



Forum TurisTIC

Barcelona 13-14 April 2016

**Tourism and creative industries
a great cocktail for Europe**

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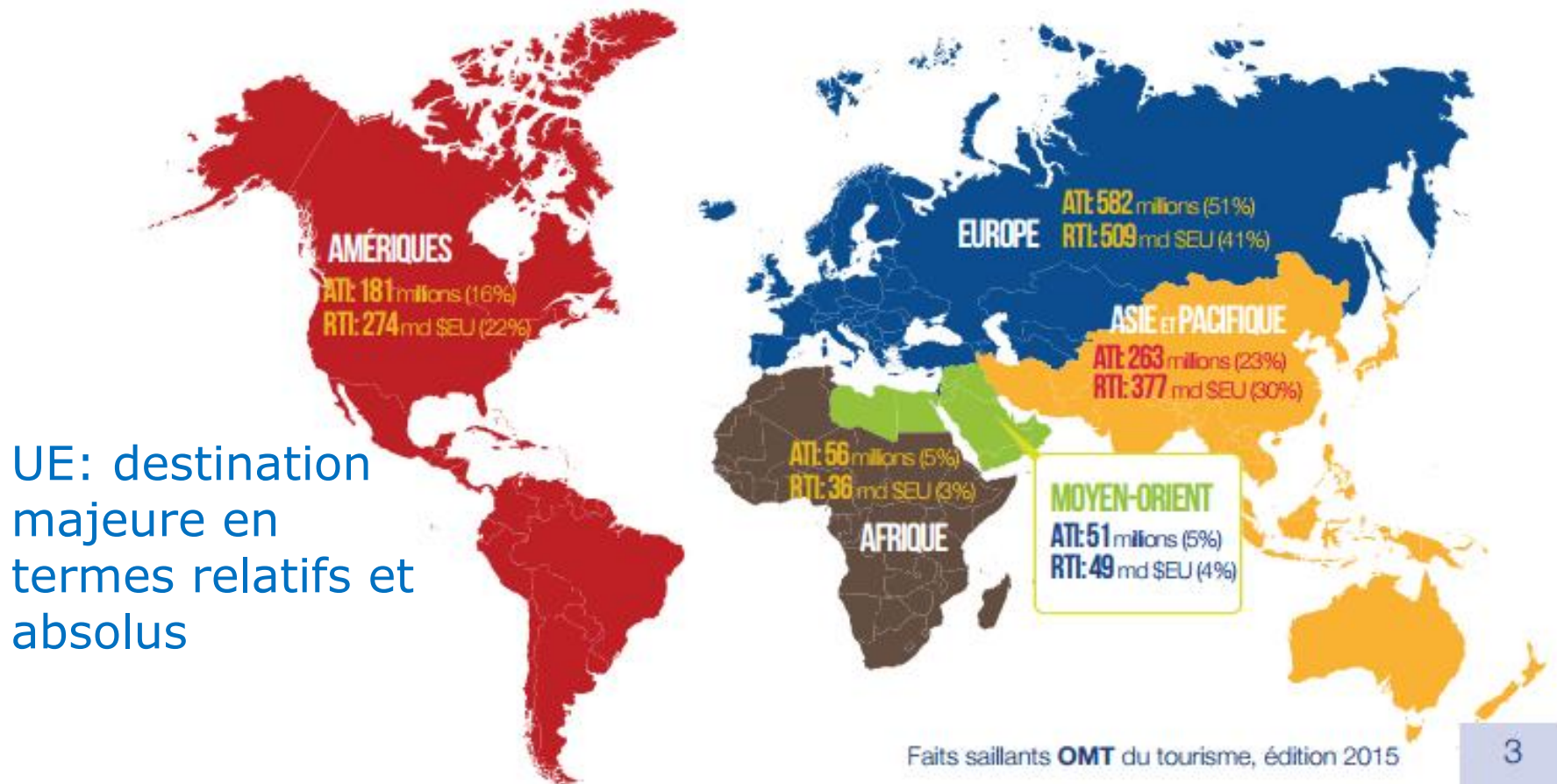
European tourism - outlook

“Growth in advanced economy destinations (+5%) exceeded that of emerging economies (+4%), boosted by the solid results of Europe (+5%).”

