



13th Baltic Sea Tourism Forum

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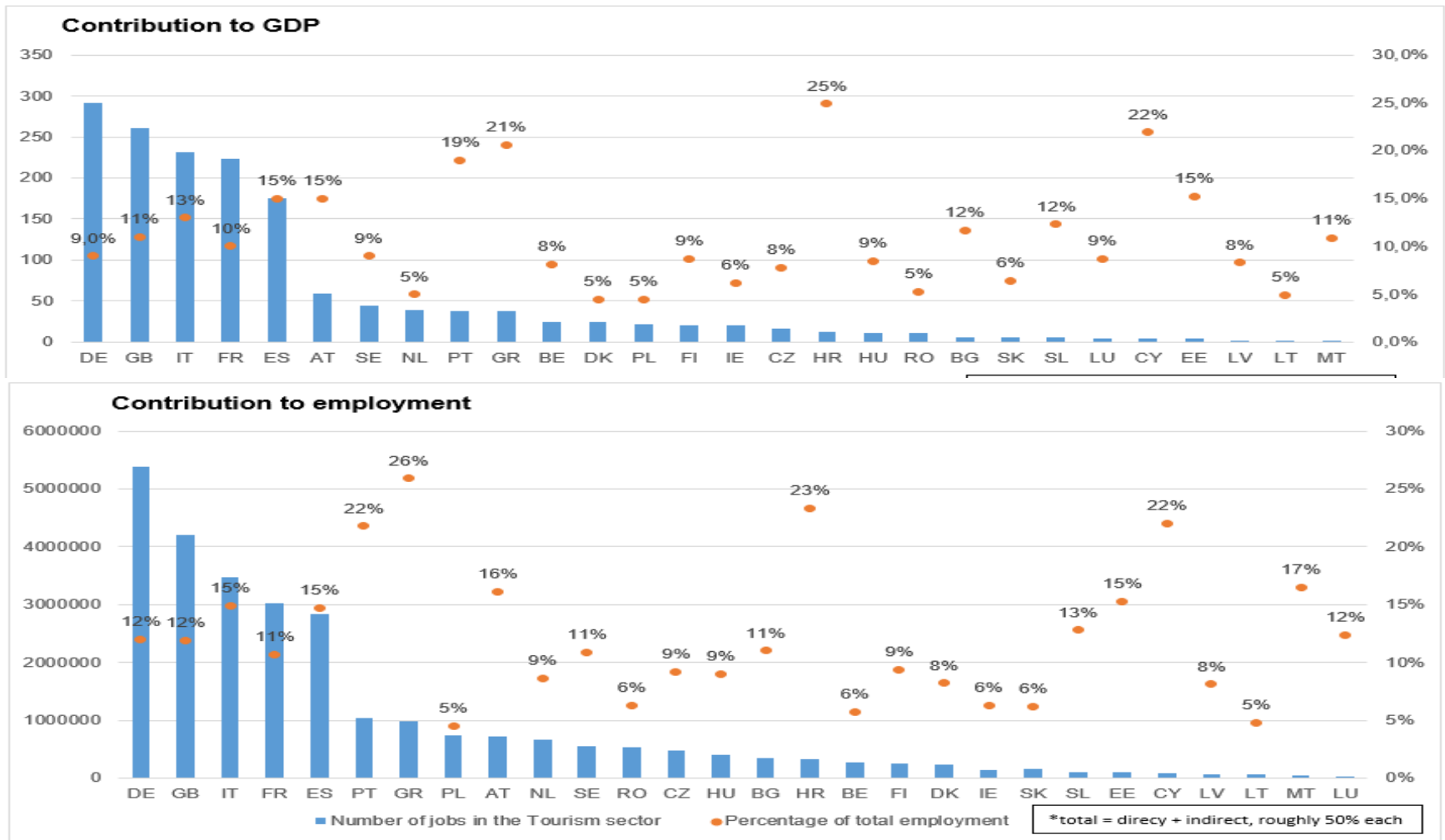
**Directorate-General for Internal Market, Industry, Entrepreneurship
and SMEs**

European Commission



European
Commission

Travel and Tourism Economic Total* Impact 2019 (2018 figures)



Turnover in tourism services, EU-27

January - June 2020, 2015=100



EU response

State aid rules

- liquidity to economy
- support SMEs, jobs, etc.

