

UN Tourism Commission for Europe
71st Meeting
Baku, Azerbaijan – 5 June 2025

Agenda Item 5:

Implementation of the Programme of Work in Europe for the period 2024-2025¹

1. Overview of the international tourism trends and outlook in Europe²

1. The UN Tourism region for Europe is the second largest in terms of number of countries after Africa, comprising [41 Member States](#), two Associate Members (Flanders and Madeira), and one Permanent Observer (the Holy See).
2. Europe remains the world's most visited region, with tourism serving as a key economic driver. It offers year-round tourism opportunities across diverse landscapes and climates, and features a wide range of tourism products, from beach and snow to cultural and wellness tourism, among others.
3. Tourism's direct contribution to GDP in Europe is estimated at 4%³. The region benefits from high levels of intra-regional travel, robust infrastructure, and global leadership in sustainable tourism, innovation, and digital transformation.
4. With over 900 million inhabitants⁴, the geographical European region is also a major outbound market. Its demographic trends shape demand for accessible, health-oriented, and authentic tourism experiences, and highlight the need for inclusive labour policies, youth engagement, and continuous skills development in the tourism workforce.
5. Rich in cultural heritage and diversity, Europe holds nearly half of all UNESCO World Heritage Sites⁵ and is a leader in cultural tourism, creative industries, and thematic routes, offering deep historical value and modern vibrancy that promote intercultural dialogue, identity, and global influence in tourism standards and governance.
6. In 2024, international tourism virtually returned to pre-pandemic levels, reaching 99% of 2019 figures. An estimated 1.4 billion international tourists (overnight visitors) were recorded globally, marking an increase of 11% compared to 2023, or 140 million additional arrivals. This strong rebound was driven by sustained post-pandemic demand, the solid performance of major outbound markets, and the ongoing recovery of destinations in Asia and the Pacific.
7. Europe welcomed 747 million international arrivals in 2024, 1% above 2019 and 5% higher than in 2023, reflecting a full recovery from the pandemic. The region benefited from robust intraregional travel and a rebound of key source markets.
8. In the decade leading up to the pandemic (2009–2019), international tourist arrivals to Europe rose steadily from 480 million to 742 million—an overall increase of 55%, or an average annual growth rate of 4.5%. In 2024, the region not only recovered to pre-pandemic levels but also

¹ This report covers the period from 1 April 2024 to 9 May 2025.

² World Tourism Barometer and Statistical Annex, January 2025, DOI: <https://www.e-unwto.org/doi/epdf/10.18111/wtobarometereng.2025.23.1.1>

³ UN Tourism Data Dashboard: Global and regional tourism performance, DOI: <https://www.unwto.org/tourism-data/global-and-regional-tourism-performance>

⁴ World Bank Open Data (2023), Population, DOI: <https://data.worldbank.org/indicator/SP.POP.TOTL?locations=1W>

⁵ World Heritage List Statistics, DOI: <https://whc.unesco.org/en/list/stat>

resumed this long-term growth trajectory, signalling renewed momentum in Europe's tourism sector.

9. While nearly all subregions exceeded pre-pandemic levels, Central and Eastern Europe continued to face challenges, with several destinations still affected by the enduring impact of the Russian aggression against **Ukraine**.
10. Notably, **Albania** led growth in Europe, recording an 80% increase in arrivals over 2019. **Andorra** followed with +35%, while **Malta** and **Serbia** each posted +29%, far surpassing pre-pandemic levels.
11. Among larger European destinations, **Portugal** saw +18%, **Denmark** +17%, while **Greece** and **Türkiye** both reported +14%, and **Spain** +10%. In total, 21 European countries surpassed their 2019 international arrivals.
12. Europe's main source markets in 2019 remained highly relevant in the post-pandemic recovery. **Germany**, accounting for 14% of international arrivals in Europe, was followed by the **United Kingdom** (7%), **France** and the **United States** (5% each).
13. Preliminary estimates indicate that international tourism receipts reached USD 1.6 trillion in 2024, 3% above 2023 and 4% over 2019 in real terms. Notably, receipts had already matched pre-pandemic levels in 2023.
14. Meanwhile, total export revenues from tourism, including international passenger transport, reached a record USD 1.9 trillion, around 3% higher than in 2019. In Europe alone, tourism remained a key economic driver, directly contributing USD 1.1 trillion to the region's GDP in 2023, equivalent to 4% of the total, surpassing the USD 0.9 trillion contribution in 2019.
15. In terms of export categories, international tourism ranked as the fifth largest export earner in Europe in 2023, generating USD 796 billion, ahead of sectors such as mining products, textiles, and telecommunications equipment. Only chemicals, fuels, automotive products, and food generated higher export revenues, underscoring the strategic importance of tourism to Europe's external trade balance.
16. From 2019 to 2024, across the wider European geographic region, 999 tourism investment projects were announced, amounting to USD 30.96 billion and generating around 76,000 jobs.⁶ This highlights tourism's role in regional economic recovery. The **United Kingdom** attracted the most investment (164 projects worth USD 4.93 billion), followed by **Spain** (130 projects totalling USD 4.64 billion and generating 14,800 jobs), and **France** (74 projects worth USD 3.73 billion, with an average value of USD 50.4 million per project).
17. Looking ahead, international tourist arrivals are projected to grow globally by 3% to 5% in 2025 compared to 2024. However, the outlook remains tempered by persistent economic headwinds and geopolitical tensions, which continue to pose significant risks to the sector's momentum. Sustaining the recovery will depend on close monitoring of source market dynamics, adaptive policy responses, and strengthened resilience at the destination level.

2. Main challenges and opportunities affecting the tourism sector in Europe⁷

18. The tourism sector in Europe continues to navigate a landscape marked by both challenges and opportunities. Key factors include economic volatility, the ongoing climate crisis, labour shortages, and geopolitical tensions.

⁶ fDi Intelligence / UN Tourism

⁷ Based on the UN Tourism Panel of Tourism Experts survey, derived from the World Tourism Barometer and Statistical Annex, January 2025, DOI: <https://www.e-unwto.org/doi/epdf/10.18111/wtobarometereng.2025.23.1.1>

19. **Economic Pressures:** Inflationary trends, high interest rates, fluctuating fuel costs, and trade disruptions persist into 2025, impacting transportation and accommodation costs. As a result, consumers seek greater value for money and commonly opt for closer-to-home travel.
20. **Workforce Shortages:** The tourism sector is still grappling with significant labour shortages in hospitality, transportation, and tourism-related services. This ongoing challenge threatens not only service quality but also the sector's capacity to meet the rising demand for travel, calling for strategic investments in workforce development and retention.
21. **Geopolitical Tensions and Security Concerns:** The effects of Russia's full-scale invasion of Ukraine continue to disrupt travel routes, particularly between Europe and Asia, due to the closure of Russian airspace. Additionally, the Israel-Gaza crisis has impacted travel to Israel, with a 78.9 percent decline in the number of foreign tourists visiting in 2024 compared to 2023.
22. To overcome these challenges, the tourism sector must prioritise resilience and adaptability. This includes strengthening safety measures, supporting local businesses, attracting and retaining skilled talent, and aligning with changing consumer preferences toward sustainability and authentic experiences.

The Regional Department for Europe

23. The Regional Department for Europe focuses on delivering high-quality services to Member States by enhancing engagement with the Members and strengthening international collaboration.
24. The department aims to further strengthen relationships with the Members through regular dialogue and the provision of targeted, needs-based services. It focuses on systematically monitoring political developments and identifying the needs of Full and Associate Members, aligning them with UN Tourism's resources and expertise to deliver high-impact, relevant support.
25. Additionally, the department seeks to expand its reach and influence by establishing new connections with non-Members.
26. The strategic pillars of the Department's work are centred around two main areas:
 - **Membership-Based Work:** The focus is on ensuring the smooth administration of membership functions, including membership contributions and providing support for Member States' engagement in the meetings of statutory bodies and their subsidiary organs. Regular engagement with Member States' representatives is essential to reinforce the benefits of active membership and to encourage greater involvement in decision-making processes.
 - **Content-Based Work:** The department prioritises initiatives related to, *inter alia*, sustainability, resilience, education, innovation, investments and international development and cooperation, that align with the strategic interests and current needs of Full and Associate Members and with the General Programme of Work of the Organization. These content-driven projects and activities are designed with input from the Member States to ensure they are responsive to national and regional priorities. Subregional needs and interests are identified to implement joint initiatives with a more agile allocation of available resources.
27. Key efforts include:
 - **Bilateral Collaboration:** Engaging in official visits, fostering diplomatic relations with permanent representations in Madrid, and receiving high-level officials at UN Tourism Headquarters with the aim to strengthen relationships and identifying joint activities that serve the needs of the Member State, a subregion or the region as a whole and in accordance with the Organization's General Programme of Work.

- **International Cooperation:** Furthering regional and sub-regional partnerships, alongside collaborations with other international entities that also includes fundraising efforts.
- **Member Support:** Delivering initiatives and projects aligned with Member States' priorities, reinforcing partnerships with the private sector to drive sectoral growth, and advancing the Agenda for Europe for a more participatory and impactful approach.