UNWTO Jan 2016

TOURISME INTERNATIONAL 2014

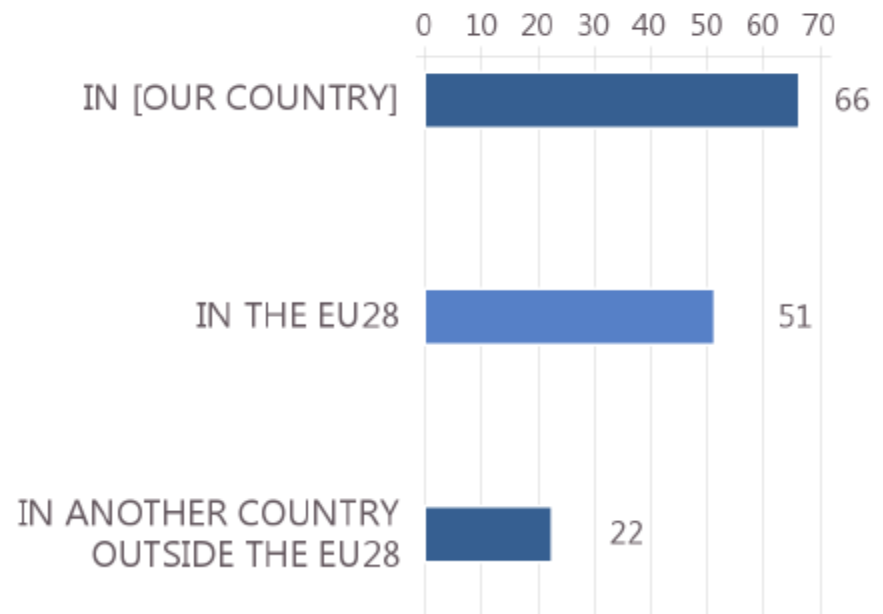
Arrivées de touristes internationaux (ATI): 1.133 millions
Recettes du tourisme international (RTI): 1.245 milliards de \$EU



