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# Tourism of the future

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# What is the Tourism Manifesto ?

FOR GROWTH & JOBS







**562 million**  
international  
tourist arrivals





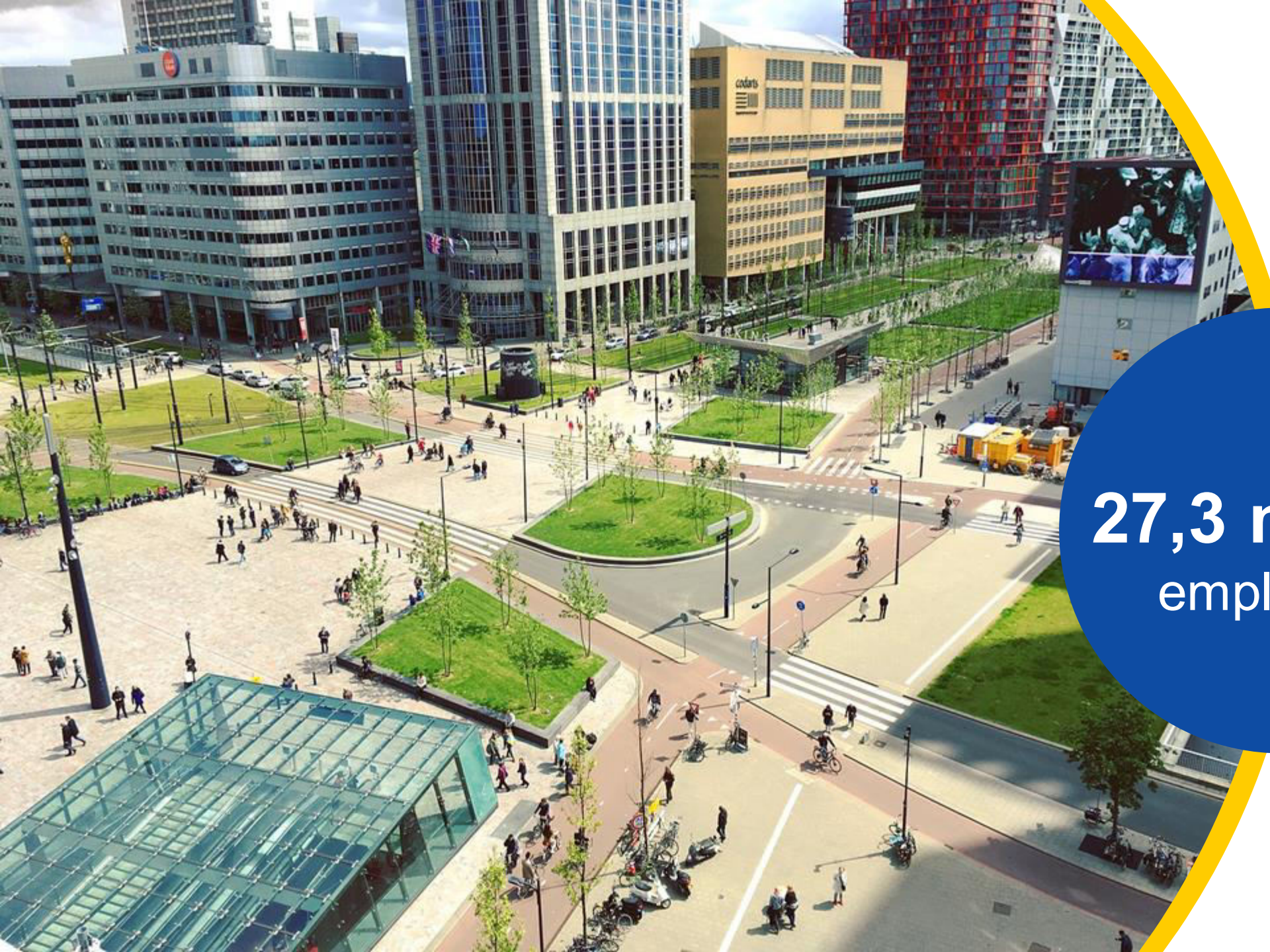
**€400 billion**  
Visitor economy





**10,3%**  
of the EU's  
GDP





**27,3 million**  
employees

**Tourism** is one of the main pillars of the European economy

**€400B**

visitor exports

**562M**

international  
tourist arrivals

**10,3%**

of the EU's  
GDP

**27,3M**

employees

**Uninterrupted growth**

**Europe is still the world's number 1 tourism destination!**



# The future of tourism?





**Is this the right direction?**

**What are the “side effects” of this growth?**

# Side effects

## Overtourism – in space and time



The Economist

Hirdetés ·

Dubrovnik is under threat of losing its UNESCO world heritage site status because of over-tourism



