

ACTIVITY REPORT

NECSTouR in the year of...

2022



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NECSTouR

European Regions for
Competitive and Sustainable Tourism

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FOREWORD

President of NECSTouR



Yolanda de Aguilar Rosell

2022 was the year of **tourism's recovery** for most of our destinations. When the war in Ukraine disrupted peace and democracy in Europe; when the ensuing energy crisis and inflation warned of the efforts still needed to build solid resilience mechanisms; it was then clearly highlighted the urgency of **moving to a more sustainable tourism model**.

It is not the positive seasonal volumes that are enough, but the ambitious **2030 targets** that we need to achieve, hand in hand with the **EU Tourism Agenda** and the path of a real paradigm shift for our destinations. Such is the journey we embrace with NECSTouR as we continue to promote the **transition to sustainability** and respond to common challenges through **European cooperation**.

Key milestones have been achieved thanks to **our network's projects**:

- **Actions** to promote destinations' **climate action** in a common plan. Practices and **partnerships** to move towards a **regenerative destinations' model**.
- Year of **coaching** Destination Management Organisations in **measuring sustainable tourism** for decision-making through the **Tourism of Tomorrow Lab**.

The NECSTouR 2022 activity also provides the **Tourism Transition Pathways**. This translates **commitment** into **action** for the years to come and calls on destinations to treat tourism as a means and not an end. When **tourism** is a **driver** of **community well-being**, the **European values'** preservation and sustainability are guaranteed.

We are all part of the same **community** and the journey continues.

Yolanda de Aguilar
President of NECSTouR
 Secretary General of Tourism, Andalusia



NECSTOUR NETWORK

Full members



NECSTOUR NETWORK

Associated members



Academic members



NECSTOUR NETWORK

New Members in 2022

In 2022 we welcomed **5 new members** to our community:



Region of Madrid



BOARD OF DIRECTORS

On **22nd September in Alpbach, Tirol**, after a six-year mandate of the Catalonia Presidency, our General Assembly **elected a new Board of Directors**. Andalusia Region was elected to preside over the network until March 2023, when leadership will be assumed by **Flanders**.



Yolanda de Aguilar
Andalusia Region
President



Peter de Wilde
Visit Flanders
Executive Vice-President



Patrick Torrent
Catalonia Region
Vice-President



Françoise Guaspere
Île-de-France Region
Vice-President



Olle Jonäng
Västra Götaland Region
Treasurer



Francesc Mateu
Balearic Islands Region
Member of the BOD



Thomas Andersen
Danish Western
Coast Partnership
Member of the BOD



Maria Nava Castro Dominguez
Galicia Region
Member of the BOD



Anya Niewierrra
Limburg
Member of the BOD



Alessandro Marras
Tuscany Region
Member of the BOD



Lee McDonald
Visit Scotland
Member of the BOD



*"Participating in EU projects and programmes under the leadership of NECSTouR can accelerate an effective transition to **sustainable tourism management** and a more **balanced tourism**. As Executive Vice-President of the network, Visit FLANDERS is proud and grateful to host NECSTouR in Brussels, which is **opening opportunities** for an even better **interregional cooperation**. I take the chance to thank Tuscany for hosting the NECSTouR secretariat for many years! We are committed to strengthen the role of regions in **EU tourism policy**, to raise the profile of tourism in the **European agenda** and to **maximise the benefits** of being a NECSTouR member!"*

Peter De Wilde
Executive Vice-President NECSTouR
Acting CEO Visit Flanders, CEO Flanders Heritage Agency



PERMANENT SECRETARIAT

NECSTouR Permanent Secretariat is based in **Brussels**. In 2022, our team gained new top-class players from different European regions, united by the **passion for tourism**!



Our Permanent Secretariat moved from Tuscany Region to Visit Flanders premises.