3. Official visits to Member States, diplomatic relations with permanent representations and visits to the UN Tourism Headquarters

28. The Regional Department for Europe plays a key role in strengthening the Organization's collaboration with European members, emphasizing the importance of tourism for the region's ongoing economic development and advocating for necessary financial and political support at all levels.
29. Official visits and high-level meetings of the Secretary-General:
 - **Albania** (Tirana, 7-9 April 2024): official visit of the Secretary-General on the occasion of the [70th Meeting of the UN Tourism Commission for Europe](#), meetings with the Prime Minister, Minister of Tourism and Environment and the Mayor of Tirana;
 - **Croatia** (Zagreb, 12-13 April 2024): official visit of the Secretary-General, meeting with the Minister of Tourism and Sport, signing of the Memorandum of Understanding for the establishment of a research and development centre for sustainable tourism;
 - **Germany** (Berlin, 4-6 June 2024): official visit of the Secretary-General, meeting with the Federal Government Coordinator for Maritime Industry and Tourism and participation in the meeting of the Committee on Tourism of the German Bundestag;
 - **Spain** (Barcelona, 10-11 June 2024): holding of the [121st Session of the UN Tourism Executive Council](#);
 - **Uzbekistan** (Samarkand, 15 June 2024): working visit of the Secretary-General, meeting with the President of the Republic;
 - **Uzbekistan** (Madrid, UN Tourism Headquarters, 19 June 2024): presentation of the UN Resolution on proclaiming 2027 the International Year of Sustainable and Resilient Tourism, co-hosted by the Embassy of Uzbekistan to Spain;
 - **Bosnia and Herzegovina** (Madrid, UN Tourism Headquarters, 9 July 2024): exhibition on the occasion of the 40th anniversary of the Winter Olympic Games in Sarajevo, co-hosted by the Embassy of Bosnia and Herzegovina to Spain;
 - **Kazakhstan** (Astana, 7-9 September 2024): official visit of the Secretary-General on the occasion of the 5th World Nomad Games, meeting with the President, Minister of Tourism and Sports and Minister of Digital Development, Innovations, and Aerospace Industry;
 - **Uzbekistan** (Tashkent and Samarkand, 9-11 September 2024): working visit of the Secretary-General, visit to the [International Academy in collaboration with UN Tourism in Samarkand](#), meeting with the Minister of Ecology, Environmental Protection and Climate Change and Chairman of the Tourism Committee;
 - **Armenia** (Yerevan, 11-13 September 2024): official visit of the Secretary-General on the occasion of the [8th UN Tourism Global Conference on Wine Tourism](#), meetings with the Prime Minister, Minister of Foreign Affairs, and Minister of Economy;
 - **Georgia** (Tbilisi, 27 September 2024): official visit of the Secretary-General on the occasion of the [World Tourism Day](#) celebration, meeting with the Deputy Minister of

Economy and Sustainable Development;

- **Andorra** (Madrid, 22 October 2024): courtesy visit of the newly appointed Ambassador of Andorra to Spain;
- **Azerbaijan** (20 November 2024): official visit of the Secretary-General, meeting with the Head of the State Agency of Tourism of Azerbaijan and participation in the COP29 [Thematic Day on Tourism](#) and First Ministerial Meeting on Enhanced Climate Action in Tourism;
- **Croatia** (21-23 November 2024): official visit of the Secretary-General, participation in the Croatia Tourism Days, meetings with the Prime Minister and Minister of Tourism and Sport;
- **Austria** (18-20 December 2024): official visit of the Secretary-General, meeting with the State Secretary of Tourism at the Federal Ministry for Labour and Economy;
- **Spain** (Madrid, 22-26 January 2025): [International Tourism Trade Fair \(FITUR\)](#), participation of the Secretary-General in the official opening, UN Tourism 50th anniversary luncheon, additional engagements with:
- **Andorra** (Madrid, 21 January 2025): ceremony of adherence to the International Code for the Protection of Tourists, followed by a meeting with the Minister of Tourism and Commerce;
- **Albania** (Madrid, 21 January 2025): meeting with the Minister of Tourism and Environment and the Ambassador of Albania to Spain;
- **Lithuania** (Madrid, 21 January 2025): meeting with the Vice-Minister of the Economy and Innovation;
- **France** (Madrid, 22 January 2025): meeting with the Minister Delegate for Tourism;
- **Azerbaijan** (Madrid, 23 January 2025): meeting with the Chairman of the State Tourism Agency of the Republic of Azerbaijan, signing of the Host Country Agreement for the 71st Meeting of the UN Tourism Commission for Europe;
- **Armenia** (Madrid, 23 January 2025): meeting with the Chairperson of the Tourism Committee and the Ambassador of Armenia to Spain;
- **Uzbekistan** (Madrid, 23 January 2025): meeting with the Senator-Rector of the University of World Economy and Diplomacy, Chairman of the Tourism Committee and Ambassador of Uzbekistan to Spain;
- **Bulgaria** (Madrid, 24 January 2025): meeting with the Vice Minister of Tourism and Ambassador of Bulgaria to Spain;
- **Bulgaria** (Sofia/Plovdiv, 24-27 February 2025): official visit of the Secretary-General, meetings with the President of the Republic, Prime Minister, Minister of Foreign Affairs, and Minister of Tourism; appointment of Hristo Stoichkov as UN Tourism Special Ambassador for Sports Tourism;
- **Slovenia** (Madrid, 28 February 2025): presentation of the letter of credence by the newly appointed Permanent Representative;
- **Germany** (Berlin, 4-6 March 2025): ITB Berlin, "Ministers' Summit: Enhancing Investment, Ensuring Peace: Harnessing Growth, Shaping the Future", additional engagements with:
- **Croatia** (Berlin, 4 March 2025): meeting with the Minister of Tourism and Sport;
- **Montenegro** (Berlin, 4 March 2025): meeting with the Minister of Tourism;
- **Poland** (Berlin, 4 March 2025): meeting with the Secretary of State for Tourism at the

Ministry of Sport and Tourism;

- **Lithuania** (Vilnius, 1-3 April 2025): official visit of the Secretary-General, participation in the Future Hospitality and Tourism Forum 2025; meetings with the Minister of the Economy and Innovation and the Vice-Minister of Foreign Affairs, participation in a session of the Committee on Economics of the Parliament;
- **Bulgaria** (Madrid, 30 April 2025: visit of the Minister of Tourism to the Headquarters, together with the Ambassador of Bulgaria to Spain, signing of the host country agreement for the 9th Global Conference on Wine Tourism;
- **Czechia** (Prague, 11-13 May 2025): official visit of the Secretary-General, participation in the World Tourism Forum, bilateral meeting with the Minister of Regional Development.

30. Official visits and high-level meetings of other officials:

- **Azerbaijan** (Baku, 1-3 May 2024): 6th World Forum on Intercultural Dialogue;
- **Greece** (Athens, 22-24 May 2024): Second Meeting of the Coalition of Partners on Health and Tourism by WHO Europe and UN Tourism;
- **Uzbekistan** (Khiva, 31 May-2 June 2024): 12th Islamic Conference of Tourism Ministers;
- **Austria** (Vienna, 6-7 June 2024): Workshop on Building Strong Tourism Destinations;
- **Armenia** (Yerevan, 10-12 June 2024): inspection visit ahead of the 8th UN Tourism Global Conference on Wine Tourism;
- **France** (Paris, 16-18 June 2024): Symposium on the legal aspects of overtourism, organized by La Sorbonne University;
- **France** (Paris, 25-26 June 2024): UNESCO's staff retreat of the Office of International Standards and Legal Affairs;
- **Slovenia** (Bled, 2-3 September 2024): 19th Bled Strategic Forum; bilateral meetings of the Executive Director with the Minister of the Economy, Tourism and Sports and the Dean of the School of Business and Economy of the University of Ljubljana;
- **Austria** (Vienna, 12-14 September 2024): International Seminar on Sustainability Indicators, including a *DataLab* workshop and ETC Market Intelligence Committee;
- **Austria** (Vienna, 16-18 September 2024): official visit of the Regional Director, meetings with the State Secretary in the Federal Ministry for Labour and Economy and other stakeholders;
- **Lithuania** (Druskininkai, 25-27 September 2024): European Spas and Balneology Congress, meeting with the Deputy Minister of the Economy and Innovation;
- **Spain** (Palma de Mallorca, 15-17 October 2024): [2024 Global INSTO Meeting](#) and [III Sustainable Destinations Summit](#);
- **France** (Paris, 24 October 2024): launch of the [UN Tourism Open Innovation Challenge](#);
- **Austria** (Madrid, 5 November 2024): acceptance ceremony of Tyrol into the International Network of Sustainable Tourism Observatories;
- **Austria** (Vienna, 7-8 November 2024): Symposium on Sustainable Tourism Mobility;
- **France** (8 November 2024): meeting of the Executive Director with the Minister Delegate of Tourism Economy;
- **Hungary** (Budapest, 12-14 November 2024): European Tourism Forum;

