



'Overtourism'?

Understanding and Managing Urban Tourism Growth beyond Perceptions

Rebuffing myths

1. Tourism congestion is not only about the number of visitors but about the capacity to manage them.
2. Tourism congestion is commonly a localised rather than a citywide issue.
3. Tourism congestion is not a tourism-only problem.
4. Technological or smart solutions alone are important but will not solve the issue of tourism congestion.

According to the research carried out among residents of eight* European cities:

26%

of residents believe "there is room for future growth"

30%

of residents feel that "there should be no limitations to the growth of visitor numbers"



* Amsterdam, Barcelona, Berlin, Copenhagen, Lisbon, Munich, Salzburg and Tallinn

Key conclusions

- **11 strategies** and **68 measures** to help understand and manage visitors' growth in cities.
- Tourism development and management in cities needs to be part of the wider urban agenda.
- There is no one-size-fits-all solution. It is essential a common strategic vision among all stakeholders involved, bringing residents and visitors together and adopting careful planning which respects the limits of capacity and the specificities of each destination.
- **12 policy recommendations** to better manage tourism flows and advance inclusive and sustainable urban tourism that contributes to the New Urban Agenda and the Sustainable Development Goals.

11 Strategies to manage visitor flows in urban destinations

- Strategy 1: Promote the dispersal of visitors within the city and beyond
- Strategy 2: Promote time-based dispersal of visitors
- Strategy 3: Stimulate new itineraries and attractions
- Strategy 4: Review and adapt regulation
- Strategy 5: Enhance visitors' segmentation
- Strategy 6: Ensure local communities benefit from tourism
- Strategy 7: Create city experiences for both residents and visitors
- Strategy 8: Improve city infrastructure and facilities
- Strategy 9: Communicate with and engage local stakeholders
- Strategy 10: Communicate with and engage visitors
- Strategy 11: Set monitoring and response measures

"Understanding residents' attitude towards tourism and engaging local communities is central."