Cristina Nuñez Cuesta
Managing Director



Tomaso Comazzi
Head of Membership &
Finances



Irene Paolinelli
Marketing & Communications
Manager



Oyana Marius
Policy & Projects
Officer



Justine Bauters
Projects & Sustainability
Officer



"The NECSTouR community is where you will always find a project, a partner, who already has a methodology, a tool, a product that can inspire and trigger you to replicate and go further. It is a space for collaborative knowledge, transferring into action, improving tourism governance and advocating together in Europe for a better tourism policy".

Cristina Nuñez Cuesta
Managing Director



SECONDED STAFF

Thanks to the expertise of our **seconded staff** provided by our presidencies, our team has been strengthened.



Jan Korthout
Tourism Advisor
Visit Flanders



Marina Delgado
Head of Tourism Quality
and Innovation Service
Andalucia Region



CARSA
EU Project Unit
Andalucia

We believe that great achievements have only been made possible as a result of the interaction of one team: our **members**, the **Permanent Secretariat**, the **Tourism of Tomorrow Lab team**, our **Seconded Staff** and our **experts**.



TOURISM OF TOMORROW LAB DEPARTMENT

Team

Tourism of Tomorrow Lab is the **new department** of NECSTouR that puts into action the networks' commitment to supporting regional destination managers in delivering effective decision-making based on systematic tourism sound **measurement** to keep leading the transition to sustainable tourism.



The Tourism of Tomorrow Lab headquarters is the premises of the **Andalucía Lab, Marbella, Andalusia Region (ES)**, where the team is based. Their activity is international and channelled by and with NECSTouR Members. The Tourism of Tomorrow Lab is made by **two experts in Destination Management Organisations** who are reinforced by a **data scientist with expertise in tourism data**.



José Luis Córdoba Leiva
Project Manager



Ana Moniche Bermejo
Senior Data Analyst



Daniel Iglesias Gonsálvez
Data Scientist

We accompany destinations along their journey to becoming **data-driven organisations** solving the daily tourism-measurement-related challenges by carrying out projects hand-in-hand with DMOs to take specific policy-making actions. We aim to create an **ecosystem** where tourism professionals and data scientists can collaborate on **developing projects, sharing knowledge, and spreading the best practices**.

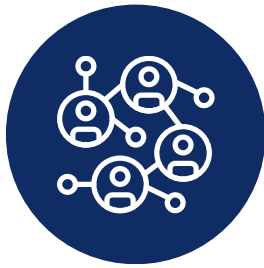


*"The **ToT Lab** aggregates the talent of DMOs' professionals, data experts and private partners. It helps Regions to understand a concrete scenario, identify the adequate data sources and provide insights and actions aimed to improve travel industry sustainability. ToT Lab does this while empowering the Region team and building a common hub of knowledge made up of methodologies, common practices, sources and exchange of experiences that enrich all the participants. All thanks to the support of NECSTouR and the leadership of Andalucía Region."*

José Luis Córdoba Leiva
Project Manager



2022 IN REVIEW



41 Full Members
11 Associated Members
18 Academic Members



1 Year Anniversary
 Tourism of Tomorrow Lab



35% of revenues
 coming from
 EU funding



Climate Action Plan
 published &
 presented at COP27



+400 participants –
 Conference
 “Regenerative Tourism”



7.485 Social Media
 Followers



+5k Readers of our
 Newsletters



+5k Website Page Views



2 EU-funded projects
won Community4Tourism
 & DATES



New Staff &
 competences in
Permanent
Secretariat



Collaboration
 ETC & Travel
 Foundation



NECSTOUR OF TOMORROW 2030

This year we have started to work on the **NECSTour of Tomorrow 2030** strategy that will set actionable targets to achieve by 2030 to build recovery and resilience in response to the crises affecting the tourism ecosystem, while always aligning Regional and European Tourism agendas.

