



27 JUNE 2019

Tourism of the future

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What is the Tourism Manifesto ?

FOR GROWTH & JOBS





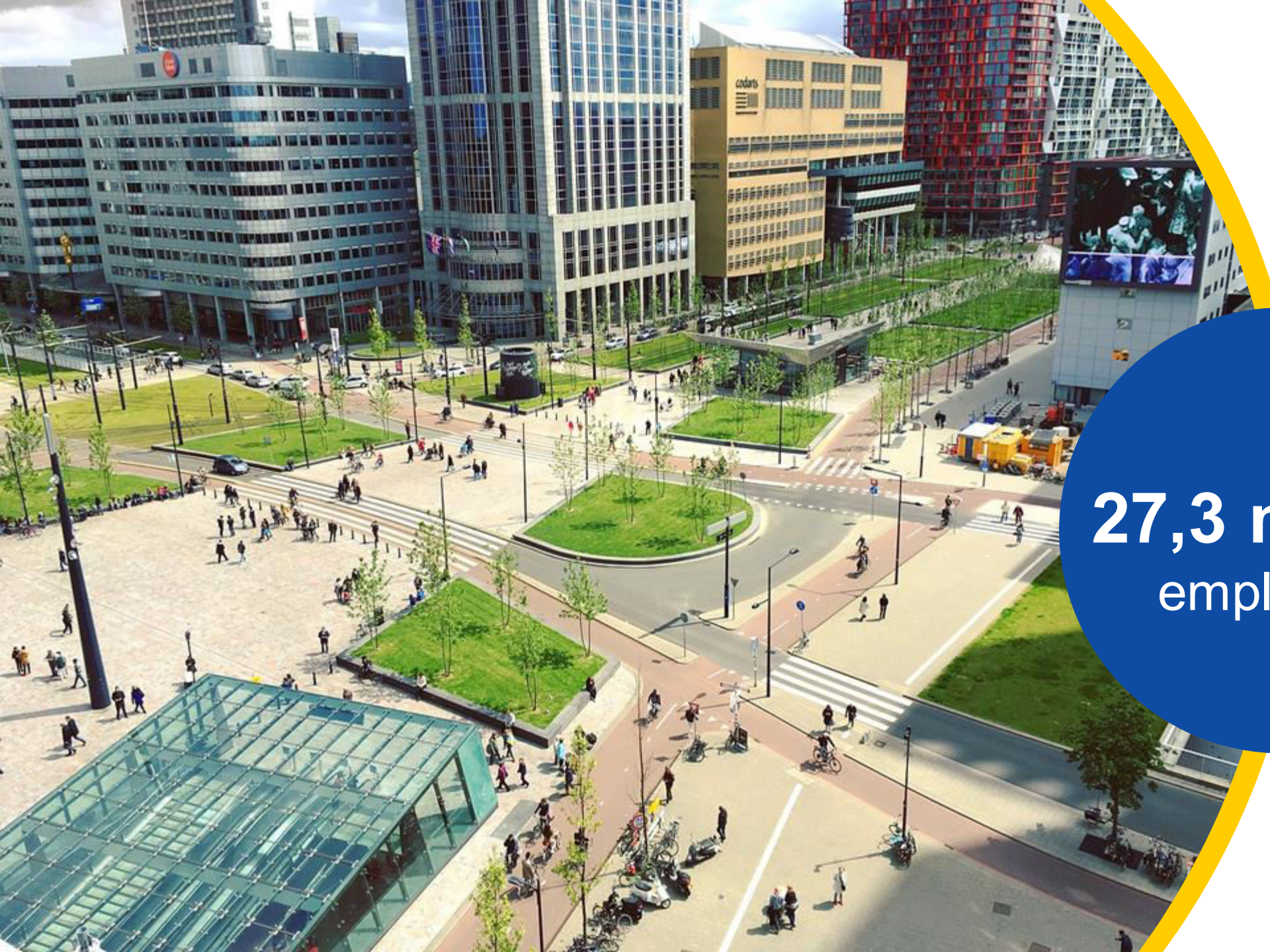
562 million
international
tourist arrivals



