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ANNEX

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to the

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS

EU Sustainable Tourism Strategy

{SWD(2026) 777 final}

EU Sustainable Tourism Strategy – timing of actions

Pillar 1 – Boosting the competitiveness of EU tourism	
Action area 1: Enabling SMEs to thrive: collaboration, simplification and growth	
Launching an **EU Simplification Initiative** for tourism to gather practical evidence of the administrative burden faced by the tourism sector and destinations.	First half 2027
Presenting in 2026 a proposal to **revise and modernise VAT rules applying to the travel and tourism sector.**	Second half 2026
Launching focused **support to tourism SMEs** for their clean/digital transitions.	Second half 2027
Action area 2: Data, digitalisation and innovation	
Support Member States to deploy the **Common European Tourism Data Space** to ensure access to high-quality, reliable data.	First half 2029
Establishing an **EU Tourism Observatory** to monitor developments across the sector, analyse important trends and provide insights for EU policy.	First half 2027
Facilitating **greater synergies among tourism start-ups and with investors**, including through matchmaking events.	First half 2027
Proposing to **modernise Regulation (EU) 692/2011 concerning European statistics on tourism.**	Second half 2027
Action area 3: Skills and talent for tourism	
Launching a high-quality **EU Tourism Academy** to provide the crucial training and talent development that the sector needs.	Second half 2027
Publishing a **study on working conditions in tourism**.	Second half 2028
Action area 4: Seamless and sustainable connectivity and infrastructures	
Proposing to **revise the Air Services Regulation** to make air travel in Europe more reliable, transparent and resilient, and have a fitness check of airport legislation.	Second half 2027
Proposing **legislation for easier and more affordable use of rental cars across borders.**	Second half 2027
Further strengthening the **attractiveness of rail mobility for tourism** by connecting railway and tourism stakeholders in **high-level events.**	Second half 2027
Exploring solutions for **EU-wide interoperability of local transport ticketing systems** working with public transport authorities and associations.	First half 2028
Pillar 2 – Strengthening sustainability and building resilience	
Action area 5: Clean and circular transition	
Support **tourism SMEs in applying relevant EU legislation and available tools related to the clean transition and climate action**, including by developing for SMEs a toolkit with guidance, offering training and capacity building actions.	Second half 2028
Presenting renewed **EU Ecolabel criteria for Tourist Accommodation Services** to support more sustainable tourism business models.	Second half 2028

Action area 6: EU Model for Tourism Management	
Launching the development of a common **EU Model for Tourism Management** in a collaborative process to support tourist destinations.	Second half 2027
Proposing a draft **Council Recommendation on Balanced Tourism Management** and a common **EU Toolbox for Balanced Tourism** to help destinations achieve beneficial tourist flows.	Second half 2027
Action area 7: Advancing tourists' rights, affordability and inclusive tourism	
Proposing a **targeted revision of passenger rights legislation** to improve accessibility for persons with disabilities and persons with reduced mobility.	Second half 2028
Setting up a dedicated information point on **EU Tourists' Rights** and on **Accessible Tourism** as part of the EU Tourism Platform.	First half 2027 and first half 2028
Action area 8: Strengthening resilience, crisis preparedness and responsiveness	
Establishing the **EU Tourism Crisis Coordination Network** to better prepare for and respond to crises affecting specifically the tourism sector.	Second half 2027
Supporting Europe's tourism sector in advancing climate resilience, building on the **EU Framework for Climate Resilience.**	Second half 2027
Pillar 3 – Enhancing international cooperation and outreach *(Action area 9)*	
Engaging actively in **international organisations and multilateral fora**, including by agreeing on a **new Cooperation Framework between the Commission and UN Tourism.**	Ongoing
Organising dedicated **Tourism Dialogues and Fora** with key regions and partners.	Ongoing
Enhancing the **Destination Europe Framework**, providing a European approach for coordinated promotion abroad.	First half 2028
Ensuring investment, governance and cooperation *(Action area 10)*	
Setting up an **EU Tourism Alliance** to streamline the variety of existing EU coordination and expert groups and help steer the implementation of this Strategy.	Second half 2027
Supporting Member States and regions in designing tourism-related investments and reforms, including through sharing of best practices of how to set up a project pipeline and use financial instruments to be impactful for SMEs.	Ongoing
Continue developing local **expert advisory capacity in tourism** via the Enterprise Europe Network and other relevant initiatives.	Ongoing
Proposing a new **European Capitals of Tourism Award** based on the existing initiative.	Second half 2027
Launching the first **Tourism Europe Days**, as a highly visible biennial flagship event to further strengthen the cooperation across the tourism sector.	Second half 2027