The first step has been to use the **EU Tourism Transition Pathway (TTP)** as a reference for delivering our actions. NECSTour is one of the stakeholders who participated in the co-creation process of the TTP policy document. This process helped to **identify the actions, targets and conditions needed for the green and digital transition and long-term resilience of the European tourism industry**. These actions are gathered in 27 topics to which organisations can pledge to enter the co-implement phase of the TTP.

In May 2022, NECSTour General Assembly 2022 **adopted the TTP as a reference for the network's work programme**. They validated pledges, including proposals and activities, aligned to 12 TTP topics and targets and called the European Commission to take action to:

- **Evaluate the feasibility of the TTP** according to the impacts of the new crisis in the Tourism ecosystem, and **reply accordingly**;
- Easing the implementation of the TTP by deploying a **technical assistance programme** (practical guidance, monitoring obstacles, solutions and impacts to define appropriate responses, transferring existing examples and solutions, fostering the development of destinations and projects by using EU instruments.) ;
- **Directly involve the regional level** in building destinations' resilience and tourism policymaking, alongside the national level.
- **Promote the Regions involvement** in the European Commission's "missions" related to the adaptation to climate change and urban development.

At the same time, we encouraged a critical mass of regional tourism authorities to co-implement the TTP by committing. By the end of 2022, **14 NECSTour members had committed their own pledges** to achieve the green and digital transitions and long-term resilience of the sector.

DELIVERING THE TOURISM TRANSITION PATHWAY IN 2022

Out of 27 TTP topics, NECSTour is tackling the 12 following ones, aligning 45% of the Tourism Transition Pathway to NECSTour's programme:

- **Digital Transition:** Support SMEs & destinations (n°16), data-driven services (n°9), tourism data space (n°14).
- **Policy & Regulation:** Improve statistics & indicators (n°3), strategies development (n°4), local governance (n°5).
- **Skills & Resilience:** Pact for Skills (n°22) services for visitors and residents (n°26).
- **Green Transition:** Support SMEs (n°8), sustainable mobility (n°6), R&I and pilots on circular tourism (n°12).
- **Stakeholder Support:** Visibility of funding opportunities (n°27).

With these pledges NECSTour committed to delivering a set of actions, contributing to support the green and digital transition towards a resilient tourism ecosystem.

Discover throughout this report how we delivered pledges in 2022.



02

STRATEGIC ACTIONS

- Better Places To Live, Better Places To
- Visit Climate Action Plan
- Tourism of Tomorrow Lab Achievements



BETTER PLACES TO LIVE, BETTER PLACES TO VISIT

In 2022, NECSTouR intensified its effort to turn the Better Places to Live, Better Places to Visit principles into **concrete actions, policy measures and projects**. These concrete steps allowed us to approach a new era of our flagship action by exploring the paradigm of **regenerative tourism**: moved by the principle “what is good for residents is good for visitors”, NECSTouR members commit to **making communities thriving and flourishing**.

Flagship event - Regenerative Tourism Conference

28 September, Barcelona

The Regenerative Tourism conference was co-organised with the Catalan Tourism Board in Barcelona. The gathering generated valuable exchanges, reflections, and debates that allowed the network's destinations to learn how to **balance the needs of the local community and the climate action needs**: community building, governance transformation, honest marketing. Destination leaders were called to drive the transformation of the tourism model and ecosystem, moving from sustainable to **responsible and regenerative tourism**.



Visual
Recordings



Recordings



Analysis

Revolutionarily, this was the first event organised by the Catalan Tourism Board and NECSTouR to have **calculated Co2 emissions**. The Voluntary Greenhouse Gas Emissions Compensation Programme of the Catalan Office for Climate Change (OCCC) has offset these. You can find the carbon footprint measurements [here](#).



European Projects

NECSTouR commits to investing in “BETTER Tourism” projects to allow front-runner destinations to pilot and implement regenerative tourism offer thanks to leading network Regions like Visit Flanders, Visit South Limburg and Catalonia, in partnership with key European players, jointly calling for European funding programmes.

How we delivered the Tourism Transition Pathway?