- **Italy** (Florence, 13-15 November 2024): G7 Ministerial Conference on Tourism;
 - **Uzbekistan** (19-24 November 2024): Tourism on the Silk Road Tashkent International Tourism Fair (TITF);
 - **Ukraine** (Lviv, 26-29 November 2024): meetings with the Chairperson of the State Agency for Tourism Development of Ukraine and with the Head of Lviv Regional Military Administration; participation in the Round Table with Representatives of Cities and Regional Administrations of Ukraine, and in the III National Tourism Summit of Ukraine;
 - **Lithuania** (Vilnius, 27-28 November 2024): Tourism Innovation Forum "How to Call on the Direct Intellect";
 - **Malta** (Madrid, 21 January 2025): bilateral meetings of the Regional Director with the Deputy CEO of Malta's Tourism Authority and the T-Forum;
 - **Switzerland** (Madrid, 22 January 2025): introductory meeting between the newly appointed Head of the Promotion Activities Directorate at the State Secretariat for Economic Affairs (SECO) and the Regional Director;
 - **Bosnia and Herzegovina** (Madrid, 22 January 2025): meeting of the Regional Director with the Minister of Economy of Sarajevo Region and Ambassador of Bosnia and Herzegovina to Spain;
 - **Czechia** (Madrid, 3 February 2025): visit to the Headquarters by the Deputy Minister of Regional Development of Czechia;
 - **Croatia** (Zagreb, 12-13 March 2025): working visit to advance the establishment of the research and development centre for sustainable tourism; meetings with the State Secretary and the University of Zagreb;
 - **Malta** (La Valletta, 16-18 March 2025): official visit of the Regional Director, meetings with Malta's Tourism Authority and T-Forum;
 - **Uzbekistan** (Samarkand, 2-6 April 2025): International Conference on "Central Asia in the Face of Climate Challenges: Consolidation of Common Prosperity";
 - **Austria** (Vienna, 7-8 April 2025): launch of the Vienna Sustainable Tourism Observatory and acceptance in the International Network of Sustainable Tourism Observatories (INSTO);
 - **Kyrgyz Republic** (Issyk Kul, 2-5 May 2025): international Forum "Tourism 2030: Central Asia as a Single Tourism Space" and opening of the 2025 tourism season in the country;
 - **Azerbaijan** (Baku, 5-8 May 2025): inspection visit ahead of the 71st Meeting of the UN Tourism Commission for Europe.
31. To further support members in the region, the Secretary-General, Executive Directors, the Regional Director and other officials participated at other events, either virtually or through pre-recorded messages, including:
- **Uzbekistan** (13 June 2024): IV Samarkand Forum on Human Rights, Environmental Challenges: Ensuring Sustainable Solutions for the Future of Human Rights in a Changing World;
 - **Türkiye** (10 October 2024): 12th Meeting of the OIC/COMCEC Private Sector Tourism Forum;
 - **Austria** (16 May 2025): opening week the House of the Austrian Economy – AT60 in Brussels.

32. The Department continued to foster dialogue with non-Members in the region, namely **Belgium, Estonia, Finland, Iceland, Ireland, Latvia, Luxembourg, Norway, Sweden**, and the **United Kingdom**. Through bilateral meetings at technical, diplomatic, and ministerial levels, and through mutual participation in different initiatives and events, the Department built on existing synergies and worked towards their potential membership in the Organization.
33. Besides bilateral talks, specific engagement with non-Members in the reporting period included:
 - **Ireland**: acceptance of the Atlantic Sustainable Tourism Observatory Ireland in the International Network of Sustainable Tourism Observatories (INSTO) (Sligo, 2 May 2024);
 - **Sweden**: participation in a Workshop on Measuring Tourism's Regional Economic Impact and Environmental Impact in the Nordics (Malmö, 3-4 June 2024).

4. Enhanced cooperation with the international community and intraregional cooperation

34. The Regional Department for Europe, together with other UN Tourism departments, continues to strengthen regional and subregional partnerships, as well as collaborations with international entities, to advance sustainable tourism development. By fostering strategic alliances and joint initiatives, the Organization promotes the implementation of sustainable tourism policies and strategies, facilitates the exchange of best practices, and supports capacity building within the European context.
35. **European Union**: UN Tourism continues to strengthen its engagement with European Union (EU) institutions, particularly considering the nomination of a Commissioner for Sustainable Transport and Tourism. Exchange of information and identification of areas of cooperation are discussed on a regular basis.
36. In November 2024, UN Tourism participated in the European Tourism Forum, hosted by the **Hungarian** Presidency of the Council of the European Union.
37. The collaboration with EU institutions was reinforced in January 2025 with the renewal of the Action Plan between UN Tourism and the **European Committee of the Regions**. This agreement aims to deepen policy dialogue, promote sustainable tourism for rural development, leverage joint initiatives, facilitate best practice exchanges, and expand learning opportunities across the region.
38. In February 2025, during an official visit to Brussels on the sidelines of the European Travel Commission's Destination Europe Summit, discussions with key counterparts from the European Parliament, European Commission, European Committee of the Regions, as well as the Directors of the UNDP Office in Brussels and the UN Disaster Risk Reduction (UNDRR) took place.
39. UN Tourism is looking into the possibility to support the **Polish** presidency of the Council of the European Union to organize a high-level panel on *Ensuring Safety and Security in European Tourism* in the framework of the Informal meeting of tourism ministers (23-24 June 2025).
40. **Council of Europe**: In May 2024, UN Tourism participated in the Governing Board of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe, in Luxembourg.
41. **World Health Organization Regional Office for Europe (WHO Europe)**: The Coalition of Partners on Health and Tourism, co-led by WHO Europe and UN Tourism, seeks to compile lessons from the COVID-19 pandemic and develop policy recommendations at the intersection of health and tourism. An in-person meeting of the Coalition was held in Athens, **Greece**, in May 2024, laying the foundation for the solution-oriented document that will help both sectors better understand each other and enable better preparedness through cross-sectoral cooperation.

42. **Third United Nations Ocean Conference (UNOC3)**: Since January 2025, UN Tourism has been working closely with the Special Envoy of the President of **France** to position tourism as a key pillar within the framework of the UNOC3 in June 2025. This initiative marks a significant step in recognizing tourism's vital role in ocean biodiversity conservation and sustainable coastal development.
43. **United Nations Framework Convention on Climate Change (UNFCCC)**: COP29 marked a historic milestone in UN Climate Change conferences by featuring the first-ever Thematic Day on Tourism, made possible through the joint leadership of the State Tourism Agency of the Republic of **Azerbaijan** and UN Tourism. Held on 20 November 2024, Tourism Day showcased the First Ministerial Meeting on Climate Action in Tourism, followed by three high-level thematic roundtables on key topics: measurement and decarbonization, regeneration (adaptation), and finance and innovative solutions.
44. The Outcome document of the Ministerial Meeting, the [Baku Declaration on Enhanced Climate Action in Tourism](#), has already been endorsed by more than 60 states. This declaration serves as a call to action, urging the exploration of how national tourism administrations can contribute to the development and achievement of Nationally Determined Contributions under the Paris Agreement, while also reinforcing the integration of climate action into tourism policies.
45. **Organisation for Economic Co-operation and Development (OECD)**: UN Tourism regularly participates in and contributes to the meetings of the OECD Tourism Committee and Working Party on Tourism Statistics.
46. In collaboration with the Ministry of the Economy and Innovation of **Lithuania**, and the OECD, UN Tourism organized an online workshop on "[Shaping Tomorrow's Tourism Today: The Power of AI Begins Here](#)". The event offered a unique and inspiring look into the transformative potential of data and artificial intelligence in shaping the tourism industry. Insights from industry experts and AI specialists showcased practical examples of how cutting-edge technologies can enhance decision-making, streamline operations, and create enriched travel experiences.
47. **Organization of the Black Sea Economic Cooperation (BSEC)**: UN Tourism actively contributes to the BSEC Working Group on Cooperation in Tourism, currently chaired by **Azerbaijan**. Through this platform, UN Tourism highlights flagship initiatives and emerging global trends, advocates for strategic approaches to sector resilience and sustainability, and underscores the importance of international collaboration in addressing shared challenges and opportunities.
48. **Union for the Mediterranean (UfM)**: UN Tourism participated in the seminar on *Scaling up synergies and partnerships for the sustainable maritime and coastal tourism transformation in the Mediterranean* in June 2024, building on the outcomes and main messages of the 2nd UfM Stakeholder Conference on Sustainable Blue Economy.

5. Regional initiatives, services, projects and other activities

49. **Agenda for Europe**: The report on the progress of the Agenda for Europe is included in an Addendum to this report.
50. **Safety of Destinations**: As part of the global Safety of Destinations programme, UN Tourism, at the initiative of **Czechia**, launched an [Action Framework for Tourism Crisis Preparedness, Response, and Recovery in Europe \(SAFE-D Europe\)](#) to bolster crisis preparedness, response and recovery in tourism across Europe. The project is designed to help Member States strengthen their crisis management capabilities through knowledge-sharing, regional cooperation, and policy alignment. In its first phase, UN Tourism hosted a series of regional online workshops from March to May 2025, concentrating on the three phases of crisis management and fostering a platform for collaboration and knowledge exchange. The initiative is carried out in collaboration with the European Travel Commission and other partners, active in this field.

