

Dear Tourism Stakeholders,

As part of the Commission expert group "Together for EU Tourism" (T4T), we are excited to invite you to participate in the **"Tourism Strategies Towards Resilience"** webinar.

**Date:** 28 June 2024 **Time:** 10:00 – 12:00 (CET)

**Registration link:** [**HERE**](https://ec.europa.eu/eusurvey/runner/Tourism_Strategies_webinar)

**Webinar overview and objectives**: This webinar aims to raise awareness around two key elements of tourism strategy which are of increasing importance in a European context:

1. How to improve social sustainability strategies for tourism at the destination level with commensurate benefits for communities, for visitors and for businesses.
2. How to empower public authorities and local decision-makers in rural areas to evaluate, benchmark and enhance their tourism strategies and policies.

By the end of this webinar, participants will gain access to tools, strategies and best practices that can inspire and facilitate the implementation of new approaches and strategies to tourism management and development.

The **objectives** of this webinar are to:

1. Raise awareness of how traveller behaviour and responsible travel practices can be integrated into tourism strategies.
2. Highlight the importance of measurement and data in assisting rural destinations to sustainably plan and manage their tourism offer and services.
3. Provide guidance to tourism stakeholders on implementing effective strategies to enhance resilience in tourism, at both rural and destination levels.
4. Showcase best practices that inspire new approaches to destination planning and tourism strategies.

**Target audience**: All tourism sector stakeholders including EU level and national policy makers, local authorities, tourism businesses and associations, community groups, travel companies and tour operators, who are interested in enhancing knowledge about new approaches to tourism management as a pathway to enhanced sustainability and economic efficiency.

The webinar is open to all interested participants, so we encourage you to share the registration link with your network.

Best regards,

Grow G1 Tourism Team