ECONOMIST.COM

"Game of Thrones" brings hoards of tourists to Dubrovnik

I drink, and I visit things



Side effects

Increasing inequalities



**Lufthansa**

**Side effects**

**Increasing inequalities**

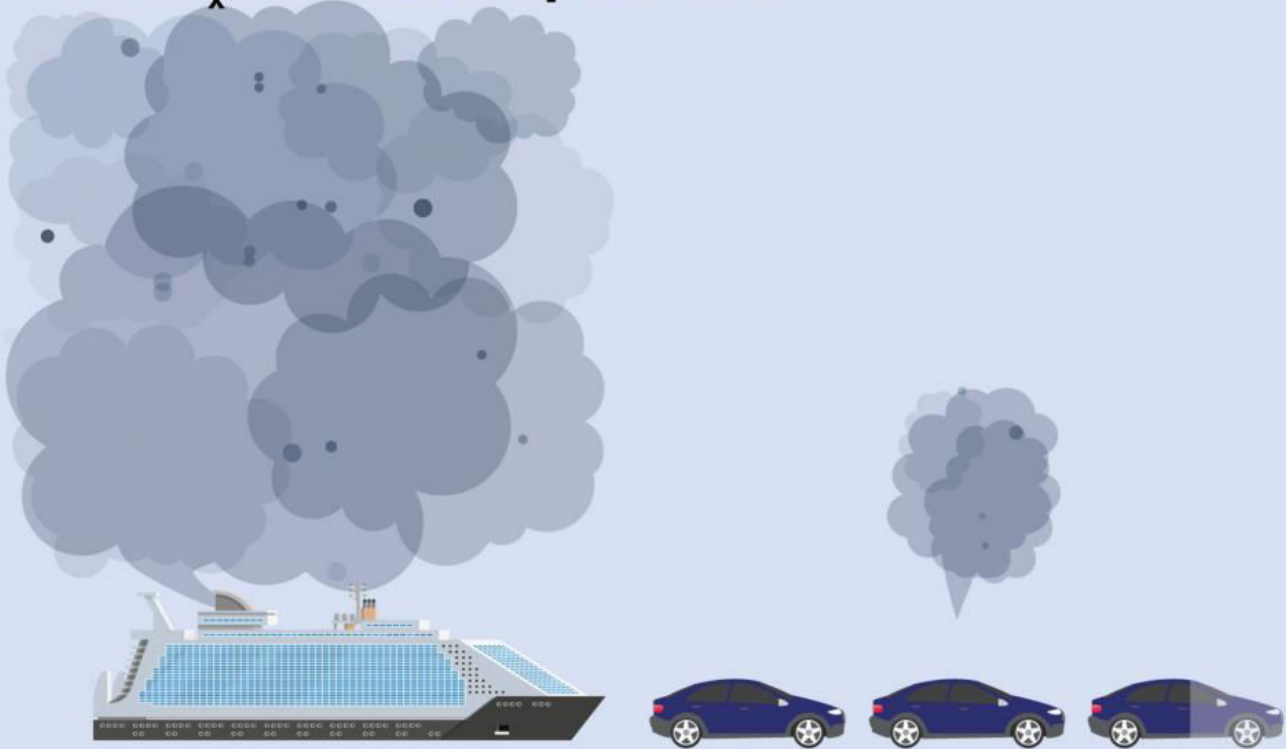
**Booking.com**






# Side effects

Ships owned by Carnival corporation emit 10 times more SO<sub>x</sub> than all European cars



 = 47 ships

 = 100 million cars (each)

