



EUROPEAN COMMISSION

DIRECTORATE-GENERAL FOR MOBILITY AND TRANSPORT

Brussels  
MOVE.001/AS

To whom it may concern

**Subject: Project “Stock-taking study of the co-implementation of Transition pathway for Tourism and EU Agenda 2030” – Contract SI2.929400.  
Letter of support**

The European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) has commissioned the project “Stock-taking study of the co-implementation of Transition pathway for Tourism and EU Agenda 2030” (contract number SI2.929400). The project is being carried out by our Contractor, PricewaterhouseCoopers EU Services EESV (PwC EU Services).

The objective of this project is to complement the annual stock-taking exercises of the Transition Pathway for Tourism, with additional research and analysis so as to finalise the first report to the European Council on the “EU Agenda for Tourism 2030” towards the end of 2025.

Throughout the project, the Contractor’s team will proceed to conduct research and data collection activities, which will involve consultations with tourism actors in the form of interviews, focus groups and online surveys. These consultations aim to gather stakeholder perspectives and knowledge relating to the implementation of the “EU Agenda for Tourism 2030” and the Transition Pathway for Tourism.

We would highly appreciate your support in these consultation activities. Your contributions and your insights will be invaluable in shaping the future directions related to the twin transition and resilience of the tourism ecosystem.

For any further information, do not hesitate to contact the European Commission Project Adviser in charge, Ms Elfa Kere (email: [Elfa.KERE@ec.europa.eu](mailto:Elfa.KERE@ec.europa.eu))

Yours faithfully,

Electronically signed

Andreea STAICU  
Head of Sector