



Save the date

# Workshops on Unbalanced tourism growth at destination level



The European Innovation Council and SMEs Executive Agency (EISMEA) and European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), commissioned a study investigating unbalanced tourism growth at EU destinations. This study, titled **“Unbalanced tourism growth at destination level – root causes, impacts, existing solutions and good practices”**, spans from December 2020 until June 2022.

The objective of the study is to build solid evidence on the phenomenon of overtourism, in particular by focusing on the multiple root causes and effects of overtourism at the destination level, as well as on gathering concrete best practice solutions (preventive and mitigating actions), that have been successfully applied by tourism destinations in the EU, and globally. The study further proposes a set of overtourism indicators, that can serve tourism destinations in establishing their risk analysis frameworks, allowing them to detect the potential risk of overtourism and address the associated challenges in a timely manner. Finally, the study aims to contribute to the dialogue among EU tourism stakeholders, on the topic of sustainable tourism, by organising **a series of workshops** in order to discuss common challenges and problems, exchange best practice solutions, and assess and validate the developed indicators.

Are you a representative of a destination management organisation, of a local/regional authority or a practitioner interested in the issue? Join us! Please indicate your interest contacting Ms Helene Gorny at [gorny@oir.at](mailto:gorny@oir.at) for further information on the workshops.

We would like to invite you to participate in one, or any, of these workshops.

**Six one-day workshops** will be organised in five types of destinations, i.e. island destinations, urban destinations, mountain destinations, coastal destinations, rural destinations, and one conclusion workshop:

- **Island destinations workshop** hosted in Valletta, Malta on 09.12.2021 (hybrid event)
- Online **urban destinations workshop** hosted in Vienna, Austria on 20.01.2022 (afternoon) and 21.01.2022 (morning)
- **Coastal destinations workshop** hosted in Palma de Mallorca, Spain on 23.02.2022
- **Rural destinations workshop** hosted at the Plitvice Lakes National Park, Croatia on 17.03.2022
- **Mountain destinations workshop** location TBC, spring 2022
- **Conclusion workshop** in Brussels, Belgium, spring 2022