€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

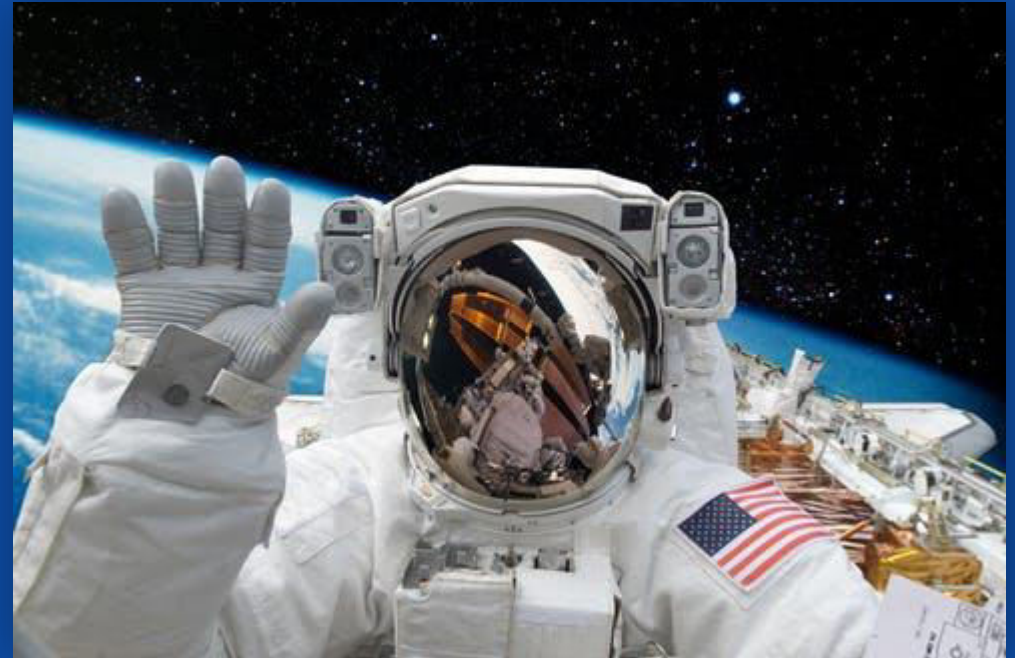
27,3M

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

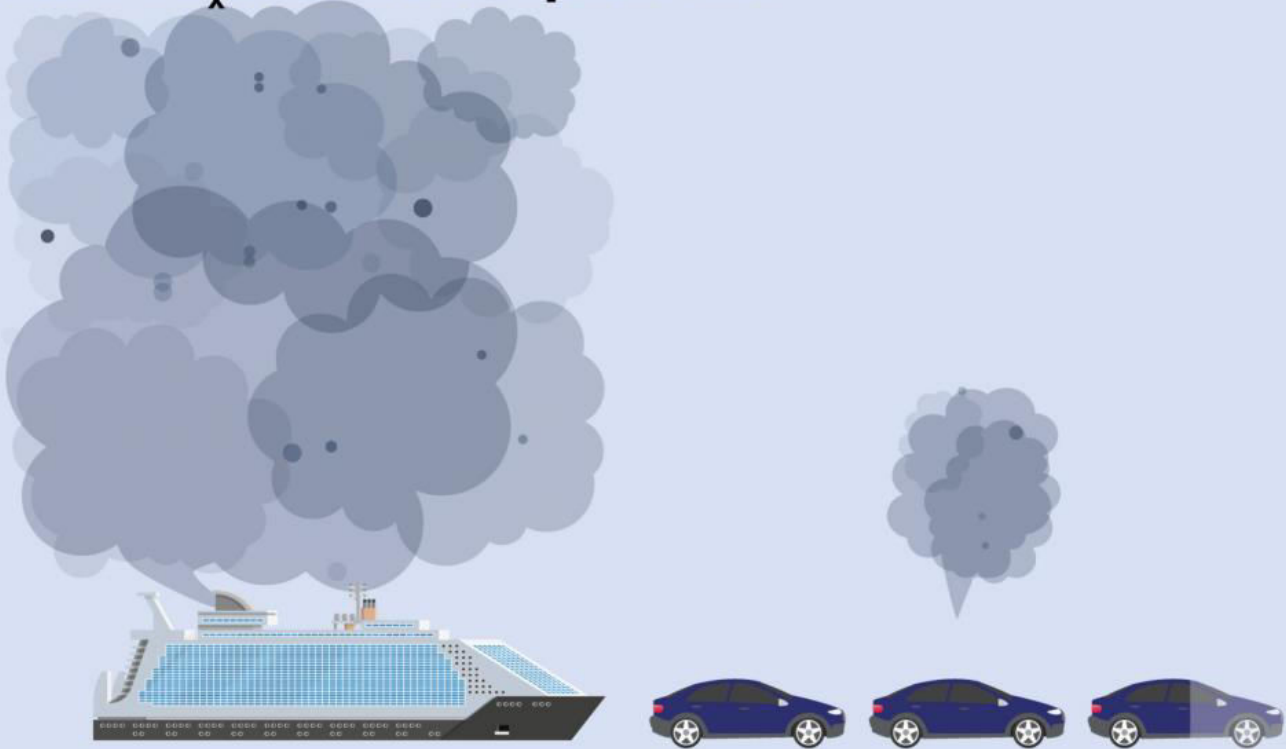
