



EU – countries pass



A project for getting EU citizens closer to
each other

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Main Goals



- EMOTIONAL
 - increase sense of EU identity
 - support EU initiatives and decrease distrust among citizens for an integrated EU
- results in:
- a.) strengthening confidence among EU citizens in relation to each other
 - b.) increase a sense of „EU community“
 - c.) supports the peace fulfilling mission of the EU by increasing trust

Main Goals



- EMOTIONAL
 - d.) increase loyalty
 - e.) increase solidarity by personal experience for other peoples' culture, potentials and difficulties
- Increase understanding of different life style in European countries
- Increase communication between European citizens

Benefits



Political benefit

EU citizens

- A sense of unity among EU citizens will strengthen efforts towards a peaceful Europe
- Better understanding of each other
- Greater solidarity
- Increase awareness of all the good characteristics of others and understanding

Financial benefit

EU member states

- Lower flow of funds to Non EU countries
- Tourism industry benefits of additional business
- Economic support for weaker economic regions of EU
- Savings in solidarity costs

Financial side effects



- More and more EU citizens should travel within the EU - reduction of outgoing tourism to non EU countries (money spent for travelling remains within EU)
- Stimulating the economy by promoting internal demand for European tourism resulting in enhancement of transport and travel between „EU countries“

EU citizens visiting EU countries



Visited country:

	Denmark	Finland	Ireland	Sweden	United Kingdom	Austria	Belgium	France	Germany	Luxembourg	Netherlands	Czech Republic
1. Denmark	-	54	27	1.556	425	214	59	636	759	9	116	105
2. Finland	38	-	9	639	122	53	33	191	193	4	42	40
3. Ireland	7	9	-	13	2.488	40	53	112	69	3	21	33
4. Sweden	542	341	55	-	533	157	79	459	778	7	106	80
5. United Kingdom	104	168	4.149	527	-	663	1.195	14.845	1.635	50	1.646	412
6. Austria	9	19	62	191	263	-	31	461	866	5	267	165
7. Belgium	13	23	90	159	936	391	-	8.500	731	186	779	66
8. France	28	81	321	239	3.073	436	941	-	900	77	465	193
9. Germany	355	256	302	1.736	2.611	10.468	781	14.047	-	117	2.803	1.439
10. Luxembourg	2		6	24		40	68	114	126	-		37
11. Netherlands	88	111	146	318	1.549	1.418	1.746	12.486	2.765	255	-	239
12. Czech Republic	24	9	15	11	202	265	18	356	216	2	66	
13. Estonia		55		67					31	0		
14. Hungary	17	7	11	9	111	287	20	262	159	2	49	72
15. Latvia		13		16					21			
16. Lithuania	7	7	5	8			7	112	73	1	21	24
17. Poland	19	16	23	19	325	185	44	546	331	3	102	291
18. Slovakia						55				1		253
19. Greece	12	7	8	23	185	67	36	496	116	3	35	45
20. Italy	46	73	176	247	1.168	1.090	231	7.511	1.123	20	339	281
21. Malta					50					0		
22. Portugal	7	6	5	13	193		34	586	80	6	21	
23. Slovenia						68				1		15
24. Spain	22	51	133		1.206	193	215	2.861	468	14	275	153
25. Cyprus					104					0		
TOTAL from 24 EU	1.340	1.306	5.543	5.815	15.544	16.090	5.591	64.581	11.440	766	7.190	3.906
Outside EU	285	364	1.141	931	8.012	1.691	843	6.976	4.521	66	1.749	548

WTO, Europe 2004, data from 2003 (except Greece 2002) in 1.000, depicted by arrivals, rounded figures

EU citizens visiting EU countries



Visited country:

