



**NECSTouR**

European Regions for  
Competitive and Sustainable Tourism

# NECSTouR

Network of European Regions for  
Sustainable and Competitive Tourism





## Our Mission

- ✦ We enable **sustainable tourism governance** in **Europe** by **fostering interregional collaboration**.

## Our Vision and Values

- ✦ The **Tourism of Tomorrow** will be **Sustainable** or will not be
- ✦ **Tourism Governance** must enable that tourism activity is a **Source of Destinations' Wellbeing**
- ✦ A **Better** Place to **Live** is a **Better** Place to **Visit**
- ✦ We must **measure** for better **managing**
- ✦ **Tourism** is the **Solution to Climate Change**, not the problem



**AND FOR ALL THESE REASONS...**

**TOURISM MUST BE AT THE  
CORE OF THE EU POLICY &  
FUNDING!**

# Benefits

- ✦ **Connect** with European levels of government, Academic Organizations, Tourism Associations and Regional Tourism Authorities **around Europe. Bring CEO's together.**
- ✦ Sharing of **best practices, knowledge & experiences**
- ✦ Be empowered to **deliver sustainability** & take **data-driven decisions**
- ✦ Get access to **EU funding opportunities & EU Projects** to accelerate your destination's transition towards sustainable tourism models
- ✦ **Make your voice heard at the EU level** to drive the change we need for more sustainable destinations

