In these testing times, your experience of tourism can help others to plan for recovery

Tourism can be the life-blood of our cultural heritage, enabling us to earn a living from the things we value. While some places thrive on the economic benefits, others miss out through lack of know-how or resources. But too much of a good thing can suffocate local communities and destroy the very qualities which attract visitors. How do we get the balance right?

Awareness of the impact on our climate including from tourism has raised questions about how it should be better managed. The unprecedented moratorium on travel caused by the coronavirus is also now questioning how our world might look in the future. Sharing how you think cultural heritage and tourism might be affected is especially important now as it can help evidence our representations to the European Union.

Europa Nostra is participating in the IMPACTOUR project to help communities across Europe who are missing out on the benefits of well-managed, sustainable tourism. That can mean developing a toolkit for communities 'at the edge of the map', or with ideas but not the expertise to put them into practice. It is about providing support, but that can be more effective with encouragement from those of you who already have had success. That is why we are asking you for a quick guide to what you found useful.

The IMPACTOUR team is looking for **good practice models of cultural heritage tourism**, especially those from which others who need help can find inspiration and practical support. Tourism is becoming more informed about how visitors behave and how to predict what interests them by pooling data from internet searches, website use, online bookings, smartphones (location tracking), payments, visitor reviews. Collectively, this is known as 'Big Data', which can improve proposals, management and visitor satisfaction.

You can help others by sharing your experiences (success and problems) in any of the following ways:

1. Did you have a vision or a plan, and a **strategy** of how to achieve it?

- have you been involved in a project that restored an ancient place or route, which tourists now use?
- have you revived an historic festival or tradition, which now attracts visitors?
- have you created something which enables cultural heritage to be experienced in new ways?

2. Did you have any **information** on tourism visitors to forecast if your proposal would work?

- Did you undertake surveys to find out about demand or gauge interest in the proposal?
- Did you have access to any 'Big Data' sources as evidence?
- Did you produce any projections or business modelling to test the viability of the proposal?

3. Have you been able to **measure** your success, and benefit from that knowledge?

- How have you gathered information about visitor numbers and visitor satisfaction?
- How have you used that information to increase visitor numbers and their quality of experience?
- If you have not had access to 'Big Data', how could it have helped?

We are looking for short, quick responses: an email with a paragraph answer to each of the three questions, with websites links if that will help. If you reply by 12:00 CET Wednesday 8 April we can immediately analyse responses and contact you if we need more information. Thank you in anticipation of your valuable help!

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