable future. These pledges serve as a testament to the collective efforts of stakeholders in multiple industries to build a more sustainable and responsible future.

Topic 6: Sustainable mobility

by Erlebnis Bremerhaven GmbH (DMO, Germany)

As part of the Interreg Europe project [DESTI-SMART](#), the focus was on the topic of sustainable mobility. Bremerhaven has been investing in [cycling infrastructure](#) for some time. A cycling concept is available and includes various optimization measures. A working group, called the [Cycling Round Table](#), is continuously working on various implementation measures. In the spirit of sustainability, the DMO offers various bikes for rental, including barrier-free bikes. Bremerhaven has installed [e-scooter rental stations](#) in Bremerhaven since 2023 to offer citizens and tourists alternative forms of mobility. The rental numbers are growing continuously. In 2024 there will also be a [mobility station](#) in the center of Bremerhaven.

by BT4Europe – The European Network of Business Travel Associations (Belgium)

[...] The main aim is to achieve a common framework for CO2 emissions calculations, to enable comparison of travel services and to make the sustainability related improvement of travel services visible, and therefore support the early adoption of the [CountEmissions EU](#) proposal by the end of the year 2024. We have already produced a [Position Paper](#) in 2023, '[Sustainability in Business Travel](#)' and will review, update and publish this in 2024, which will assess progress on the above sustainability issues. We have organised two [webinars with MEPs](#), which touched on many of these issues, and will organise a third one by the year end. We meet key stakeholders in the EU regularly, have already organised a [day of engagement](#) in 2024, will hold at least two further days of engagement by the end of the year, with a special focus on new and re-elected MEPs and the new Commissioners and Cabinets. [...] We are producing a [White Paper on the Transformation Pathway for Sustainable Business Travel](#) by the end of 2024, to offer guidance, foster and share best practice for the entire business travel eco-system. **Frequency:** Progress will be reviewed once a year, guidance and best practice updated, and a refreshed White Paper published annually [...].

Topic 7: Circularity of tourism services

by Garden Hotels Group (company with 250+ employees, Mallorca, Spain)

Garden Hotels has developed a [Circular Economy project](#) in collaboration with the primary sector in Mallorca. [...] On the one hand, we aim to reduce the amount of organic matter per stay generated on average in the company's hotels by 10% by 2027 in order to combat food waste. On the other hand, by 2027 we aim to increase by 20% the amount of vegetable waste that we manage in a circular way to generate new products, avoiding burning them in the open air. Consequently, this will result in a 20% increase (about 60,000kg/CO2eq) of avoided CO2eq emissions. We are aiming for an increase of 2% of local and/or ecological product on average in Garden Hotels by 2027. [...] Data will be annually published in the NFIS (Non-Financial Information Statements).

by Fondation SapoCycle (NGO, France)

SapoCycle is a non-profit organization in Europe that **collects discarded hotel soaps and liquid toiletries** to recycle them in Switzerland since 2014. Our journey continued in France in 2018, and in 2023, we expanded by opening our first franchise in Germany, replicating our successful program. The used/discarded soaps are recycled in our three recycling facilities, where adults with disabilities play an integral role in the process. Then these recycled soaps are donated for free to people in need in Switzerland, France, and Germany, as well as in refugee camps in the Greek islands, Ukraine, Poland, and Madagascar. Currently, we're in the process of replicating our model in Italy, Spain, and Portugal.

Topic 8: Green transition of tourism companies and SMEs

by Erlebnis Bremerhaven GmbH (DMO, Germany)

As part of the Interreg Europe project [TOURBO](#), the focus is on tourism SMEs in particular in order to install sustainability processes and support other tourism service providers in the process. Since 2023, the DMO has trained a **certified sustainability manager** in tourism. A **sustainable action plan** is currently being developed for Bremerhaven together with the ReCET agency, which will also influence the update of the 2023 tourism concept. Sustainability, digitalisation and accessibility will influence further developments as cross-cutting issues. There are currently five certified SMEs in Bremerhaven, with more to follow. In

addition, a [guide to sustainable, fair and regional products](#) from various sectors will be published on the website www.bremerhaven.de/nachhaltigkeit in spring 2024. This project is based on the [PraxisIMPULSE](#) project, in which Bremerhaven is working together with the city of Freiburg as a tandem partner.

by the European Travel Commission – ETC (Belgium)

[...] We see green labelling as an excellent way to guide SMEs in their sustainable transitions. [...] **Output:** Producing a [handbook](#) and organising a [workshop](#) on green labelling. Share best practices through an [online platform](#) that will be inaugurated in 2024. Keep members updated on the progress of the [Green Claims Directive](#) and other similar policy proposals, and support National Tourism Offices through the implementation of any new legislation when it is passed. **Time:** ETC has already begun work on developing our online platform, and we plan to launch it for members in 2024. In 2025, we will discuss creating a public version. Publications and workshops on green labelling will be made available in the coming years. Keeping members up to date with relevant legislation is an ongoing project.

by the Belgian Travel Confederation (Belgium)

In Belgium, the certification [CERTA](#) (Certified Travel Agent) exists since 2018 in Wallonia and has been supported by the region. As of 2022, the label has been revised, developed at national level and contains 17 criteria. A sustainability pillar has been added in collaboration with the international well known Travelife company, creating CERTA Green. [...] Our goal in 2024 is to reach 100+ labelled organizers out of which 40+ CERTA Green participants.

by Open Tourism Lab (SME, France)

Open Tourism Lab contributes to this topic by supporting the French public organisation *Caisse des Dépôts - Banque des Territoires* to design a [digital platform](#) which centralizes all ecolabel approaches and initiatives in sustainable tourism, to provide an advantage of visibility for those carrying out the approach, and for SMEs and territories willing to commit to a label. By 2025, we expect to have implemented at least one [European project](#) aiming to support SMEs in testing solutions that allow them to enhance their green transition.