- Conference “Regenerative Tourism: contributing to the wellbeing of the community”, **+400 participants**
- Submission of an Interreg project proposal to test and implement a Regenerative Tourism model.



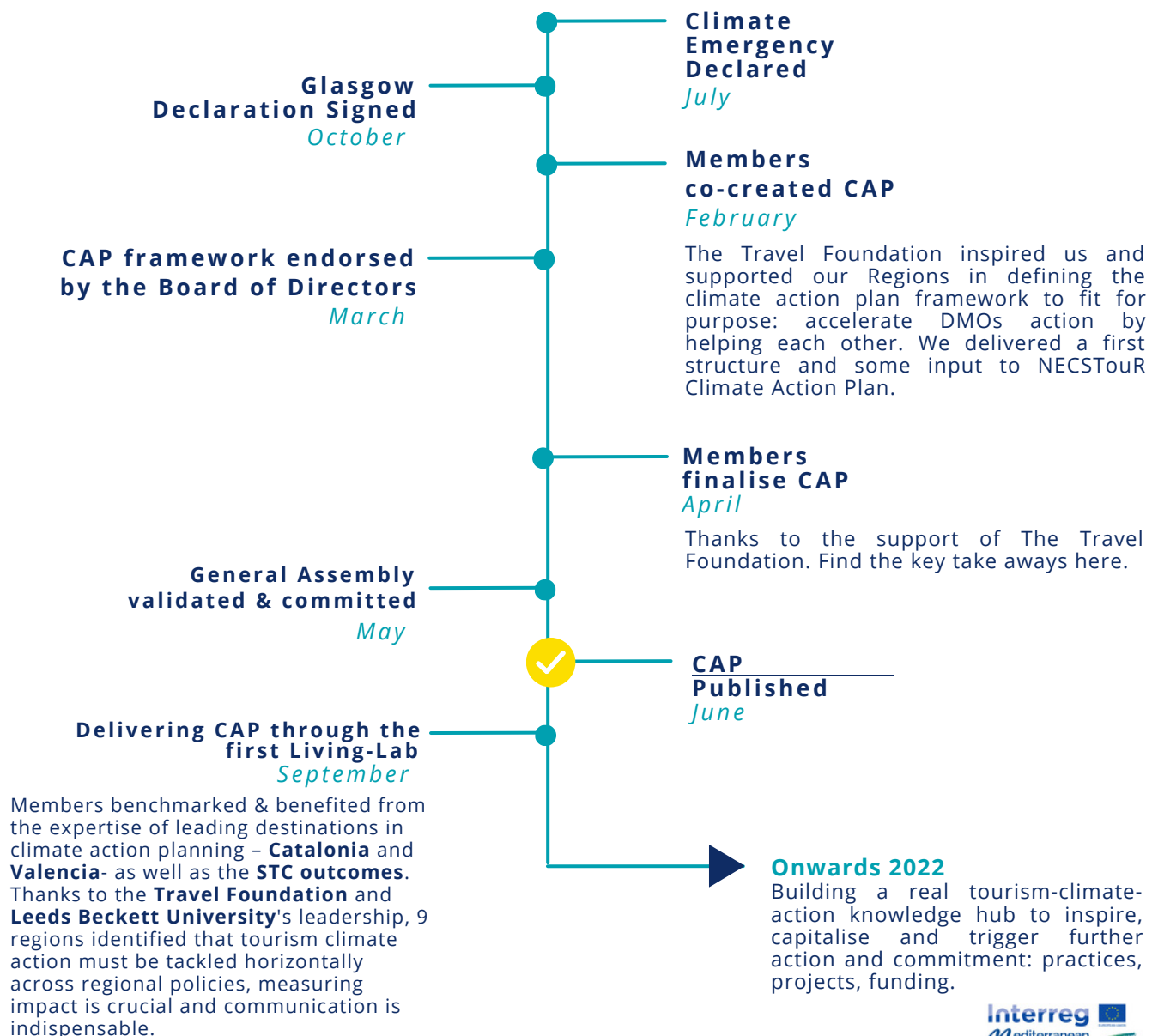
CLIMATE ACTION PLAN

In October 2022, NECSTouR launched its Climate Action Plan, thanks to close facilitation of the Travel Foundation. The aim of our climate action plan is to **support NECSTouR members** in engaging your respective tourism ecosystems to act in the **carbon net zero journey**, and to reinforce our network's commitment to this process aligning to **Glasgow and EU Fit for 55 targets**.

