



UNWTO/CEU Brainstorming Meeting Bern, 20.09.2016

Background and objective

In 2014, the Chair of CEU, Austria, started an initiative to identify and prioritize the most important challenges for European tourism. Furthermore, Austria had in mind to define actions for the most actual challenges for the UNWTO Programme of Work 2016/2017. The discussion brought up many different challenges in different fields like product development, marketing and sales, and others (cf. Addendum 1). However, the amount of challenges made it difficult, to define key projects for the POW 2016/2017.

Switzerland has the intention to continue the process started 2014 by its forerunner as Chair of CEU, Austria. Therefore, Switzerland organizes an informal brainstorming meeting on September 20, 2016. The aim of the meeting is to discuss in an informal set-up the possible actions of the next POW, to formulate concrete project proposals, and to channel the considerations to the RPEU Secretariat accordingly. Thanks to this process, the requirements and expectations of the European member states should be taken into consideration to the greatest extent possible when the POW 2018/2019 will be designed.

To prepare this meeting, a preparatory exchange will take place in Vilnius on May 24, 2016. The aim of this preparatory meeting is to review the actual challenges for European tourism and to verify, if the seven priority core topics identified 2015 in Haifa by the UNWTO are still the most relevant challenges for European tourism 2016.

Brainstorming Meeting Bern: Targets and organization

At the informal brainstorming meeting in Bern, 2 to 5 concrete projects, which can help to overcome some of the core challenges of European tourism, should be identified. Moreover, actions should be discussed, how to anchor the project proposals into the POW 2018/2019.

In preparation of this meeting, Switzerland invites the participating countries to hand in concrete project proposals prior to the meeting in Bern. Furthermore, Switzerland mandates Kohl & Partner Switzerland to prepare an input paper about the challenges identified in Vilnius. Kohl & Partner, an UNWTO Affiliate Member, moderated the brainstorming meeting in Vienna 2014 and is thus familiar with both the issues and the objectives of the process. This paper will be sent to all CEU-members before the meeting. In addition, Kohl & Partner Switzerland will present the main findings of the paper at the brainstorming meeting and moderate the meeting in Bern.

Addenda

- 1) Workshop UNWTO/CEU, Summary of Brainstorming, 22.09.2014
- 2) Roadmap Vienna – Vilnius – Bern – POW 2018/2019