

Tourism for Europe

Social Media Toolkit

About the campaign

The *Tourism for Europe* campaign aims to showcase tourism as a force for good — for people, nature, and the economy.

Across Europe, real initiatives are already demonstrating how tourism, when managed responsibly and in respect of destinations, can:

- Support communities
- Protect and regenerate nature
- Strengthen local economies

The campaign builds on the recent exhibition at the European Parliament and the [Tourism for Europe](#) platform. This hub brings together best practices in regenerative tourism and will continue to grow, showcasing how tourism can give back across Europe.

How to use this toolkit

This toolkit provides **ready-to-use social media content** to support the ***Tourism for Europe*** campaign.

It is designed to help destinations, project partners, and tourism stakeholders to share how tourism contributes positively to people, nature, and the economy across Europe.

You can:

- Support **Tourism for Europe message and the platform**
- Highlight **initiatives in your country** *featured on TourismforEurope.eu*
- Share a **specific project story** *published on TourismforEurope.eu*

Please remember to include in every post:

- Campaign name: ***Tourism for Europe***
- Hashtags: **#TourismForEurope**
- Tag @European Travel Commission ([LinkedIn](#)) and @ETC_Corporate (X)
- Call to action to the website: Explore more stories at [TourismforEurope.eu](#)

Visuals:

General Campaign Assets

You can use ready-to-use visuals to support and promote the *Tourism for Europe* campaign. These include the campaign video, banners, and carousel formats.

🔗 Access them [here](#)

You can also personalise the social media templates by adding your organisation's logo to showcase your support for the campaign.

Templates with a dedicated logo placeholder are available on Canva in the following formats:

- [Square banners](#)
- [Horizontal banners](#)
- [Square carousel](#)
- [Horizontal carousel](#)

Please do not modify any locked elements or campaign content. Only add your organisation's logo in the designated placeholder.

Project-Specific Templates

If you would like to highlight a specific project featured on the *Tourism for Europe* platform, you can adapt dedicated templates. These allow you to showcase your project story or a story from your destination while staying aligned with the campaign identity.

🔗 Here you will find guidelines explaining how to replace the example content with your own project information. Please closely follow these instructions on visuals and content and update the assets accordingly: [Guidelines](#)

Editable samples are available in the following formats:

- [Horizontal banners](#)
- [Square banners](#)
- Carousels in horizontal format ([Nature](#), [Economy](#), [People](#))
- Carousels in square format ([Nature](#), [Economy](#), [People](#))

Sample Posts

Tourism for Europe campaign (general)

Discover how tourism can give back to Europe!

Tourism is more than leisure and travel – it is a powerful force for good.

Across Europe, inspiring initiatives are already showing how tourism can support communities, protect nature, and strengthen local economies.

This is the idea behind *Tourism for Europe*, a platform by the [European Travel Commission](#) bringing together stories that highlight tourism's positive impact where it happens.

Together, these stories show how tourism, when managed with care, can create lasting value for people, places, and the future of Europe.

 Explore real stories from European destinations at [TourismforEurope.eu](https://tourismforeurope.eu)

#TourismForEurope

Destination perspective

Please personalise the post by adding your country and project(s) from the *Tourism for Europe* platform.

Discover how tourism gives back – in [COUNTRY] and across Europe

Tourism for Europe brings together real stories from across the continent, showing how tourism, when managed with care, can support communities, protect nature, and strengthen local economies.

In [COUNTRY], [PROJECT NAME] shows how tourism can create a positive impact where it happens.

[Short explanation of impact]

 Explore our story and more at [TourismforEurope.eu](https://tourismforeurope.eu) [LINK TO YOUR PROJECT]

#TourismForEurope [European Travel Commission](#)

Sample post (Austria)

Discover how tourism gives back – in Austria and across Europe

Tourism for Europe brings together real stories from across the continent, showing how tourism, when managed with care, can support communities, protect nature, and strengthen local economies.

In Austria, **Perry Road / Moststraße** shows how tourism can create a positive impact where it happens.

By connecting farmers, producers, and visitors in Lower Austria, the initiative supports local businesses and helps ensure that tourism value stays within the region.

 Explore our story and more at <https://tourismforeurope.eu/experiences/economy/perry-road-moststrase-the-orchard-route-with-a-local-taste>

#TourismForEurope [European Travel Commission](#)

Showcase a project

Please replace the project name and adapt the text to your initiative from the *Tourism for Europe* platform. Choose one theme focus (Nature/ People/ Economy).

Discover how tourism gives back – in [COUNTRY] and across Europe

Tourism for Europe brings together stories from across the continent, showing how tourism, when managed with care, can support communities, protect nature, and strengthen local economies.

[PROJECT NAME] shows how travel can create a positive impact where it happens.

[ Nature]

Here, tourism actively contributes to restoring ecosystems and protecting biodiversity. Our initiative supports... [impact: e.g. habitat restoration, biodiversity protection, reduced pressure on natural areas].

[ People]

Here, tourism strengthens communities and creates more inclusive experiences. Our initiative contributes to... [impact: e.g. accessibility, cultural heritage, opportunities for local communities].

[ Economy]

Here, tourism creates value that stays local. Our initiative contributes to... [impact: e.g. support to SMEs, local jobs, stronger value chains, year-round economy].

 Explore our story and more at [TourismforEurope.eu](#) [LINK TO YOUR PROJECT]

#TourismForEurope [European Travel Commission](#)

Sample post (Austria)

Discover how tourism gives back – in Austria and across Europe

Tourism for Europe brings together stories from across the continent. It shows how tourism, when managed with care, can support communities, protect nature, and strengthen local economies.

Perry Road (Moststraße) shows how travel can create a positive impact where it happens.

Here, tourism creates value that stays local. In Lower Austria, pear orchards shape the landscape, and local production is part of the region's identity. Perry Road connects farmers, producers, and visitors, supporting the community.

 Explore our story and more at <https://tourismforeurope.eu/experiences/economy/perry-road-moststrase-the-orchard-route-with-a-local-taste>

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