

Public Consultation on an EU Sustainable Tourism Strategy

Fields marked with * are mandatory.

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Introduction

The purpose of this public consultation is to gather your input and views about priorities and actions to be included in a new EU Strategy for Sustainable Tourism.

The new strategy will build on the [Transition Pathway for Tourism](#) (TTP) and the [European Agenda for Tourism 2030](#), while addressing a number of challenges that have become prominent for the sector in recent years, including the impacts of and on climate change, environment, innovation, unbalanced development, geopolitical tensions, and economic and social pressures related to its acceptance by local communities and rising costs for businesses, travellers and residents alike, as well as issues linked with skilled workforce. These challenges affect a dynamic sector characterised by varying governance levels across national, regional, and local authorities. Micro, small, and medium enterprises are prevalent, accounting for about 99% of all businesses in the sector. The sector faces significant challenges, such as inefficient coordination, difficulty in accessing support measures, and inconsistency in branding and marketing efforts. These problems affect millions of stakeholders, including Destination Management Organizations (DMOs), micro, small, and medium enterprises, and tourists, leading to a fragmented tourism ecosystem, which hampers its competitiveness as opposed to international destinations such as the US. Key drivers include insufficient clarity about funding for SMEs and DMOs, limited access to cross-border learning for DMOs, and insufficient opportunities for networking and peer-learning.

A comprehensive EU Sustainable Tourism Strategy would aim to offer a comprehensive and shared approach to enhance environmental and social sustainability, competitiveness and support to micro and small and medium enterprises (MSMEs), resilience and innovation within the tourism sector, fostering its social and economic contributions while enhancing cross-border mobility and seamless connectivity for travellers and residents alike positioning the EU as a leading global player in tourism policy.

This consultation is a central part of our efforts to build a smart, sustainable, and resilient tourism model that benefits our citizens, communities, and businesses. Please take a few minutes of your time to help us shape the future of EU tourism together.

Based on the survey results and further meetings with stakeholders, the EU Strategy for Sustainable Tourism will be co-created over the course of 2025 and published in 2026.

Please comment on any or all topics (you can skip questions if you have nothing to say) and provide any other information you think relevant.

At the end of the survey, you can upload a document or position paper (maximum size 3 MB) or link if your contribution is in html format. You can also provide additional comments or information.

2 About you

* Language of my contribution

Swedish

* I am giving my contribution as

Business association

* First name

Oscar

* Surname

Sundås

* What is your age group?

- ☐ <15
- ☐ 15-29
- ☒ 30-65
- ☐ >65

* Email (this won't be published)

oscar.sundas@transportforetagen.se

* Organisation name

255 character(s) maximum

The Swedish Bus and Coach Federation

* Organisation size

Large (250 or more)

Transparency register number

Check if your organisation is on the transparency register. It's a voluntary database for organisations seeking to influence EU decision-making.

068030492265-77

*Country of origin

Please add your country of origin, or that of your organisation.

This list does not represent the official position of the European institutions with regard to the legal status or policy of the entities mentioned. It is a harmonisation of often divergent lists and practices.

Sweden

What is your area of expertise in the tourism sector?

- ☒ Tourism services
- ☐ Sustainability /labelling
- ☐ Innovation
- ☐ Technology and digitalisation
- ☐ Statistics and data
- ☐ Consumer protection
- ☐ Cultural heritage
- ☐ Gender rights and social inclusion
- ☐ Skills / Labour market
- ☐ Destination management
- ☐ Marketing and PR
- ☐ Organisation of events
- ☒ Mobility and transport
- ☐ HORECA
- ☐ Sport
- ☐ Culture and cultural heritage
- ☐ Media
- ☐ Accessibility
- ☐ Sustainable urban development
- ☐ Rural development/Rural tourism
- ☐ Food production
- ☐ Longevity economy

- ☐ Health care / Wellbeing
- ☐ EU funding management
- ☐ Other (please specify)

Country of the headquarters of your organisation

Sweden

Areas of Europe

Maximum 2 selection(s)

- ☐ Western Europe
- ☐ Eastern Europe
- ☒ Northern Europe
- ☐ Southern Europe
- ☐ Central Europe
- ☐ Mediterranean
- ☐ Atlantic
- ☐ Baltic Sea
- ☐ Black Sea
- ☐ Outermost region
- ☐ Other (please specify)