SURE program

- €100 billion
- support for unemployed

Complements ECB measures

- €750 bn new measures
- €120 bn earlier

Recovery Plan for Europe

- €750 bn Next Generation EU
- €1100 bn long-term EU budget

Budget flexibility

- 'Escape Clause'
- maximum flexibility

Coronavirus Response Investment Initiative

- unspent cohesion funds
- transfers between funds, regions and priorities

Working together to manage the crisis

Coordinate Member States responses:

May tourism and transport package, travel restrictions, measures on travellers, testing, sanitary protocols, tracing apps

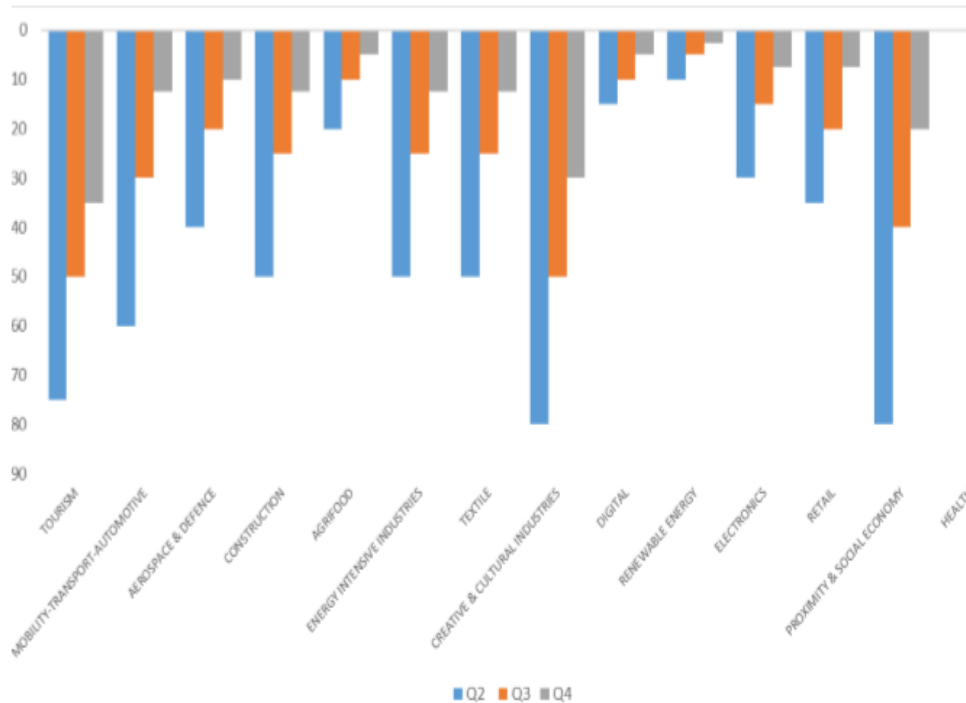
Reliable information to build confidence among citizens: Re-open EU



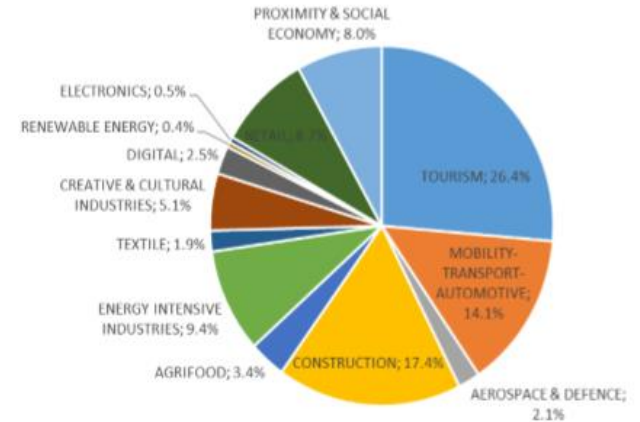
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Tourism ecosystem gloomy outlook

Current and expected drops in turnover reported by industry (share of turnover)



Equity losses per ecosystem, share of total ecosystems losses



	Scenario €720bn	Scenario €1200bn
Tourism	171	285
Mobility-Transport-Automotive	91	152
Aerospace & Defence	13	22
Construction	113	188
Agri-food	22	37
Energy Intensive Industries	61	101
Textile	12	20
Creative & Cultural Industries	33	55
Digital	16	27
Renewable Energy	3	5
Electronics	3	5
Retail	57	94
Proximity & Social Economy	52	87
Health ²⁵	N/A	N/A
Total	€648bn	€1080bn

A budget for European recovery and resilience

React -EU	cohesion policy top-up for 2020-2022 € 55 billion
Next Generation EU Recovery & Resilience Facility	Temporary reinforcement € 750 billion
Multiannual Financial Framework 2021-2017	€ 1 100 billion

Recovery & Resilience Facility

Power up

Renovate

Recharge & refuel

Connect

Scale up

Modernise

Upskill/reskill

The road to recovery - working together

Restart & transform the tourism ecosystem

(sustainable, digital, innovative, resilient)

European Tourism Convention – Action points

(safe and seamless tourism; greener holidays, data for tourism) <https://tourism-convention.eu/>

European Agenda for Tourism 2050 – a shared agenda