## How?

Workshops	Networking	Campaigns
Knowledge	Capitalization	Dialogue EU

49 Full Members

+170 Expert partners

+950 Grants

Attended over 135 High-Level conferences and events

Glasgow Declaration

40 Associated Members

Alignment with the EU Tourism Agenda

+20 Papers

+50 Knowledge exchange moments

Sharing of 140 Good Practices

\*FROM 2016 TO 2024

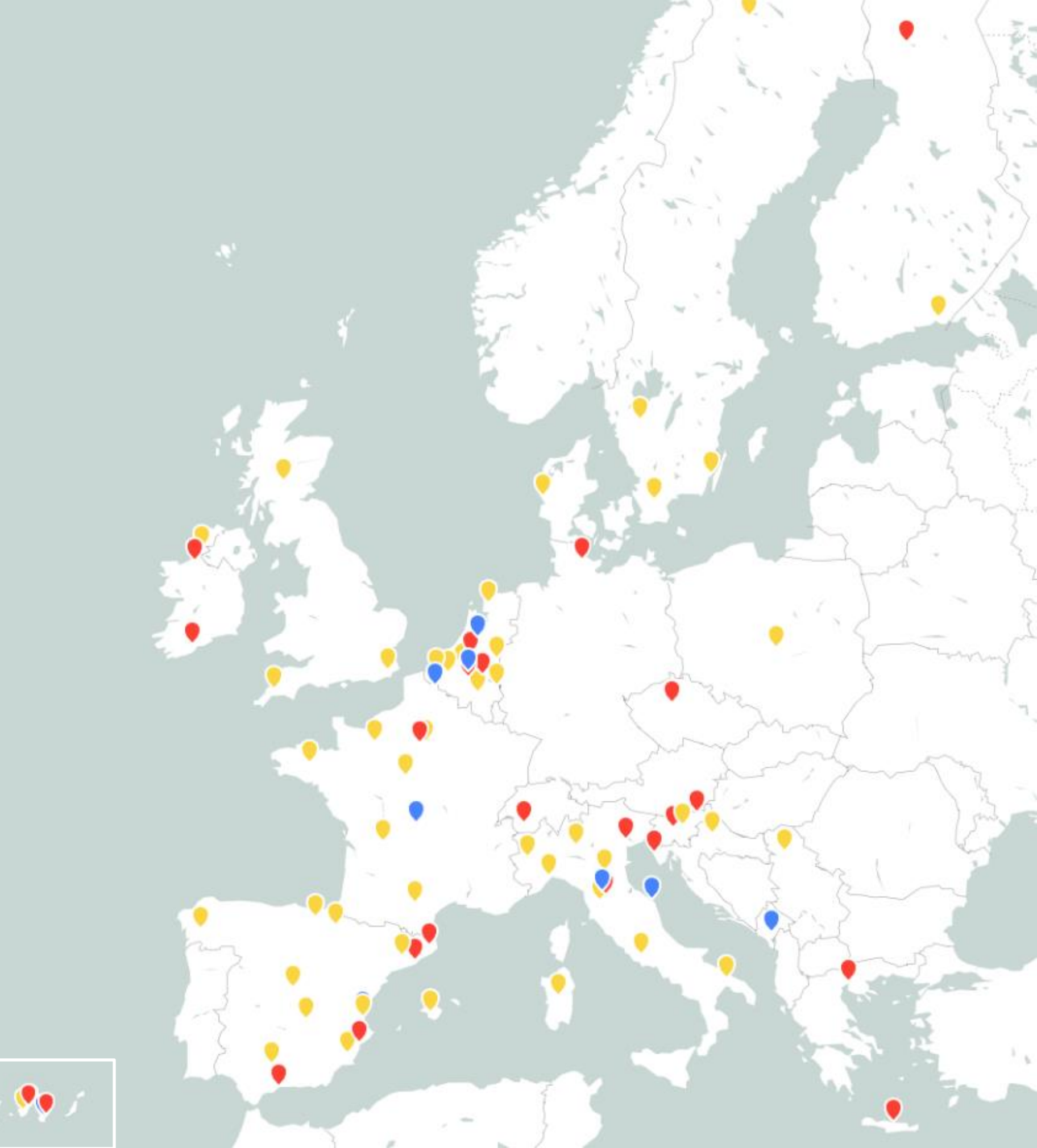


# Our Community

-  **49** Tourism Regional Authorities in Europe
-  **12** Associated Members
-  **26** Academic Organizations



**1 Single  
Strong Voice**



# FULL MEMBERS

## Tourism Regional Authorities in Europe



# ASSOCIATED MEMBERS

Representatives of Tourism Businesses, Associations and Networks



# Universities and Academic Organizations





STRATEGIC PARTNERS



## Foreword from our president

“ Participating in **EU projects** and **programmes** under the **leadership of NECSTouR** can accelerate an effective **transition to sustainable tourism management** and more balanced tourism. As President of the network, Visit FLANDERS is proud and grateful to host NECSTouR in Brussels, opening **opportunities** for even better **interregional cooperation**. I take the chance to thank Tuscany for hosting the NECSTouR secretariat for many years! We are committed to **strengthening the role of regions in EU tourism policy, raising** the profile of **tourism in the European agenda** and maximizing the **benefits** of being a **NECSTouR member!** ”

**Peter De Wilde**

**President of NECSTouR**

**Acting CEO Visit Flanders, CEO Flanders Heritage Agency**





## SUCCESS STORIES

### Catalonia: The Legacy of the Region President

NECSTouR's Spirit and Commitment at the core of the **Catalan Tourism Administration**.

