

GLOBAL  
**DESTINATION  
SUSTAINABILITY  
MOVEMENT**

**EUROPEAN  
TRAVEL  
COMMISSION**

# Navigating EU Sustainability Regulations: A Guide for Destinations

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## Feeling the Pulse – June 2025



# Today's Experts

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**Antonia Alomar**

EU Projects and Public Policy  
Manager  
GDS-Movement



**Teodora Marinska**

COO and Head of Public Affairs  
European Travel Commission



**Guy Bigwood**

Chief Executive Officer  
GDS-Movement



**Liisa Kokkarinen**

Head of Sustainable Development  
Visit Finland

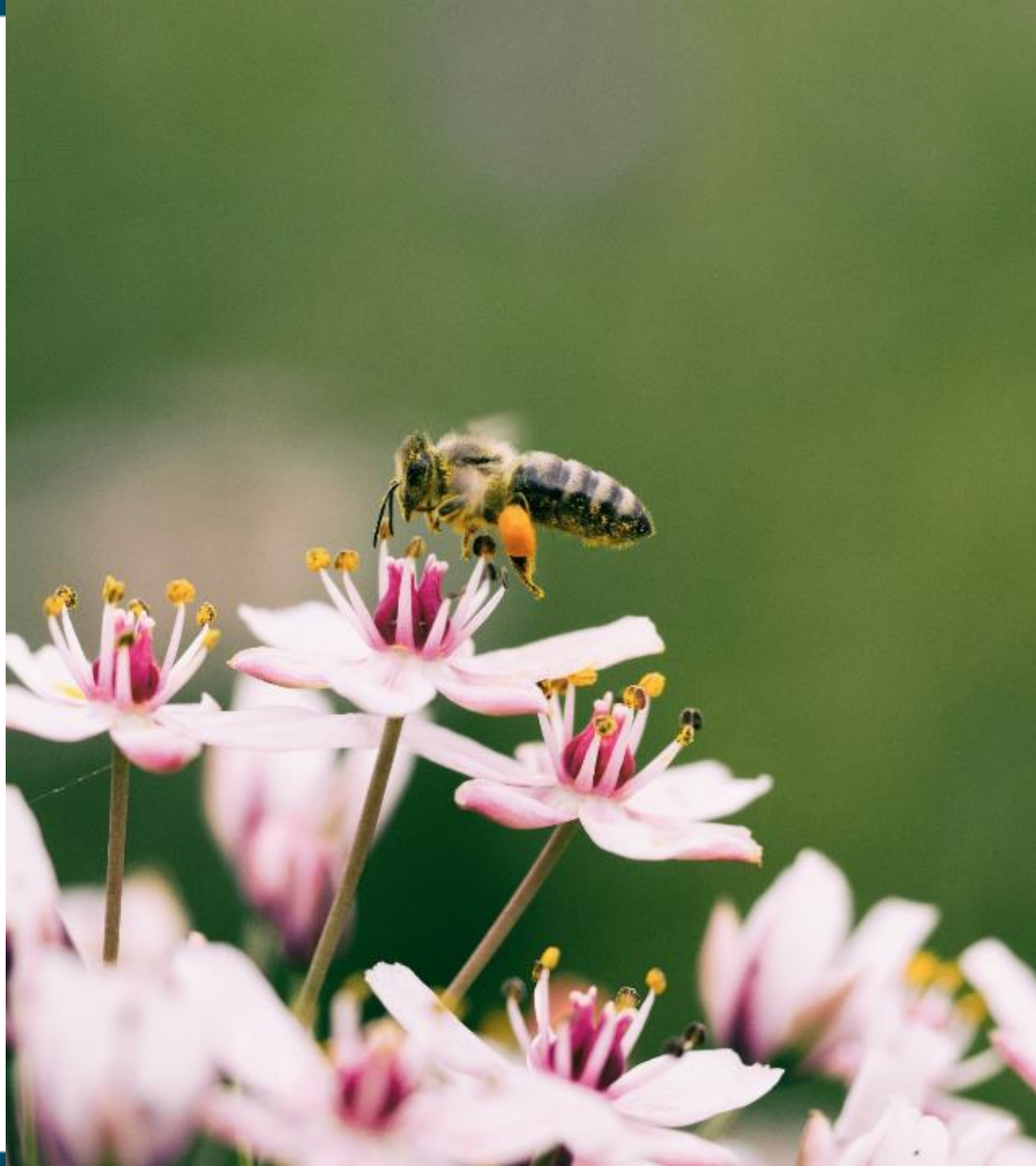


**Ramune  
Genzbigelyte- Venturi**

Policy Officer for Tourism  
European Commission

# Agenda

- |   |   |
|---|---|
| 1 | Welcome and Housekeeping                          |
| 2 | European Travel Commission' Sustainability Agenda |
| 3 | A Destination's Guide to the New EU Regulations   |
| 4 | NTO Perspective: Visit Finland                    |
| 5 | EU Strategy for Sustainable Tourism               |
| 6 | Q&A   |







## About Us

The GDS-Movement is a people-powered data-driven international change agency that acts to catalyse socio-economic and environmental transformation in cities and regions across the world.

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## Our Mission

We empower people with the mindsets, skill sets, and toolsets to create more regenerative destinations, events and organisations.