The main objectives addressed within the CAP are:

- 1 **Supporting members** to develop Climate Action Plans, while promoting good practices.
- 2 **Raising members' awareness** on the relevance of the **EU Transition Pathway for Tourism** & providing information, guidance to support its implementation.
- 3 **Enabling NECSTouR** to measure, reduce, and mitigate **organisational emissions**.

Our Climate Action Plan Journey



How we delivered the Tourism Transition Pathway?

- Climate Action Plan Published in June 2022 and presented at COP 27.
- 2 Workshops organised, +25 participants each time.

TOURISM OF TOMORROW LAB ACHIEVEMENTS

Celebrating one year anniversary

In 2022, the NECSTouR department Tourism of Tomorrow Lab, celebrated its first year of anniversary by successfully achieving its accomplishments thanks to a solid collaboration between:

- A dedicated technical team made of three professionals in tourism intelligence
- The leadership of the Andalusia and Lapland Regions
- 5 committed Regional DMOs premium partners: Andalusia, Basque Country, Catalonia, Navarra and Region of Valencia
- The support of the NECSTouR Permanent Secretariat team



Research Projects

During 2022, 5 unique pieces of research were carried out for and by regions that acquired experience in measuring tourism impacts as a structural decision-making policy. Thanks to their commitment and trust, the following projects showcased scalable learnings and the possibility of developing game-changing methodologies:

Sustainability of accommodations in Catalonia: an approach from the consumer perspective - Catalonia Region.

Optimisation of tourist flows in protected natural spaces: the use of data from the Urederra - Navarra Region.

Attracting Technological Talent to the Tourism Sector - Valencia Region.

Data intelligence-based marketing campaign optimization system - Andalucía Region.

Sustainability of accommodations in Basque Country: online offer analysis and benchmarking with competitors - Basque Country Region.



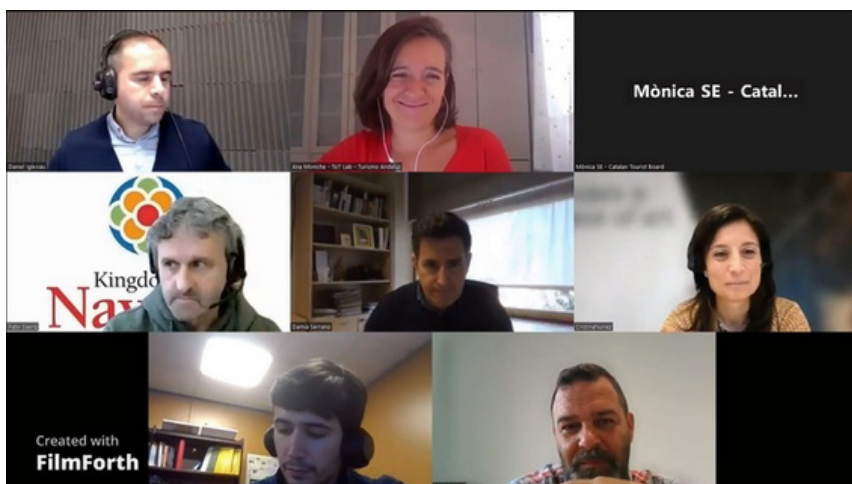
How we delivered the Tourism Transition Pathway?

