

Press release

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Between crisis management and shaping the future – the Federal Government’s Tourism Commissioner is hosting the 19th European Tourism Forum on 23 October 2020

Parliamentary State Secretary Thomas Bareiß, Federal Government Commissioner for Tourism, is hosting the 19th European Tourism Forum today. The title of the event is “Future prospects for the tourism sector – ways to recover from the coronavirus crisis and to develop a robust tourism industry”, and some 200 participants from the EU Member States, the business community, academia and politics will be discussing online how the tourism sector can be brought through the crisis and made fit for the future.

Thomas Bareiß underlined the point: “The infections do not stop at national borders. So it’s really important for me to talk with our European partners because we will need to work together if we are to help tourism in Europe to recover. Not least, we are talking about saving 27 million jobs in the European tourism industry.”

During the Forum, various discussion rounds will focus on issues like safe travel, regaining the confidence of customers, reviving urban tourism, and the need for greater coordination of COVID-19-related precautions within Europe. The event will also be attended by Zurab Pololikashvili, Secretary-General of the World Tourism Organization, and Cláudia Monteiro de Aguiar, Member of the European Parliament and member of the Committee on Transport and Tourism. Further to this, companies will be presenting innovative solutions to tackle the COVID-19 crisis.

Thomas Bareiß commented: “We now need to put the policies in place for the time when safe travel is possible again in Europe. If tourism in Europe is to remain the world leader on a long-term basis, small and medium-sized enterprises in particular will need to address the challenges of ongoing digitisation. It will be vital to develop new business models.”

You can find more information about the 19th European Tourism Forum [here](#).