### Our Services



#### GDS-Index

Benchmarking destinations and leveraging data to drive performance and impact



#### GDS-Consulting

Facilitating strategies, narratives, and innovation for destinations & events (for the visitor economy)



#### GDS-Academy

Educating and developing changemakers



#### GDS-Forum

Building a dynamic, collaborative global community



#### GDS-Insights

Researching trends to uncover and define next practices

# First, We Have A Quick Question

✳️ Vote in the Zoom Poll!

How confident do you feel about your own and/or your organisation's ability to prepare for and comply with *relevant* upcoming EU sustainability regulations?

From 1 to 5, with  
1 = not confident at all  
5 = extremely confident





# European Travel Commission' Sustainability Agenda

Teodora Marinska  
COO and Head of Public Affairs  
European Travel Commission



# EUROPEAN TRAVEL COMMISSION

## Mission

Strengthen the **sustainable** development of Europe as a tourist destination and increase competitiveness through knowledge gathering and sharing amongst members and lobbying, as well as by establishing a professional marketing platform for the successful promotion of member countries in overseas markets.

## Members

36 National Tourism Organisations  
Private Organisations (associates)

## Partners

UNWTO, EC, ETOA, WTTC, ACI, etc.



# Sustainability Agenda

**2017**

Sustainable Tourism in Europe: Status Quo and Common Challenges

**2020**

White Paper on Rail Transport for International Tourism in Europe

**2022**

Signed the Glasgow Declaration

**2024**

Chapter Earth

**2018**

Tourism and Climate Change Mitigation: Embracing the Paris Agreement

**2021**

First Edition Rail Tourism Awards

Handbook on Encouraging Sustainable Tourism Practices

Sustainable Tourism Implementation: Framework and Toolkit

**2023**

Climate Action Plan

Tomorrow's Air sustainable events partnership

**2025**

Climate Action Planning Framework

Guide to EU Sustainability Regulations





Climate Action Planning Framework



Rail Awards - Apply now!

# 2026

Measuring of Europe's Tourism Emissions

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# Thank you for your attention



**Teodora Marinska**  
[teodora.marinska@visiteurope.com](mailto:teodora.marinska@visiteurope.com)



# A Destination's Guide to the New EU Regulations

Antonia Alomar

EU Projects and Public Policy Manager

Guy Bigwood

CEO and Chief Changemaker

GDS-Movement





# Europe Is Leading The Way

*"The European Green Deal will transform the EU into a modern, resource-efficient and competitive economy. With climate action not only a necessity, but also the greatest economic opportunity of our time.."*

Ursula von der Leyen, President of the European Commission





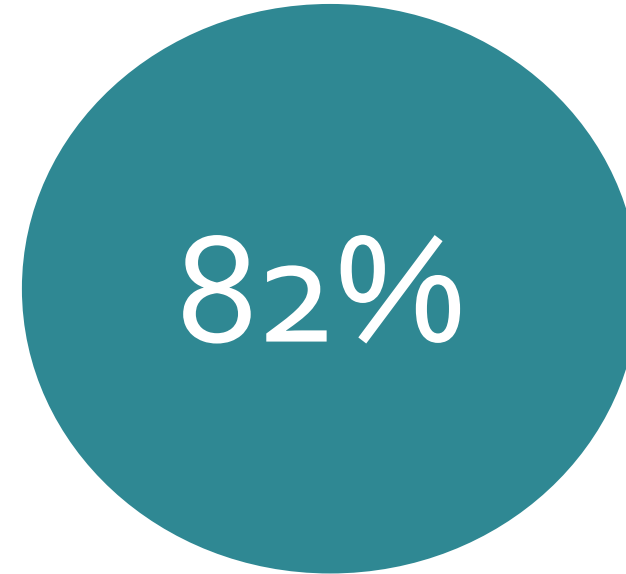
# Destinations are Moving Fast to Comply



In 2020



In 2024



**of GDS-Index destinations had a sustainability or regenerative strategy in place for managing the visitor economy.**

# Visitors are Sceptical

# 32%

Doubt the authenticity of sustainable products and initiatives.