Topic 12: R&I projects and pilots on circular and climate friendly tourism

by FU-TOURISM (Belgium)

The [FU-TOURISM](#) project offers two pilots at DMO level, where the overall DMO strategy and support to SMEs is tested in two unique UNESCO tourist destinations: the city of [Valencia \(Spain\)](#) and the city of [Poreč \(Croatia\)](#). These two Green Destinations will act as [DMO Living Lab](#) to offer real local challenges of green and digital transition, which SMEs can address. In addition, [2 European demonstrators](#) will be launched in Valencia and Poreč which will include the selection and allocation of funding to experiment and pilot the generation of concepts and testing of prototypes to improve products, services, processes or strategies for sustainable and digital tourism.

This implementation is part of the specific objectives of the project and will be carried out during the 3 years of the project (September 2023-September 2026) in a transversal manner with the implementation of the Living Labs and the acceleration programs.

by GreenExplorers ApS (SME, Denmark)

As a green travel startup ourselves, we are working on [innovative projects](#) that will focus on circular and climate-friendly tourism. We commit to only selling the greenest modes of transport and accommodation in our close cooperation with Danish high schools. This is going to be measured by the cost reduction of our operation and the CO2 reduction of the implemented innovative solutions. We plan to measure year by year [...] from 2024 to 2026.

Digital transition

26 new or revised pledges were published under this area, bringing the total number up to 103. The topics covered by the digital transition are:

- Topic 9: Data-driven tourism services
- Topic 10: Improving the availability of information on tourism offer online
- Topic 14: Technical implementation for tourism data space
- Topic 15: R&I for digital tools and services in tourism
- Topic 16: Support for digitalisation of tourism SMEs and destinations

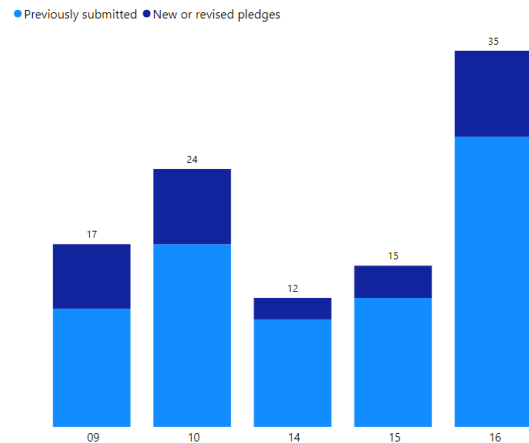


Figure 7: Published pledges on digital transition

In contrast with the fourth round, there has been a boost in new submissions in this area, focusing mainly on Topic 16 (Support for digitalisation of tourism SMEs and destinations) and Topic 10 (Improving the availability of information on tourism offer online). As predicted in the previous publication, the [Communication from the Commission on the common European tourism data space](#) of 20 July 2023 prompted a surge in pledge submissions under topic 14 (Technical implementation for tourism data space). The Commission is now working on further developing the data space (i.e. with a test case and infrastructure supported by the Digital Europe Programme), which will most likely lead to even more pledges in the future.

Some observations from the newly published pledges include:

- All new pledges highlight the importance of embracing digital solutions to enhance organisations' operations, whether through developing digital platforms and applications, data-collection systems or training programmes. This shared focus on digitalisation underscores the industry-wide shift toward technology adoption.
- SMEs are increasingly offering data-driven tourism services to enhance destination marketing and management through the integration of AI and big data.
- Different types of organisations improve collection and circulation of data to further its accessibility, performance, and accuracy, whilst improving mutual exchange on best practices and educating relevant stakeholders.

Topic 9: Data-driven tourism services

by the Data Appeal Company (SME, Italy)

Specific Action: [Datapeal.io](#) will expand our destination marketing & management platform called D/AI Destinations to offer personalized data-driven tourism services. This will include tailored AI powered recommendations for DMOs, predictive analytics for tourism operators, and real-time sentiment analysis from visitor feedback. **Target Date:** By the end of 2025.

Measurable Results:

- Increase in user engagement on the platform by 10%
- Empowerment of the new module Destination AI - An innovative module, powered by generative artificial intelligence with a natural language interface (the same used by ChatGPT), that can assist tourist destinations in analysing data from various sources, helping them manage their destination effectively and efficiently by providing timely advice and guidance on current trends.

Topic 10: Improving the availability of information online

by Cefriel as Scientific Coordinator of E015 Data Space by Lombardy Region (Italy)

In the territory of Valtellina, in Italy, the Province of Sondrio has enriched the administrative processes of collecting data on tourist flows and city tax, to aggregate even high-quality data on accommodations, including pictures of structures, services and company contacts GDPR compliant. These data, continuously updated, are available as REST APIs in E015, the institutional Data Space of Lombardy Region: [Regione Lombardia - E015](#). Thanks to this interoperability enabled by E015 Data Space, **new touristic websites** made by local DMOs are showing a complete, continuously updated, and detailed accommodation offer, enabling tourists to get in touch directly with the hotels and avoiding intermediaries: it increases the earnings of the hotels. [...]