51. **Rural Development:** In the fourth edition (2024) of the [Best Tourism Villages by UN Tourism](#) initiative, 14 villages from 9 European Member States (**Austria, Cyprus, Greece, Italy, Portugal, Spain, Switzerland, Türkiye** and **Ukraine**) were recognized for their commitment to sustainability, innovation, and rural development. Among these, two villages successfully advanced through the Fast Track procedure. Additionally, 7 villages were selected to participate in the Upgrade Programme, which offers targeted support to help destinations reach full recognition in future editions. With these additions, Europe now counts 64 Best Tourism Villages from 21 countries, alongside 35 villages from 15 countries currently participating in the Upgrade Programme. Globally, the network has expanded to include 129 Best Tourism Villages and 57 villages in the Upgrade Programme, spanning a total of 59 countries. This growth demonstrates the increasing relevance of the initiative as a tool for advancing rural tourism as a driver of inclusive and sustainable development. The full list of villages from the region, included in the Best Tourism Villages Network, is included in Annex IV.
52. During the reporting period, the [fifth call for applications](#) to the Best Tourism Villages initiative was launched, continuing the momentum built over previous editions. In preparation for this call, a series of global and country-specific consultations and capacity-building sessions were held to support Member States in identifying and preparing the applications with their rural destinations. These included tailored information sessions with national tourism authorities and stakeholders in **Lithuania, Romania** and **Israel**, among others. These engagements provided practical guidance on the application process, eligibility criteria, and benefits of participating in the initiative.
53. In December 2024, UN Tourism hosted the [First Conference on Tourism for Rural Development in Vietnam](#). The event brought together a diverse range of stakeholders to explore the transformative potential of tourism in fostering rural prosperity. **Türkiye** contributed to the policy dialogue through its intervention in the panel session on Policies for Rural Development, sharing national strategies and experiences. Meanwhile, two Best Tourism Villages from Europe, Ordino (**Andorra**) and Cumeada (**Portugal**), participated in the Fireside Chats segment, offering local perspectives on tourism-led development in rural areas.
54. The [One Planet Sustainable Tourism Programme](#) continues to drive global efforts to accelerate sustainable consumption and production (SCP) patterns in tourism. By promoting the integration of circular economy principles, the Programme aims to decouple tourism growth from environmental degradation and strengthen the sector's resilience to climate change, pollution, and biodiversity loss. Key initiatives under the Programme include:
 - The [Glasgow Declaration Initiative on Climate Action in Tourism](#) represents a landmark global commitment to achieving Net-Zero emissions in the tourism sector by 2050. As of today, the Declaration has garnered over 900 signatories from 94 countries, including 509 signatories⁸ from 35 European countries, 10 of which are non-Member States.
 - The [Global Tourism Plastics Initiative](#) brings together 250 signatories from 71 countries, committed to eliminating unnecessary plastic packaging and transitioning to reusable, recyclable, or compostable alternatives. Of these, 85 signatories⁹ come from 21 European countries, including 8 non-Members.
 - The [Global Roadmap for Food Waste Reduction in the Tourism Sector](#) was launched to fast-track the adoption of food waste reduction strategies across the tourism value chain. The Roadmap highlights the cost-saving and environmental benefits of circular food systems, and places particular emphasis on practical, scalable solutions. It is now available in all six UN languages, with the latest translations released in [French](#), [Russian](#)

⁸ Division by category: **64 destinations** (National Tourism Authority/National Tourism Organization, Subnational/Local Govt, Destination Management Organisation (DMO)), **283 businesses** (Accommodation, Tour operator, Travel agent & OTA, Transport, Destination Management Company (DMC), Venues & attractions) and **162 supporting organizations** (Regional Organisation, Business association, NGO, Academia, Consultancy, Communications).

⁹ Division by category: 27 supporting organizations, 33 accommodation businesses, 19 tour operators & OTA, 1 supplier, 3 destinations and 2 cruise lines.

and [Spanish](#).

55. For the first time, tourism was formally included in the Action Agenda of the [UN Climate Change Conference \(COP29\)](#), held in Baku in November 2024. This milestone was achieved through the leadership of the State Tourism Agency of the Republic of Azerbaijan, UN Tourism, and the COP29 Presidency, with support from UNEP. Tourism Day, organised on 20 November, featured the [First Ministerial Meeting on Climate Action in Tourism](#) and three high-level roundtables on decarbonisation, adaptation, and finance. The event culminated in the adoption of the [Baku Declaration on Enhanced Climate Action in Tourism](#), promoted by the COP29 Presidency and endorsed by 62 countries to date.
56. Within the [International Network of Sustainable Tourism Observatories \(INSTO\)](#), out of a total of 46 observatories worldwide, 15 are in the region: two in **Austria**, one in **Greece**, one in **Ireland**, one in **Italy**, four in **Portugal**, and six in **Spain**. During the reporting period, the region saw the launch of three new observatories: the [Atlantic Sustainable Tourism Observatory](#) in **Ireland**, and the [Tyrolean Sustainable Tourism Observatory](#) and the [Vienna Sustainable Tourism Observatory](#) in **Austria**, supporting sustainable tourism development. The full list of observatories in the region is included in Annex V.
57. The Meeting of the Expert Group on [Measuring the Sustainability of Tourism \(MST\)](#) was held on 1 October 2024, at the UN Tourism Headquarters in Madrid, **Spain**. Following the adoption of the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) by the UN Tourism General Assembly in 2023 and its endorsement by the UN Statistical Commission in 2024, a significant milestone has been reached: the establishment of an internationally agreed standard for measuring tourism sustainability.
58. **Education:** UN Tourism's different education initiatives are designed for young students and seasoned professionals alike, ensuring continuous learning and growth across diverse communities. Highlights of the year's efforts within the region include:
 - [Bachelor of Science in International Sustainable Tourism](#): Developed in collaboration with Lucerne University of Applied Sciences and Arts and supported by the **Swiss** Government, this program launched in autumn 2024. The inaugural cohort comprises 27 students from **Kazakhstan** (7, sponsored by the government), **Uzbekistan** (11, sponsored by the government), **Georgia** (2), and **Switzerland** (7, including one with dual Italian and Swiss nationality). A Partnership Programme has been established to attract Member State support for future student sponsorships.
 - [International Academy in Samarkand](#): In collaboration with UN Tourism, the International Academy in Uzbekistan was inaugurated with a state-of-the-art facility dedicated to tourism education. The Academy offers three main tracks: Hotel Operations and Innovation, Hospitality Management, and Sustainable Destinations Management. Each track features two types of programmes: "Train the Trainers" for educators and retraining for students, focusing on long-term capacity building in key tourism areas. The Hotel Management Train the Trainers programme is running, with additional retraining courses launching soon.
 - [UN Tourism Online Academy](#): Offering a selection of 35 MOOCs in collaboration with 17 academic partners, the platform currently hosts over 30,000 registered students, with 54% of them being women. The top five countries by enrolment are India, Saudi Arabia, **Spain**, Chile, and Colombia. With courses available in English, French, Spanish, Chinese, and Arabic, the Academy continues to expand its global reach. In 2024 alone, 13 new MOOCs were launched in collaboration with European universities.
 - [Hospitality and Gastronomy e-Learning](#): In partnership with local stakeholders in **Spain**, a WhatsApp-based e-learning course on Hospitality and Gastronomy was launched, engaging 2,000 participants. The course, powered by AI, combines micro-lessons with interactive chat, videos, podcasts, and exercises, offering a unique and engaging learning experience.

- **TedQual Certification Network:** Quality remains a core focus for UN Tourism’s educational programs. The UN Tourism TedQual Certification network now includes 293 certified programs from 114 institutions worldwide. In Europe, there are currently 63 certified study programs offered by 28 educational institutions across 18 countries, including two non-members.
- 59. **Innovation:** Since 2018, UN Tourism has built a vibrant global innovation ecosystem through 32 Startup Competitions and over 30 forums in 25 countries, engaging 20,000 applicants from 150 nations. The Innovation Network now includes **more than 400 startups** and a wide range of partners, public and private, resulting in \$2 billion in startup funding and 500 mentorship sessions. Europe has played a leading role, contributing 35% of top startups, with 33 winners and over 100 finalists in various challenges.
- 60. In partnership with the Government of **France**, UN Tourism launched the **UN Tourism Open Innovation Challenge**. This collaboration represents a significant milestone as it is the first time UN Tourism and France joined forces to support innovation and entrepreneurship within the tourism sector. The Challenge, open until March 2025, invited pairs of French startups (headquartered in France) and large companies (both French and international) from the tourism industry to participate. The closing event is scheduled for October 2025, marking the culmination of this exciting initiative.
- 61. **Investments:** The **"Tourism Doing Business – Investment Guidelines"** series has made significant strides in both regional and global expansion throughout the reporting period, contributing to enhancing the visibility and competitiveness of tourism destinations in attracting global investments. The guidelines were successfully launched for **Albania**, **Armenia** and **Georgia**, offering tailored insights to foster tourism investment in these key regions. The edition for **Albania** was later also updated, reflecting the latest developments and opportunities in the country's tourism sector. The edition for **Uzbekistan** was translated into Chinese. New editions are currently in the works for **Bulgaria**, **Lithuania**, the **Republic of Moldova** and **Tajikistan**, with progress well underway. Discussions are also ongoing with **Kyrgyzstan** and **Kazakhstan** to initiate similar processes.
- 62. **Georgia**, **Montenegro** and **Uzbekistan** actively participated in the Ministerial Roundtable on Investment in Tourism, held on the sidelines of the Annual Investment Meeting (AIM) Congress 2025 in Abu Dhabi. Through their high-level engagement in the session on “Catalyzing Change: Empowering Tourism Investment with Effective Governance”, they contributed to the dialogue, sharing valuable perspectives and experiences.
- 63. **Inclusiveness and accessibility:** UN Tourism published *Advancing Accessible Tourism for Destinations, Companies and People – Compendium of Good Practices International Conference on Accessible Tourism*¹⁰. This report, jointly commissioned by UN Tourism, **San Marino**, and the European Accessibility Resource Centre (AccessibleEU), highlights 25 good practices in advancing accessibility through the efforts of tourism policymakers and private sector stakeholders. It features contributions from countries including **Belgium**, **Czechia**, **France**, **Greece**, **Israel**, **Italy**, **Portugal**, **Türkiye**, **San Marino**, South Africa, **Spain**, the United Kingdom, and **Uzbekistan**.
- 64. A special side event at FITUR 2025 (Madrid, **Spain**), hosted by UN Tourism and AccessibleEU with support from the ONCE Foundation, the European Network for Accessible Tourism (ENAT), and ILUNION Accesibilidad, celebrated two decades of progress in accessible tourism. The seminar “Accessible Tourism: Harnessing the Benefits of Inclusive Destinations for Companies and People”, engaged policymakers from Ecuador, **Italy**, and **Portugal**, as well as industry leaders from the World Sustainable Hospitality Alliance, IATA, and DMOs of Málaga and Berlin – members of the UN Tourism International Network of Sustainable Tourism Observatories.
- 65. UN Tourism, in partnership with the Federal Ministry for Economic Cooperation and Development

¹⁰ World Tourism Organization, Accessible EU and Ministry of Tourism – Republic of San Marino (2025), *Advancing Accessible Tourism for Destinations, Companies and People – Compendium of Good Practices. International Conference on Accessible Tourism*, San Marino, November 2023, UN Tourism, Madrid, DOI: <https://doi.org/10.18111/9789284425846>

(BMZ) and the **German** Corporation for International Cooperation (GIZ), organized two events at ITB Berlin 2025:

- Thematic Panel: “Breaking Barriers: Pathway to Inclusive Employment and Accessible Tourism”, which explored solutions for creating accessible workplaces and expanding opportunities for persons with disabilities, both as workers and clients, in developed and emerging economies.
- Networking Event: “Inclusive Connections: Networking for a Better Future”, aimed at fostering partnerships between governments, the private sector, and civil society.
- A joint UN Tourism and BMZ report is prepared for release by the end of 2025, showcasing accessibility success stories from **Albania, Austria**, Ecuador, **Germany**, India, Jordan, and Morocco, all of which were promoted at ITB Berlin.