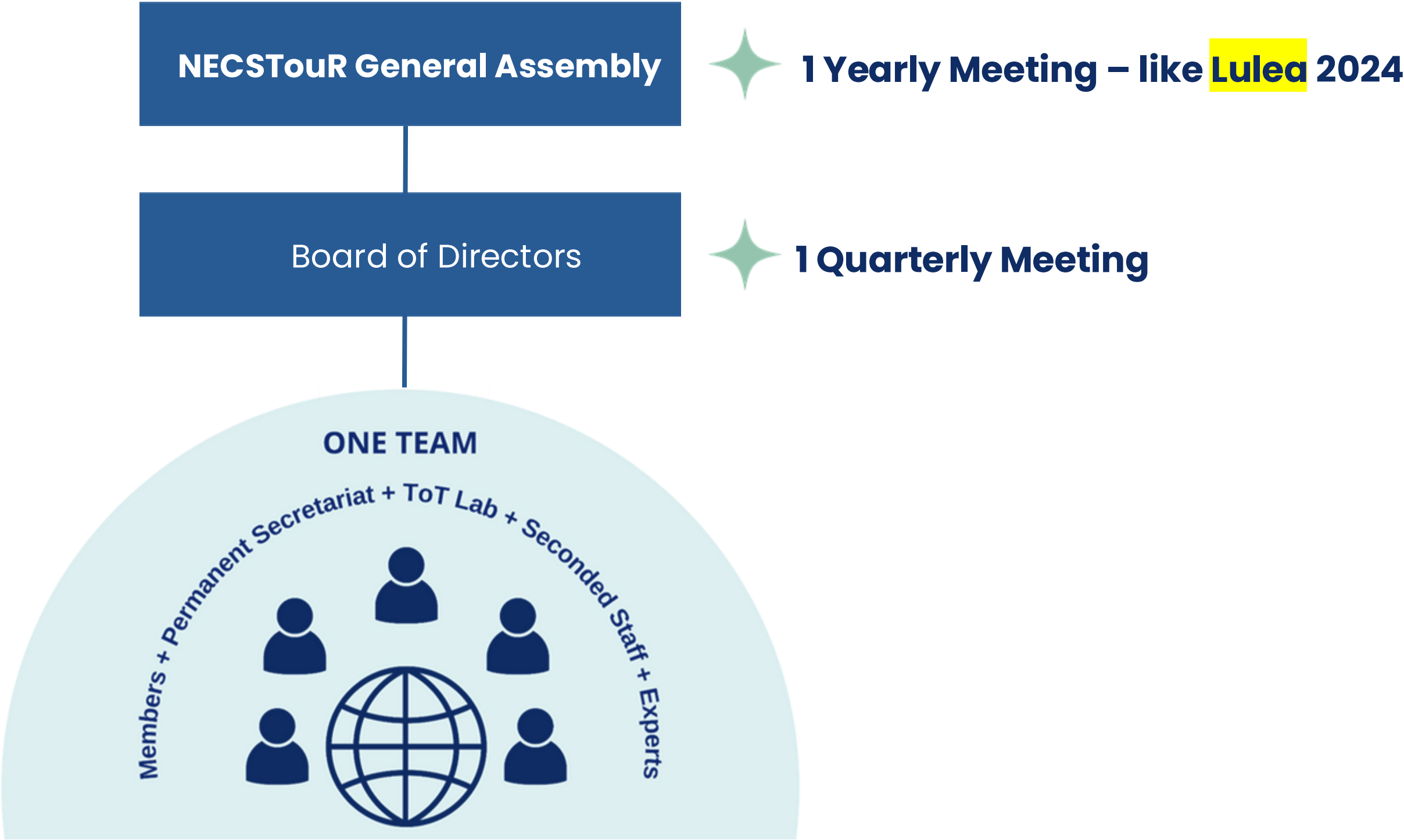
- ✦ Catalan Commitment for Responsible Tourism: the pillar of the new Tourism Strategy and Law, based on “**Better places to Live, Better places to Visit.**”
- ✦ Signed the **Glasgow Declaration** motivated by their work with NECSTouR.
- ✦ Brought the NECSTouR **know-how** to **create its own EU tourism projects team** to connect the DMO core activity to the **Tourism agenda**.

### South Limburg: The Window to Build Interregional Cooperation

- ✦ **Spirit Youth**: helped develop a **diversification strategy**.
- ✦ Participated in the **Interreg Europe Brandtour Project** thanks to the NECSTouR community.
- ✦ Gained more **respect** for the **tourist board** thanks to NECSTouR's opportunity to **network** and the **international learnings**.



Visit Zuid-Limburg





# NECSTouR Annual General Meeting

The only meeting aimed at gathering all NECSTouR members is a time to network, share knowledge and create strategic alliances.

## ABOUT

- Dig into the **local culture** and **meet the locals**.
- Join **the thematic conference** organized by the **hosting region**.
- Benefit from the **NECSTouR Climate Action Hub** and **Tourism of Tomorrow Lab**.
- Build and deliver a **positive legacy**.

## IMPACT

- ✦ Build a **competitive** and **sustainable tourism model** in Europe.
- ✦ Develop **peer-to-peer learning** with other **European destinations**.
- ✦ Gather **politicians, high-ranking officials, entrepreneurs** and **academics** from **Regional** and **National** levels.