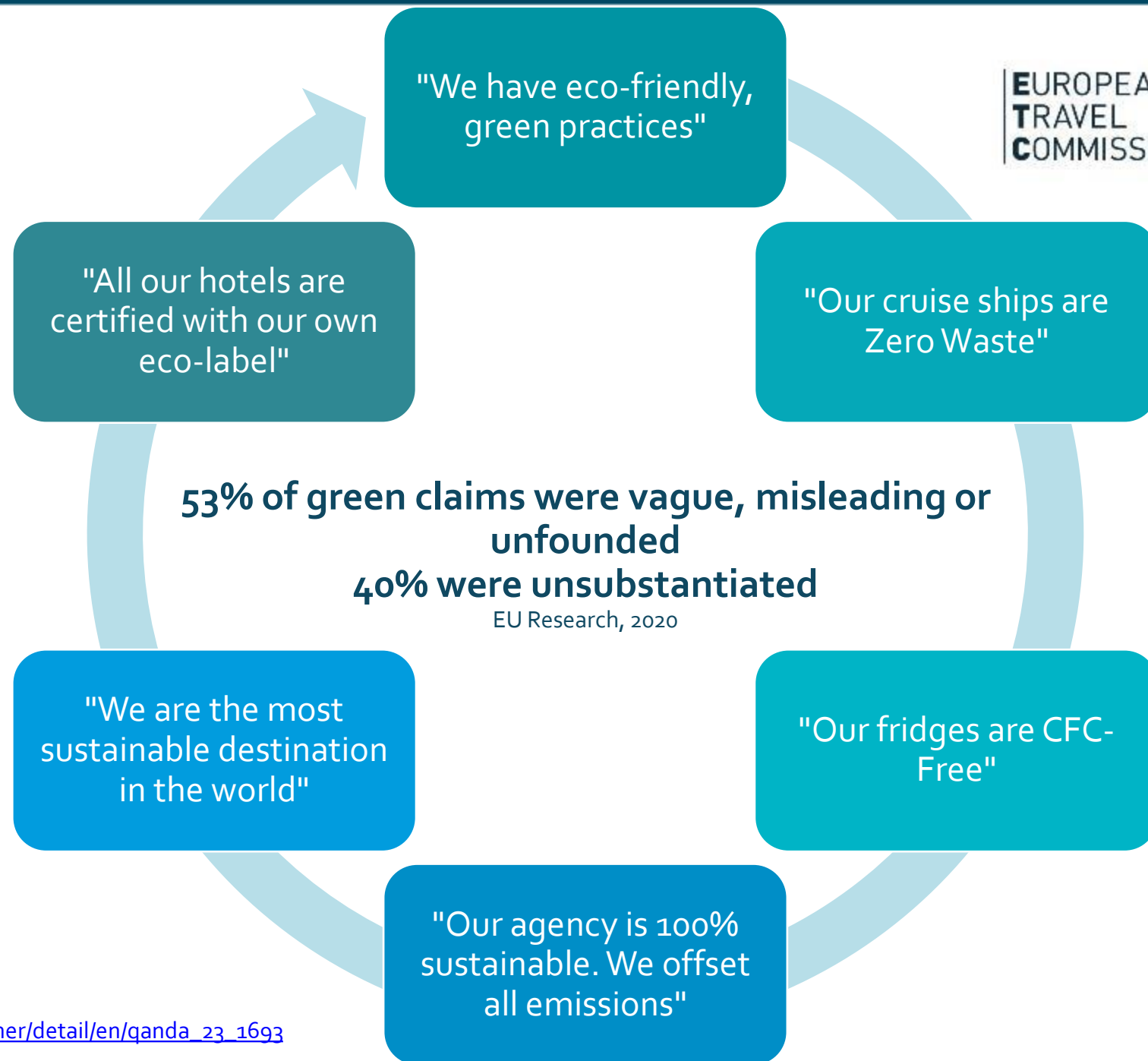
*Trip.com Sustainable Travel Consumer Report 2024*





# And It's Not Suprising?!

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# A Destination's Guide to the New EU Sustainability Regulations

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Published by the **GDS-Movement** in collaboration with the **European Travel Commission (ETC)**.

It aims to help tourism and events professionals understand three key directives under the EU Green Deal:

- Corporate Sustainability Reporting Directive (CSRD)
- Empowering Consumers for the Green Transition Directive (ECGTD)
- Green Claims Directive (GCD)



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A Destination's Guide to the New EU Sustainability Regulations

What tourism management organisations need to know

MAY 2025

First guide of its kind!



# What the Guide Offers

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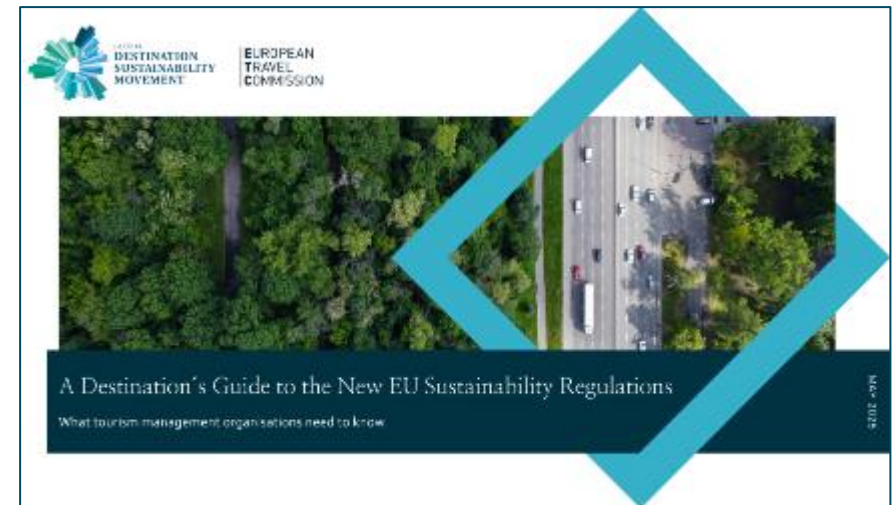
Prepares tourism and event destinations for upcoming EU sustainability regulations

Provides clear, practical guidance for compliance

Supports risk management and builds resilience

Prevents greenwashing and avoid “greenhushing” through accurate, transparent communication

Highlights new opportunities for sustainability and innovation



# What the Guide is Not?

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**The guide is not perfect!  
Many things are still unclear  
and not defined yet.**

It will be updated as legislation  
evolves and new regulations  
are released.