66. **Empowering Young Women: Sustainable Livelihoods through Tourism:** Phase II of the project in the **Republic of Moldova** was launched in October 2023. A comprehensive three-component training programme was devised in December 2023. In February 2024, a UN Tourism mission reviewed and monitored the programme, coinciding with the delivery of pilot skills training and training-of-trainers for gender equality in tourism courses. By April 2024, 11 skills training sessions were completed, benefiting 256 female entrepreneurs. Additional four online courses on gender equality in tourism were delivered by June 2024, reaching 47 participants. A final workshop in June brought together all 15 female trainers involved throughout the programme. An online network of 149 female tourism entrepreneurs was created for ongoing consultation and support. The initiative has been widely recognised and supported by key tourism stakeholders in the Republic of Moldova.

67. **Peace:** In collaboration with the State Agency for Tourism Development of **Ukraine**, UN Tourism is elaborating a dedicated Action Plan for Tourism-Driven Recovery in Ukraine, outlining a series of peace-sensitive activities aimed at supporting the recovery and resilience of the tourism sector specifically and support the Ukrainian tourism sector in leading the overall recovery in the country following the conclusion of hostilities. As part of these efforts, tourism will also feature prominently at the upcoming Ukraine Recovery Conference, taking place on 11-12 July in Rome, **Italy**, where UN Tourism will organize a special event highlighting the role of tourism as a catalyst for recovery and socio-economic revitalization.

68. **Legal Instruments:**

- **Andorra** and **Uzbekistan** adhered to the [International Code for the Protection of Tourists](#) in January 2025.
- No Members ratified the [Framework Convention on Tourism Ethics](#) and its Optional Protocol in the reporting period.
- UN Tourism has launched a technical cooperation project to develop a Framework Tourism Law for **Andorra**. This initiative aims to establish a comprehensive legal framework that integrates international best practices in sustainable tourism while addressing the country’s specific needs. The project focuses on four key pillars: sustainability, digitalization, training, and sector competitiveness. In addition to shaping the legal foundation for tourism governance, the initiative will define inter-institutional and multisectoral coordination mechanisms to support the effective implementation of Andorra’s strategic tourism plan. By fostering collaboration among key stakeholders and providing specialised support, this project seeks to create a Framework Tourism Law that ensures sustainable, competitive, and responsible tourism development in the country.
- By virtue of the decision [CE/DEC/3\(CXXI\)](#) taken by the Executive Council at its 121st Session, held in Barcelona, Spain, on 10-11 June 2024, the proposal of the Republic of **Uzbekistan** to create an **Intergovernmental Committee for the development of an International Safe Tourism Code**, as presented in document [CE/121/3\(b\) RC-3](#) and its Annex, was approved. The Committee aims to consider the format and title of the standards to be included in the International Safe Tourism Code and to deliberate on its

scope and content aimed at ensuring safe global tourism. The inaugural meeting of the Committee took place online on 12 December 2024. Uzbekistan was unanimously elected as its Chair.

69. **Technical Cooperation:** A detailed list of the technical assistance projects is included in Annex III.
70. **UN Tourism Thematic Office for Tourism on the Silk Road:** The Secretariat and the Government of Uzbekistan have reached a mutual understanding on the Programme of Work for the Thematic Office. This milestone lays a solid foundation for the Thematic Office's operations, aiming to support sustainable tourism development along the historic Silk Road and to strengthen international collaboration in the sector.
71. **Associated entities:**
 - UN Tourism remains committed to supporting the Government of **Croatia** and the University of Zagreb, an Affiliate Member, in establishing a [Research and Development Centre for Sustainable Tourism](#). The Government is advancing efforts to create the necessary legal framework for a dedicated entity to host the centre and facilitate programme-based collaboration with UN Tourism.
 - UN Tourism is aware of the **Hellenic Republic's** efforts in developing the [Research and Monitoring Centre for Coastal and Maritime Tourism in the Eastern Mediterranean](#). In October 2024, UN Tourism participated virtually in the centre's high-level launch event, reinforcing the shared commitment to scientific research, evidence-based policymaking, data collection, and stakeholder engagement in sustainable coastal and maritime tourism.
 - UN Tourism has initiated discussions with the Government of **Malta** and the Tourism Intelligence Forum (T-Forum) on establishing a tourism research centre. The initiative aims to bridge the knowledge gap, translate academic research into practical applications, and develop global models into actionable solutions.
72. **EuropeConnect** continues to function as the centralised platform for the exchange of region-specific information between the Regional Department and Focal Points. From 1 April 2024 to 8 May 2025, the platform recorded steady engagement, with monthly unique users ranging from 14 to 29. In total, 45 users (excluding the Secretariat) accessed the platform in 512 sessions, with individual Member usage ranging from 1 to 51 sessions.
73. These figures confirm the ongoing relevance of the platform, though they also highlight an opportunity to expand its reach and impact. The Regional Department views EuropeConnect as a valuable tool for enhancing transparency, knowledge exchange, and cooperation within the region. To further improve its functionality and user experience, Members are encouraged to actively share updates through the platform and provide feedback or suggestions for enhancements.
74. **Human Workforce Development:** In collaboration with the Members in the region and educational institutions, the Department offered the following opportunities to students and young professionals from the region:
 - **Officers on Loan:** By way of the Capacity Building Scheme through the loan on the part of the Member State of an official, UN Tourism currently receives two officers from **Azerbaijan**.
 - **Junior Professional Officer:** By way of a Fixed-Term Appointment through the loan of a Staff Member on the part of the United Nations Development Programme, and with co-payment from the Government of the **Italian Republic**, UN Tourism received one Junior Professional Officer until November 2024.
 - **Internships:** UN Tourism maintains internship cooperation agreements with educational institutions from **Czechia** (2), **Hungary** (1), **Lithuania** (3), the **Netherlands** (2), and **Poland** (1). In early 2025, the Department concluded a new agreement with a Flemish

university, with possible direct funding from the **Flanders** Chancellery and Foreign Office.

75. **Partnerships:** The Organization fosters collaboration with private sector entities in Europe to advance sustainable tourism development across the region as a key driver of tourism growth and innovation:

- UN Tourism and **European Travel Commission (ETC)** continue to cooperate through regular knowledge-sharing webinars within their joint *DataLab* Initiative, aimed at enhancing the capacity of European destinations to harness data for informed tourism policy and planning. The latest webinar, held in March 2025, focused on data-driven strategies to support actions to tackle seasonality—one of the key structural challenges for sustainable tourism in Europe.
- ETC is also an active partner in UN Tourism's Safety of Destinations initiative, contributing to the implementation of regional workshops, with a special focus on destinations. This strengthens the region's ability to anticipate, respond to, and recover from crises, while promoting a more resilient and coordinated approach to destination safety.
- UN Tourism is partnering with **Amadeus** to present a series of regional reports on bookings and search trends during 2025. The outlook report "*Travel Insights 2025 – Focus on Europe*" will be presented during the meeting of the UN Tourism Commission for Europe, in June 2025. This initiative expands the pilot developed in 2024 for the Americas and will also include a report for Asia and the Pacific in 2025.

Annex I: List of UN Tourism events in Europe from 1 April 2024 – 31 May 2025

- 70th Meeting of the Commission for Europe (7-9 April 2024, Tirana, **Albania**)
- 121st Session of the Executive Council (10-11 June 2024, Barcelona, **Spain**)
- 8th UN Tourism Global Conference on Wine Tourism (11-13 September 2024, Yerevan, **Armenia**)
- World Tourism Day 2024 (27 September 2024, Tbilisi, **Georgia**)
- Inaugural Event of the ESG Framework for Tourism Businesses (30 September 2024, Madrid, **Spain**)
- 5th Meeting of the Expert Group on Measuring the Sustainability of Tourism (1 October 2024, Madrid, **Spain**)
- 20th Meeting of the Committee on Statistics (2-3 October 2024, Madrid, **Spain**)
- 2024 Global INSTO Meeting (16 October 2024, Mallorca, **Spain**)
- III Sustainable Destinations Summit (17-18 October 2024, Mallorca, **Spain**)
- WTM Ministers' Summit: AI for Good in Tourism: Exploring AI and Emerging Technologies (6 November 2024, London, **United Kingdom**)
- UN Climate Change COP29 - Thematic Day on Tourism (20 November 2024, Baku, **Azerbaijan**)
- 3rd World Sports Tourism Congress (28-29 November 2024, Madrid, **Spain**)
- 16th Meeting of the Committee on Tourism and Competitiveness (21 January 2025, Madrid, **Spain**)
- 20th Meeting of the Committee on Tourism and Sustainability (23 January 2025, Madrid, **Spain**)
- ITB Ministers' Summit: Enhancing Investment, Ensuring Peace: Harnessing Growth, Shaping the Future (5 March 2025, Berlin, **Germany**)
- 123rd Session of the Executive Council (29-30 May 2025, Real Sitio de San Ildefonso, **Spain**)