Increasing inequalities

Booking.com



Side effects

Ships owned by Carnival corporation emit 10 times more SO_x than all European cars



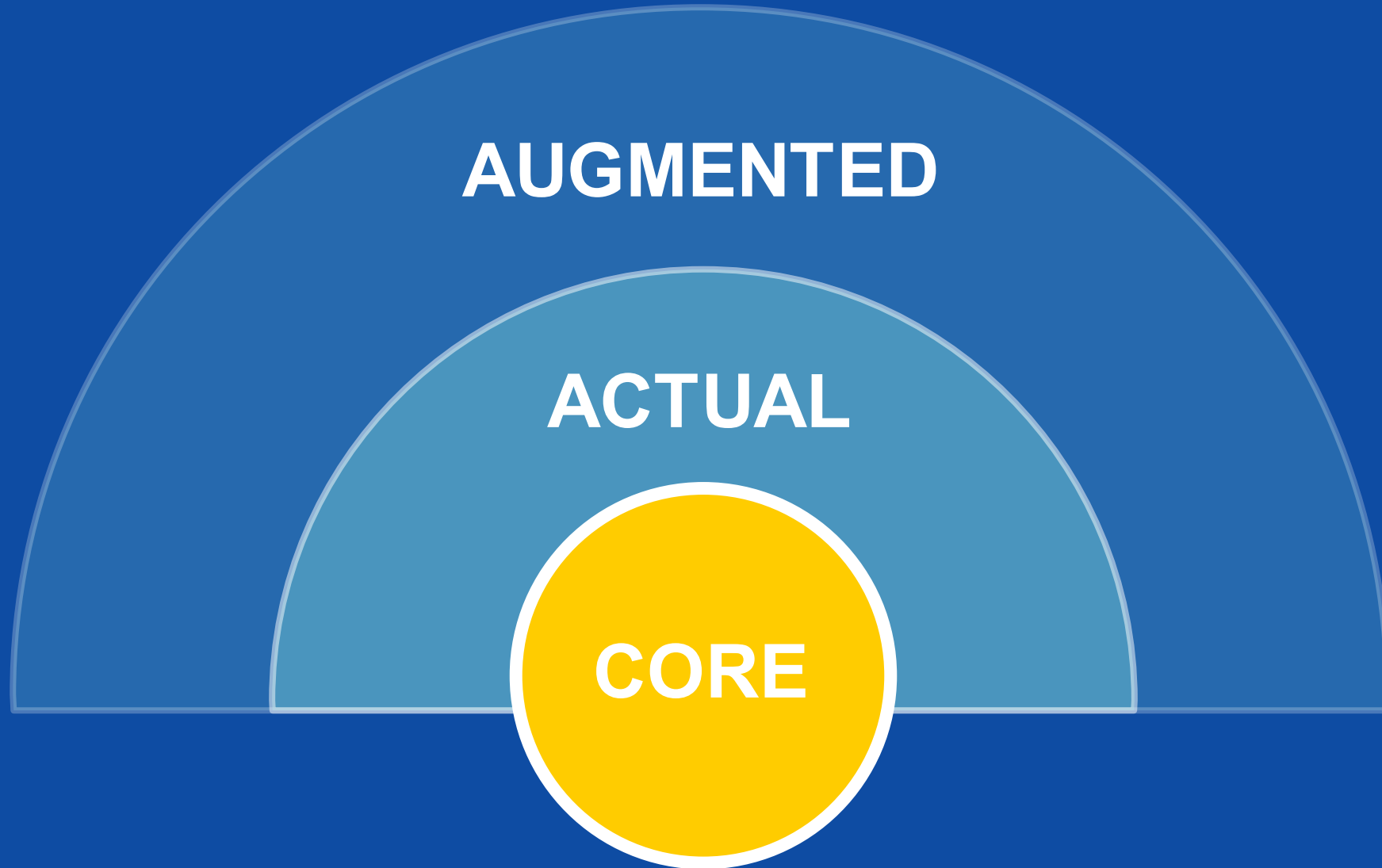
 = 47 ships
 = 100 million cars (each)

