

## **Environmentally Friendly Travelling In Europe - Summary by Andrew Cooper -**

At the European Tourism Forum in Malta in October 2005, Commissioner Verheugen described tourism as one of the key growth industries for the EU.

### **Why do European customers travel ?**

- For the largest source markets of UK, Germany, Scandinavia
- Following the sun
- Value for money in destinations
- "Cultural" experiences

### **What is influencing the marketplace ?**

- Rise of "no frills" airlines – shorter stays, more frequent breaks
- Strength of Euro is encouraging travel outside Eurozone – Turkey, Egypt, Bulgaria, Tunisia, Morocco
- Long haul holidays are regarded as aspirational and desirable by customers
- Tour operators are responding to the customer demand
- Holidays on charter flights are particularly environmentally efficient, due to the high load factors on those flights

### **The introduction of kerosene taxes would amount to *social exclusion***

- Customers from the UK & Ireland, as well as Scandinavia in particular would not be able to afford to fly, and could not use alternative means of transport to reach the sun
- The tourism receiving destinations, particularly islands like Cyprus, Malta, the Greek islands, Balearics and Canaries would lose tourists, and their economies would be significantly damaged

### **The tour operators' position**

- We accept the principle that the polluter should pay
- Governments should find the best solutions to achieve that objective. A blunt instrument, like kerosene tax may not be appropriate
- Emissions trading may be a more effective solution



### **What more should the industry do?**

- Address practical issues in destinations – water usage, good hotel practice etc
- Share and encourage best practice between suppliers
- Maximise the economic benefit of tourism for the receiving markets

**Tourism is one of Europe's greatest assets. Let's keep it that way!**