The **main goals** are the integration of accommodations data, promoted by E015, into new websites and apps, with a specific focus on the upcoming Milano Cortina 2026 Winter Olympic Games. The concept of promotion of accommodation powered by E015 in Valtellina is going to be proposed as a Best Practice at a National and European level for Tourism Data Spaces.

by Erlebnis Bremerhaven GmbH (DMO, Germany)

Bremerhaven is planning to relaunch its **tourism website** with a focus on accessible and sales-orientated content. The new website is due to be launched in 2024/2025. Important booking platforms (HOLIDU) already exist and will be further expanded to make it easy for different target groups to book modules and holiday experiences. It is already possible to select sustainable accommodation via the booking platform and using filters. Green meetings are displayed in the MICE section. <https://mice-bremerhaven.de>. Sustainability modules are currently being developed for guests as part of aboutcities. The project runs until the end of October 2024.

Topic 14: Technical implementation of tourism data space

by the Belgian Travel Confederation (trade union, Belgium)

In 2020, no one in Belgium could report data on outgoing travel from their inhabitants. The newly created Belgian Travel Confederation (2022) made it happen by issuing **quarterly reports** analysing and gathering numerous data from the outgoing Belgian travel global market as well as **real data** from the Belgian organized travel market. The reports also contain updates on studies and EU legislation the sector needs to know about and adapt to. By doing so, the Belgian Travel Industry can compare and understand Belgian travel behaviours. The travel industry gets inspired by changing habits and adapts its products accordingly.

BTC intends to provide sufficient data from the real world, completing the survey one usually does to understand the inhabitants' habits. Today, we gather data from 100+ travel agents and tour operators which represent 10% of the market. We aim to gather 50%+ of the market's data **by the end of 2024**, depending on the speed we succeed to gather the necessary funds to develop the tool (+70K in 2024). We wish to share our data and methodologies with other countries within the EU and be an active part of the [EU tourism data space](#).

Topic 15: R&I for digital tools and services in tourism

by GEORADIO SRL (SME, Italy)

Our **travel podcast platform** is the result of digital research and innovation initiated in 2018. [...] In 2024, we are implementing two other important novelties on the platform: "**Loquis Hunt**" is the new Augmented Reality feature to discover the stories around you. With this feature, the travel experience becomes even more immersive and engaging. Loquis is at the forefront in using digital technologies to improve the enjoyment and accessibility of its content.

In the first quarter of 2024, Loquis released the first **Travel AI Assistant** dedicated to travelers, allowing them to discover the wonders of each territory and listen to the stories available on the platform. With Loquis AI Assistant, we will offer our users a new way to access the stories of places, using Artificial Intelligence to enrich the experience of those who visit or search for them, with the possibility of interacting via text or even entirely via voice. The Travel AI Assistant is currently in private beta with selected partners. **By mid-2024**, we plan to open it to public beta, and it will be available to all Loquis users when we go live. Currently, we have 2 million visitors per year.

Topic 16: Support for digitalisation of tourism SMEs and destinations

by Open Tourism Lab (SME, France)

Open Tourism Lab is committed to supporting SMEs in their digital and ecological transition. We have already collaborated with partners in designing a training program that emphasizes key factors in digital transformation for tourism professionals. We have assisted in the conceptualization of **the e-learning platform** and the development of **educational mock-ups**, enabling consultants to obtain certification. The aim is to make tourism professionals autonomous and effective in their digitalization efforts.

A series of actions (events, support programs, etc.) is currently underway through the new **Tourism Tech For Good program** to assist tourism SMEs in their transformation using digital tools for a more sustainable tourism. **By 2025**, we hope to support nearly 100 entities in transitioning towards a focus on waste and energy.

by Center poslovne odličnosti Ekonomske fakultete of the University of Ljubljana (Slovenia)

Our company is dedicated to advancing the digitalization of tourism SMEs and destinations by providing cutting-edge education services intricately linked to the utilization of artificial intelligence (AI). Through **tailored programs and resources**, we aim to empower businesses and destinations within the tourism sector, fostering a seamless **integration of AI technologies** to enhance operational efficiency, customer experiences, and overall competitiveness in the rapidly evolving digital landscape. Our commitment lies in equipping stakeholders with the knowledge and tools necessary to navigate the transformative journey towards a more digitally resilient and adaptive tourism industry.

Our success in supporting the **digitalization of tourism SMEs and destinations through AI education services** will be quantifiably demonstrated by the number of participants enrolling and completing our courses. By tracking and increasing the engagement of individuals eager to enhance their understanding of AI applications in the tourism sector, we aim to contribute tangibly to the digital transformation of businesses and destinations, fostering a skilled workforce equipped to leverage AI for sustainable growth and innovation in the tourism industry. Our aim is to deliver **4 or 5 education programs** by the end of 2024.