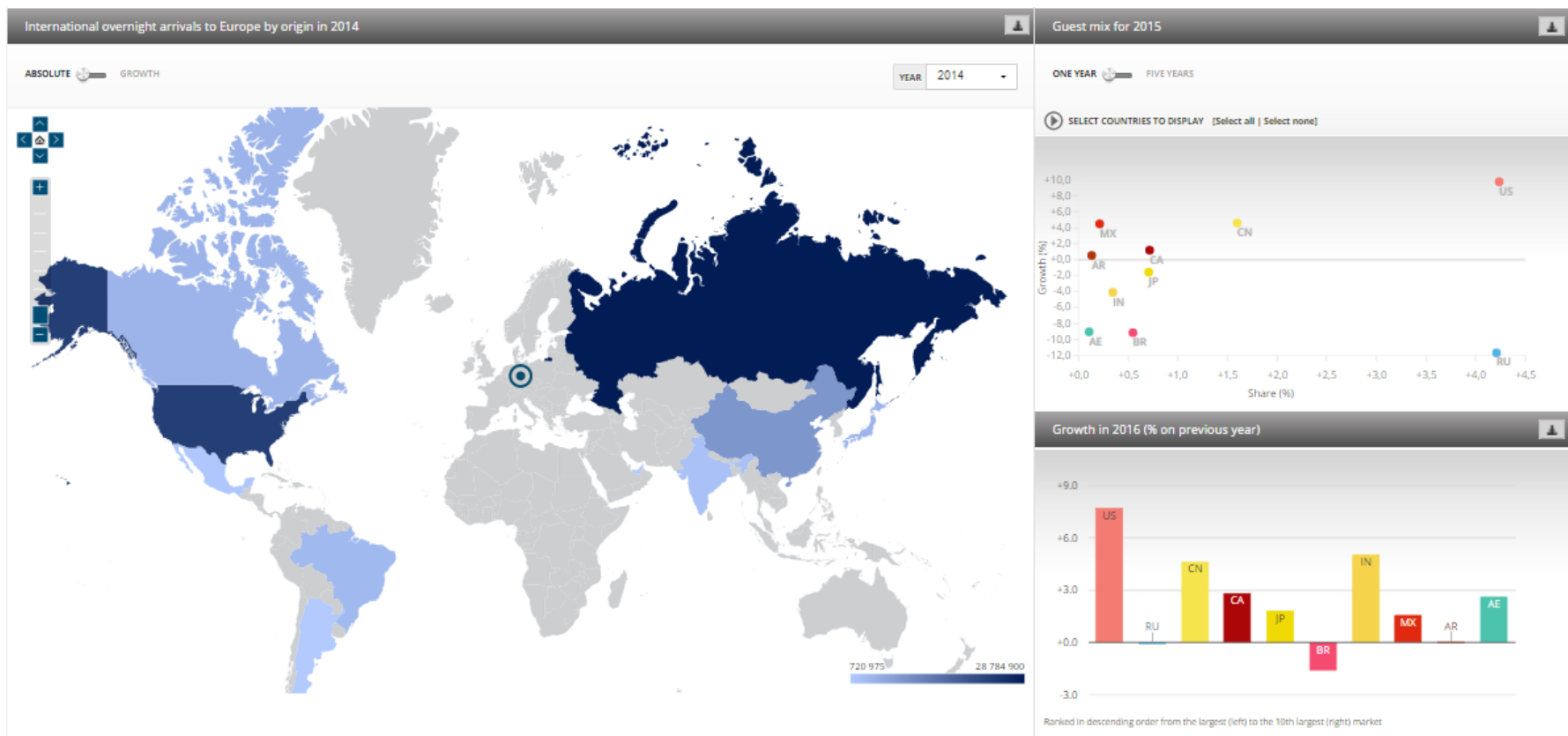
Eurobarometer March 2016

- 7 Europeans out of 10 are travelling for leisure.
- First in their home country (50%)
- Then in another EU country (30%)
- And only exceptionnaly outside the EU (20%)

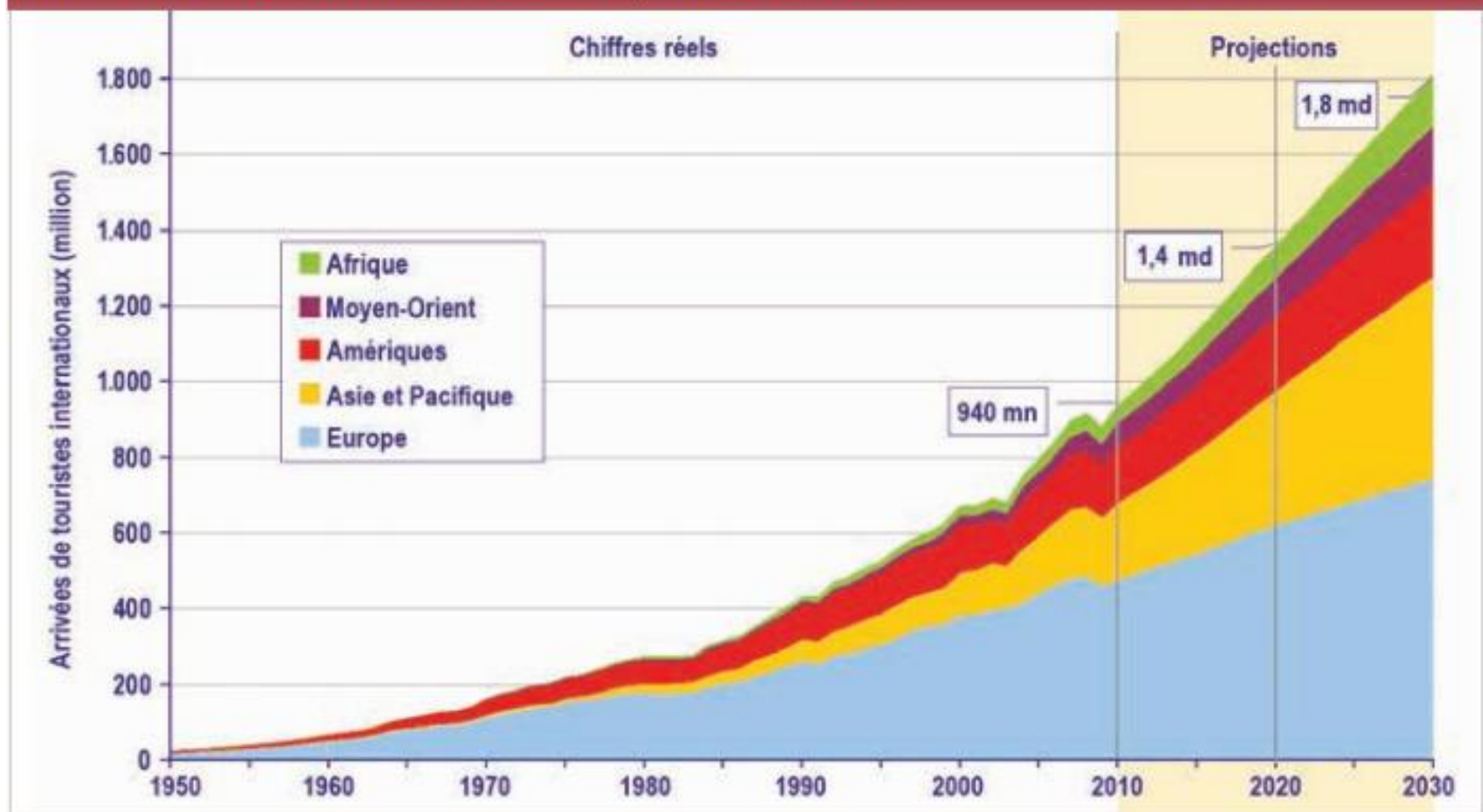
Q4T In which countries did you spend your holidays in 2015?
(MULTIPLE ANSWERS POSSIBLE)
(% - EU)



