

ANNEX

FESI Concrete Recommendations for the EU Sustainable Tourism Strategy

Practical Actions to Support Sustainable Sport and Active Tourism

October 2026

This document complements FESI's existing [position paper](#) on sport tourism by setting out concrete recommendations for action by the European Commission, based on input from FESI members.

1. Strengthen EU-level coordination on sport and active tourism

Recommendations

- Include a dedicated section on sustainable sport and active tourism in the EU Sustainable Tourism Strategy, with concrete actions and follow-up.
- Strengthen coordination between the relevant Commission services, particularly those responsible for tourism, sport, transport, health and the environment.
- Facilitate regular exchanges between Member States, tourism destinations, sport organisations and the sporting-goods industry to identify shared challenges and develop practical solutions.
- Organise EU-level workshops to facilitate partnerships between tourism regions and sporting-goods companies.

2. Improve sustainable transport and last-mile connectivity

Recommendations

- Encourage Member States and regional authorities to improve public transport connections to sport and outdoor tourism destinations, including trails, cycling routes and mountain resorts.
- Promote integrated travel solutions combining rail, public transport, cycling and other active mobility options.
- Encourage destinations to develop last-mile transport solutions connecting public transport hubs with outdoor sport venues.
- Support the exchange of good practices on low-impact mobility solutions, particularly for rural, coastal and mountain destinations.
- Encourage cross-border cooperation to address transport and accessibility barriers between neighbouring regions and countries.

3. Improve access to EU funding for sustainable sport tourism projects

Recommendations

- Provide clear guidance on how existing EU funding programmes can support sustainable sport and active tourism projects.
- Encourage funding opportunities that facilitate partnerships between tourism destinations, sporting-goods companies, sport organisations and public authorities.

- Support pilot projects that demonstrate replicable solutions for sustainable sport tourism, including destination-based equipment services and sustainable mobility.
- Ensure that funding opportunities are accessible to SMEs and smaller regional or local organisations, with simplified application procedures and proportionate administrative and reporting requirements.
- Support projects that reduce practical barriers to participation in physical activity, including equipment costs, transport and access to appropriate infrastructure.
- Consider support for capacity-building and skills development among tourism operators, destinations and other stakeholders involved in sustainable sport and active tourism.

4. Support circular sporting-equipment services at tourism destinations

Recommendations

- Encourage partnerships between sporting-goods companies, tourism operators and destinations to develop equipment rental, repair, maintenance, testing and reuse services.
- Better target existing EU funding and policy instruments towards destination-based equipment services that extend product lifetimes and reduce the need for visitors to transport their own equipment.
- Promote good practices and business models that improve equipment utilisation, repairability and reuse.
- Explore a voluntary, proportionate sustainability framework for sport tourism services and destinations, building on existing standards and avoiding unnecessary additional certification requirements.
- Encourage business models that make sporting equipment more affordable and accessible, particularly for people who do not own specialised equipment or are trying a sport for the first time.

5. Improve data and common indicators for sport and active tourism

Recommendations

- Strengthen coordination between Eurostat data on tourism, sport and related economic activities to improve the evidence base for policy development.
- Explore common definitions and indicators for sport and active tourism to facilitate comparison between Member States and destinations, including the contribution of sports-related retail and visitor experiences to local economies.
- Encourage the collection and sharing of data on visitor flows, seasonality, participation, local economic benefits and environmental impacts.
- Improve the evidence base on the contribution of active tourism to physical activity, public health and well-being, helping demonstrate its value and inform investment decisions.
- Develop practical guidance to help destinations monitor the sustainability and performance of sport tourism initiatives.
- Build on existing data sources and reporting mechanisms to minimise administrative burdens.

6. Promote sustainable sport and active tourism across Europe

Recommendations

- Integrate sustainable sport and active tourism into relevant EU tourism promotion and destination-development initiatives.
- Recognise the promotion of physical activity and active lifestyles as an important objective of sustainable tourism, highlighting tourism's potential to encourage participation in sport and contribute to public health, disease prevention and societal resilience.
- Encourage campaigns promoting Europe as a destination for sustainable active holidays, targeting both European residents and international visitors.
- Facilitate the exchange and dissemination of good practices between destinations, including initiatives that diversify tourism offers and extend the tourism season.
- Highlight the contribution of the sporting-goods industry to sustainable tourism through equipment services, innovation, sports retail, fan experiences and partnerships with local operators.
- Encourage initiatives that introduce people to physical activities close to home and inspire them to pursue these activities in natural environments and tourism destinations.
- Recognise the role of sports clubs and their cultural heritage in attracting visitors throughout the year, including beyond sporting events, helping diversify tourism destinations and supporting local economies.

7. Support environmentally responsible outdoor and winter sport tourism

Recommendations

- Encourage the sustainable management and maintenance of trails, cycling routes and outdoor sport infrastructure, in cooperation with land managers and environmental authorities.
- Promote responsible access to forests, parks and other natural areas for sport and active recreation, in accordance with environmental protection requirements, land-use rules and local conditions.
- Facilitate the exchange of good practices on reconciling outdoor recreation, tourism development and biodiversity protection.
- Recognise winter sports as part of Europe's tourism offer and encourage destinations to develop context-specific sustainability and adaptation measures.
- Ensure that activities promoted through EU sustainable sport tourism initiatives are assessed against appropriate environmental criteria, rather than treating all outdoor activities as equally sustainable.

8. Facilitate cooperation between the sporting-goods industry and tourism destinations

Recommendations

- Establish opportunities for structured dialogue between sporting-goods companies, tourism operators, destination management organisations and public authorities.
- Facilitate partnerships to develop equipment rental and repair services, outdoor sport facilities and other destination-based solutions.
- Support dedicated stakeholder conferences and matchmaking activities, including through existing events such as European Outdoor Week, to identify joint projects and develop collaborative business models.
- Support knowledge exchange on sustainable business models, infrastructure, equipment services and visitor accessibility.
- Encourage collaborative pilot projects that demonstrate the contribution of industry–tourism partnerships to sustainable destination development, including stadium tours, museums and

official stores, that attract international fans and generate economic opportunities for local communities.

- Disseminate successful approaches through existing EU networks and programmes to facilitate replication across Member States.
- Promote cooperation between sports clubs, tourism destinations and sporting-goods companies to develop visitor experiences that combine sport, culture and retail, creating economic opportunities for local communities.