# New Regulation

## Corporate Sustainability Reporting Directive (CSRD) (2023/1/5/EC)

### Objective:

- To make sustainability reporting comparable, reliable, and mandatory, just like financial reporting

### Focus:

- Requires large and listed companies to disclose detailed information about their environmental, social, and governance practices
- Brings accountability and increased transparency to ESG efforts—no more greenwashing behind closed doors
- Based on double materiality

### Target & Scope:

- Large companies. 1000 employees and €50 million
- Reports must adhere to the [European Sustainability Reporting Standards \(ESRS\)](#)
- Updated by Omnibus Simplification in Feb 2025



# New Regulation

## Empowering Consumers for the Green Transition Directive

(2024/8/25/EC)

### Objective:

- To protect consumers from unfair practices related to greenwashing and enable them to make sustainable choices
- Amends the Unfair Commercial Practices Directive (UCPD) and Consumer Rights Directive (CRD)

### Prohibits:

- Making generic environmental claims without substantiated evidence
- Using sustainability labels without recognized certification or official backing (self-certified labels)
- Claiming overall eco-friendliness when only specific aspects are sustainable.

### Target & Scope:

- Voluntary B2C (sustainability) claims and labels
- All companies active in the EU market
- September 27th 2026





# New Regulation

## Green Claims Directive (2024/825/EC)

### Objective:

- To regulate and verify explicit environmental claims, including voluntary eco-labels and sustainability statements

### Focus:

- Requires independent verification and certification of environmental claims before they are communicated to consumers.
- Claims must be
  - Truthful
  - Presentation must be clear, specific, accurate and unambiguous
  - Backed by scientific data/methodology

### Target & Scope:

- B2C (sustainability) claims and labels
- All companies active in the EU market
- Legislation pending approval



# Important Changes to Certification



## Accreditation Required

- Certification bodies will need to be accredited, and audits need to be third party verified
- GSTC, TSCA, Green Destinations, Virio, Earthcheck and other big bodies already have or working for accreditation by their national accreditation body

## The Challenge

- GDS-Index destinations have an unusually high average hotel certification rate of 34.2%
- In a study of 82,301 European hotels, only 9.3% were certified\*
- Changes are likely to increase the cost of certification. They will favour large organisations over SMEs.

## Key Question

- Will the regulation increase greenhushing and reduce certification?
- How can this be mitigated?



# In Summary: What's Coming?

New regulation sets out to provide:

Stricter  
requirements  
for  
substantiation  
and  
transparency

Bans on  
vague,  
unqualified  
environmental  
terms

Rise in  
enforcement  
actions

Requirement  
for third-party  
verification

International,  
national and  
EU Standards

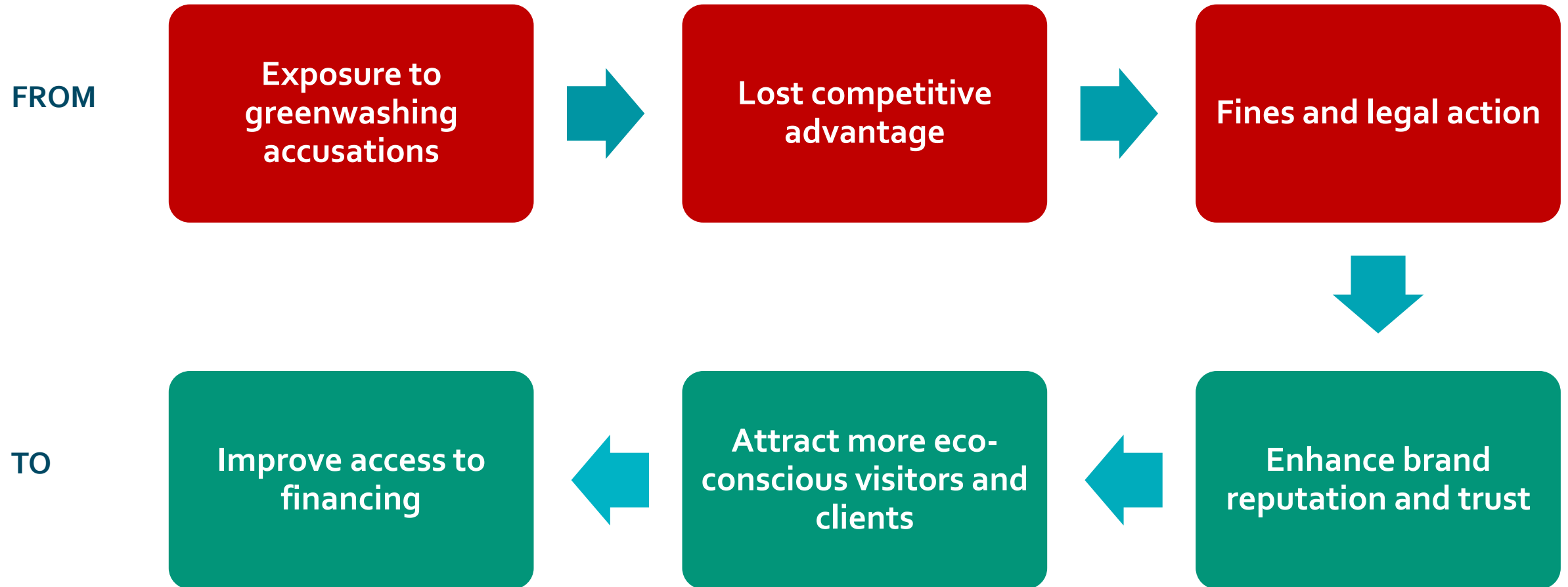
# What's at Stake?

