

**Discover how the travel
sector can give back to
people, nature, and the
local economy**



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**EUROPEAN
TRAVEL
COMMISSION**

**Tourism is not just about
visiting places.**

**When managed with care, it
breathes new life into rural
towns, supports communities,
and restores the delicate
balance of our nature.**



Tourism for
EUROPE
for Tourism

Across Europe,
tourism is already
making a difference.

Discover how it can give back



TourismforEurope.eu

