

#Tourism4Recovery Toolkit

GET INVOLVED IN THE CAMPAIGN – FOLLOW THESE STEPS:

- 1) Download the campaign assets¹ (2 videos and 7 banners) [here](#)
- 2) Share the general video for tourism recovery on your social media channels. You may use the following suggested text:

#EuropeanTourismManifesto urges #EU Member States to make #tourism a strategic priority in their #recovery plans.

We need action now to reinvent tourism for the future and keep Europe as the world's leading destination. Let's #travel to this tomorrow together!

#Tourism4Recovery

#COVID19 left #tourism facing a crisis like no other... but now we have a chance to build the new – #sustainable, #resilient & #innovative – tourism of tomorrow.

#EuropeanTourismManifesto urges #EU govts to make tourism a top priority in their #recovery plans!

#Tourism4Recovery

Please use the hashtags:

#EuropeanTourismManifesto

#Tourism4Recovery

- 3) Share the second video with the specific call to include tourism in the national Recovery & Resilience plans. You may use the following suggested text:

#Tourism is one of the most effective engines to bring #green and #digital transitions to communities & businesses across Europe.

#NextGenerationEU must be used to support tourism today and pave the way to its #sustainable future!

#Tourism4Recovery #EuropeanTourismManifesto

¹ The videos and images are protected by copyrights. Their use is permitted in a non-commercial context related to promotion of travel & tourism in Europe. Any further use of the videos and images, in particular in any activities aimed at selling a specific product or services is prohibited. Editing or modifying the content is not allowed. If you any questions, please contact us through [this form](#).

#NextGenerationEU offers an extraordinary opportunity to support tourism's recovery, driving #digital & #green transitions.

We call on EU Member States to save #tourism today and set foundations for its #sustainable future!

#Tourism4Recovery #EuropeanTourismManifesto

We must act together to save #tourism in Europe today and pave the way to its #sustainable future.

#Tourism4Recovery #EuropeanTourismManifesto #NextGenerationEU

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- 4) Share specific investment proposals from the [Call for Action: Accelerate Social and Economic Recovery by Investing in Sustainable Tourism Development](#) relevant to your organisations accompanied by banners created for each European Commission's flagships for Resiliency & Recovery Facility – "Power up", "Renovate" etc.

Here is an example:

#Tourism4Recovery: green transition of tourism mobility must be included in EU national #recovery plans. The promotion of collective transport means & active mobility is key to decarbonise transport.

Check #EuropeanTourismManifesto investment proposals - <http://bit.ly/ForRecovery>

#Tourism4Recovery: #EU national recovery plans should accelerate the destinations' and #tourism SMEs' #connectivity by providing the widest uninterrupted coverage for residents, businesses & visitors.

Check #EuropeanTourismManifesto investment proposals - <http://bit.ly/ForRecovery>

Please use the hashtags:

#Tourism4Recovery

#EuropeanTourismManifesto

Include (if space allows) the landing page of #Tourism4Recovery campaign page, which also links to the full European Tourism Manifesto paper on investment proposals: <http://bit.ly/ForRecovery>

- 5) **Share this toolkit with your national member organisations and partners to get involved too and widen our reach!**