Skills and Resilience

19 new or revised pledges were published under this area, bringing the total number up to 95. The topics covered by skills and resilience are:

- Topic 17: Seamless cross-border travelling
- Topic 18: Coordinated management and updated information on travelling
- Topic 21: Educational organisations to engage in developing and renewing tourism education
- Topic 22: Pact for skills in tourism
- Topic 24: Fairness and equality in tourism jobs
- Topic 25: Enhancing accessible tourism services
- Topic 26: Tourism services for visitors and residents alike

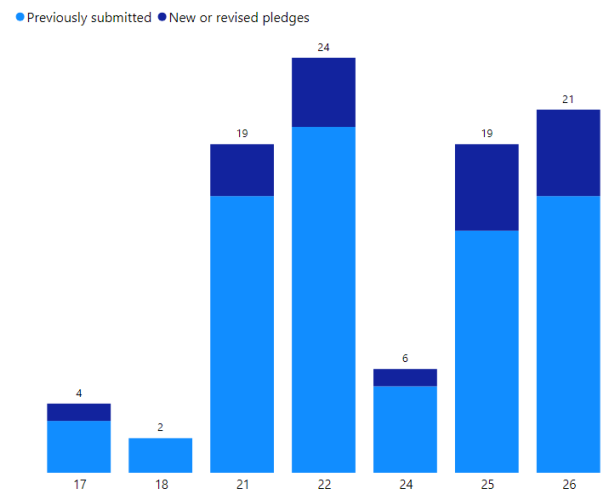


Figure 8: Published pledges on skills and resilience

As demonstrated by Figure 10, most of the new pledges focus on Topic 25 (Enhancing accessible tourism services) and Topic 26 (Tourism services for visitors and residents alike), followed by Topic 22 (Pact for skills in tourism), linking with the actions and objectives of the Pact for Skills [large-scale partnership in tourism](#). The EU-wide communication campaign on [Jobs & Skills in Tourism](#) will most likely lead to a further increase of pledges in this area. No new pledges were received under Topic 18 (Coordinated management and updated information on travelling).

Pledges were submitted by a variety of stakeholders, including SMEs, a DMO, regional administrations, a local administration, NGOs, an international organisation, a network of organisations and an academic institution.

Some observations from the newly published pledges:

- Different types of organisations mention their active commitment to the Pact for Skills in Tourism with different projects focusing particularly on revitalising tourism education, or offering workshops and webinars to SMEs, destinations and DMOs. Thus, this reaffirms the role of the EU Pact for Skills in supporting stakeholders to take concrete actions to train and upskill qualified staff in the tourism sector.
- Various organisations are actively advancing responsible and inclusive tourism through diverse initiatives, such as implementing ethical tourism codes and promoting personalised local experiences. These efforts emphasise respect for local communities and the environment and promote community engagement in the tourism sector.

Topic 17: Seamless cross-border travelling

by the European Travel Commission (Non-governmental organisation, Belgium)

Current actions: Promoting the liberalisation and digitalisation of visas, multi-modal travelling, and lower-carbon cross-border transport is at the heart of our advocacy mission. ETC is actively involved in advocacy activities and has started a broader cooperation with the travel industry, building alliances to remove disadvantages and create benefits for European tourism. We regularly work with the EU decision-makers to ensure that policies are practical and realistic and do not threaten the competitiveness of the European tourism industry.

Future actions: Advocating for improved visa policies is core to ETC's strategy to strengthen the European tourism industry. We aim to produce benchmark research on how governments can improve visa policies and showcase best practices for issuing overseas visitors among ETC members. **Output:** We will produce benchmark research on how governments can improve visa policies and showcase best practices for issuing visas to overseas visitors. This research will be produced in the coming years.

Topic 21: Educational organisations to engage in developing and renewing tourism education

by Center poslovne odličnosti Ekonomske fakultete of the University of Ljubljana

As an educational organization, our mission is to actively engage in the development and revitalization of tourism education. Through meticulously crafted and industry-tailored programs, we are dedicated to delivering at least three impactful initiatives that address the specific needs of the tourism sector, ensuring our students acquire relevant skills and knowledge for success in this ever-evolving field.

One of such programs is **'Leading Sustainable Transformation,'** where we will present to top management participants in a 3-day training session: *How can business leaders drive transformational business change in order to address the challenges of sustainability and deliver a higher impact - for businesses, society, and the environment?* We anticipate one session, **no later than 2025.**

In addition to this program, we plan to conduct the **'Quality and Leadership in the Hospitality Industry' program.** The program provides the foundations of quality to excel in the service sector. Employers play a vital role in perpetuating a strong culture, starting with recruiting and selecting applicants who will share the organization's beliefs and thrive in that culture, developing orientation, training, and performance management programs that outline and reinforce the organization's core values, and ensuring that appropriate rewards and recognition go to employees who truly embody the values. This 2-day event will be delivered **by the end of 2024.**

This year, we will also be hosting the **Tourism Marketing Academy,** which we are preparing in collaboration with the Slovenian Tourist Board. It is primarily intended for stakeholders in the tourism industry, and the program will take place in **October 2024.** Renowned experts from the field of tourism, both Slovenian and international, will be lecturing at the event.

Topic 22: Pact for skills in tourism

by Destination Makers (SME, Italy)

Specific action: Implement a series of tailor-made workshops and webinars to teach SMEs and DMOs and tourism destinations about: EU Smart Tourism Best Practices; ICT in DMO; Agenda 2030 and SDGs; Public and Private Partnership.