Territorial level of expertise/activities

- ☐ Rural areas
- ☐ Remote areas
- ☐ Mountainous areas
- ☐ Coastal areas or open seas
- ☐ Islands
- ☐ Urban areas

The Commission will publish all contributions to this public consultation. You can choose whether you would prefer to have your details published or to remain anonymous when your contribution is published. **For the purpose of transparency, the type of respondent (for example, 'business association, 'consumer association', 'EU citizen') country of origin, organisation name and size, and its transparency register number, are always published. Your e-mail address will never be published.** Opt in to select the privacy option that best suits you. Privacy options default based on the type of respondent selected

* Contribution publication privacy settings

The Commission will publish the responses to this public consultation. You can choose whether you would like your details to be made public or to remain anonymous.

☒ **Anonymous**

Only organisation details are published: The type of respondent that you responded to this consultation as, the name of the organisation on whose behalf you reply as well as its transparency number, its size, its country of origin and your contribution will be published as received. Your name will not be published. Please do not include any personal data in the contribution itself if you want to remain anonymous.

☒ **Public**

Organisation details and respondent details are published: The type of respondent that you responded to this consultation as, the name of the organisation on whose behalf you reply as well as its transparency number, its size, its country of origin and your contribution will be published. Your name will also be published.

☒ I agree with the [personal data protection provisions](#)

3 A new focus for tourism in Europe

Which of the following areas do you believe should be a top priority for EU tourism policy moving forward?
Please choose up to 2 specific topics per area

Environmental sustainability and climate action, in particular:

Maximum 2 selection(s)

- ☒ Mitigating impacts on the environment, such as reducing waste production and pollution as well as air pollutants and noise, efficient use of resources (e.g. water, energy, soil)
- ☐ Protecting biodiversity and preventing degradation of natural habitats and ecosystems
- ☐ Active regeneration of natural environment, contributing to its restoration
- ☒ Sustainable travel modes and emission reductions
- ☐ Sustainable production and consumption
- ☐

Energy efficiency in accommodation services

- ☐ Water availability and water efficiency, including water saving and reuse
- ☐ Adaptation to climate change, including for example nature-based solutions, preparedness to extreme weather events, and changing ways and seasons of travel
- ☐ Other (please specify)

Social sustainability, in particular:

Maximum 2 selection(s)

- ☐ Addressing unbalanced tourism development and its impacts on local communities (i.e. overcrowded destinations and lesser-known destinations that could benefit from tourism)
- ☐ Tourism model that contributes to the wellbeing and resilience of host communities and involves them in decision-making
- ☒ Contribution to local communities' social and public infrastructure through targeted funding
- ☒ Strengthening rural-urban synergies
- ☐ Other (please specify)

Digital transition, in particular

Maximum 2 selection(s)

- ☒ Fostering collaboration and networking through the creation of clusters for innovation co-creation, pilot projects, and exchange of best practices
- ☐ Promote the adoption of the European Digital Identity to simplify the tourism experience and foster interoperability and innovation
- ☒ Enhancing data-driven tourism by means of supporting data access, sharing and management
- ☐ Enhancing data-driven tourism by means of supporting innovation through targeted funds and accompanying measures
- ☐ Supporting digital upskilling and capacity building for start-ups, SMEs and DMOs
- ☐ Supporting start-ups, SMEs and DMOs accessing tools and technologies
- ☐ Other (please specify)

Accessibility and inclusiveness, in particular:

Maximum 2 selection(s)

- ☐ Ensuring tourism is available and accessible to diverse travel groups, such as families, persons with disabilities, individuals with medical needs, young people, the elderly (and their caretakers where necessary), the LGBTQ+ community, and that it caters to their specific needs
- ☐ Contributing to the safety of vulnerable groups, such as female travellers, ethnic minorities and the LGBTQ+ community
- ☐ Designing experiences that are accessible to people across income levels, including reduced ticket prices, family discounts, youth passes, or inclusive packages
- ☐ Other (please specify)

Boosting competitiveness and support to businesses

Maximum 2 selection(s)

- ☐ Enhancing support to businesses, in particular start-ups and MSMEs
- ☒ Reducing administrative burden and red tape for business
- ☒ Lowering barriers within the Single Market
- ☐ Encouraging workforce mobility by lowering barriers with respect to regulated professions such as tour guides, ski instructors
- ☐ Simplification of access to funding
- ☐ Enhancing information sharing via the [EU Tourism Platform](#), set up by the European Commission to collect all useful information on actions, projects, policies and funds for the EU tourism ecosystem by interested stakeholders
- ☐ Promoting green, digital, business and financial skills
- ☐ Better coordination of policies at EU, national, regional and local levels
- ☐ Other (please specify)