- 3 ToT Lab webinars organised, gathering up to 40 participants.
- 5 personalised consultancy reports delivered.
- At least 5 destinations in data-driven management practices and 51 DMOs interested.
- New project acquired replying to the Tender for a "European Data Space for Tourism"- DATES.



Sharing learnings, triggering change and forecasting

The Webinar *“Coaching destinations to make data-driven decisions - ToT Lab 1 year experiences and future projections”* held on the 25th of November, enabled the collaborative knowledge framework offered by the Tourism of Tomorrow Lab through NECSTouRs Network. +50 participants benefited from the 5 premium research’s learnings, benchmarked with their own cases, share insights and planned the next steps in the joint journey to make data-driven decisions.



Partnering in European flagship projects

The Tourism of Tomorrow Lab is part of the **DATES partnership**, one of the two initiatives to design the future **European Tourism Data Space**.

In parallel, and under the umbrella of ToT Lab, Andalusia is leading the project **« Support to the tourism ecosystem: towards a more sustainable, resilient, and digital tourism »** Through this technical assistance project granted by DG Reform and facilitated by the OECD, a range of ToT Lab Spanish Regions will develop a **list of indicators to measure the tourism sustainability at NUTS 2 level** by Spring 2023.



How we delivered the Tourism Transition Pathway?

- 3 ToT Lab webinars organised, gathering up to 40 participants.
- 5 personalised consultancy reports delivered.
- At least 5 destinations in data-driven management practices and 51 DMOs interested.
- New project acquired replying to the Tender for a “European Data Space for Tourism”- DATES.



03

JOINT ACHIEVEMENTS

- Positioning & Networking
- Cooperation with Strategic Partners



POSITIONING & NETWORKING

We positioned ourselves and **raised the voices of our members** at various occasions. The key messages we delivered were:

- Need for **funding opportunities** for better tourism governance delivering sustainable tourism
- **Include Regional Authorities** in the development of the EU Tourism Agenda 2030.
- **Tourism is a driver** that can improve and affect the quality of life for local communities and residents
- **We cannot manage what we cannot measure:** data is needed as a tool for smart decision-making in tourism
- Tourism is a **positive driver of climate actions**

+25
events

HOTREC

29 April - Prague
EC General Assembly



GLOBAL TOURISM SUMMIT

6 September, Brussels
Leaders Summit



EUROPEAN TOURISM ISLANDS CONVENTION

1 December - Gran Canaria



2ND EUROPEAN PAN-CRUISE DIALOGUE,

May 2022
Brussels, European Commission

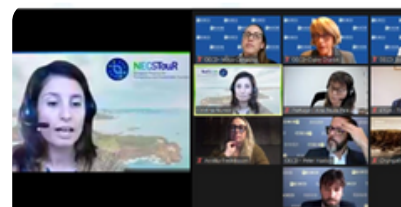


EUROPEAN TOURISM MANIFESTO



OECD RETHINKING REGIONS ATTRACTIVENESS

7 November - Online



COOPERATION WITH STRATEGIC PARTNERS

The European Travel Commission

“ Building on our **long-term joint commitment** to raise the importance of the tourism sector in Europe in the framework of the **European Tourism Manifesto**, this year, we increased synergies with NECSTouR to create more impact for **advocacy initiatives**, more cost-efficient actions in **research** and **b2b events**.

Our cooperation will help **foster** the **sustainable development** of the **tourism sector**. Only by working more closely together and in conjunction with more partners can we ensure **benefits** for **European citizens** and **cultural heritage** as well as **businesses, visitors** and **destinations**, maintaining the quality of life of **local communities** and **environment** and contributing to the **local economy**.

