Executive Summary
Ahead of the 25th session of the UNWTO General Assembly, members from the region Europe gather to take stock of the European tourism’s progress and address the main challenges in the region. The Secretary-General emphasizes the responsible tourism management and fostering education as some of the main pillars of work amid the current climate threats, political and economic instability.

Madam Chair,
Your Excellency, Minister Abdukahimov
Your Excellencies,
Distinguished delegates,

It is pleasure to welcome you again. This is the second time we have met in less than half a year. I appreciate your determination to keep our positive momentum going. We are taking great steps forward.

On Wednesday, at our General Assembly, I will give you a full overview of our work. But today, we focus on one region.

Europe continues to lead the way.

The newest edition of our World Tourism Barometer shows that the region continues to bounce back strongly. We reached 90% of pre-pandemic levels by the end of July. In some places, the results are even better. This recovery comes on the back of strong intra-regional demand and travel from the United States. I congratulate you all on this shared success.

But we must not get complacent.

Recovery alone is not enough. Since we last met, we have seen first-hand how the climate crisis is hitting our sector hard. July was the hottest month ever recorded. And September and now October are breaking records. Heat waves have caused consumers to re-think their travel choices in Europe. This must be a wake-up call for our sector to accelerate our climate action efforts – with Europe leading by example.

And then we have the challenge of instability and insecurity. 600 days ago, war returned to Europe. The effects on the region will be significant and long-lasting.
Again, tourism needs to adapt and respond.

Dear colleagues,

Collaboration and solidarity are crucial as we navigate the challenges and opportunities in the European region. The future is not fixed. We can still set tourism on the right course. We are making great steps in advancing our common priorities – in Europe and beyond:

• We are harnessing the power of technology and innovation,
• We are generating the necessary investment
• And we are focusing on education in tourism, to enhance human capital and support the younger generations to become leaders of the green transition.

But we need to do more.

I look forward to our discussions regarding our previous work and future plans. One of our main aims for the future is to empower youth at the global, regional, and national levels. In this regard, we are proud to present our latest product, the Global Youth Tourism Summit Handbook.

This is a tool for you, our members, to support young people. Let them become more involved in our decision-making. That way, the decisions we make here in Samarkand will be put into action for years to come.

Dear colleagues,

I look forward a productive meeting today and over the course of this week.

I am grateful to our generous host for their warm hospitality. And I hope you will all be inspired by our surroundings – a clear example of how tourism can protect culture and bring us all together.

Thank you.
Conclusions and recommendations CEU/CR/3 (LXIX)\(^1\)

The Commission for Europe,
Having examined the report of the Secretary-General on the Programme of Work and its different annexes,
Having also heard the introductory words of the Secretary-General,

1. **Shows appreciation** to the Secretary-General for his introductory words;
2. **Takes note** of the implemented activities and achievements in the region;
3. **Reaffirms** joint commitment the common priorities in the region, including harnessing technology and innovation, generating investments, fostering education to enhance human capital and support the younger generations to become the leaders of the green transition;
4. **Welcomes** the launch of the publication “#Youth4Tourism – A Handbook to Champion Youth Participation in Tourism at the National Level” in the framework of the Global Youth Tourism Summit.

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\(^1\) This is a draft of the conclusions and recommendations for the corresponding agenda item. For the final text adopted by the Commission, please refer to the Conclusions and recommendations document issued at the end of the session.