Skills development and support to the workforce

Maximum 2 selection(s)

- ☒ Upskilling and reskilling the tourism workforce
- ☐ Ensuring regular and strategic training opportunities for all echelons of the workforce
- ☐ Ensuring fair and attractive working conditions for all workers, including for the most vulnerable groups such as persons with disabilities and with medical needs

- ☒ Supporting SMEs in receiving and providing training opportunities
- ☐ Other (please specify)

Increased resilience for the sector

Maximum 2 selection(s)

- ☒ Ensuring that existing or new tools under crisis-response framework accommodate the needs of the tourism sector in case of serious disruptions (natural, human-induced, health-related and other disasters)
- ☐ Adapting to climate change impacts on tourism (shifting travel patterns, shifting services (e.g. winter tourism), changing water availability and demand, infrastructure and heritage protection, forecasting, planning and preparedness)
- ☐ Mitigating seasonality, high/over dependence on tourism and impact on local communities and ecosystems of some destinations, thus promoting the diversification of destinations
- ☐ Ensuring increased focus on sustainable forms of tourism that do not have an impact on ecological, climate and water systems.
- ☐ Promote skilling/reskilling and upskilling for the key stakeholders of tourism, from low-skilled workers to middle and top managerial level, providing training sessions on resilience and sustainability
- ☒ Data-based decision making which includes strategic foresight and updated global tourism trends
- ☐ Fostering multilevel and multistakeholder governance for more resilient and sustainable tourism management models
- ☐ Other (please specify)

A shared brand for Europe as a destination

Maximum 2 selection(s)

- ☐ Positioning Europe as a leader in socially and environmentally sustainable tourism
- ☐ Showcasing Europe's rich history, culture, cultural heritage, arts, crafts and traditions as a unique selling point
- ☐ Promoting immersive, community-driven tourism beyond well-known major cities and destinations
- ☐

Highlighting Europe's well-connected transport network for easy cross-border travel

- ☐ Branding Europe as a hub for digital and tech-driven travel experiences
- ☐ Reinforcing Europe's reputation as a safe, high-quality destination for all travellers
- ☐ Other (please specify)

4 Environmental sustainability and climate action

How can the EU most effectively support the green transition in tourism while ensuring business competitiveness?

Maximum 2 selection(s)

- ☐ Through public procurement supporting sustainable choices
- ☐ Enhancing support and incentives for SMEs and destinations to adopt sustainable practices including the registration to environmental management schemes or the certification with reliable ecolabels (e.g. financial support, technical assistance, and capacity-building initiatives)
- ☐ Promoting among young people a sustainable way of travelling, such as with DiscoverEU (an Erasmus+ action)
- ☐ Promoting sustainable forms of tourism such as eco-tourism, nature-based tourism and agri-tourism
- ☒ Promoting consumer awareness on sustainable tourism choices, including reliable ecolabels
- ☐ Investing in research and innovation projects for environmental-, water- and climate-friendly tourism
- ☐ Other (please specify)

5 Social sustainability

How can the EU support emerging and less visited regions in ensuring balanced tourism development that benefits all?

Maximum 2 selection(s)

- ☒ Providing support and capacity building for less known DMOs with strong tourism potential (e.g. in underdeveloped, remote or rural areas) to attract visitors
- ☒

Launching an EU-wide diversification strategy that combines marketing campaigns, supports local, regional and national efforts to develop a wide range of tourism products/services and capacity building to promote off-season and lesser-known destinations

- ☐ Encouraging community-driven tourism initiatives by supporting local businesses, including local food products, cooperatives, social innovation and cultural heritage projects
- ☐ Promoting and supporting young people travelling to Europe to explore and learn about Europe's diversity, its cultural heritage and history
- ☐ Support lesser-known destinations in attracting a diverse range of types of visitors, including digital nomads
- ☐ Support the outermost regions in promoting a balanced tourism development through a comprehensive approach that leverages their unique assets and constraints
- ☐ Other (please specify)

6 Increasing resilience of DMOs

What measures would most effectively strengthen the resilience of the EU destinations in the face of future crises?

