



## EUROPEAN COMMISSION

DIRECTORATE-GENERAL FOR INTERNAL MARKET, INDUSTRY, ENTREPRENEURSHIP  
AND SMES  
Industrial Policy and Innovation  
**Tourism, Textiles and Creative Industries**

Brussels 02/06/2020  
GROW.F.4/RG (2020) 3205676

German Tourism Association  
(Deutscher Tourismusverband)  
Mr. Norbert Kunz, Managing  
Director  
Ms. Alexandra Wolframm Strategic  
Advisor European and Legal Affairs  
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[Kunz@deutschertourismusverband.de](mailto:Kunz@deutschertourismusverband.de)

Dear Mr. Kunz, dear Ms. Wolframm,

On behalf of European Commissioner Thierry Breton, I thank you for the letter of the German Tourism Association and your proposals for the recovery of the European tourism under the Multiannual Financial Framework 2021-2027 and the recovery instrument. Allow me to address your proposals in more detail.

The Commission is aware of the scale of the economic and social impacts that the Covid-19 pandemic has brought upon the tourism and travel ecosystem. This is recognised in the Commission proposal for a recovery plan presented on 27 May<sup>1</sup>, where tourism is flagged among the sectors experiencing the most dramatic drop in turnover. Accordingly, tourism is expected to receive support under this ambitious recovery instrument – the Next Generation EU – based on the needs identified by the Member States - while remaining eligible for support under several programmes within revised proposal on the next Multi-annual Financial Framework, including the cohesion funds.

Furthermore, the Commission Communication on ‘Tourism and transport in 2020 and beyond’<sup>2</sup>, adopted on 13 May, sets out a framework of guidelines and recommendations to gradually lift travel restrictions and allow travel and tourism business to reopen, while respecting necessary health precautions. The Communication also provides a long-term outlook and strategic orientations for a sustainable recovery and a successful green and digital transition of the tourism ecosystem, which the new Industry and SMEs strategies,

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<sup>1</sup> [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_20\\_940](https://ec.europa.eu/commission/presscorner/detail/en/ip_20_940)

<sup>2</sup> [https://ec.europa.eu/info/files/communication-commission-tourism-and-transport-2020-and-beyond\\_en](https://ec.europa.eu/info/files/communication-commission-tourism-and-transport-2020-and-beyond_en)

adopted by the Commission in March 2020, will underpin further. The European Tourism Convention, which the European Commission will organise, as soon as health circumstances allow, will be an occasion to discuss with all stakeholders – EU institutions, the industry, professional tourism organisations, public authorities and policy makers – about the roadmap for the European tourism of tomorrow.

We hope that these recent initiatives are first steps to address your concerns. We are looking forward to further cooperation with the tourism and travel industry and we count on your commitment to a sustainable, innovative and resilient European tourism.

Yours sincerely,

Anna ATHANASOPOULOU  
Head of Unit  
*(e-signed)*