	Estonia	Hungary	Latvia	Lithuania	Poland	Slovakia	Greece	Italy	Malta	Portugal	Slovenia	Spain	Cyprus
1. Denmark	18	51	11	11	89	8	343	378	18	126	10	660	29
2. Finland	1.788	40	62	21	33	8	147	114	6	79	6	399	29
3. Ireland	5		2	2	11			189		143	9	1.361	62
4. Sweden	150	56	23	15	87	7	466	273	12	130	11	1.001	87
5. United Kingdom	71	142	21	20	165	26	2.858	2.854	460	1.874	50	15.925	1.347
6. Austria	10	245	4	3	52	51	462	5.434	28	62	201	435	26
7. Belgium	6	41	3	3	44	11	350	864	24	271	25	1.766	19
8. France	20	120	7	9	153	29	736	5.141	76	844	35	7.654	31
9. Germany	105	748	63	79	1.167	176	2.511	11.536	126	848	229	9.754	129
10. Luxembourg							8	43		39		144	2
11. Netherlands	16	103	6	6	97	24	721	1.491	41	479	47	2.362	32
12. Czech Republic	12	56	5	6	50	470	140				31	317	13
13. Estonia	-		39	19	23								
14. Hungary	9	-	1	2	37	101	145	414			37	233	9
15. Latvia	414		-	28	19	4							
16. Lithuania	127		31	-	63	10						100	
17. Poland	38	87	15	60	-	215	236	426			20	486	12
18. Slovakia		36	7		22	-					10		4
19. Greece	3	30	3				-	826		44		103	110
20. Italy	33	185	11	12	150	38	805	-	94	334	289	2.367	13
21. Malta	1								-				
22. Portugal	1		2	1				127		-		1.680	
23. Slovenia	4	21	5			10		126			-		
24. Spain	22	94	4	5	58	5	153	1.221		5.431	13	-	
25. Cyprus	1						139						-
TOTAL from 24 EU	2.854	2.055	325	302	2.320	1.193	10.220	31.457	885	10.704	1.023	46.747	1.954
Outside EU	133	322		27	309	70	550	3.020	187	820	65	2.825	96

WTO, Europe 2004, data from 2003 (except Greece 2002) in 1.000, depicted by arrivals, rounded figures

Ranking of arrivals to EU countries



	ranking arrivals in 1.000
16.Lithuania	302
15.Latvia	325
10.Luxembourg	766
21.Malta	885
23.Slovenia	1.023
18.Slovakia	1.193
2.Finland	1.306
1.Denmark	1.340
25.Cyprus	1.954
14.Hungary	2.055
17.Poland	2.320
13.Estonia	2.854
12.Czech Republic	3.906
3.Ireland	5.543
7.Belgium	5.591
4.Sweden	5.815
11.Netherlands	7.190
19.Greece	10.220
22.Portugal	10.704
9.Germany	11.440
5.United Kingdom	15.544
6.Austria	16.090
20.Italy	31.457
24.Spain	46.747
8.France	64.581

Low
number
of actual
arrivals

Ranking of dependance of main arrival destination



In 2003 2/3 of arrivals in Ireland were from U.K.

High dependance on tourist arrivals from just one EU country

	% of main tourism country/total arrivals	coming from		% of main tourism country/total arrivals
Ireland	74,85%	United Kingdom	Luxembourg	33,29%
Cyprus	68,94%	United Kingdom	Belgium	31,23%
Austria	65,06%	Germany	Sweden	29,85%
Estonia	62,65%	Finland	Slovenia	28,25%
Malta	51,98%	United Kingdom	Greece	27,96%
Portugal	50,74%	Spain	Lithuania	26,16%
Poland	50,30%	Germany	Finland	26,11%
Denmark	40,45%		Germany	24,17%
Slovakia	39,40%		France	22,99%
Netherlands	38,98%		United Kingdom	19,77%
Czech Republic	36,84%		Latvia	19,38%
Italy	36,67%		Hungary	11,92%
Spain	34,07%			