## Risk of Doing Nothing. Benefit of Being in Action

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Legislation will require the tourism and events industry to significantly improve transparency, sustainability reporting, and environmental claim management.





# Doing Nothing is Not a Strategy!

## Recommended Actions for Destinations



### EVALUATE

- Impact of legislation and greenwashing risks
- Current claims and status
- Work required for compliance

### MAP

- Develop a compliance roadmap
- Work with internal and external coms teams

### CERTIFY

- Develop an accredited certification strategy for businesses
- Increase focus on achieving certification for the DMO and Destination

### EDUCATE

- Raise awareness and storytelling skills across the destination
- Share learnings

### SUPPORT

- Identify and promote funding to support businesses with compliance

### MONITOR

- Audit your organisation's processes and claims
- Assess the destination wide compliance

# NTO Perspective: Visit Finland

Liisa Kokkarinen  
Head of Sustainable Development  
Visit Finland





Liisa Kokkarinen  
Online



Visit Finland



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# SUSTAINABLE TRAVEL FINLAND

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11/6/2025

*Feeling the Pulse: Navigating EU Sustainability Regulations*  
*Webinar by GDS Movement & ETC*

Image: Elina Sirparanta

**8** DECENT WORK AND  
ECONOMIC GROWTH



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**13** CLIMATE  
ACTION



**BUSINESS  
FINLAND**



**Travel industry  
in Finland**

# **Preparing for CSRD, ECGTD, GDC compliance**



# Towards compliance with EU regulations

Transparency  
and credibility

**Step 1.**  
*Commitment*



**Step 2.**  
*Competence building*



**Step 3.**  
*Certification*



**Step 5.**  
*Sustainability communication*



**Step 4.**  
*Sustainable Tourism Indicators*



**Step 6.**  
*Development & action plan*



**Step 7.**  
*Application: verification and agreement*





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# Towards compliance with EU regulations

Visit Finland Academy  
STF Guide  
Internal training

**Step 1.**  
*Commitment*



**Step 2.**  
*Competence building*



**Step 3.**  
*Certification*



**Step 5.**  
*Sustainability communication*



**Step 4.**  
*Sustainable Tourism Indicators*



**Step 6.**  
*Development & action plan*



**Step 7.**  
*Application: verification and agreement*





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# Towards compliance with EU regulations

Deepening coop with  
certification bodies

**Step 1.**  
*Commitment*



**Step 2.**  
*Competence building*



**Step 3.**  
*Certification*



**Step 5.**  
*Sustainability communication*



**Step 4.**  
*Sustainable Tourism Indicators*



**Step 6.**  
*Development & action plan*



**Step 7.**  
*Application: verification and agreement*





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# Towards compliance with EU regulations

**Step 1.**  
*Commitment*



**Step 2.**  
*Competence building*



**Step 3.**  
*Certification*



**Step 5.**  
*Sustainability communication*



**Step 4.**  
*Sustainable Tourism Indicators*

CSRD-compliant reporting  
ECGTD-compliant data



**Step 6.**  
*Development & action plan*



**Step 7.**  
*Application: verification and agreement*





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# Towards compliance with EU regulations

**Step 1.**  
*Commitment*



**Step 2.**  
*Competence*



**Step 3.**  
*Certification*

Visit Finland Academy  
STF Guide  
Internal training  
Our comms



**Step 5.**  
*Sustainability communication*



**Step 4.**  
*Sustainable Tourism Indicators*



**Step 6.**  
*Development & action plan*



**Step 7.**  
*Application: verification and agreement*





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# Towards compliance with EU regulations

**Step 1.**  
*Commitment*



**Step 2.**  
*Competence building*



**Step 3.**  
*Certification*



**Step 5.**  
*Sustainability communication*



**Step 4.**  
*Sustainable Tourism Indicators*



**Step 6.**  
*Development & action plan*

Alignment with  
CSRD/LSME

**Step 7.**  
*Application: verification and agreement*



# Towards compliance with EU regulations

**Step 1.**  
*Commitment*



**Step 2.**  
*Competence building*



**Step 3.**  
*Certification*



**Step 5.**  
*Sustainability communication*



**Step 4.**  
*Sustainable Tourism Indicators*



**Step 6.**  
*Development & action plan*



**Step 7.**  
*Application: verification and agreement*

Monitoring compliance  
Public authority?  
Certification scheme?



*Taking a rain check...*



# Kiitos!



**LIISA KOKKARINEN**

Head of Sustainable Development  
[Liisa.kokkarinen@businessfinland.fi](mailto:Liisa.kokkarinen@businessfinland.fi)



Visit Finland



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# EU Strategy for Sustainable Tourism