As far as extra-EU visitors are concerned, the EU mostly welcome American, Russian and Chinese tourists



Le tourisme à l'horizon 2030 : tendance actuelle et prévisions 1950-2030



Long term forecast and short term situation

Effective policies at EU level
to help tackling

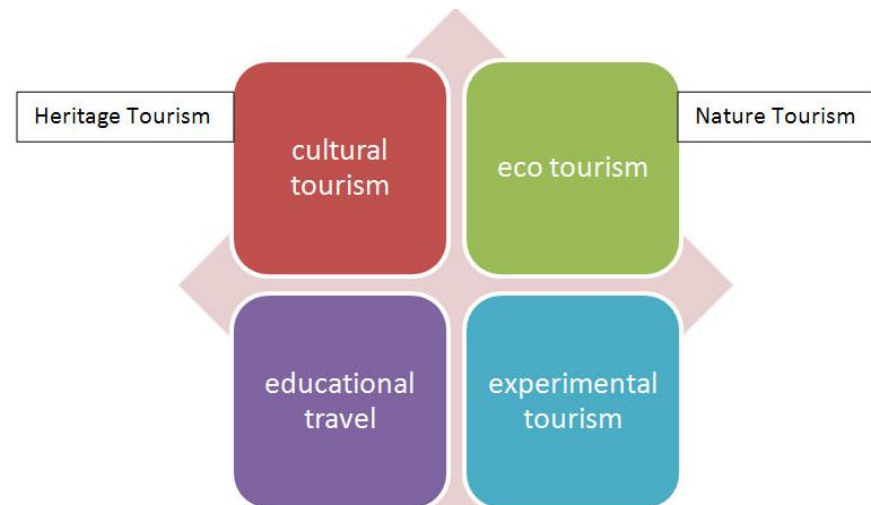
- the impact of migration flows
- The impact of terrorist attacks

To preserve

- Light border controls
- visa waivers

Plan of Actions 2017-19

- Announced by Commissioner E. Bieńkowska at European Parliament (17/02)
- Particular focus on **synergies between tourism and CCIs**
(Creative and Cultural Industries, incl. crafts)
- Capitalising on predicted growth of
 - international travel
(1 billion in 2012 to 2 billion in 2030)
 - experiential tourism
(involving active participation, involvement, even immersion)



- Creativity in promotion
- Creativity in product development
 - Travel in time
(past & future)
 - Travel in the creative world
(European designers, electronic art festival ...)



What we do for EU tourism

Many funding opportunities for products development and promotion.

Guide updated in April 2016.

Downloadable on
<http://ec.europa.eu/growth/tourism-funding-guide>



Present and Future Challenges

- Cost/Benefit Analysis (what is bringing the biggest results; how to produce bigger results with less resources)
- Measuring performance
- Prioritising (where are your comparative advantages, what is your Unique Selling Proposition)

we will be "**big** on the **big things**", "small on the small things".

Jean Claude Juncker, President of the European Commission

Guide on EU funding for the tourism sector (April 2016)

ANNEX

Guide on EU funding for the tourism sector

- Strategic importance of tourism for the EU
- Sector made of many different players with different needs
- Range of EU thematic and sectoral programmes

INSERT



Scope and focus of the guide

The guide focuses on (in)direct funding opportunities

- Grants
- Loans
- Banking guarantees ...

