

The new European maritime policy
The Green Paper debate



The European hospitality perspective

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Hotels, Restaurants and Cafés in Europe

The new European maritime policy

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Thank you for a comprehensive paper

- lyricism
- interesting data
- holistic approach



Who are we and why are we interested?

38 associations of hotels, restaurants, cafés, bars
in 24 European countries
of which 19 with coasts and islands

Some interesting figures and data



- 85000 km of coast
longer than that of the US and Russia
- coastal and maritime tourism:
Europe's biggest sea-related industry
- direct turnover
maritime tourism: €72 billion in 2004
hotels & restaurants in total: €367 billion in 2003

Some interesting figures and data



- ~~350~~ 406 million passengers passed through European seaports in 2004

954 million passengers passed through European airports in 2005

- costal tourism varies greatly
variation in ecological characteristics
between Baltic
 Mediterranean
 Atlantic
 North Sea
 Black Sea

What is bad for the hospitality industry?



- dirty beaches
 - waste
 - dead fishes
 - petrol
- damage to fauna and flora
 - ↓ attractiveness
 - ↓ culinary offer
- long-term damage to landscape
 - architecture
 - wind energy
- changes in climate

What is good for the hospitality industry?



- healthy fauna and flora
- sea products “*from sea to fork*”
- landscape / scenery: “*non-market value*” of the sea
- sea-related activities: fishing ports, marinas etc.
- architectural and cultural heritage
- organisation of safety

Role of public activities



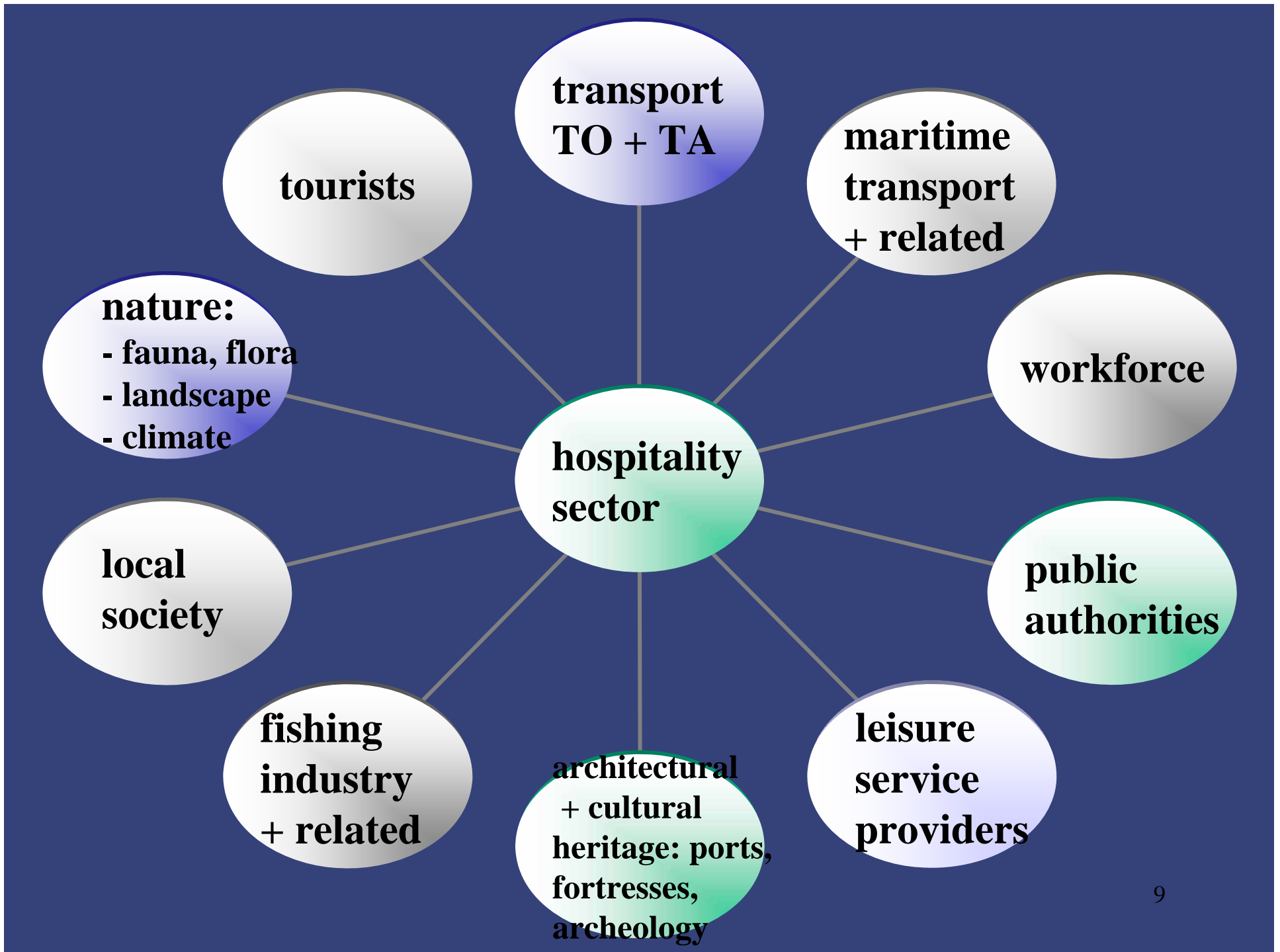
EU

National

Regional

Local

- infrastructure
- spatial planning
- regulation
- taxation
- favouring investment
- bringing stakeholders together



Final provisional remarks



- Paper to be discussed further in our association
- Relation wit draft Tourism Sustainability paper?
No reference to the Maritime Green Paper
- Soon a Green Paper
“Towards a future land policy for the Union” ?



THANK YOU!

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