



EUROPEAN WEEK OF  
REGIONS & CITIES

2003 - 2022

New Challenges for  
Europe's Cohesion

# Pays de la Loire Region's pledge



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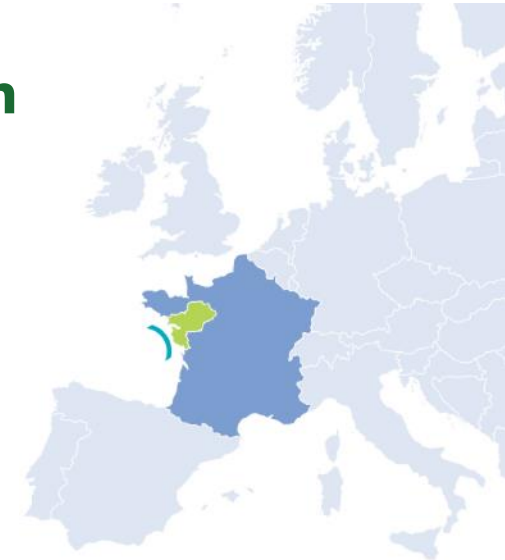
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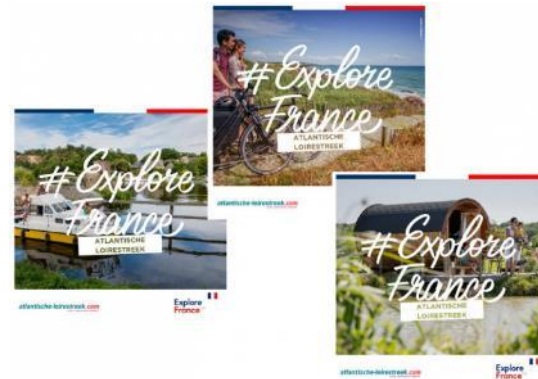
## New Challenges for Europe's Cohesion

### A vibrating tourism sector in the Pays de la Loire Region

- ✓ 19 Million tourists per year (before the Covid crisis) – for a total population of 3,8M inhabitants
- ✓ 14 000 tourism companies with more than 60 000 employees
- ✓ Part of the Loire Valley and the cycling itinerary "Loire à vélo"
- ✓ Various landscapes: 4 natural parks, 440 coastline km with 2 islands, 375 km of navigable rivers, 3000 km of cycling paths ...
- ✓ Several international events: Vendée Globe, 24 Heures du Mans, music festival Hellfest, cinema Festival "Premiers Plans"



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## Why contributing to the Tourism Transition Pathway?

- ❖ Adoption of a new regional tourism strategy last June for the period 2022-2028
- ❖ 4 key priorities: resilience, competitiveness, forecast/governance, and “building the tourism of the future”
- ❖ Definition of actions and targets aligned to a comprehensive tourism strategy, through a regional co-creation process (online surveys, workshops, consultations ...)
- ❖ Evaluation and collective implementation via a regional platform dedicated to tourism professionals
- ❖ Not starting from scratch: continuation of past policies
- ❖ Transition Pathway in line with our strategic goals and actions – only topics where we could make a difference
- ❖ 4 TTP topics: comprehensive tourism strategies, sustainable mobility, data-driven tourism services, R&I projects and pilots for circular and climate-friendly tourism

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## Topic 6: Sustainable mobility

- ❖ The Region is the organizing authority for public transport, and is now the leader in intermodality (train, coach, boat, bicycle)
- ❖ Aim: improving the transport offer and soft mobility for tourists, offering travellers new experiences (e.g.: without my car, by boat), better distributing tourist flows in the region
- ❖ Numerous actions to be put in place by 2028: development of intermodal solutions, experimentation with solutions for reaching a destination within one-kilometre, attractive pricing policy, simplification of online sales, ...
- ❖ Focus on cycle tourism : more mutualization in the cycling continuity, from cycle tourism to everyday cycling.
- ❖ Targets:
  - By 2025, Pays de la Loire will be the top French destination for cycle tourism.
  - By 2030, 100% of our destinations accessible by green means of transport (soft or collective mobility) and 0% of our destinations exclusively accessible by (individual) car.

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## Topic 9: Data-driven tourism services

- ❖ Emphasis on one of our flagship initiatives: the direct commercialization of tourist services
- ❖ Launch in 2018 of [e-RESA](#), our regional online booking system (commission-free on sales)
- ❖ Now supported by a regional database and extended to new services (e.g tool for professionals to manage availability, marketplace on the websites of partner destinations, gateways to broaden the distribution channels of tourism professionals towards operators with low commission rates ...)
- ❖ Targets: increase the number of members of the eRESA system, increase in the turnover generated across the territory via the eRESA system tools.
- ❖ 100% of our stakeholders connected to an online booking tool by 2030.



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

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- ❖ Since 2020, development of a Tourism Innovation Development Network (RDIT), with the collaboration of the Tourism Innovation Lab in Angers
- ❖ Objectives: better supporting innovative projects, incentivizing the resort to innovation for tourism services and related ones, collaboration with our partners such as incubators, technopoles, competence centres, ...
- ❖ Focus on key sectors: nature tourism in connection with the national parks by supporting environmental excellence, agrotourism and wine tourism (more than 150 projects financed between 2016 and 2021), nautical tourism (e.g., the CAPITEN project financed by Interreg Atlantic Area)
- ❖ Upcoming regional call for proposals dedicated to sustainable cultural tourism



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**Thank you for your attention!**

Anna GRIMAULT, EU Policy Officer  
[anna.grimaault@paysdelaloire.eu](mailto:anna.grimaault@paysdelaloire.eu)



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