Annex II: List of new Affiliate Members from Europe

The following entities became Affiliate Members by virtue of the decisions taken by the 121st Session of the Executive Council on 11 June 2024:

- Asociación del Deporte Español (Spain)
- Booking.com B.V. (Netherlands)
- Focus Brand, S.L. (Spain)
- Forward Data, S.L. (Spain)
- Hoteliers Association of Uzbekistan (Uzbekistan)
- Institute of Gastronomy, Culture, Arts and Tourism - IGCAT (Spain)
- Instituto Superior de Derecho y Economía, S.A. (Spain)
- MADCUP, S.L. (Spain)
- Palacio de Ferias, Congresos y Exposiciones de Marbella S.L. (Spain)
- Radisson Hospitality Belgium, B.V. (Belgium)
- Rijeka Tourist Board (Croatia)
- Scientific Research Institute for Tourism Development -TDI (Uzbekistan)
- Zagreb School of Economics and Management (Croatia)

The following entities became Affiliate Members by virtue of the decisions taken by the 122nd Session of the Executive Council on 14 November 2024:

- Enjoytravel Corporate SL (Spain)
- Escuela Universitaria de Hotelería y Turismo de Sant Pol de Mar (Spain)
- International Masters Games Association (Switzerland)
- Kuoni Global Travel Services (Schweiz) AG (Switzerland)
- Levantur S.A. (Spain)
- Navarra Impulsa Cultura, Deporte y Ocio S.L. (Spain)

The following entities are proposed to become Affiliate Members by virtue of the decisions taken by the 123rd Session of the Executive Council on 30 May 2025:

- Academy of Hospitality, Tourism, and Wellness (Serbia)
- Asociación de Campings de Girona (Spain)
- Blitzscale S.A. (Spain)
- Bytetravel SA (Spain)
- Gremio Empresarial y Profesional de Agencias de Viajes (Spain)
- Nexus Fostering Partnership SL (Spain)
- Passporter Technologies SL (Spain)
- Petición Balazs Companie SL (Spain)
- The Chamber of Commerce and Industry of Romania (Romania)

Annex III: Detailed list of technical assistance projects in Europe

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
UN Tourism Safety of Destinations (SAFE-D) Initiative	<ul style="list-style-type: none"> – Priority 2: Foster sustainability and inclusiveness – Priority 3: Invest in People – Priority 5: Build better and strong institutions 	<p>26 March – Before a Crisis: Strengthening Preparedness & Early-Warning</p> <p>24 April – During a Crisis: Ensuring Effective Response & Coordination</p> <p>15 May – After a Crisis: Supporting Recovery & Long-Term Resilience</p>	All European MS	Reclassification of available project funds	<p>Key steps:</p> <ul style="list-style-type: none"> – Upon the initiative of the Ministry of Regional Development of Czechia, we are pleased to announce the launch of the UN Tourism Safety of Destinations initiative in Europe. With crises – from natural disasters and health emergencies to security threats and cyber risks – becoming more frequent, strengthening tourism resilience has never been more critical. – The aim of the initiative is to build an Action Framework for Tourism Crisis Preparedness, Response, and Recovery in Europe (SAFE-D Europe), designed to equip participants with practical tools and know-how to prepare for, respond to, and recover from crises effectively. – A series of interactive online workshops will be held in the coming weeks. Led by crisis communication expert Mr. Louis Bernard, they will offer insights, best practices and hands-on strategies, presented by speakers from different national and international settings. – Based on the online workshops and the results from the Global Survey,

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
					recommendations will be formulated and technical assistance identified.
Integrating Positive Experiences and Legislations for Regulating Online Short-Term Rentals Platforms	The project is aligned with programme priority 5 of the UN Tourism Programme of Work 2024–2025 “building better and stronger institutions: tourism policy, governance and resilience” and, in particular, with action line 5.A “Develop and harmonize legal, normative and regulatory frameworks: offer Members conceptually new governance and management models, as well as legal and regulatory frameworks which are key to re-think and re-orient tourism legislation and policy”.	6-8 months	UN Tourism Member States in the region for Europe in general and in Southeast Europe in particular	Reclassification of available project funds	<p>Key Steps:</p> <ul style="list-style-type: none"> – To conduct a diagnostic review and evaluation of existing legal and regulatory frameworks governing short-term rentals and accommodation services, offered by hosts through online platforms, in selected European countries. – To organize knowledge-sharing virtual event(s) aimed at disseminating findings and best practices among countries in the region of Europe, with special focus on the needs of the members in Southeast Europe. <p>Remarks:</p> <ul style="list-style-type: none"> – Project to officially commence in April / May 2025.
Developing a Framework Tourism Law for Andorra	<p><u>Main:</u> Priority 5: Build better and strong institutions</p> <p><u>Secondary:</u></p> <ul style="list-style-type: none"> – Priority 2: Foster sustainability and inclusiveness – Priority 1: Enhance competitiveness 	December 2024 – May 2025	Ministry of Tourism and Commerce of Andorra	Ministry of Tourism and Commerce of Andorra	<p>Key Steps:</p> <ul style="list-style-type: none"> – Assess the current regulatory framework for tourism and identify gaps. – Conduct a comprehensive governance analysis and compare Andorra with at least three other tourism destinations. – Develop the structure and key content for Andorra’s future

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
					<p>Framework Tourism Law.</p> <ul style="list-style-type: none"> – Draft recommendations on tourism regulation, sustainability, governance, and capacity building to accompany the law. – Provide advisory sessions for the Ministry of Tourism and Commerce and key public stakeholders on promoting and implementing the future law. <p>Remarks:</p> <ul style="list-style-type: none"> – A second mission with the team of experts took place in February 2025. – Deliverables are expected to be presented to Andorra by late April or mid-May 2025.
UN Tourism Technical Assistance for the Thassos Island of Greece	<p><u>Main:</u> Priority 5: Build better and strong institutions</p> <p><u>Secondary:</u> Priority 1: Enhance competitiveness</p>	<p>2023-2025</p> <p>Thassos Island, Greece</p>	Municipality of Thassos	Municipality of Thassos	<p>Key Steps:</p> <ul style="list-style-type: none"> – The project's main scope is to support the tourism recovery efforts of the island of Thassos after the pandemic, through assessing the marketing initiatives of the island of Thassos and its tourism product offer. The Marketing Assessment was officially submitted in February 2025. – UN Tourism will also work with Thassos Municipality and ICF on the implementation of the Thassos Residents Study (TRS). The study will collect information on how local

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
					<p>residents view and engage with tourism on the island, both in terms of the sector's economic impact and its socio-cultural impacts.</p> <p>Remarks:</p> <ul style="list-style-type: none"> – Agreement signed in August 2023 and project implementation to conclude within stipulated timeframe by June 2025. – Project being implemented alongside the UN Tourism Affiliate Member, ICF.
Empowering Young Women: Sustainable Livelihoods through Tourism Phase II	<p><u>Main</u>: Priority 3: Invest in People</p> <p><u>Secondary</u>: Priority 2: Foster sustainability and inclusiveness</p>	<p>2023-2024</p> <p>Republic of Moldova</p>	Ministry of Culture, Invest Moldova Agency, Moldova State University	Estonia Development Corporation	<p>Key Steps:</p> <ul style="list-style-type: none"> – Phase II launched in October 2023 with the signing of an MoU with Moldovan implementing partners – Comprehensive (3 components) training programme devised December 2023 – UN Tourism review and monitoring mission carried out in February 2024, coinciding with the delivery of the pilot skills training and the training-of-trainers for gender equality in tourism online courses. – 11 skills training completed successfully by end-April 2024 benefitting 256 female tourism entrepreneurs. – 4 online courses on gender equality

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
					<p>in tourism successfully delivered by end June 2024, benefitting 47 participants from various stakeholders' groups.</p> <ul style="list-style-type: none"> – Creation of an online network of 149 female entrepreneurs in tourism for continued consultation and mutual support <p>Remarks:</p> <ul style="list-style-type: none"> – The training series rolled out is widely recognized and supported by key tourism players in Moldova and has gained attention from development partners in the country. – A potential follow-on project is in the pipeline.