Air pollution CO₂ 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

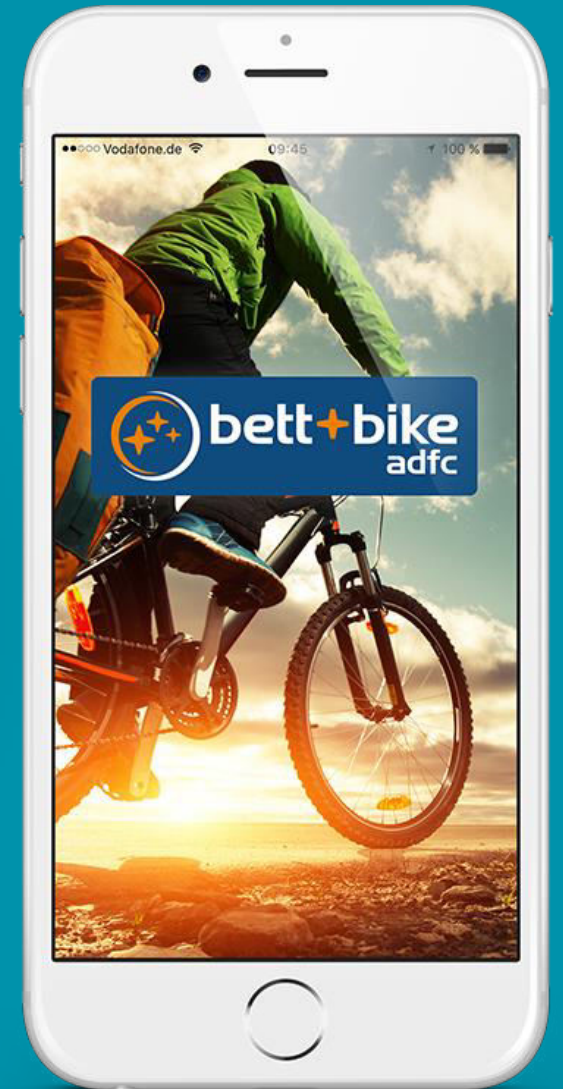
ACTUAL



ACTUAL PRODUCT

The services

ACTUAL

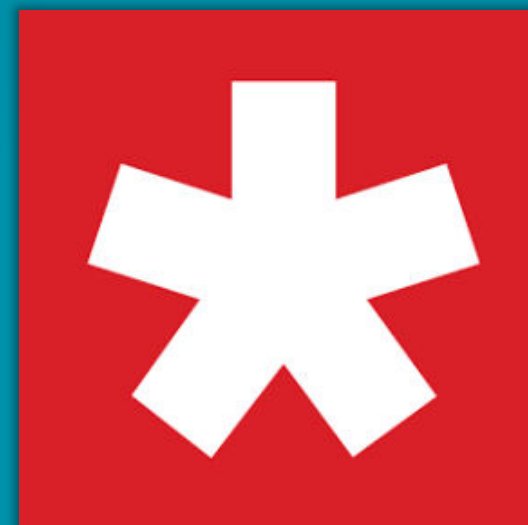


ACTUAL PRODUCT

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

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