Maximum 2 selection(s)

- ☒ Establishing an EU-wide crisis-response framework for tourism-related disruptions (e.g. pandemics, natural disasters, geopolitical events)
- ☒ Enhancing cross-border coordination among Member States for managing travel restrictions and emergency response
- ☐ Providing support for DMOs to develop and implement crisis preparedness and risk mitigation and management plans
- ☐ Encouraging diversification of tourism offerings, including rural, cultural, wellness, and off-season tourism development
- ☐ Other (please specify)

7 Digital transformation

What do you consider the most promising innovation trends in the tourism sector?

- ☒ Personalised and AI-driven travel experiences (ie. use of AI and machine learning to tailor recommendations, itineraries, and customer service based on individual preferences and behaviour)
- ☐ Innovative tourism solutions in sustainability and regeneration (such as plastic-free hotels, energy efficient buildings, electric shuttles, which also build on new technologies and science)
- ☐ Immersive technologies (ie. virtual and augmented reality experiences for pre-trip previews, virtual tours, or historical reconstructions at destinations)
- ☐ Smart destinations and IoT integration (ie. use of Internet of Things (IoT) for real-time crowd monitoring, smart signage, digital twins of cities, and enhanced visitor flow management)
- ☐ Blockchain for trust and transparency (ie. applications in booking systems, digital identity, decentralized reviews, and loyalty programs with secure, tamper-proof records)
- ☐ Using the European Digital Identity Wallets and the upcoming European Business Wallets to establish a trusted digital infrastructure that supports interoperability between reservation systems and digital travel credentials, enabling more seamless, secure, and efficient passenger and tourists flows.
- ☐ Remote work and digital nomad infrastructure (ie. innovations catering to the growing digital nomad segment—like co-living platforms, work-friendly travel packages, or visa-tech services)
- ☐ Other (please specify)

8 Accessibility and inclusiveness

Accessibility in tourism means creating inclusive experiences for everyone — including people with physical, cognitive, sensory, and communication needs. What are the two most effective actions that can be taken (at local, regional, national, or EU level) to improve accessibility in tourism?

Maximum 2 selection(s)

- ☒ Invest in accessible infrastructure, services and mobility solutions — such as step-free access, tactile signage, and quiet/sensory-friendly spaces — across public areas and tourism sites



Offer training for tourism professionals on inclusive service delivery, including communication techniques for interacting with people with diverse needs

- ☐ Create and promote interconnected digital accessibility tools — like accessible websites, easy-read guides, multilingual support, and booking platforms that list accessibility features
- ☐ Create a one-stop shop at EU level for accessibility-related matters in destinations
- ☐ Develop inclusive wellness and health tourism services (e.g. accessible spas, mental health retreats, and medical tourism that accommodates a range of physical and cognitive needs)
- ☐ Launch or scale up national and EU-wide guidance schemes to help destinations and SMEs improve and showcase their accessibility standards
- ☐ Improve the accessibility of cultural heritage sites, both physical and digital, including smaller and lesser-known sites in remote and rural areas
- ☒ Facilitate the cooperation between relevant tourism stakeholders, representatives of persons with disabilities, and equality bodies in decision-making regarding the design, implementation, monitoring and evaluation of tourism offer and management
- ☐ Other (please specify)

9 Smart tourism

What kind of support from the EU would most help organizations engage with or develop as a smart destination?

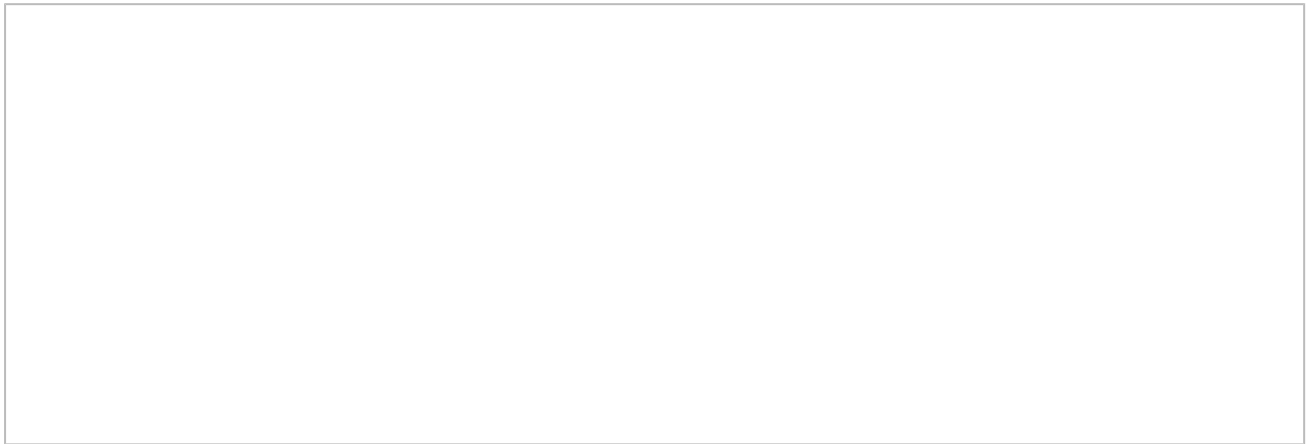
Maximum 2 selection(s)