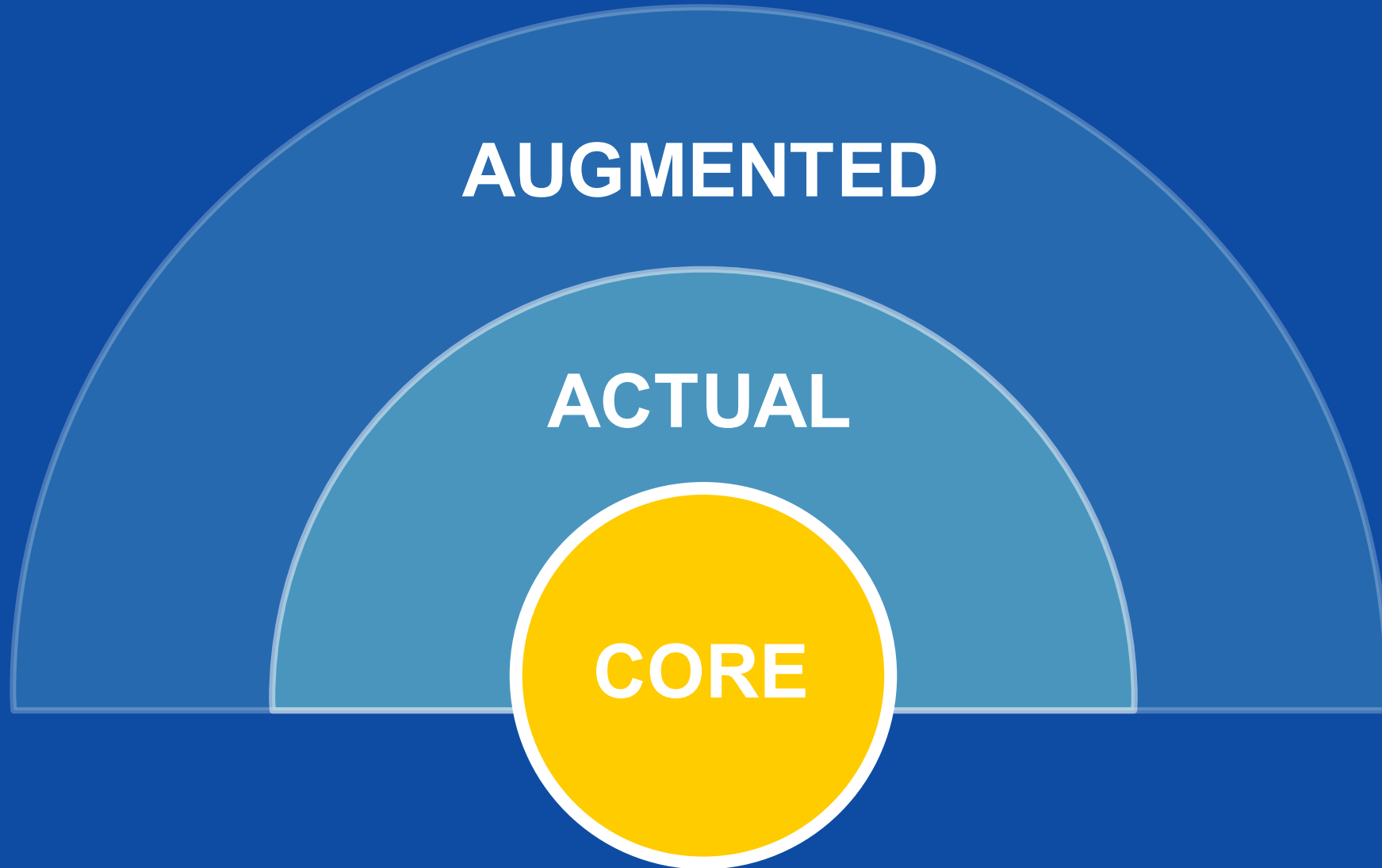
## Air pollution CO<sub>2</sub> emission



**Cycling tourism** can deliver and meet these challenges in the same time!



# Cycle tourism products



## CYCLE TOURISM

### Values and benefits

€44Billion economic impact per year

11% of the value of European tourism

CORE





# CYCLE TOURISM

## Values and benefits

345.000 jobs

13% of European  
tourism workplaces

CORE



## CYCLE TOURISM

### Values and benefits

Jobs and growth  
generated off the  
beaten track at local  
SMEs!

CORE





## CYCLE TOURISM

### Values and benefits

Cycle tourists are more likely to take a train than average tourists!