Measurable result: increase in the skills and actions implemented by the operators involved in training in their territories thanks also to the implementation of digital tools and innovative marketing strategies.

Frequency: monthly webinars, freely accessible microlearning, shared workspace, and project work.

Planned investments: expert speakers and mentors, digital tools and know-how.

Topic 24: Fairness and equality in tourism jobs **by FU-TOURISM (Belgium)**

To ensure equality within the tourism sector and foster inclusion, the EU-funded FU-TOURISM project (2023-2026) will evaluate the inclusion of **SMEs led by women** and assess **SME policies and approaches regarding the inclusivity of women and minority groups**. These will be incorporated into the selection process for the two programs of the project:

- FU-TOURISM Acceleration programme: 60 participating SMEs from six countries (10 per country).
- FU-TOURISM Scaling-up programme: 7 participating SME associations per country (42 consortia in total).

Topic 25: Enhancing accessible tourism services **by ETIKBNB - TravaPowa (NGO, France)**

Accessibility and inclusion in tourism are among TravaPowa's key priorities. To achieve this, TravaPowa is launching the **"Paralympic Green Travel Champions" project**. This initiative aims to mobilise European society and foster a significant moment of reflection and action on the necessity of creating a society that is accessible to everyone. The project will specifically focus on matching the reduction of CO2 emissions with the empowerment of disabled people by encouraging train travel for groups of young disabled individuals to the Italian Alps during the Winter Paralympic Games **in 2026**.

The **specific action** involves organising and facilitating train travel for these groups, thereby promoting sustainable and accessible tourism both in their country of origin and at the final destination. The overall results of this action include a reduction in CO2 emissions from travel and increased accessibility and participation of disabled individuals in tourism. In details, the **expected outcome** includes round-trip travel for dozens of young people, accommodation, accessible sports activities, and widespread international social media coverage of accessible daily life throughout Europe. It is akin to an Erasmus trip dedicated to inclusive sports and green tourism. These results will be monitored and reported, with a final comprehensive assessment following the 2026 Winter Paralympic Games. Every participating partner or supporter will receive a comprehensive report with impact KPIs.

To implement this action, TravaPowa plans to mobilize **partners in each country**, interested in publicly demonstrating tangible commitment to these topics. Every participating country will be self-sustainable by covering the costs of their national participants. TravaPowa will allocate significant investments toward logistical planning, accessibility enhancements in travel infrastructure, and promotional campaigns to raise awareness and support for the initiative. The project aims to engage stakeholders across Europe, encouraging them to pledge support and contribute to creating a more inclusive and sustainable tourism environment. To have **further details** and start co-creating: [Paralympic Green-travel Champions \(canva.com\)](https://canva.com)

Topic 26: Tourism services for visitors and residents alike **by BASQUETOUR the Basque Tourism Agency (regional administration, Spain)**

The **Basque Code of Ethics for Tourism** aims for all tourism entities (public and private) to incorporate social responsibilities and environmental and economic sustainability into their daily practice. This Code adapts the principles of the Global Code of Ethics for Tourism developed by the World Tourism Organization, as well as the Sustainable Development objectives of the United Nations 2030 Agenda; and the Basque particularities and elements of our culture are added too.

By signing this Code, tourism entities assume an important commitment to respect and preserve local culture and tradition and elements of cultural heritage, which will be linked to incentives for local communities to associate with tourist activities and receive the benefits; economic, social and cultural benefits. For this, there is a project methodology that accompanies entities on their path of continuous improvement. The signatory entities make up the **Euskadi Tourism Ethics Registry**. The management and updating of said registry will be the responsibility of the Tourism Ethics Committee of Euskadi, which validate yearly their commitment and improvement. **Milestone 2025**: over 700 entities registered in the Euskadi Tourism Ethics Registry.

by Fédération France Greeters (France)

The [France Greeters](#) Federation is a national network of local Greeter organizations that offers French and foreign visitors free, personalized meetings with locals who are passionate about their town or region. These experiences usually take the form of a stroll through the locals' favorite places off the well-known itineraries. These Greeters, enthusiastic volunteers and connoisseurs of their local area, offer visitors an authentic and privileged immersion in local life, off the beaten track. In this way, they contribute to the acceptability of tourists by locals. [...]

Priority actions for 2024-2030: As part of the tourism transition pathway, the France Greeters Federation has defined several key actions to be developed between 2024 and 2030 with its network of around 70 members across metropolitan France:

- Reinforce the training of Greeters in 2024-2025 [...]
- Develop new forms of encounters in 2026 [...]
- Promoting the development of local tourism [...]
- To provide members with an innovative tool to meet the challenges facing destinations in 2026 -2027 [...]

Thanks to its network of Greeters organizations, comprising over 1,500 passionate and committed volunteers, it plays an essential role in promoting an authentic, responsible tourism experience that respects local territories and communities. The priority actions defined for the period 2024-2030 will enable the Federation to strengthen its contribution to the transition of tourism in France, and to promote the unique expertise of Greeters throughout the world. The Federation is the national organization in France of the non-profit International Greeter Association, a Belgian association of Greeter organizations worldwide.

