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SUSTAINABLE TRANSPORT AND TOURISM

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Subject: Invitation to attend the European Tourism Day, 26 January 2026

Dear Minister,

I am pleased to invite you to attend the European Tourism Day 2026 in Brussels (Charlemagne building) on 26 January 2026. This event has always been a significant moment for EU tourism, and with the last one taking place in 2023, we're excited to bring everyone together again.

This year, we will be exploring both the challenges and opportunities currently facing the tourism ecosystem. In addition, we will be diving into the priorities of the upcoming EU Strategy for Sustainable Tourism, which will be published in the first semester of 2026.

Your presence would be a strong signal of support to the development of an ambitious and impactful joint strategy. Throughout the day there will be ample opportunity for exchange with senior practitioners and policy drivers from the public and the private sector.

We expect approximately 400 participants attending in person, with many more joining online. All attendees will have access to interpretation services in French, English, German, Spanish, and Italian. For your convenience, I have attached the draft program.

For registration please visit the dedicated conference page on the Commission's transport and tourism website: https://transport.ec.europa.eu/news-events/main-events/european-tourism-day_en.

My team in DG MOVE remains at the disposal of your office for further information (contact person: Andreea STAICU, Head of the tourism team, MOVE.001, e-mail: Andreea.staicu@ec.europa.eu or MOVE-ETD@ec.europa.eu, phone: + 32 2 29 98 80 33).

Thank you in advance for your cooperation.

Yours sincerely,

EU Ministers Responsible for Tourism