CORE



# CYCLE TOURISM

## Values and benefits

**Growth and jobs are generated with better environmental, economic and social impact!**

CORE





# CYCLE TOURISM

## Values and benefits

Cycling tourism  
= health, happiness,  
adventure, discovery

CORE



**ACTUAL PRODUCT**

**The cycle routes**

**ACTUAL**





**ACTUAL PRODUCT**

**The cycle routes**

**ACTUAL**



**ACTUAL PRODUCT**

**The cycle routes**

**ACTUAL**

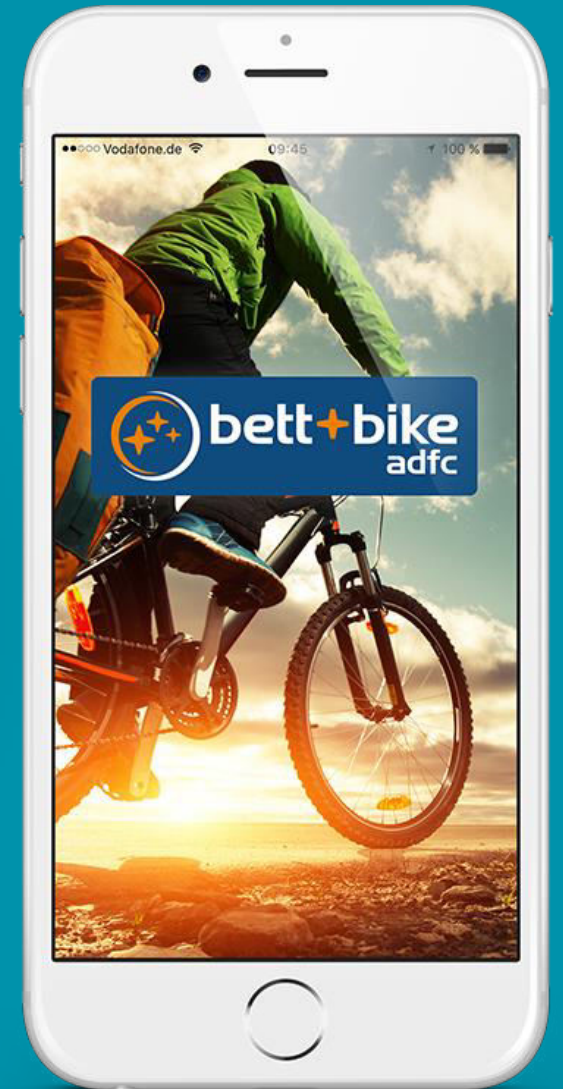




**ACTUAL PRODUCT**

**The services**

**ACTUAL**

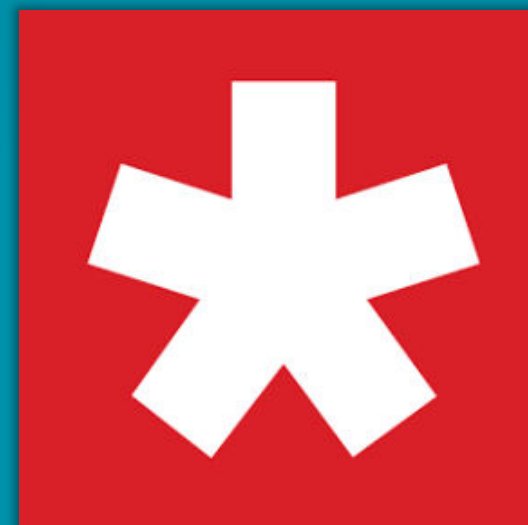


**ACTUAL PRODUCT**

**The organisation**

**behind**

**ACTUAL**

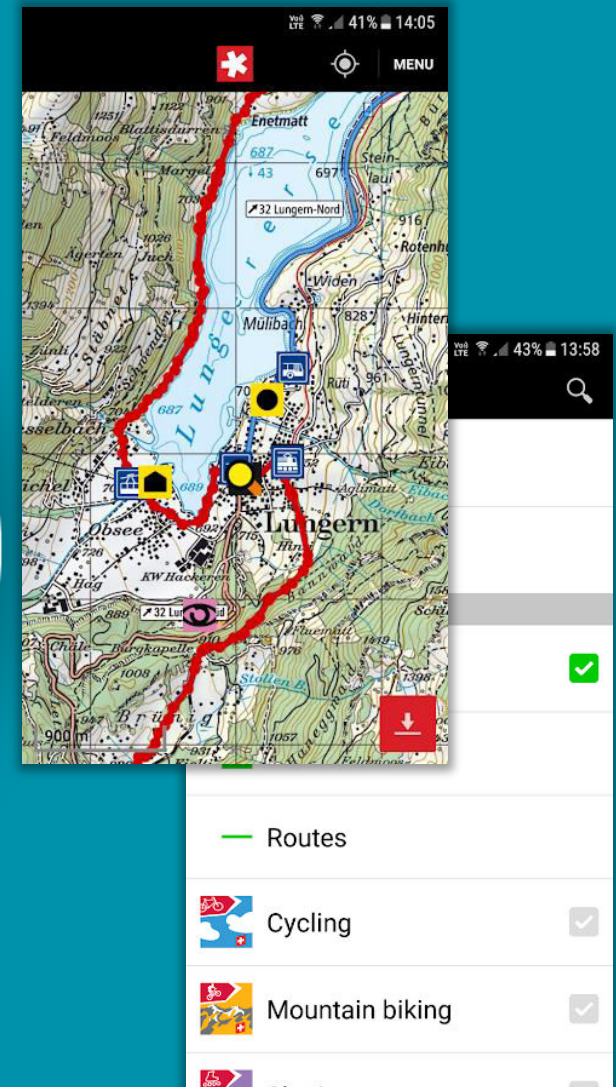




**AUGMENTED PRODUCT**

**Website and apps**

**AUGMENTED**



**AUGMENTED PRODUCT**

**Images and**

**messages**

**AUGMENTED**







**Cycling tourism is sun and sea!**



**Cycling tourism is breathing fresh air!**



**Cycling tourism is discovery!**





rollingtwolive



**Cycling tourism can be adventure  
if that's what you want!**



**Cycling tourism can be fast or slow!**





**Cycling tourism is time for self reflection!**





**Cycling tourism is fun with your friends!**





**Cycling tourism is for everyone!**

# Thank you !

[www.ecf.com](http://www.ecf.com)

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