Stakeholder support

17 new or revised pledges were published under this area, bringing the total number up to 71. The topics covered by stakeholder support are:

- Topic 11: Easily accessible best practices, peer learning and networking for SMEs
- Topic 19: Awareness raising on skills needs for twin transition in tourism
- Topic 20: Awareness raising on changes in tourism demand and the opportunities of twin transition for tourism
- Topic 23: One-stop-shop for learning opportunities for tourism SMEs
- Topic 27: Support visibility of funding opportunities for tourism actors

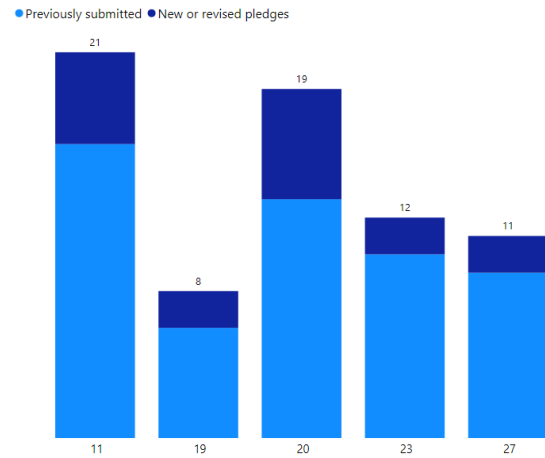


Figure 9: Published pledges relating to stakeholder support

As displayed in figure 11, the new pledges in this area focus mainly on Topic 20 (Awareness raising on changes in tourism demand and the opportunities of the twin transition for tourism), and Topic 11 (Easily accessible best practices, peer learning and networking for SMEs). In terms of organisations, the new pledges were submitted by networks of organisations, an international organisation, SMEs, a DMO, a local administration, NGOs and a trade union.

Some observations from the newly published pledges include:

- A wide range of organisations place promotion of best practices at the forefront of fostering the twin green and digital transition of the tourism ecosystem. Through collective promotion, the organisations aim to inform and involve stakeholders, exchange best practices, and create tools that support sustainable travel habits (see topic 11).
- Destination Management Organisations (DMOs), local administrations and SMEs are committed to raise awareness and consolidate the twin transition through improved holistic information management and data sharing, strengthening networks of stakeholders and their mutual communication.

Topic 11: Easily accessible best practice, peer learning and networking for SMEs

by Greentripper (SME, Belgium)

Greentripper, a climate consultancy specializing in the travel sector, has developed and deployed a **CO2eq-calculator**. This tool is available in multiple formats to accommodate the diverse needs of travel organizations, alongside consultancy services. The **measurable outcome** of this initiative is the CO2eq-impact of the travel (offer and/or organization) including, all modes of transportation, accommodations, activities, and food, with ongoing development to extend its applicability to events. This will facilitate precise measurement and the formulation of reduction plans for carbon emissions within the travel sector.

Today, Greentripper offers its CO2eq calculator in five different formats and provides **on-demand climate consultancy services**. By the end of 2024, we plan to introduce **two additional tools**, including one dedicated to analyzing the carbon footprint of events, thereby expanding our suite of offerings. Planned investments for implementing this action include continued development and co-creation with partners to ensure the effectiveness and relevance of our tools and services in addressing climate impacts within the travel industry.

by Appventure GmbH (SME, Germany)

Action: Establish a support community and learning resources to promote the exchange of best practices and foster a culture of peer learning among tourism SMEs. System development for Digital Knowledge transfer and networking planning for exchange events. **Investment:** a budget of €200,000 to establish the platform and fund regular networking events and training. **Goal:** Activate robust networks and promote knowledge sharing and collaboration, measurable through SME participation and feedback by 2026.

by the European Cyclists Federation (NGO, Belgium)

ECF commits to sharing good practices and knowledge on cycling tourism, cycle route networks and EuroVelo on Pro.EuroVelo.com for all stakeholders, especially SMEs and cycle routes developers. [...]

Concrete actions:

- Update of the Cycling Friendly Service Schemes page on EuroVelo.com
- Publication of best practices on Pro.EuroVelo.com to inspire tourism companies and SMEs
- Invitation of tourism companies and SMEs to attend the EuroVelo & Cycling Tourism Conference
- Contact list of European Cycling Friendly Service Schemes updated
- 1 information email sent a year to European Cycling Friendly Services Schemes [...]

Topic 20: Awareness raising on changes in tourism demand and the opportunities of twin transition

by WFB Wirtschaftsförderung Bremen GmbH - Bremen Tourismus (DMO, Germany)

Bremen Tourism organises a variety of networking and exchange events throughout the year to inform and enable destination stakeholders on sustainability, digitalisation and AI topics. Apart from in-person meetings with key note speakers and workshops, a continuous digital communication about the twin transition takes place. The **LinkedIn channel "Bremen Tourism and Convention"** features weekly posts about sustainability campaigns, events or developments in the destination, about new AI products (e.g. Chatbot, AR App) or digitalisation (e.g. digital campaigns, biking apps, social media channels). Moreover, a **B2B newsletter** for tourism actors that is distributed by Bremen Tourism on a monthly basis addresses the trends, topics, events and networking opportunities regarding the twin transition. To enable good-practice sharing, a **sustainability network** for tourism actors has been established and is envisioned to be continued in the future. On this platform tourism actors from Bremen get the chance to present good-practice examples from their organisations and thus enable peer-to-peer learning, spread awareness and incentivise other actors to take similar actions. To further incentivise and motivate tourism actors, the Bremen and **Bremerhaven Tourism Award** has been awarded in four categories each in the years 2022 and 2023. The two award categories "Sustainability" and "Future" put a particular focus on leadership and innovation within twin transformation topics. The Bremen and Bremerhaven tourism award is envisioned to be carried out again in 2025.