Annex IV: List of villages in Europe included in the Best Tourism Villages Network

Country	Village	Category	Year of acceptance
Andorra	Ordino	Best Tourism Village	2023
Austria	Kaunertal	Best Tourism Village	2021
	Wagrain	Best Tourism Village	2022
	Zell Am See	Best Tourism Village	2022
	Schladming	Best Tourism Village	2023
	St. Anton Am Arlberg	Best Tourism Village	2023
	St. Johann In Tirol	Best Tourism Village	2024
	Mittelberg	Upgrade	2024
	St. Leonhard In Pitztal	Upgrade	2024
Azerbaijan	Khinalig	Upgrade	2021
Bosnia and Herzegovina	Krupa na Vrbasu	Upgrade	2022
Bulgaria	Koprivshitsa	Upgrade	2021
Croatia	Kaštelir Labinci	Upgrade	2021
	Slunj-Rastoke	Best Tourism Village	2023
Cyprus	Agros	Upgrade	2021
	Pano Lefkara (Lefkara)	Best Tourism Village	2021
	Kalopanagiotis	Upgrade	2022
	Pissouri	Upgrade	2022
	Kalopanagiotis	Best Tourism Village Fast Track 2022	2024
	Pissouri	Best Tourism Village Fast Track 2022	2024
Georgia	Mestia	Best Tourism Village	2022
Greece	Soufli	Best Tourism Village	2021
	Western Samos	Upgrade	2021
	Anogeia	Best Tourism Village	2024
Hungary	Hollókő	Upgrade	2021
	Tokaj	Best Tourism Village	2023
Israel	Kfar Kama	Best Tourism Village	2022
	Neot Semadar	Upgrade	2022
	Kibbutz Kfar Masaryk	Upgrade	2023
Italy	San Ginesio	Best Tourism Village	2021
	Isola del Giglio	Best Tourism Village	2022
	Sauris-Zahre	Best Tourism Village	2022
	Otricoli	Upgrade	2022
	Civita Di Bagnoregio	Upgrade	2023
	Lerici	Best Tourism Village	2023

Country	Village	Category	Year of acceptance
	Sabbioneta	Upgrade	2023
	San Casciano Dei Bagni	Best Tourism Village	2024
Kazakhstan	Saty Village	Best Tourism Village	2023
Montenegro	Godinje	Upgrade	2021
	Gornja Lastva	Upgrade	2021
Poland	Istebna	Upgrade	2022
Portugal	Castelo Rodrigo	Best Tourism Village	2021
	Cumeada	Best Tourism Village	2021
	Ferraria de São João	Upgrade	2022
	Castelo Novo	Best Tourism Village	2022
	Ericeira	Best Tourism Village	2023
	Manteigas	Best Tourism Village	2023
	Sortelha	Best Tourism Village	2023
	Vila Da Madalena	Best Tourism Village	2023
	Vila De Frades	Upgrade	2023
	Rășinari	Best Tourism Village	2022
	Óbidos	Best Tourism Village	2024
	Santa Cruz Da Graciosa	Best Tourism Village	2024
Republic of Moldova	Văleni Village	Best Tourism Village	2023
Romania	Ciocănești	Upgrade	2023
	Breb	Upgrade	2024
	Polovragi	Upgrade	2024
Serbia	Gostilje	Upgrade	2021
	Mokra Gora	Best Tourism Village	2021
Slovenia	Radovljica	Best Tourism Village	2021
	Solčava	Best Tourism Village	2021
	Bohinj	Best Tourism Village	2022
	Gorenja vas - Poljane	Upgrade	2021
Spain	Cantavieja	Upgrade	2021
	Lekunberri	Best Tourism Village	2021
	Morella	Best Tourism Village	2021
	Alquezar	Best Tourism Village	2022
	Guadalupe	Best Tourism Village	2022
	Rupit	Best Tourism Village	2022
	Baños De Montemayor	Upgrade	2023
	Cantavieja	Best Tourism Village	2023
	Oñati	Best Tourism Village	2023
	Sigüenza	Best Tourism Village	2023

Country	Village	Category	Year of acceptance
	Aínsa	Best Tourism Village	2024
	Mura	Best Tourism Village	2024
	Pals	Upgrade	2024
Switzerland	Gruyères	Best Tourism Village	2021
	Saas-Fee (Saas Valley)	Best Tourism Village	2021
	Valposchiavo	Best Tourism Village	2021
	Andermatt	Best Tourism Village	2022
	Murten	Best Tourism Village	2022
	Morcote	Best Tourism Village	2023
	Saint-Ursanne	Best Tourism Village	2023
	Lens	Upgrade	2024
	Romoos	Best Tourism Village	2024
	Splügen	Best Tourism Village	2024
Türkiye	Mustafapaşa	Best Tourism Village	2021
	Taraklı	Best Tourism Village	2021
	Anıtlı	Upgrade	2022
	Cumalıkızık	Upgrade	2022
	Birgi	Best Tourism Village	2022
	Kale Üçağız	Upgrade	2023
	Kemaliye	Upgrade	2023
	Şirince	Best Tourism Village	2023
	Yörük	Upgrade	2024
	Ormana	Best Tourism Village	2024
Ukraine	Urych	Best Tourism Village	2024
	Vorokhta	Best Tourism Village	2024
Uzbekistan	Sentob	Best Tourism Village	2023

Annex V: List of International Network of Sustainable Tourism Observatories in Europe

Country	Observatory	Hosted by	Monitoring area	Member since
Austria	Tyrolean Sustainable Tourism Observatory (TYSTO)	MCI Tourism	Tyrol, Austria	2024
	Vienna Sustainable Tourism Observatory	Vienna Tourist Board	Vienna, Austria	2024
Ireland	Atlantic Sustainable Tourism Observatory	Atlantic Technological University	Irish Atlantic Sea Coastline	2023
Italy	Sustainable Tourism Observatory of South Tyrol (STOST)	EURAC Research Center for Advanced Studies	South Tyrol, Italy	2018
Portugal	Alentejo Sustainable Tourism Observatory (ASTO)	University of Évora	Alentejo region, Portugal	2018
	Algarve Sustainable Tourism Observatory	Algarve Tourism Board Portugal	Algarve region, Portugal	2020
	Centro de Portugal Sustainable Tourism Observatory (OTSCP)	Regional Authority Turismo Centro de Portugal	Centro de Portugal Region, Portugal	2023
Spain	Barcelona Tourism Observatory	Observatori del Turisme a Barcelona: ciutat i regió (OTB)	Barcelona (city, region, destination), Spain	2022
	Biscay Tourism Intelligence System	Directorate-General for Territorial Competitiveness and Tourism of Biscay	Biscay, Spain	2022
	Mallorca Sustainable Tourism Observatory	Fundación Mallorca Turismo	Mallorca, Spain	2021
	Navarre Tourism Observatory	Directorate General of Tourism and Trade, Government of Navarre	Navarre, Spain	2019
	Sustainable Tourism Observatory of Málaga	Málaga City Council	City of Málaga, Spain	2022
	Tourism Observatory of the Canary Islands	Ministry of Tourism, Industry and Commerce of the Canary Islands	Canary Islands, Spain	2020

Annex VI: List of Winners, Finalists and Semi-finalists from Europe in the UN Tourism Start-Up Competitions and Innovation Challenges

Country	Company	Competition / challenge	Year	Award
Armenia	ONEArmenia	3 rd Gastronomy Tourism Global Startup Competition	2021	Finalist
	Impact Innovations (Safe YOU)	Awake Tourism Challenge	2022	Winner
Austria	Bringsta	Sports Tourism Global Startup Competition (TTA Macau)	2019	Finalist
	Fluxguide	Smart Solutions for Smart Destination Challenge: Stadiums	2020	Finalist
	Swimsol	SDGs Global Startup Competition	2020	Winner
Bulgaria	Local Food LLC	3 rd Gastronomy Tourism Global Startup Competition	2021	Finalist
	Umni	Startup Competition for Island Destinations	2023	Winner
Czechia	Deaf Travel	SDGs Global Startup Competition	2020	Finalist
	Schulering	Hospitality Challenge	2024	Finalist
	Dinify	1 st Gastronomy Tourism Global Startup Competition	2019	Winner
Denmark	Aguardio	Sports Tourism Global Startup Competition (TTA Macau)	2019	Finalist
	Sportscompass	Sports Tourism Global Startup Competition (TTA Macau)	2019	Finalist
Finland	Visit Natives	Global Rural Tourism Startup Competition	2021	Semi finalist
France	Mile Positioning Solutions (Jooks)	1 st Global Startup Competition	2018	Finalist
	U2GUIDE	TTA: Bahrain - Executive Council	2018	Finalist
	Mile Positioning Solutions (Jooks)	Sports Tourism Global Startup Competition (TTA Macau)	2019	Winner
	SisterHome (La Voyageuse)	2 nd Startup Competition	2020	Finalist
	BeFC	SDGs Global Startup Competition	2020	Winner
	HYDRAO	SDGs Global Startup Competition	2020	Finalist
	touch2see	Startup Competition on Event Tourism: MICE Tourism and MEGA Events	2023	Winner
	Nomad Sister	SDGs Global Startup Competition	2020	Finalist
	Safety Line	SDGs Global Startup Competition	2020	Winner
	elloha	Global Rural Tourism Startup Competition	2021	Finalist
	Murmuration	Awake Tourism Challenge	2022	Winner
	Evelity by Okeenea Digital	Awake Tourism Challenge	2022	Winner
Germany	e-bot7	1 st Global Startup Competition	2018	Finalist

	JumpStart EU Tourism	Healing Solutions for Tourism Challenge	2020	Finalist
	Socialbnb	Awake Tourism Challenge	2022	Winner
	R3charge	Awake Tourism Challenge	2022	Winner
Greece	Clio Muse Tours PC	SDGs Global Startup Competition	2020	Winner
	Foodality, a Travelgram brand	3 rd Gastronomy Tourism Global Startup Competition	2021	Semi finalist
	Inteligg	Startup Competition for Island Destinations	2023	Finalist
	Costa Nostrum	Startup Competition for Island Destinations	2023	Finalist
Hungary	TMRW Hotels	TTA: Bahrain - Executive Council	2018	Finalist
	HandInScan	Healing Solutions for Tourism Challenge	2020	Winner
Ireland	The Freebird Club	1 st Global Startup Competition	2018	Finalist
	Imvizar	Global Rural Tourism Startup Competition	2021	Semi finalist
	GKinetic Energy Limited	Global Rural Tourism Startup Competition	2021	Semi finalist
Israel	SeeVoov	1 st Global Startup Competition	2018	Finalist
	Pruvo	1 st Global Startup Competition	2018	Finalist
	Refundit	1 st Global Startup Competition	2018	Winner
	WishTrip	1 st Global Startup Competition	2018	Finalist
	bitemojo	1 st Gastronomy Tourism Global Startup Competition	2019	Finalist
	SeeTrue	Healing Solutions for Tourism Challenge	2020	Winner
	Sentimantle	Startup Competition on Event Tourism: MICE Tourism and MEGA Events	2023	Finalist
	Travaxy - accessible travel	SDGs Global Startup Competition	2020	Winner
	It's July	Global Rural Tourism Startup Competition	2021	Semi finalist
Italy	ARB	1 st Gastronomy Tourism Global Startup Competition	2019	Finalist
	Eatour	2 nd Gastronomy Tourism Global Startup Competition	2020	Finalist
	Orwell	Smart Solutions for Smart Destination Challenge: Stadiums	2020	Winner
	Soplaya	3 rd Gastronomy Tourism Global Startup Competition	2021	Finalist
	Volvero	Startup Competition for Island Destinations	2023	Finalist
	Penguinpass	Startup Competition on Event Tourism: MICE Tourism and MEGA Events	2023	Finalist
Netherlands	I Like Local	2 nd Startup Competition	2020	Winner
	Airfi Aero	Healing Solutions for Tourism Challenge	2020	Finalist
	MyStay	Healing Solutions for Tourism Challenge	2020	Winner
	DineNTalk	3 rd Gastronomy Tourism Global Startup Competition	2021	Semi finalist

