

FU-TOURISM Newsletter | July 2026

As the project comes to a close, we reflect on the highlights, inspiring events, and collaborative achievements that have shaped our journey and supported the green and digital transformation of European tourism. Thank you for being part of this journey.

Programme Achievements

This period has marked several exciting milestones for FU-TOURISM. From launching the programme and announcing the selected SMEs to delivering training activities and celebrating innovative solutions at the FU-TOURISM 5.0 Demo Day, each step has brought the project closer to its goal of supporting the green and digital transformation of European tourism. These achievements highlight the collective efforts of our partners and the growing impact of the programme across Europe



FU-TOURISM 5.0 Demo Day

29 June 2026

The project concluded its Acceleration Programme with the 5.0 Demo Day, where participating SMEs showcased their innovative solutions and connected with investors, stakeholders, and tourism experts. [Read more](#)

Event Participation & Engagement

Sharing knowledge, creating connections.

Connecting with the wider tourism community has been an important part of the FU-TOURISM journey. Throughout the project, our team has participated in conferences, fairs, innovation forums, and networking events across Europe, presenting the project, sharing its progress, and engaging with stakeholders from across the tourism ecosystem. These interactions have helped build new partnerships, exchange experiences, and expand the impact of the project beyond its consortium.

- FU-TOURISM joined the opening of *The Enchanting Trio* Tourism Showcase.
- The project was presented at *Innovación, Turismo y Unión Europea: Valencia 360*.
- FU-TOURISM participated in the *From Impact to Balance: Building Sustainable Tourism* conference in Fuerteventura.
- The project was showcased at the Transfiere 2026 Innovation Forum.
- FU-TOURISM took part in the *Tourism Ecosystem in Belgium* event on sustainable tourism.
- Finnova presented FU-TOURISM at the University of Valencia as a model of European tourism innovation.
- FU-TOURISM was showcased at the Rural University Hub in Ourense, promoting innovation in European tourism.



Juan Manuel Revuelta, CEO of Finnova Foundation, presenting FU-TOURISM at the Rural University Hub in San Xoán de Río (Ourense), Spain

What We've Been Up To

Over the past year, FU-TOURISM has brought together tourism professionals, SMEs, policymakers, and experts through a variety of workshops, training sessions, and policy events. These activities created opportunities to exchange ideas, strengthen skills, and discuss the challenges and opportunities facing European tourism. Together, they reflect our commitment to supporting a greener, smarter, and more competitive tourism ecosystem.

[Learn more](#)

[See more news](#)

LATEST NEWS

Tourism calls for a stronger place on the European agenda. You can watch the event on the link below.

[FU-TOURISM: Shaping the Future of Tourism of European Regions](#)

[Read more](#)



Tourism SMEs strengthen digital skills through social media training workshop

[Read more](#)



Belgium's tourism ecosystem came together to rethink sustainable travel

[Read more](#)



FU-TOURISM Knowledge: Exploring ideas that drive innovation.

Sharing knowledge is at the heart of FU-TOURISM. Throughout the project, we have published articles exploring some of the key trends and challenges shaping the future of tourism, from reducing seasonality through sports tourism to understanding how global events influence travel. By sharing expert insights and practical perspectives, we aim to inspire tourism professionals, SMEs, and policymakers to embrace more sustainable, resilient, and innovative approaches across the sector.

FEATURED ARTICLES:

Tourism in Times of War: Reshaping Global Travel



[READ MORE](#)

The development of sports tourism in Poreč: A strategy to reduce seasonality



[READ MORE](#)

[Explore the "Knowledge" content](#)

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What is FU-TOURISM?

FU-TOURISM is an innovative project co-funded with €4 million by the European Union through its Single Market programme that empowers tourism SMEs to thrive in the sustainable and digital age.

[Discover More](#)



We are excited to share our journey with you! 🤝

GROW OUR COMMUNITY

Help us grow our newsletter community by sharing it!

Do you know someone who would be interested in getting information or updates on FU-TOURISM project? Don't hesitate to forward this newsletter and invite them to sign up by subscribing [HERE](#).

Thank you for being part of this journey towards more sustainable and responsible tourism.

STAY TUNED! 📡