### WHERE?

📍 Any member region

### WHEN?

Typically, between May and June



BOARD OF DIRECTORS



**Peter De Wilde**  
Visit Flanders  
President



**Yolanda de Aguilar**  
Andalusia Region  
Executive Vice-President



**Patrick Torrent**  
Catalonia Region  
Vice-President



**Françoise Guaspere**  
Île-de-France Region  
Vice-President



**Leonardo Marras**  
Tuscany Region  
Vice-President



Västra Götaland Region  
Member of the BoD



**Pedro Juan Planas**  
Balearic Islands Region  
Member of the BoD



**Thomas Andersen**  
Danish Western Coast Partnership  
Member of the BoD



**José Manuel Merelles**  
Galicia Region  
Member of the BoD



**Anya Niewierra**  
Limburg  
Member of the BoD



**Lee McDonald**  
Visit Scotland  
Member of the BoD



# PERMANENT SECRETARIAT

Brussels Based



**Cristina Nuñez Cuesta**  
Managing Director



**Oyana Marius**  
Policy & Projects Officer



**Adriana Tramullas De Nys**  
Projects Officer

# THE TOURISM OF TOMORROW LAB DEPARTMENT

Based in Andalusia Lab, Spain



**José Luis Córdoba Leiva**  
Project Manager



**Ana Moniche Bermejo**  
Senior Data Analyst



**Daniel Iglesias Gonsálvez**  
Data Scientist

# SECONDED STAFF

Our seconded staff, provided by our Presidencies, offer strategic expertise to our community.



**Nathalie Mertens**  
Tourism Advisor Visit Flanders



**Clara Morales Llobet**  
Communications Officer

## NECSTouR 2030 Pathway – new strategy

**NECSTouR** has developed a **strategy** to address the **new challenges** of our member regions. This strategy establishes a new direction and pathway for the network to follow to **accelerate a regenerative future for tourism**, considering the **social, environmental**, and **economic** factors of **sustainability**.

### OUR VISION

- ✦ We believe tourism has the power to help destinations and communities flourish.

### OUR MISSION

- ✦ NECSTouR will lead and collaborate to strengthen the positive value of tourism in European regions – for the benefit of businesses, communities, visitors and the environment.

### OUR IMPACT

- ✦ We will have contributed to creating: Better Places to Live, Better Places to Visit.

### KEY FOCUS AREAS 2025 - 2030





## The ToT Lab

The Tourism of Tomorrow Lab is NECSTouR department coaching destination managers to base tourism decision-making on systematic tourism sound measurement through the sustainability pathway.

### ToT Lab Differentiating Factors

- ✦ **Fast and direct impact solving real problems:** ad hoc consultancy services to technicians at the DMO level in charge of implementing the results.
- ✦ **Maximizing existing resources:** consultancy services to help define and scope the projects and find solutions based on available data.
- ✦ **Boost network efforts and synergies:** promote collaborations between destinations with common issues.
- ✦ **Match public and private interests:** invites actively private providers (data providers) from the private sector to participate in solving specific problems.
- ✦ Strong focus on **improving travel sustainability**.

Based on a **FREEMIUM** model:  
All NECSTouR members benefit from the premium members' leadership and projects.



# D3HUB (Data-Driven-Destinations) Project

We are members of the **D3HUB (Data-Driven-Destinations) project**, aimed at **designing, testing** and **paving the way** to create a **self-sustainable European Competence Data Centre** to accurately **measure tourism impacts** for systematic decision-making based on sound data to achieve more **sustainable tourism management and marketing**.

## Our activities and deliverables

- ✦ **Managing, implementing** and **sustaining** the **Competence Data Centre**.
- ✦ **Testing** the theoretical support scheme with **30 pilot destinations**.
- ✦ **Achieving cross-border cooperation**.





# NECSTouR Climate Action Hub and Events Policy

We are a signatory of the **Glasgow Declaration** and have a CAP with the purpose to support and accelerate **climate action** by **European Regional Destinations**.

01

Support members to deliver climate action, develop Climate Action Plans, and promote members' good practices.

Key Action: Climate Action Knowledge Hub

02

Raise awareness within members on the relevance of EU Transition Pathway for Tourism and provide information and guidance to support its implementation.

Key Action: Climate Action Knowledge Hub

03

Enable NECSTouR to measure, reduce, and mitigate organisational emissions.

