

PROGRAMME

***'Coastal and Maritime Tourism in Europe:
Towards a Competitive, Innovative and Sustainable Approach'***

Technical workshop

29th April 2013

Committee of the Regions, Belliard 99-101 street, Brussels

Room JDE52, 5th floor

Tourism is an economic backbone of coastal regions. Whilst contributing to economic development and employment, it can be a driver for growth in remote regions and areas with otherwise limited economic activities. According to the most recent figures, some 2.36 million people are currently employed in the coastal tourism sector, representing 1.1% total EU employment. Additionally, more than half of all EU hotel beds are located in regions with a sea border.

Different economic activities such as yachting, boating and cruising are specific to coastal and maritime tourism. Cruise tourism alone represents a distinct segment generating direct turnover of € 14.5 billion and nearly 150,000 jobs (2011). Over the past 10 years, the demand for cruising has roughly doubled worldwide. In 2010, 5.2 million passengers embarked in Europe. Of these over 4 million were European nationals and about 1.2 million came from outside Europe.

A strategic European coastal and maritime tourism policy needs to draw on the initiatives developed in the framework of the Integrated Maritime Policy. Improved marine knowledge, fine-tuned maritime spatial planning and integrated coastal zone management can all contribute to a better safeguarding and promotion of the European maritime heritage, thus laying foundations for a sustainable and competitive development of the maritime and coastal tourism in the European Union.

A European approach to coastal and maritime tourism can address current governance shortcomings and create a framework for public-private partnerships. . It may also strengthen the sector's ability to face both internal and external challenges such as increasing competition from non-European destinations, seasonality, growing requests for customised experiences, innovation, etc. Last but not least, the identification and promotion of best practice (e.g. development of regional clusters) as well as the diversification of tourism products and services can further inspire and benefit coastal and island communities.

14:00 **Registration**

14:30 **Opening addresses**

- **Mr Pedro ORTUN**, Director for Service Industries, European Commission, Directorate General for Enterprise and Industry
- **Ms Monique PARIAT**, Director for the Mediterranean and Black Sea, European Commission, Directorate-General for Maritime Affairs and Fisheries

Keynote speeches

- **Mr Adam BANASZAK (PL/EA)**, Vice President of the Kujawsko-Pomorskie Region and the CoR Rapporteur on the Blue Growth
- **Mr Spyros DANELLIS (ES/S&D)**, EP Rapporteur on Blue Growth (video message)

15:00 **Round table and debate**

- **Mr Pedro ORTUN**, Director for Service Industries, European Commission, Directorate General for Enterprise and Industry (Moderator)
- **Mr Claus SCHULTZE**, Policy Analyst for Thematic Coordination and Innovation, European Commission, Directorate General for Regional Policy
- **Ms Dora BARREIRA RAMOS**, Policy Officer for Maritime Policy, Mediterranean and Black Sea, European Commission, Directorate-General for Maritime Affairs and Fisheries
- **Mr Esteban MAS PORTELL (ES/EPP)**, Member of the NAT Commission within the Committee of the Regions and Director of the Brussels Office of the Balearic Islands

17:15 **Conclusions**

Practical information

Registration: CoR reception, Belliard 101 street, 1040 Brussels. Please note you will need to present your passport or ID card to obtain a visitor badge, if you do not have the CoR or other EU institutions' badge

Accessibility: the CoR building is fully accessible to people with disabilities and reduced mobility

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