EUROPEAN
TRAVEL
COMMISSION

Eduardo Santander
Executive Director
The European Travel Commission



The Travel Foundation

“ Considering the **commitment** of the **tourism ecosystem** to **reach Net Zero before 2050** and to prioritise the needs of host communities in tourism policy making and business development, we have **strengthened our collaboration with NECSTouR**. Recognising our common interests and noting our increased collaboration on joint initiatives, including the **Glasgow Declaration: A Commitment to a Decade of Tourism Climate Action** and the **Barcelona Declaration: Better Places to Live, Better Places to Visit**, this year, we have worked closely together to develop **NECSTouR's first Climate Action Plan**.

This **Climate Action Plan** delivers on **NECSTouR's commitments** as a signatory of the Glasgow Declaration and aligns its actions with the EU Transition Pathway for Tourism and 'Fit for 55', aiming at **fostering support** and **accelerating climate action** in **European regional destinations**.

theTravel
Foundation
FOR THOSE YET TO COME

Jeremy Smith
Climate Specialist Consultant
The Travel Foundation



04

KNOWLEDGE HUB



KNOWLEDGE HUB

NECSTouR members have access to our regularly updated knowledge hub where we collect and transfer the Community's collaborative knowledge to **inspire, learn, share good practices and provide solutions for common challenges**. This knowledge hub includes briefings, articles, updated content, info sessions, and thematic knowledge moments:

NECSTouR Thematic Conference

1 June 2022

"Building tourism destinations' resilience to respond to crisis: How do you recover competitiveness by regenerating your business model?"

The NECSTouR Thematic Conference was organised in the framework of the AGM 2022 on 1st June and welcomed members to be part of a learning moment.



Tourism Innovation Summit

2-4 November, Seville

A NECSTouR - European Travel Commission high-level debate focused on how to shape the future of Tourism Destinations, increasing resilience, improving governance and inspiring innovation.

Regional best practices on how to uptake digitalization, capitalise EU Fundings, and improve use of data were also showcased.

Be Travel Onlife

29-30 November, Florence

The Catalan initiatives to empower communities through the use of metaverse and examples of policies and best practices from NECSTouR.

Tuscany and Brittany on Tourism Innovation through interregional cooperation and EU Programmes brought European Regional perspective at the core of this year's edition of BTO.



How we delivered the Tourism Transition Pathway?

- Knowledge hub enriched with Climate actions & data-driven management content.
- Pact for Skills meeting participation and dissemination of information & progress on the Knowledge Hub.
- STC project's outcomes and deliverables shared on the Knowledge Hub.



05

PROJECT HUB

- Project Hub
- NECSTouR capitalising from EU-funded projects



PROJECT HUB

NECSTouR aims to **raise European funding for Sustainable Tourism projects**. To achieve this goal, NECSTouR delivers a range of **services** to our members to apply and manage multiple European projects:

Monitoring

- Monitoring funding opportunities for sustainable tourism
- Contacting Managing Authorities

Communicating

- Useful information on funding opportunities: open calls, info sessions, events, tools to reply
- Organisation of Brokerage events

Supporting

- Provide NECSTouR's knowledge and experts
- Activate the network when building partnerships

EU-funded project proposals we join as partner have a **success rate of 50 %**

Outcomes Project Hub

- 34** Project ideas shared with NECSTouR following the organisation of Brokerage Events.
- 35** Connections between members to join or create consortiums.
- 25** Opportunities in the field of EU-funded projects were shared through our weekly newsletters.
- 3** Letters of support signed for Single Market call.

Brokerage Events & Info Sessions

Brokerage events and info sessions aim to share essential information on programmes and calls, exchange project ideas and network to form consortiums

- **1 April**, Online – Brokerage Event on the 1st call of the Interreg Europe programme.

- **11 May**, Online – Webinar with DG GROW “How NECSTouR and our Regions can Implement the Tourism Transition Pathway Through Interregional Cooperation”.

- **13 July**, Online – Brokerage Event on the 2nd call of the Interreg Euro-MED programme.

- **16 September**, Online – Brokerage Event on the call “Sustainable Growth and Building Resilience in Tourism Empowering SMEs to carry out the twin transition” of the Single Market Programme.