Topic 23: One-stop-shop for learning opportunities for SMEs by DURA City of Dubrovnik Development Agency (local administration, Croatia)

DURA is an entrepreneurial support institution registered in the unique register of entrepreneurial support institutions of the Republic of Croatia since 2013. As such, it offers **services/activities to all entrepreneurs** and aspiring entrepreneurs in this field, such as legal, accounting and marketing services through the “Idea Factory” project; a start-up academy offering education for entrepreneurs and entrepreneurship education for school students {...}.

One of the major support programmes from the city towards entrepreneurs is the ‘*Support Program for the Residents of the Historical Core of Dubrovnik for the Preservation and Renovation of Traditional Building (Carpentry)*’ and it is valid for the period 2024-2028. [...]

Within the EU ITU mechanism, special attention is directed to investment in business infrastructure and the **development of entrepreneurship [...]** One of the most important measures is: Encouraging integrated and inclusive social and economic development, development in the field of environment, culture, natural heritage, sustainable tourism and safety in urban areas, and the **goal** is set that by the 2029, we will have 250 000 visitors to cultural and tourist attractions for which support was received.

Similar measure set in ITU strategy is: Encouraging the diversification of the economy, aimed at the overall development of a wider range of economic activities, where it is planned have 12 Ha in 2029 of the renovated land that is used for green areas, social housing, economic or other purposes and 2 revitalized 'Brownfield' objects. By 2027, **goal** from ITU strategy states that: the urban area of Dubrovnik is an area of sustainable, smart, diversified and resilient economy with high added value for society and the environment, sustainable and smart mobility and spatially evenly distributed high quality and life and work opportunities.

by the Belgian Travel Confederation

The aim of the **Belgian Travel Academy** is to bring together a large number of existing training courses and to create the missing ones for all stakeholders in the Belgian travel industry. To date, some sixty tailor made training courses are available, including e-learning, distance learning and face-to-face training. Partners such as Cefora, Unizo, IATA Academy are part of our offer. We give stakeholders the opportunity to order the training they want, and we organize it for them. These courses are currently subsidized for employees of joint committee 200, and we aim to train over 1,500 people by 2024. **Our aim** for 2025 is to extend the pool of learners to the other joint commissions, and to find the necessary funding to make them accessible to the self-employed, as our sector comprises 97.5% of very small businesses, run by self-employed people. For more information, visit: www.belgianacademy.be

LESSONS LEARNT AND GUIDELINES FOR PREPARING PLEDGES

After five rounds of pledge collection and publication, there is now more awareness among stakeholders on how to submit a good pledge.

Typical concerns of stakeholders on preparing pledges

Most of the challenges identified in this fifth round of collection are related to the reluctance of organisations to set target dates and/or specific measurable goals to be achieved. Stakeholders should keep in mind that:

- Submitting a pledge does not create a legally binding obligation. These are voluntary commitments and the target date/frequency help follow whether they are progressing as planned.
- Follow-up of pledges does not require submitting formal evidence, avoiding unnecessary administrative burden. The follow-up approach is based on information voluntarily shared by stakeholders.
- Pledges do not necessarily need to be new actions. If an organisation has an existing strategic engagement with an ambitious concrete target for the future and a clear contribution to the Transition Pathway objectives, it can be submitted as a pledge.
- Pledges do not need to reflect all the activities of an organisation. Some stakeholders voiced concerns about the difficulty of demonstrating all of their work. The objective is to collect examples of well-defined key actions. It is perfectly acceptable to have only one pledge.
- Each action should be introduced only once under the topic it most strongly contributes to, to avoid duplication. Please avoid copy-pasting the same text under several topics, even if it contributes to all of them.
- Pledges can repeat a commitment that also links to other actions, such as the Glasgow Declaration⁹, the One Planet network¹⁰, Destination 2050¹¹, or the Pact for Skills in Tourism¹². There is no conflict of interest to provide as pledge an activity that is also part of other related initiatives. The difference often lies in that the Transition Pathway pledges should describe a concrete action with a measurable target for the organisation, while many other initiatives only outline collective targets.
- Sustainability strategies of a company or an organisation may already include concrete elements that could be made visible as an organisation's pledges. Many private sector companies have published sustainability strategies with clear actions and targets. Selected actions from such strategies, with ambitious targets and yearly follow-up are welcome to be shared as best practice examples.
- Network organisations and associations are not expected to send in pledges on behalf of individual members. Each organisation is invited to send in their own contribution. Network organisations should reflect their tasks and role in supporting their members.