	Coastruction	Awake Tourism Challenge	2022	Winner
	Farmlike	Startup Competition for Island Destinations	2023	Finalist
	Hotels for Trees	Hospitality Challenge (2024)	2024	Finalist
Norway	Ocean Oasis	SDGs Global Startup Competition	2020	Finalist
	Campanyon	Global Rural Tourism Startup Competition	2021	Finalist
	Baahdy & Birdy	Awake Tourism Challenge	2022	Winner
Poland	visadb.io	TTA: Chile - 2 nd Tourism Tech Adventure for the Americas: EdTech	2019	Finalist
	WAAM Disinfection Gate	Healing Solutions for Tourism Challenge	2020	Winner
Portugal	Climber RMS	1 st Global Startup Competition	2018	Finalist
	HiJiffy	2 nd Startup Competition	2020	Winner
	LUGGit	2 nd Startup Competition	2020	Finalist
	Live Electric Tours	2 nd Startup Competition	2020	Winner
	Circular Unity	Startup Competition on Event Tourism: MICE Tourism and MEGA Events	2023	Winner
	HiJiffy	SDGs Global Startup Competition	2020	Finalist
	Siliconbali	SDGs Global Startup Competition	2020	Winner
	nøytrall	Global Rural Tourism Startup Competition	2021	Semi finalist
	Noytrall	Awake Tourism Challenge	2022	Winner
Russian Federation	Art Lebedev Studio	Inspiration Africa Branding Challenge	2020	Finalist
Spain	TravelgateX	1 st Global Startup Competition	2018	Finalist
	Chekin	1 st Global Startup Competition	2018	Finalist
	BYHOURS	1 st Global Startup Competition	2018	Finalist
	Mabrian	1 st Global Startup Competition	2018	Finalist
	BYHOURS	TTA: Bahrain - Executive Council	2018	Finalist
	Get Bag Services	TTA: Bahrain - Executive Council	2018	Finalist
	Soundwalkrs	TTA: Americas - Argentina	2019	Finalist
	Arthylen	1 st Gastronomy Tourism Global Startup Competition	2019	Finalist
	WeFish - Fishing Diary and Forecast	Sports Tourism Global Startup Competition (TTA Macau)	2019	Finalist
	Eccocar	2 nd Startup Competition	2020	Winner
	Zeleros	2 nd Startup Competition	2020	Finalist
	Visualfy	2 nd Startup Competition	2020	Winner
	Control H&S	Healing Solutions for Tourism Challenge	2020	Finalist
	N/A	Healing Solutions for Tourism Challenge	2020	Finalist
	Checkpoint	Healing Solutions for Tourism Challenge	2020	Winner
	20 Bananas	Healing Solutions for Tourism Challenge	2020	Finalist
	Hoomvip	Healing Solutions for Tourism Challenge	2020	Finalist

	Lock Up (STAYmyway)	Healing Solutions for Tourism Challenge	2020	Finalist
	AR Vision (CultuAR)	Rural Tourism Competition	2020	Finalist
	My Street Book	Rural Tourism Competition	2020	Winner
	Smart Digital Plug	Rural Tourism Competition	2020	Finalist
	Apadrinaunolivo.org	Rural Tourism Competition	2020	Finalist
	Inturmancha	Rural Tourism Competition	2020	Finalist
	Van Woow	Rural Tourism Competition	2020	Winner
	UpperEat	2 nd Gastronomy Tourism Global Startup Competition	2020	Finalist
	Green Urban Data	SDGs Global Startup Competition	2020	Finalist
	eccocar	SDGs Global Startup Competition	2020	Finalist
	Tunnll	SDGs Global Startup Competition	2020	Finalist
	Metrica6	SDGs Global Startup Competition	2020	Winner
	ClimateTrade	SDGs Global Startup Competition	2020	Winner
	ALiCE Biometrics	Smart Solutions for Smart Destination Challenge: Stadiums	2020	Finalist
	B-LAB GASTRONOMIC	Smart Solutions for Smart Destination Challenge: Stadiums	2020	Semi finalist
	Hyncha	Smart Solutions for Smart Destination Challenge: Stadiums	2020	Semi finalist
	NECSUM trison	Smart Solutions for Smart Destination Challenge: Stadiums	2020	Winner
	Soulbilbao C.M (Guíasvirtuales)	Smart Solutions for Smart Destination Challenge: Stadiums	2020	Semi finalist
	ATREVIA	Inspiration Africa Branding Challenge	2020	Winner
	Chartok	Hospitality Challenge	2021	Winner
	Rooral	Global Rural Tourism Startup Competition	2021	Finalist
	Ecostars	Global Rural Tourism Startup Competition	2021	Finalist
	Wosphere Association	Global Rural Tourism Startup Competition	2021	Semi finalist
	Oasis Hunters	Global Rural Tourism Startup Competition	2021	Finalist
	CloudGuide	Global Rural Tourism Startup Competition	2021	Finalist
	AR VISION - CULTUAR	Global Rural Tourism Startup Competition	2021	Finalist
	HOP Ubiquitous S.L.	Global Rural Tourism Startup Competition	2021	Finalist
	Teikei	3 rd Gastronomy Tourism Global Startup Competitio	2021	Semi finalist
	Instituto de Accesibilidad	Awake Tourism Challenge	2022	Winner
	Localbird	Startup Competition for Island Destinations	2023	Finalist
	Twistic	Hospitality Challenge	2024	Winner
Sweden	ZONIZ by GEBS	Smart Solutions for Smart Destination Challenge: Stadiums	2020	Semi finalist

	Local Purse	Global Rural Tourism Startup Competition	2021	Semi finalist
United Kingdom	N/A	1 st Global Startup Competition	2018	Finalist
	Road.Travel	2 nd Startup Competition	2020	Finalist
	Hotelmize	Healing Solutions for Tourism Challenge	2020	Finalist
	Snaptivity	Smart Solutions for Smart Destination Challenge: Stadiums	2020	Finalist
	Mirabelle Communications	Inspiration Africa Branding Challenge	2020	Finalist
	CampInn Limited	Global Rural Tourism Startup Competition	2021	Finalist
	Artemis Technologies	Startup Competition for Island Destinations	2023	Finalist
	F*** Waste	4 th Global Gastronomy Startup Competition	2024	Finalist

Conclusions and Recommendations CEU/CR/5 (LXXI)¹¹

The Commission for Europe,

- Taking note of the written report of the Regional Director on the implementation of the Programme of Work in Europe, dated 30 April 2025,
 - Having heard the report of the Regional Director on the implementation of the Programme of Work in Europe, including regional and technical activities and updated results as included in the World Tourism Barometer, Volume 23, Issue 2¹²,
 - Recalling decision CEU/DEC-PS/1(2024).rev, on the approval of the Work plan for the Agenda of Europe for 2024 and its submission to the governing bodies,
 - Having heard the intervention(s) of the delegations of **XXX**,
1. Appreciates the activities carried out to foster regional cooperation and support the members in the region;
 2. Notes with concern the continued impact that Russia's full-scale invasion of Ukraine and the Israel-Gaza crisis have on tourism in the region;
 3. Reaffirms the necessity for all tourism stakeholders to continue working together to develop resilient and sustainable strategies that prioritize safety, support local businesses, attract and retain talent, and respond to changing consumer preferences;
 4. Notes with appreciation that the Regional Department for Europe responds to these challenges with structured outreach, enhanced cooperation with the international community, and by implementing a series of different initiatives, services, projects and activities adapted to the needs of the Members in the region;
 5. Welcomes the efforts to position tourism in the wider international agenda at the regional and subregional level;
 6. Acknowledges the progress in the implementation of the Work plan for the Agenda for Europe in 2024, as well as in technical cooperation projects and projects with various external partners;
 7. Recognizes the proactive work in the area of crisis management through the SAFE-D Europe initiative and underlines the importance of continued knowledge-sharing and preparedness;
 8. Appreciates the recognition of additional 19 Best Tourism Villages in the region and the inclusion of additional 8 villages in the Best Tourism Villages Upgrade Programme;
 9. Agrees to work through its Working Group for the Agenda for Europe on the necessary adjustments to the legal and financial framework of the Agenda for Europe;
 10. Thanks the Regional Director and the team of the Regional Department for Europe for their dedication and valuable assistance to the Members in the region.

¹¹ This is a draft of the conclusions and recommendations for the corresponding agenda item. For the final text adopted by the Commission, please refer to the Conclusions and recommendations document issued at the end of the session.

¹² World Tourism Barometer (English version), DOI: [link](#)