

The Honourable Apostolos Tzitzikostas  
European Commissioner for Sustainable Transport and Tourism  
European Commission  
Brussels, Belgium

20 January 2026

Dear Commissioner Tzitzikostas,

We write as the **Active Tourism Coalition**, bringing together 15 organisations representing active travel. Active Tourism is a form of tourism focused on accessible physical activity for the purposes of mobility, recreation and leisure. It includes activities such as cycling, walking, hiking, etc and enables visitors to experience places at a human scale with low environmental impact, high social value and strong connections to local landscapes, cultures and communities. Cycling tourism represented €44 billion economic impact a year in Europe in 2012, and Adventure travel represents a trillion-dollar market globally in 2025.

The forthcoming **European Sustainable Tourism Strategy** offers an ideal opportunity to position Active Tourism at the heart of a competitive European Tourism, a flagship of Brand Europe and a solution to unbalanced tourism. We recommend the strategy:

1. **Recognise Active Tourism as a cornerstone of sustainable tourism**, requiring coordinated support from European and national institutions. This includes integrating Active Tourism, such as cycling, walking and hiking, into destination mobility strategies, multimodal access, and last-mile solutions. But also investing in monitoring Active Tourism's social, environmental and economic impact.
2. **Establish Active Tourism as a flagship of Brand Europe**, showcasing Europe's natural landscapes, cultural heritage, and extensive long-distance routes, such as EuroVelo, Greenways, E-Paths, GR footpaths, etc. This positioning should be supported by open, high-quality data integrated into EU tourism data hubs, and recognition of relevant certification schemes and training programmes.
3. **Create integrated governance frameworks**, bringing together local communities, Destination Management Organisations (DMOs), tourism operators, NGOs, land managers, transport operators, media, outdoor sport organisations, etc to deliver Active Tourism that protects natural and cultural landscapes while supporting local communities.
4. **Prioritise Active Tourism in the next Multiannual Financial Framework (2028-2034)**, with dedicated investments in long and short-distance cycle routes (such as EuroVelo), hiking trails and cross-border tourism infrastructure.

The Active Tourism Coalition stands ready to support you in developing these priorities. We would welcome the opportunity to discuss during a meeting how Active Tourism can strengthen Europe's sustainable tourism's resilience and competitiveness, its tourism brand, and respond to unbalanced tourism.

Yours respectfully,

Laurianne Krid, CEO, European Cyclists' Federation

For the [Active Tourism Coalition](#)