Skift Call:

A Framework for Overtourism Solutions

Tuesday, Nov. 7 at 1 p.m. EST
Today’s Guest

Megan Epler Wood

Founder and President, EplerWood International

Director, International Sustainable Tourism Initiative at the Harvard School of Public Health.

Author, Sustainable Tourism on a Finite Planet Routledge, 2017
Overtourism Flashpoints

- Barcelona
- Venice
- Iceland
- Amsterdam
- Berlin
- Greece
Five Possible Ways to Prevent Overtourism

1. Limiting Transportation Options
2. Make It More Expensive
3. Better Marketing and Education
4. Better Collaboration Among Stakeholders
5. Protect Overcrowded Areas
Contributions to European Growth by Market
2016-20: expected share of arrivals growth for European destinations by source markets

Source: Tourism Economics
Growth of the Low Cost Carriers vs Regional Sector Growth - 2007 to 2016
What most people have seen is that government and industry are not collaborating enough. They need to see the stakes are so high that joint solutions are necessary and have to be based on data, and not just industry data, because they set their own parameters...People, be they from the industry or a destination, don’t want too many people swamping what is a beautiful cultural or historic site.

— Megan Epler Wood
Overtourism Conversation

- What can the tourism industry do to cope with overtourism?
- How can destinations balance economic development with the needs of residents?
- Which destinations have been successful developing solutions?
- Which destinations will be hardest hit by tourism in the future?
- What first steps can we take to develop a system to deal with the adverse effects of tourism?
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