Ranking overview



ARRIVALS (A)	ranking arrivals in 1.000
16.Lithuania	302
15.Latvia	325
10.Luxembourg	766
21.Malta	885
23.Slovenia	1.023
18.Slovakia	1.193
2.Finland	1.306
1.Denmark	1.340
25.Cyprus	1.954
14.Hungary	2.055
17.Poland	2.320
13.Estonia	2.854
12.Czech Republic	3.906
3.Ireland	5.543
7.Belgium	5.591
4.Sweden	5.815
11.Netherlands	7.190
19.Greece	10.220
22.Portugal	10.704
9.Germany	11.440
5.United Kingdom	15.544
6.Austria	16.090
20.Italy	31.457
24.Spain	46.747
8.France	64.581

Low number of actual arrivals (factor 5)

DEPENDENCY (B)	ranking visitor concentration
3.Ireland	74,85%
25.Cyprus	68,94%
6.Austria	65,06%
13.Estonia	62,65%
21.Malta	51,98%
22.Portugal	50,47%
17.Poland	50,30%
9.Germany	42,17%
1.Denmark	40,45%
18.Slovakia	39,40%
11.Netherlands	38,98%
12.Czech Republic	36,84%
20.Italy	36,67%
24.Spain	34,07%
10.Luxembourg	33,29%
7.Belgium	31,23%
4.Sweden	29,85%
23.Slovenia	28,25%
19.Greece	27,96%
16.Lithuania	26,16%
2.Finland	26,11%
8.France	22,99%
5.United Kingdom	19,77%
15.Latvia	19,38%
14.Hungary	11,92%

High concentration factor

Statistics – Reading sample



- In 2004, Austria had more than 16 Million tourists arrive from various EU countries, but fully 10 Million of this 16 Million were from Germany, followed by tourists from the Netherlands and Italy. Also in 2004, Malta had a total of 885.000 tourists arrive from the EU, but fully 460.000 of those arrivals were from Great Britain. (Chart 6 and 7)
- The ranking on Chart 8 illustrates that currently Lithuania, Latvia, Luxembourg and Malta are experiencing the lowest number of tourists.
- For Ireland, Cyprus, Austria, Estonia and Malta more than half of the tourist arrivals within EU came from only one country (2004). (Chart 9)
- Summarising Austrian tourism you can see, that Austria has a high number of tourists, but most of the tourists came from only one country – Germany. For Malta the data illustrates that most of the tourists are from Britain and the numbers are relatively low from all other countries within the EU. (Chart 10 and 12)
- **Malta could benefit from EU countries-pass project.**

Benefiting countries



	ranking main benefiting countries
21.Malta	25
16.Lithuania	25
10.Luxembourg	30
15.Latvia	34
18.Slovakia	40
23.Slovenia	43
25.Cyprus	47
1.Denmark	49
2.Finland	56
17.Poland	62
13.Estonia	64
3.Ireland	71
14.Hungary	75
12.Czech Republic	77
7.Belgium	91
11.Netherlands	96
4.Sweden	97
22.Portugal	101
9.Germany	108
19.Greece	109
6.Austria	113
5.United Kingdom	128
20.Italy	128
24.Spain	134
8.France	147

High benefit for: small countries with low number of tourism arrivals

Model calculation



FACTS:

450 Mio EU citizens

251 Mio arrival within EU countries by EU citizens

ASSUMPTION

2 trips a year/average p. traveller

125 Mio are travelling individuals

1 % participate at the countries pass programm

1,25 Mio active countries pass travellers

visiting all 25 EU countries within the next

10 years

Model calculation



- Possible (brief and simple) calculation pattern - Malta
- 1,25 Mio. visiting Malta on program terms within the next 10 years,
 - out of them 10 % would have visited Malta anyhow within the above mentioned period, consequently 90 % of 1,25 Mio
= 1,125 Mio represent additional arrivals.

Expectation of 1,125 extra arrivals means an approximate
+ 10 % increase per year – over 10 years of the inbound travel.

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