Key Action: Internal Events Policy

## Our activities and deliverables



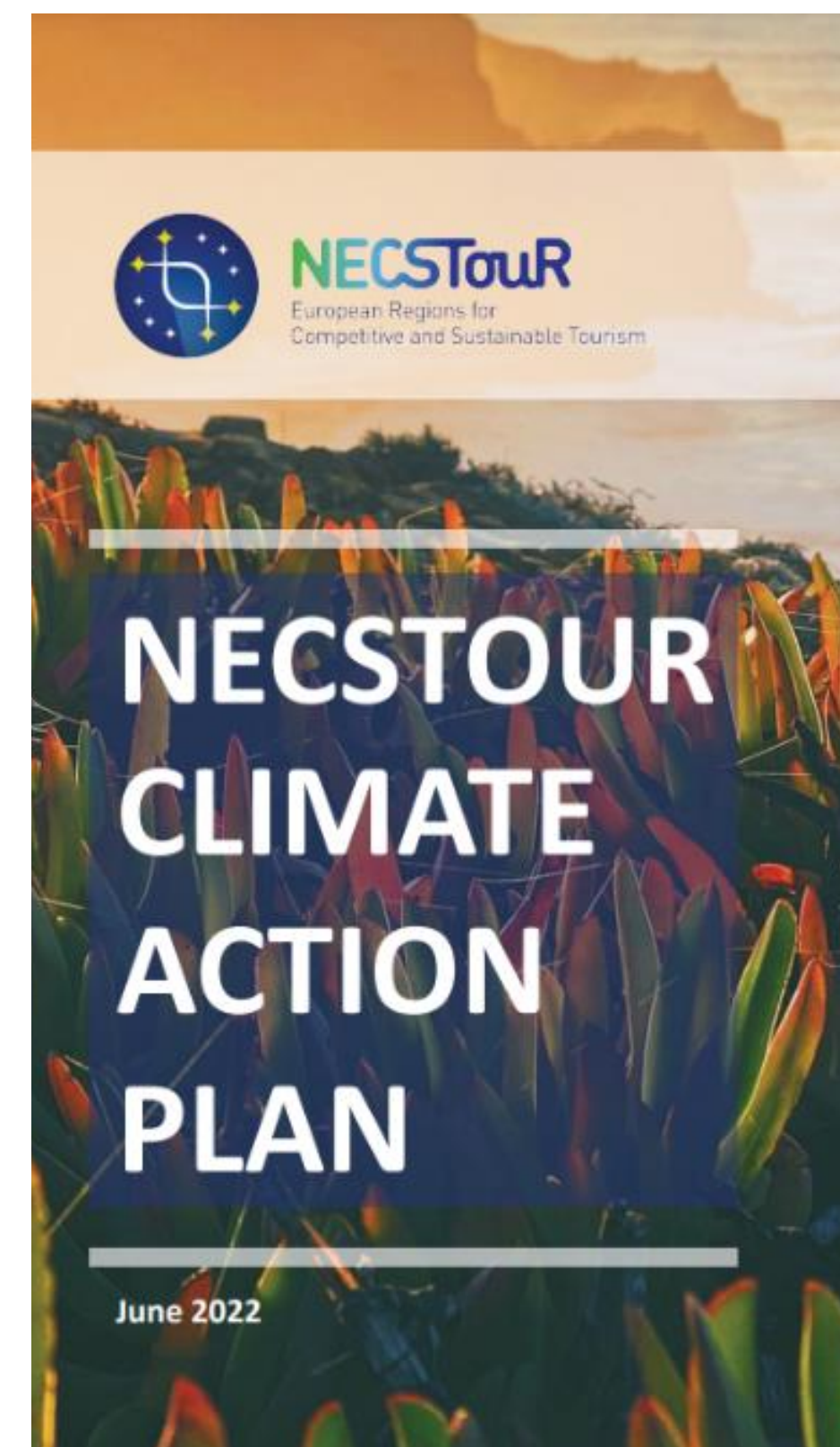
**Workshops** and **living labs**



Deploy the **5 priorities** selected by **the task force** in a **Climate Action Knowledge Hub**



Test the **Sustainable Events Guidelines**



# JOIN OUR COMMUNITY!

Above all, we are a **community** jointly facing **common challenges** and **building solutions** through economies of scale, getting further where we could **not reach alone**.

## FULL

Tourism Regional Managing  
Authorities in Europe

## ASSOCIATED

Representatives of Tourism  
Businesses, Associations and  
Networks, Universities and  
Academic Organisations



Interested in **joining** our network? All you need to do is contact [info@necstour.eu](mailto:info@necstour.eu)

You can also find us here:



[@NECSTouR](https://www.linkedin.com/company/necstour)



[@NECSTouR](https://twitter.com/NECSTouR)



[@NECSTouRVideos](https://www.youtube.com/channel/UC...)



[communication@necstour.eu](mailto:communication@necstour.eu)



[www.necstour.eu](http://www.necstour.eu)



# Thank you!



**NECSTouR**

European Regions for  
Competitive and Sustainable Tourism

