



# ‘Overtourism’?

## Understanding and Managing Urban Tourism Growth beyond Perceptions

### Rebuffing myths

1. Tourism congestion is not only about the number of visitors but about the capacity to manage them.
2. Tourism congestion is commonly a localised rather than a citywide issue.
3. Tourism congestion is not a tourism-only problem.
4. Technological or smart solutions alone are important but will not solve the issue of tourism congestion.

### According to the research carried out among residents of eight\* European cities:

**26%**

of residents believe “there is room for future growth”

**30%**

of residents feel that “there should be no limitations to the growth of visitor numbers”



\* Amsterdam, Barcelona, Berlin, Copenhagen, Lisbon, Munich, Salzburg and Tallinn

### Key conclusions

- **11 strategies** and **68 measures** to help understand and manage visitors’ growth in cities.
- Tourism development and management in cities needs to be part of the wider urban agenda.
- There is no one-size-fits-all solution. It is essential a common strategic vision among all stakeholders involved, bringing residents and visitors together and adopting careful planning which respects the limits of capacity and the specificities of each destination.
- **12 policy recommendations** to better manage tourism flows and advance inclusive and sustainable urban tourism that contributes to the New Urban Agenda and the Sustainable Development Goals.

### 11 Strategies to manage visitor flows in urban destinations

- Strategy 1: Promote the dispersal of visitors within the city and beyond
- Strategy 2: Promote time-based dispersal of visitors
- Strategy 3: Stimulate new itineraries and attractions
- Strategy 4: Review and adapt regulation
- Strategy 5: Enhance visitors’ segmentation
- Strategy 6: Ensure local communities benefit from tourism
- Strategy 7: Create city experiences for both residents and visitors
- Strategy 8: Improve city infrastructure and facilities
- Strategy 9: Communicate with and engage local stakeholders
- Strategy 10: Communicate with and engage visitors
- Strategy 11: Set monitoring and response measures

“Understanding residents’ attitude towards tourism and engaging local communities is central.”