

SEArICA event on leisure boating and water-based tourism

Developing a truly European and sustainable nautical tourism

Organised with the support of the [Conference of Peripheral Maritime Regions](#) & of the [European Boating Industry](#)

13 July 2022 14:30 – 16:30

Registrations: [CLICK HERE](#)

Blue, water-based tourism is widespread across Europe in the coastal and inland environment. Coastal and Maritime Tourism makes up 45% of the GVA and 64% of the employment of the EU Blue economy (Blue Economy Report 2021). Inland waterway tourism on lakes, rivers, and canals also represents a significant sector and in Germany alone, more than €4.2 billion are generated annually by water-based tourism (Federal Ministry for Economic Affairs and Energy). Both are vibrant sectors and a key source of employment and economic opportunities for European regions connected to Seas, Rivers, Islands and Coastal Areas. The Covid-19 pandemic, which has encouraged staycations and regional tourism offers significant potential to move towards new tourism opportunities and economic development. Boating and nautical tourism therefore offers substantial potential for sustainable growth. In addition, tourism policy is gaining ground at EU level.

The Council Conclusions on Tourism in Europe for the next decade invite the Commission and Member States to design a European Agenda for Tourism 2030/2050. Tourism is also recognised as one of the hardest-hit sectors from the Covid-19 pandemic, and its transformation a centrepiece of the 2021 Update of the EU's Industrial Strategy with the Co-creation pathway for the transition of tourism for a more resilient, innovative and sustainable ecosystem presented in early 2022. Coastal and maritime tourism is also part of the new approach for a sustainable blue economy in the EU. However, as recognised by Commissioner Breton in his invitation for the co-creation of transition pathway for tourism, the EU will have to move towards a different kind of tourism compared to the pre-pandemic world.

DRAFT AGENDA

Online event

Opening & Moderation by MEP **Jan-Christoph Oetjen**, SEArICA Vice-Chair for Maritime Transport and the North Sea

Keynote by **Ms Marie-Hélène Pradines**, Head of Unit Tourism and Textiles, DG GROW, EU Commission

Panel/Debate

- **Mr Oliver Luksic**, Secretary of State, German Federal Ministry of Transport and Digital Infrastructure, [German Masterplan for inland leisure navigation](#)
- **Mr Roberto Perocchio**, President of Assomarinas (Italian marina association), Future development of marina and pleasure ports infrastructure in Europe
- **Mr Olivier Albahary**, General Manager at Globesailor and Representative of French Federation of Nautical Industries (FIN), European framework for qualifications and sustainable transition of nautical and maritime tourism
- Intervention by the **Brittany** region on the CAPITEN project on Nautical Tourism led by the regional Council **tbc**
- **Ms Marta Barca Pérez**, General Director of Tourism, **Cantabria** Region, Chair of the CPMR-AAC Tourism Working Group, on projects on nautical tourism
- Intervention by **Gozo Island tbc**
- Mr Harald Kuhnle, Kuhnle Tours, IHK Nord **tbc**

Reactions by the **EU Commission** on the proposal of recognition between Member States of skills & certifications for nautical tourism

- **Ms Marie-Hélène Pradines**, Head of Unit Tourism and Textiles (DG GROW)
- **Mr Felix Leinemann**, Head of Unit Maritime Policy and Blue Economy, Blue Economy Sectors, Aquaculture and Maritime Spatial Planning (DG MARE)

Concluding remarks

- MEP Vangelis Meimarakis, SEArICA Chair for Tourism and the Mediterranean **tbc**

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