

Copenhagen to host the 24th European Tourism Forum under the Danish EU Presidency

Today, Denmark welcomes representatives from across Europe to the 24th European Tourism Forum to be held in Copenhagen. During the two-day conference visions for the future of tourism in the EU will be on the agenda through dialogue between Member States, EU institutions, the tourism industry, and key stakeholders.

As part of the Danish EU Presidency the conference is organised in collaboration between the Ministry of Rural Affairs and Ecclesiastical Affairs and the European Commission. Danish Industry is hosting the conference at its premises, and a broad group of partners including VisitDenmark, Wonderful Copenhagen, MeetDenmark, Food Organisation of Denmark, Home of Carlsberg, and the Hotel and Restaurant School have contributed to the event.

European tourism in a time of increased competition and global uncertainty

The EU finds itself in a new international order marked by uncertainty, increasing geopolitical tension, and international competition. This affects both the daily lives of Europeans and the travel patterns of tourists. Tourism should be regarded as a strategic tool to strengthen the EU's resilience as well as promoting global competitiveness. Despite rising uncertainty, Europe remains the world's most visited tourist destination. This clearly demonstrates tourism's potential to strengthen the EU economically, culturally and as a community.

On behalf of the Danish EU Presidency, Danish Minister for Urban and Rural Affairs, Morten Dahlin, says:

"European tourism is far more than an industry that attracts millions of tourists each year, generates revenues, and sparks the debate about balanced tourism. As one of Europe's largest industries, tourism is a crucial part of Europe's cohesion. Tourism helps create strong identities and communities across Member States, strengthens local development, and makes Europe stronger both economically and socially. That is why solid cooperation across the EU is essential for enhancing Europe's resilience, competitiveness, and sustainability."

European Commissioner for Sustainable Transport and Tourism, Apotolos Tzitzikostas says:

"Europe's tourism strength lies in its diversity, culture, and outstanding quality. With our forthcoming, first-ever European Strategy for Tourism, we will address the key challenges that will define the sector's future: strengthening competitiveness, advancing sustainability, accelerating digital transformation, upgrading skills, and building true resilience. Our goal is clear: to secure a future in which tourism remains a driver of prosperity and

cohesion – supporting local communities and businesses while protecting our cultural and natural heritage for generations to come.”

Tourism: A shared European project

The tourism sector accounts for nearly 10% of jobs in the EU, meaning that more than 20 million people are employed because of European tourism. Furthermore, it represents 7.1% of the EU's gross value added. It is therefore a cornerstone of the European economy and plays a central role in both urban and rural areas. Tourism helps create jobs, attract investment, and drive local growth and, not least, development.

The need for greater European competitiveness and resilience is more relevant than ever. The European Tourism Forum will therefore help ensure that Member States and the tourism sector continue to collaborate on exchanging experiences, political dialogue, and shared ambitions for the future of tourism.

This year's conference will focus on balanced tourism from a social perspective, data on European tourism, digitalisation, AI and creativity in the tourism industry.

The conference takes place from 3–4 December in Copenhagen and consists of presentations, panel debates, and knowledge exchange between experts, business leaders, public stakeholders, and policymakers from across and beyond Europe.

Read the full program [here](#).

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