**Ramune Genzbigelyte-Venturi**

Policy Officer for Tourism  
European Commission





# Towards new EU strategy for sustainable tourism: building on a common vision & co-implementation

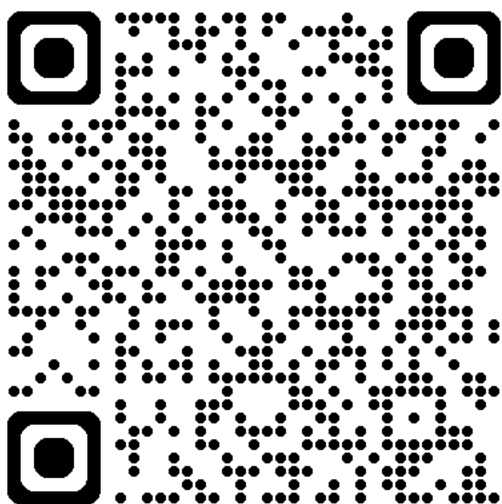


Co-created and co-implemented by stakeholders

 **Consultation launched!**

# EU Strategy for Sustainable Tourism

Targeted Consultation:  
by 15 August 2025



<https://ec.europa.eu/eusurvey/runner/TourismStrategy>





# What are we consulting on?

ENVIRONMENTAL  
SUSTAINABILITY AND  
CLIMATE ACTION

SOCIAL SUSTAINABILITY

DMO RESILIENCE

DIGITAL  
TRANSFORMATION

SMART TOURISM

SKILLS, SUPPORT TO  
WORKFORCE

COMPETITIVENESS,  
SUPPORT TO MSMEs  
AND START-UPS

ACCESSIBILITY AND  
SOCIAL INCLUSION

MODES OF TRANSPORT

A SHARED BRAND FOR  
EUROPE



## EC supports destinations in sustainability path by:

- ❖ Capacity building & peer-to-peer exchanges
- ❖ Dialogue forums for destinations
- ❖ T4T expert group work:
  - ✓ Task force on unbalanced tourism
  - ✓ Task force on sustainable destination management and regenerative tourism
- ❖ Supporting statistical framework and work on sustainability indicators (EU Tourism Dashboard, Tourism Flagship under Technical Support Instrument)
- ❖ Promoting a shared brand for Europe, with ETC support: sustainable, inclusive and safe destination
- ❖ Research and surveys on trends and travel sentiment



# Sustainable EU Tourism project

50 best practices addressing  
31 concrete challenges faced  
by European DMOs



**Download the Compilation of  
50 Best Practices**

Economic										Social						Environmental					Governance									
Creating local added value through tourism	Growth-oriented mindset of destination stakeholders	Dependence of the local economy on tourism	Seasonality of tourism	Changing consumer preferences towards more sustainability	Insufficient use of new and advanced technologies in tourism	Spatial and temporal concentration of visitors	Increase in the cost of living due to tourism	Deterioration and congestion of infrastructure incl. commercial gentrification	Deterioration of the destination image	Lack of qualified and skilled workers	Poor working conditions in the tourism industry	Insufficient or declining acceptance of tourism	Displacement and marginalisation of the local population	Accessibility and inclusivity of services and facilities	Maintenance and conservation of cultural heritage sites	Climate protection and climate change mitigation	Adaptation to climate change	Water scarcity and pollution	Waste production and pollution	Degradation and loss of biodiversity	Sustainable and smart mobility solutions	Appropriate local tourism strategies and policies to accelerate the transition to sustainable and resilient tourism	Lack of community participation in tourism activities	Lack of stakeholder management (multi-level, cross-sectoral)	Lack of visitor participation in tourism development	Resilience building and crisis management	Lack of awareness of sustainability and resilience among tourism stakeholders	Lack of knowledge and skills of tourism stakeholders	Limited financial resources to support sustainability activities in tourism	Measurement and monitoring of sustainable tourism

## DMO Twinning Workshops



**11-12 March:** Diversifying tourism



**26-27 March:** Smart solutions



**8-9 April:** Governance & collaborative approaches



## Upcoming Webinars



[Sustainable EU Tourism](#)



**4 June:** Unlocking EU funding for sustainable and resilient tourism



**16 June:** Building capacity and fostering cooperation in tourism





**30 June:** Practical tools for twinning and cooperation





# Forum on unbalanced tourism at destinations

 European Union


27 RG My profile 

Search

**EU Tourism Platform**

Propose content >

[Home](#) | [What's new?](#) | [Policy framework](#) | [Stakeholders' actions](#) | [Funding and support](#) | [Knowledge and learning](#) | [Interactive map](#) | [Community](#) | [Calendar](#)




**Hybrid event**


**"Unbalanced Rollercoaster: EU Tourism for a Smoother Ride"**

27 May 2025,  
14.30 – 17.30 CET

Brussels and Online

Together for EU Tourism (T4T) Event

 European Commission



★ - 40 0


ARTICLES | 09 May 2025

**When Too Much Becomes Harmful: Rethinking Unbalanced Tourism in Europe**

This article explores the findings of a 2022 European Commission study on unbalanced tourism growth, highlighting how overcrowding in top destinations harms residents and sustainability...

**Categories**

Adventure tourism • Coastal, maritime and inland water tourism  
• Cultural tourism • +65 more



★ - 171 0

ARTICLES | 06 May 2025

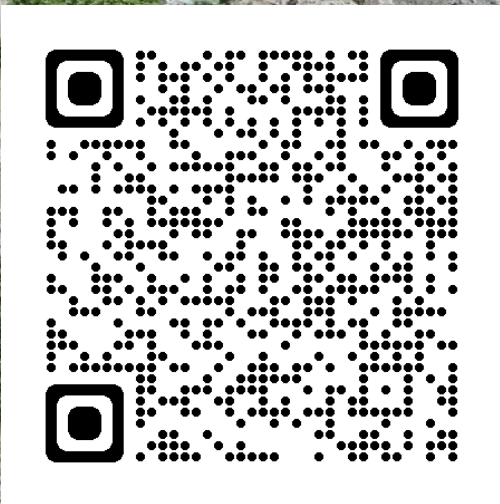
**Unbalanced Tourism Growth in Europe: Understanding Pressures, Impacts and Sustainable Pathways**

Unbalanced tourism growth in Europe has re-emerged as a major challenge following the post-COVID rebound in travel, especially in popular destinations where local infrastructure and...