The guide focuses on practical questions:

- type of tourism-related actions eligible for funding
- type and level of funding
- who can apply and
- how to apply and when



European Regional Development Fund

ERDF provides essential support to improve the competitiveness and quality of tourism at regional and local levels, notably in areas in (industrial / rural) decline or those undergoing urban regeneration.

ERDF support may go to 11 "thematic objectives and investment priorities" in line with the Europe 2020 policy priorities. The most relevant for NTOs probably are:

- Information and Communication Technologies (N°2)
- Competitiveness of Small and Medium-Sized Enterprises (N°3)
- Education, skills and lifelong learning (N°10)

ERDF – Tourism Promotion

Evaluators have criticised tourism campaigns that are not part of a thoroughly researched market strategy, addressing proven market demand/potential, and are not flanked by other support actions (e.g. comprehensive SME support, service innovation, upgrading of facilities).

Such campaigns are often focused more on what the destinations want than on consumer needs.

They are unlikely to get EFDR funding.

ERDF – Innovative projects

Example:

Co-operation projects between oceanographic museums in the South Baltic region

- Development of a joint website (www.balticmuseums.net), with a joint online ticketing system and attractive benefits for those who visit at least two museums in one year.
- development of so-called "e-guides". These electronic guidance systems offer tailor-made tours (e.g. for parents with kids) in several languages. Their content and material have been designed to build on the museums' complementarity.

Horizon 2020 (Research & Innovation)

Becoming the guinea pigs of gigs?

- transmission of European cultural heritage
 - Innovation ecosystems of digital cultural assets
- uses of the past (e.g. to promote different interpretations of the European identity)
- 3D modelling for accessing EU cultural assets
- augmented reality, advanced user interfaces, visual computing, ...

Access to finance

This site will help you to apply for finance supported by the European Union. To access EU finance, click on your country to locate banks or venture capital funds that provide finance supported by the EU:



The decision to provide a loan, guarantee or venture capital/equity financing will be made by the local financial institution. The exact financing conditions - the amount, duration, interest rates and fees - depends on the financial institution.

<http://europa.eu/youreurope/business/funding-grants/access-to-finance/>



Eu
Co
Commission

Amount of finance

Show all

Type of finance

Select All

- ☐ Loan/ Guarantee
☐ Equity/ Venture capital

Company category

Select All

- ☐ Start-up/ self-employed
☐ Micro (< 10 employees)
☐ SME (10-249 employees)
☐ Small mid-cap (250-499 employees)
☐ Mid-cap (500-3000 employees)
☐ Large-cap (> 3000 employees)

Investment focus

Select All

- ☐ All sectors/ general
☐ Leasing
☐ Research, development, innovation
☐ Start-up, early stage
☐ Expansion stage (growth)
☐ ICT sector
☐ Life Sciences
☐ Cleantech

Sources of finance

Select All

- ☐ CIP
☐ COSME
☐ EFSI
☐ EIB
☐ EIF
☐ InnovFin
☐ NCFE
☐ Progress Microfinance
☐ RSI
☐ Structural Funds - National sources of finance
☐ WB EDIF

Displaying 125 results

Financial Intermediaries	Region Of Activity	Type Of Finance	Amount Of Finance	Investment Focus	Additional Information	Sources Of Finance
Ati Prisma 2 con Capofila Gepafin Spa (PG) Phone: 00 39 75 505 98 11 Fax: 00 39 75 500.51.56 E-mail: info@gepafin.it http://www.atiprisma.it/ Managing authorities	CENTRO (IT) ■ Umbria	Equity/ Venture capital		All sectors/ general	Sectors excluded: Agriculture, coal industry	Structural Funds - National sources of finance
L'Artigiana - Cooperativa Artigiana di Garanzia di Lecce Società Cooperativa a	SUD ■ Puglia	Loan/ Guarantee	< 1.500.000 €	All sectors/ general	PO ERDF 2007-2013 Action 6.1.6 Title II Sectors: crafts, trade, tourism, light manufacturing, services	Structural Funds - National sources of finance



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

GUIDE ON EU FUNDING FOR THE TOURISM SECTOR

April 2016

Downloadable on
<http://ec.europa.eu/growth/tourism-funding-guide>