⁹ [HOME | Glasgow Food and Climate Declaration \(glasgowdeclaration.org\)](https://glasgowdeclaration.org/)

¹⁰ [Home | One Planet network](https://oneplanetnetwork.org/)

¹¹ [Home \(destination2050.eu\)](https://destination2050.eu/)

¹² <https://ec.europa.eu/social/BlobServlet?docId=25214&langId=en>

Key issues to be considered when preparing pledges

Following the trend of previous collection rounds, the quality of received pledges is overall increasing. A few key issues are however still present, which submitters should keep in mind:

- Ensuring that each pledge clearly states 1) an ongoing or upcoming future-oriented action with 2) a measurable target to assess the implementation and progress of the action with a target date or frequency, and 3) a link with the Transition Pathway objectives.
- Understanding that different types of stakeholders have different roles and operating contexts. Not everyone can make a similar type of pledge, and it may be useful to review pledges of actors with similar roles as examples.
- Each organisation is expected to make only one submission (meaning it should have only one contribution ID), which can contain several pledges. When modifying contributions, they should revise the existing submission, instead of sending a new one.
- A pledge should not:
 - describe a general activity or mission statement, such as “we work on sustainability”, or “we aim to contribute to the green transition”;
 - describe a short-term project without a longer-term perspective on how the organisation will put the results into action to serve the transition;
 - describe what the organisation has done in the past, without making a pledge for the future;
 - describe at length the problem and context, rather than focusing on concrete actions and targets – any descriptive information can be made available online and the link to the online information can be included in the pledge text;
 - duplicate previously submitted pledges.

Five steps for preparing and submitting a good pledge

The five steps below should help stakeholders to prepare good pledges:

1. Read through the Transition Pathway for Tourism report with an open and innovative mind – have a look at published pledges and summary reports for good examples.
2. Reflect on your organisation’s strategy and objectives – is it aligned with the Transition Pathway or can it be improved?
3. Collaborate and innovate with your workers, members, partners – what action makes best sense in the long-term and what should be its target and follow-up mechanism?
4. Formulate one or more concrete pledges, each including the following 3 elements:
 - a. A concrete action you are planning on launching in upcoming years.
 - b. A concrete result and its target date or frequency, which helps assess whether the action is progressing, still being implemented or has reached its final target.
 - c. Clear link with the Tourism Transition Pathway, either to a recognised topic (1-27), or as contribution to the overall objectives (green, digital, resilient) in a new way (“other topic”).
5. Send your submission via the [online form](#) and become part of the ‘Together for EU Tourism’ stakeholder community. As of September 2024, the submission of pledges will migrate to the **Stakeholder Support Platform**.

CONCLUSION

After five rounds of publication, the Transition Pathway for Tourism counts a total of 529 published pledges and 241 committed organisations. This indicates the continuous interest of stakeholders in being part of the 'Together for EU Tourism' community. Still, a lot of work needs to be done to increase participation of scarce organisation types and Member States.

To this end, DG GROW will continue organising 'Together for EU Tourism' stakeholder events, following successful [previous editions](#).

Other support mechanisms for the co-implementation of the Transition Pathway have been launched, or are in the process of being launched, such as the [Commission Expert Group](#) and the [online Stakeholder Support Platform](#).

Stakeholders are also invited to regularly check the [Guide on EU funding for tourism](#) and to subscribe to DG GROW's Tourism Newsletter by sending an email to EU-TOURISM-PATHWAY-2030@ec.europa.eu.

The collection of pledges and commitments continues. All stakeholders are invited to share their efforts and be part of the 'Together for EU Tourism' community.



ANNEX: ACTION TOPICS OF THE TRANSITION PATHWAY FOR TOURISM

More information on the actions, objectives, actors and context can be found in the [Transition Pathway for Tourism policy report](#), available in 22 languages.

Topic no	Topic name
TOPIC 1	1: Fair measures for Short-Term Rentals (STR)
TOPIC 2	2: Regulatory support for improved multimodal travelling
TOPIC 3	3: Improving statistics and indicators for tourism
TOPIC 4	4: Comprehensive tourism strategies development or update
TOPIC 5	5: Collaborative local destination governance
TOPIC 6	6: Sustainable mobility
TOPIC 7	7: Circularity of hospitality industry
TOPIC 8	8: Green transition of tourism companies and SMEs
TOPIC 9	9: Data-driven tourism services
TOPIC 10	10: Improve the availability of information on tourism offer online
TOPIC 11	11: Easily accessible best practices, peer learning and networking for SMEs
TOPIC 12	12: R&I and pilots on circular and climate friendly tourism
TOPIC 13	13: Appropriation of PEF and OEF methodology and development of support tools for tourism ecosystem
TOPIC 14	14: Technical implementation for tourism data space
TOPIC 15	15: R&I for digital tools and services in tourism
TOPIC 16	16: Support for digitalisation of tourism SMEs and destinations
TOPIC 17	17: Seamless cross-border travelling
TOPIC 18	18: Coordinated management and updated information on travelling
TOPIC 19	19: Awareness raising on skills needs for twin transition in tourism
TOPIC 20	20: Awareness raising on changes in tourism demand and the opportunities of twin transition for tourism
TOPIC 21	21: Educational organisations to engage in developing and renewing tourism education
TOPIC 22	22: Pact for skills in tourism
TOPIC 23	23: One-stop-shop for learning opportunities for tourism SMEs
TOPIC 24	24: Fairness and equality in tourism jobs
TOPIC 25	25: Enhancing accessible tourism services
TOPIC 26	26: Tourism services for visitors and residents alike
TOPIC 27	27: Support visibility of funding opportunities for tourism actors
TOPIC 28	28: Other