**Categories**

Adventure tourism • Coastal, maritime and inland water tourism  
• Cultural tourism • +65 more





# TOURISM OF TOMORROW DATA DRIVEN DESTINATIONS HUB

Creation of a Competence Centre to support data  
management in tourism destinations

Build a knowledge  
support scheme  
to assist EU  
tourism  
destinations

Provide tailor-made  
digital solutions and  
data for DMOs and  
tourism SMEs

Integrate results  
and learnings into  
a business plan to  
set up and sustain  
the Centre

Upscale beyond the  
partnership and build  
a data-driven tourism  
community

Implement the  
Centre and  
ensure its  
continuity

[D3HUB Competence Centre \(d3hub-competencecentre.eu\)](https://d3hub-competencecentre.eu)



# Sustainable & innovative urban destinations



Co-funded by  
the European Union

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← Home



Ongoing

## Sustainable Tourism



Final Action Plan of the Sustainable Tourism Partnership



[Sustainable Tourism | UAEU](#)



Co-funded by  
the European Union

## EUROPEAN URBAN INITIATIVE

## Innovative actions projects

We support urban authorities to experiment with bold and innovative solutions to urban challenges.

Sustainable tourism Country EUI-IA Call 2 EU objective Status Map view

<p><b>Coimbra</b> Portugal COIMBRA ST LLM - COIMBRA Sustainable Tourism Large Language Models</p> <p>Ongoing</p>	<p><b>Valencia</b> Spain Zentropy MICE - Reshaping a new concept of MICE sustainability under an urban entropy approach to enhance the legacy to Valencia citizens and optimize energy, matter and information</p> <p>Ongoing</p>	<p><b>Krakow</b> Poland SCT HUB - Codesign the Future of sustainable cultural tourism</p> <p>Ongoing</p>
<p><b>Copenhagen</b> Denmark CULTIGEN - Culture, Tourism, reGENeration through innovative digital solutions and governance platforms</p> <p>Ongoing</p>	<p><b>Argiroupoli</b> Greece GreCO - Green Cultural Oases</p> <p>Ongoing</p>	<p><b>Prato</b> Italy EPIC - Experience Prato Industrial Culture</p> <p>Ongoing</p>
<p><b>Ravenna</b> Italy FOOTPRINTS - Facilitation, Organization, Opportunities into a Tourists /Temporary citizens' urban Platform, Nudging Responsible behaviours, community Involvement, Time saving by Soft mobility</p> <p>Ongoing</p>		

[Innovative actions projects | EUI](#)

# Capacity building opportunities for cities



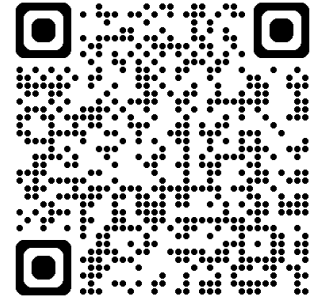
EUROPEAN URBAN INITIATIVE

Ongoing

Closing in 2 years 8 months 3 weeks

## City-to-City Exchanges EUI – Capacity Building

The City-to-City Exchanges Call is now continuously open. Check the details and apply to benefit of other city experiences to tackle your sustainable urban development challenges.



portico

## The gateway to urban learning

We connect urban actors with knowledge, people and initiatives to achieve sustainable urban development in Europe.



What are you looking for ?



### Urban Matchmaker

Portico's matchmaking tool for cities to find their peers and start partnerships

- Connect with peers facing similar challenges, share your experience and benefit from theirs
- Join an Innovative Action project as a Transfer Partner
- Apply together to receive EUI support

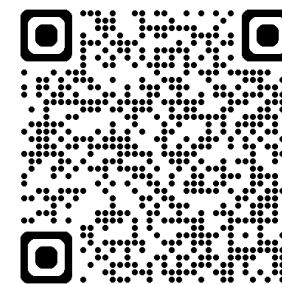
Discover the Urban Matchmaker







## APPLY NOW TO BECOME THE NEXT EUROPEAN CAPITAL OR GREEN PIONEER OF SMART TOURISM



### European Capital of Smart Tourism

Are you a smart destination with a population of over 100.000 inhabitants? Apply here for the European Capital of Smart Tourism Competition.



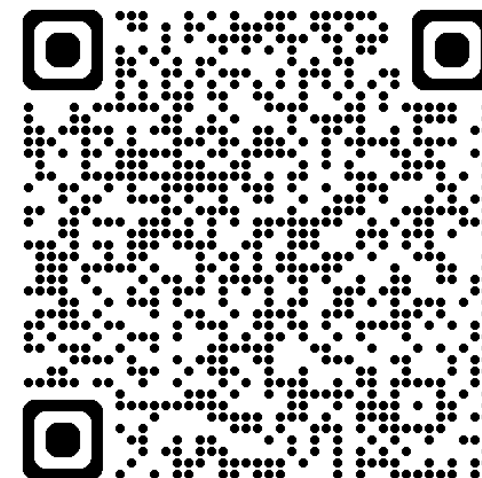
### European Green Pioneer of Smart Tourism

Are you a green destination with a population of between 25.000 – 100.000 inhabitants? Apply here for the European Green Pioneer of Tourism Competition.