How we delivered the Tourism Transition Pathway?

- 3 Brokerage Events to support organisations in project acquisition.
- 1 Webinar on EU Funding for the TTP Implementation.



NECSTOUR CAPITALISING FROM EU-FUNDED PROJECTS

Interreg Med - Sustainable Tourism Community



NECSTouR was the Capitalisation Leader of the project **Interreg MED Sustainable Tourism Community (STC)**, meaning that we influenced the policymakers' decisions thanks to the project's results. The **project was closed in December 2022** and during the last year of the project, we lead with the Community the publication of :



Handbook on the use of Next Generation Recovery Funds and ERDF Funds 2021-2027 for the sustainability of tourism in the Mediterranean.

It aims to offer important funding opportunities for tourism at local and regional level and inspire and advise readers to best prepare for absorbing these funds at regional and local levels.



MED Declaration for a smarter and greener sustainable tourism ecosystem in the Mediterranean region.

This political document with concreted recommendations was presented during the EU Regions Week in Brussels. At this occasion, NECSTouR organised a workshop on **"The Transition Towards a Smarter and Greener Sustainable Tourism Ecosystem in the Mediterranean"** where we fostered the dialogue between EU decision-makers and stakeholders.



NECSTouR also capitalised on the following project's deliverables:

- **Catalogue 2.0 of project outputs:** an updated collection of around 50 project outputs.
- **Report on best practices of replicability and capitalisation.**
- **Interreg EuroMED Academy** – MOOC Learning Programmes on EU funding & Sustainable.
- **Search the Med** web platform currently holds 400 outputs of transnational EU-funded projects within the period 2007-2021 in programmes on the topic of Sustainable Tourism.

How we delivered the Tourism Transition Pathway?

- 1 Handbook on how to use EU funding for Sustainable Tourism.
- 1 Political recommendation for a smarter and greener sustainable tourism ecosystem.
- 1 Event during the European Week of Regions and Cities.



Interreg Europe - Star Cities



Interreg Europe STAR Cities Project (2018-2023) has been facilitating interregional policy dialogue and sharing of best practices to **create innovative and sustainable riverside tourism solutions in European Cities**.

We participated in two events this year as part of star cities:

Hamburg

Mobility Tourist Destinations UTC Workshop

European Data Space for Tourism - DATES Project



DATES Project (2022-2023) aims to develop governance and business models for deploying a **secure and trusted tourism data space**, ensuring transparent control of data access, use, and re-use.

COSME - Euro-Emotur



COSME Euro-Emotur Project (2021-2025) has been **boosting the uptake of digitalisation and innovation of tourism SMEs** through transnational cooperation and capacity building. This will lead to generating a digital innovation ecosystem and hub and improving their competitiveness in the market through digitalisation.



How we delivered the Tourism Transition Pathway?

- New project acquired replying to the Tender for a "European Data Space for Tourism"- DATES.



Join our community!

At NECSTouR we have been able to guarantee our expertise and services thanks to our valuable network. Our mission is to develop Interregional Projects to improve Tourism Governance in Europe.

Full Members

Tourism Regional Managing
Authorities in Europe

Associated Members

Representatives of Tourism
Businesses, Associations and
Networks

Academic Members

Universities and Academic
Organisations

Interested to join our network?
All you need to do is contact tomaso.comazzi@necstour.eu

You can also find us here:



@NECSTouR



@NECSTouR



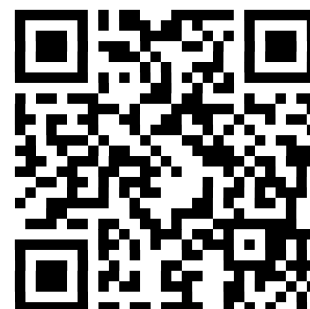
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NECSTouR

European Regions for
Competitive and Sustainable Tourism





Great achievements **THANKS TO YOU!**



COLOPHON

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NECSTouR

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