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Daniel Attard addresses Global Tourism Forum in Brussels

MEP Daniel Attard addressed the Global Tourism Forum in Brussels on Tuesday, 10 November. The annual meeting brought together tourism ministers, industry leaders, investors and financial institutions to discuss the future of tourism in Europe and beyond.

Attard welcomed the European Commission's new EU Sustainable Tourism Strategy and said it must now move from paper to practice, including by improving Europe's preparedness for crises that affect tourism. The Labour MEP urged authorities and transport operators to run drills to test their plans before an emergency. People are more confident about travelling abroad when they know what to expect if things go wrong, he said.

On seamless travel, Attard noted that visitors from other Member States accounted for 61% of international guest nights in EU tourist accommodation in 2025. He shared examples of EU citizens facing repeated security checks and passport controls on journeys within the Union itself. This, he said, shows how much work remains to make travel easier for visitors arriving from outside the EU.

Attard called for investment in better transport links to ease pressure on the busiest destinations and help more places attract visitors. This is a priority in his report on sustainable tourism, which the European Parliament adopted in April. He linked this to the proposal he is leading in Parliament on buying travel tickets online. Dr Attard concluded that better connections and simpler booking could give travellers better options and help more communities share in the benefits of tourism.