# Guide on EU funding for tourism



The guide will help you find appropriate funding. It contains links to relevant EU programme websites with the latest developments (such as annual work programmes or calls for proposals) and further details per programme.

For inspiration, you can also see concrete project examples funded by previous EU programmes. The guide is available in all EU languages via a high-quality machine translation tool.



# Building Capacity for the Tourism Ecosystem

TOTAL BUDGET: € 2 398 900

## OBJECTIVE

Promote greater competitiveness in the tourism sector, mainly for SMEs

## HOW?



Increase the knowledge and capacity of stakeholders regarding existing funding opportunities, improving their success in applying for funding programs available in the EU

**Kick off meeting**  
January 2025

**Inception report**  
April 2025

**Interim report**  
June 2025

**Final report and Communication Event**  
December 2026

- | 1  | 2   | 3   | 4  |
|--|---|---|--|
| <b>EU Tourism Funding Overview (2019-2022)</b> | <ul style="list-style-type: none"><li>• <b>Tourism Ecosystem Needs Analysis</b></li></ul> | <ul style="list-style-type: none"><li>• <b>Best Practices Compendium</b></li></ul>      | <ul style="list-style-type: none"><li>• <b>Training for Tourism Stakeholders</b></li></ul> |
| <b>Guide Update</b>                            | <ul style="list-style-type: none"><li>• <b>Capacity Building Solutions</b></li></ul>      | <ul style="list-style-type: none"><li>• <b>Manual on Dos and Don'ts</b></li></ul>       |  |
| <b>Bidding Success/Failure Factors</b>         |   | <ul style="list-style-type: none"><li>• <b>Application Quality Guidelines</b></li></ul> |  |



Funded by  
the European Union

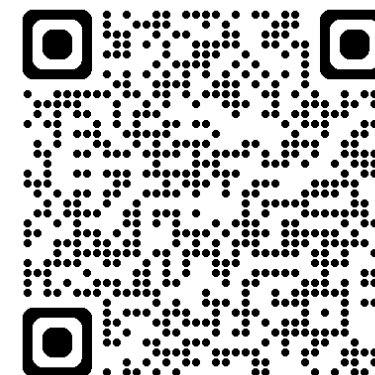
# EU Tourism Platform

Photo by David Marcu

## Single platform for the EU Tourism Transition Pathway

Discover actionable insights and strategies on the Transition Pathway Stakeholder Support Platform for EU Tourism ecosystem to drive sustainable growth and innovation in your tourism business.

Join the pathway >



Access updated information through resources (articles, studies, guidelines, reports....)

Discover stakeholder pledges & best practices

Explore events, courses, support and funding opportunities

Connect with members from around the world using the interactive map



# Follow us



@Transport\_EU



Sustainable EU Tourism

# Contact us

[MOVE-TOURISM@ec.europa.eu](mailto:MOVE-TOURISM@ec.europa.eu)

# MASTERCLASSES

Regenerative Destination Management

## Storytelling Strategies for Regeneration

Designed for marketing and communications teams, this Masterclass builds skills in storytelling to inspire regeneration across destinations, businesses, and communities.

Using the Storytelling Strategies for Regeneration Framework, you'll gain insights into trends and strategies to strengthen your brand while avoiding greenwashing and navigating EU directives to lead, not only comply.

Email us at [academy@gds.earth](mailto:academy@gds.earth)







# GDS-ICCA-CityDNA

## CERTIFICATE

Regenerative Destination Management

Explore our Dynamic Learning that is **quite out of the ordinary**

Designed to build the expertise of mid- to senior-level NTO, CVB and DMO professionals and consultants crafting and implementing destination sustainability and stewardship strategies.

**Start: 04 September 2025**

Email us at [academy@gds.earth](mailto:academy@gds.earth)

<b>1</b> <b>Thursday, 04 September</b> An Introduction to the Regenerative Revolution	<b>6</b> <b>Thursday, 09 October</b> DMOcracy: Stakeholder Engagement, Co-creation and Governance
<b>2</b> <b>Thursday, 11 September</b> Building Capacity: Tactical Approaches to Accelerating Transformation	<b>7</b> <b>Thursday, 16 October</b> Storytelling and Communication Strategies for Regeneration
<b>3</b> <b>Thursday, 18 September</b> The DEI Journey- Social Sustainability in Tourism	<b>8</b> <b>Thursday, 23 October</b> Impact Strategy: Enabling, Measuring and Reporting on Social and Environmental Transformation
<b>4</b> <b>Thursday, 25 September</b> Demystifying the Climate Jargon. Practical Destination Approaches for Climate Action	<b>9</b> <b>Thursday, 30 October</b> Funding for Tomorrow: Developing Regenerative Funding Systems
<b>5</b> <b>Thursday, 02 October</b> Visitor Economy Management: Balancing Growth and Regenerative Strategies	<b>10</b> <b>Thursday, 06 November</b> From Theory to Practice: Strategizing and Purposing the DMO

# THANK YOU

Join a dynamic community of  
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