



Estonian written contribution towards the European Tourism Convention

The **impact** of the COVID-19 pandemic on global, including European tourism **has been extensive and immediate.**

It is evident that **revival takes time** and the **tourism sector will not be the same again. Resizing and restructuring will take place.**

Nevertheless, there is an old saying - never let a good crisis go to waste!

Estonian government is working on swift policy responses to the pandemic and **long-term measures to revive the economy.**

Estonia is a well-known digital society and we consider this crisis as **an excellent opportunity for the tourism sector to transform.** We need to use our limited resources in a smarter way.

It is important to use this time to **re-think the tourism sector, to rebuild destinations and define** how the **tourism ecosystem will operate post-Covid-19.**

In our view, the investment priorities for tourism in Europe are new business models, innovative technologies, digital solutions and better use of data. We want **the sector to be truly responsible and sustainable.**

For example, in Estonia we notice that several start-ups and businesses have already come up with **innovative digital solutions for the meetings and events industry.** **A hybrid event is now a new reality.**

A number of Estonian **destinations have realised the need to become truly green and sustainable.**

The domestic tourism summer has reinforced our belief in true **Estonian strengths: our nature, food and culture.** We see that tourists urge for authentic experience. These are also key investment areas for future product development.

The **need for adaptation** is clear. We would like to **invest in digital skills and new capacity building** across the travel and tourism sector.

All this will help us transform tourism to become **more resilient and sustainable in the long term.**

In order to achieve this, **cooperation at every level is important.** Both at national level, with businesses and community stakeholders. And also internationally, on the European level.

Restoring European tourism sector as **resilient, green and more digital takes time and resources and requires joint effort.**

We are all important **parts of the same ecosystem** that will only function successfully when there is interaction and cooperation.

A coordinated approach will secure us **a gradual restoration of mobility and connectivity.** **This will support tourism recovery** and enable a more sustainable industry in the future.