- ☐ Training and capacity-building programs
- ☐ Funding for digital infrastructure, equipment and innovation
- ☒ Access to best practices and case studies
- ☐ Technical assistance or consultancy
- ☐ Networking opportunities with other smart destinations
- ☒ A common EU standard and definition of smart destination
- ☐ Other (please specify)

10 Competitiveness, support to MSMEs and start-ups

The recently published [Competitiveness Compass](#) identifies a number of structural weaknesses causing a persistent gap in productivity growth. With reference to the identified five horizontal enablers for competitiveness (simplifying administrative burden, lowering barriers to the Single Market, financing competitiveness, promoting skills and quality jobs & better coordinating policies at EU and national level), do you see any specific area for improvement for the tourism sector?

2000 character(s) maximum



11 Skills development and support to the workforce

How could the EU help MSMEs address workforce shortages and skills gaps in the tourism sector?

Maximum 2 selection(s)

- ☐ Establishing a Digital and Green Skills Academy to provide specialized training for tourism professionals and job seekers resulting in micro-credentials
- ☒ Increasing EU support for cross-border skills development programmes
- ☐ Encouraging apprenticeships and work-based learning for tourism roles
- ☒ Supporting SME participation in B2B networking and recruitment events
- ☐ Other (please specify)

12 Modes of transport

What actions could the EU prioritise to improve transport connectivity for tourism across Member States?

Maximum 2 selection(s)



Invest in cross-border high-speed rail and night trains to offer more connectivity options

- ☐ Making rail travel and multimodal journeys a cornerstone of EU's sustainable transport future, by enhancing the accessibility of tickets on digital platforms, especially for rail
- ☐ Invest in cross-border safe cycling infrastructure
- ☒ Support digital platforms that integrate transport and tourism services (e.g. one-stop apps for booking and navigation)
- ☐ Expand accessible and inclusive transport options for elderly and mobility-impaired travellers
- ☐ Other (please specify)

13 A shared brand for Europe as a destination

What specific actions at EU level would most effectively enhance Europe's appeal as a global tourism destination?

- ☐ Developing and promoting a unified European tourism brand
- ☐ Strengthening collaboration with key international source markets, including emerging markets, and tourism organisations (e.g. OECD, UN Tourism) to boost tourism to Europe
- ☐ Enhancing EU-wide visa facilitation and travel authorisation processes
- ☐ Investing in sustainable multi-modal transport solutions and improving connectivity across Europe
- ☐ Improving tourism infrastructure and services in less-visited European regions and destinations
- ☐ Creating stronger storytelling and promotional campaigns, including through digital marketing in cooperation with local communities
- ☐ Reinforcing the narrative related to local and regional cultural heritage across the EU
- ☐ Creating a strong identity around "European Tourism Day" organised by the European Commission (e.g. annual event, possibly extended across Europe)
- ☐ Providing more support for local tourism authorities to develop sustainable destination brands

- ☐ Fostering public-private partnerships to support innovation and investment in tourism in Europe
- ☐ Strengthen local and regional cultural tourism narratives/campaigns and attractiveness
- ☐ Fostering local food production and gastronomy
- ☐ Fostering sport tourism
- ☐ Other (please specify)

14 Thank you!

Final comments, or link to an online document or position paper

Please upload your additional evidence to support your replies above

Only files of the type pdf,txt,doc,docx,odt,rtf are allowed

Contact

MOVE-TOURISM@ec.europa.eu