

FU-TOURISM Newsletter | September 2026

As FU-TOURISM comes to an end, we are looking back on the final months of the project, which have been marked by important moments, with new exchanges and opportunities for SMEs to connect with other actors of the European tourism community. We are glad to have further strengthened the links between different tourism stakeholders contributing to build a more competitive, innovative and sustainable tourism ecosystem in Europe.

A key milestone: FU-TOURISM Final Conference

The FU-TOURISM Final Conference at the European Parliament marked a key milestone in the project, bringing together the tourism community to reflect on its achievements and look ahead to the future of European tourism.



The poster features the FU-TOURISM logo and the European Union flag at the top. Below them, the text 'Co-funded by the European Union' is displayed. A red oval highlights the words 'Final event'. The main title, 'Shaping the Future of Sustainable and Competitive Tourism in Europe: Innovation and SMEs', is in a large, bold, black font. Below the title, the event details are listed: 'Date: 8th September 2026', 'Time: 10:00 – 12:00 CEST', and 'Venue: European Parliament, Brussels | Hybrid event'. At the bottom, a row of logos for partner organizations is shown, including SUPOLISGRUPA, CEDRA, Ajuntament de València, Finnova, envolve, SYNNO, vestbee, and open impact.

FU-TOURISM

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Final event

Shaping the Future of Sustainable and Competitive Tourism in Europe: Innovation and SMEs

Date: 8th September 2026
Time: 10:00 – 12:00 CEST
Venue: European Parliament, Brussels | Hybrid event

SUPOLISGRUPA CEDRA AJUNTAMENT DE VALENCIA Finnova envolve SYNNO vestbee open impact.

FU-TOURISM Final Conference “Shaping the Future of Sustainable and Competitive Tourism in Europe: Innovation and SMEs”

8th September 2026

FU-TOURISM brought together policymakers, tourism leaders, businesses and SMEs at the European Parliament in Brussels to discuss the future of European tourism. The event addressed key priorities including competitiveness, sustainability, innovation,

connectivity and the role of SMEs, while highlighting the importance of supporting tourism businesses in their green and digital transition. [Read more](#)

 [Shaping the Future of Sustainable and Competitive Tourism in Europe](#)

Events & Engagement

FU-TOURISM at Greencities 2026: Exchange of Experiences

On 15 September, FU-TOURISM hosted an Exchange of Experiences event at Greencities 2026 in Málaga, bringing together public authorities, tourism stakeholders, businesses and innovation leaders to share experiences and perspectives on the future of the sector. The session focused on the green and digital transition of tourism SMEs, exploring how innovation, sustainability and collaboration can strengthen the competitiveness of European tourism. Through dynamic discussions, a transnational panel and real-life success stories from tourism companies, participants exchanged practical insights and explored solutions to common challenges across the European tourism ecosystem. [Read more](#)



The poster features a circular inset image on the left showing a vibrant event scene with people, plants, and a red carpet. A 'SAVE THE DATE' badge is overlaid on this image. In the center is a large QR code with 'SCAN ME' text on all four sides. The right side of the poster has a dark blue background with white and green text. At the bottom, a row of logos for various partners is displayed.

SAVE THE DATE

FU-TOURISM  Co-funded by the European Union

FU-TOURISM: Intercambio de Experiencias en Transición Verde y Digital para PYMEs Turísticas

GreenCities Málaga 15 - 16 sep 2026
URBAN INTELLIGENCE & SMART MOBILITY

Martes - 15 de Septiembre 2026
Greencities 2026 (FYCMA, Málaga)

FU-TOURISM brings the rural tourism ecosystem together

On 17 July, FU-TOURISM organised a Birds of a Feather (BoF) dialogue in San Xoán de Río, Spain, bringing together public authorities, tourism professionals, entrepreneurs, young people and local stakeholders to discuss the future of sustainable rural tourism. The event highlighted the role of local development, innovation and entrepreneurship in creating new opportunities for young people, while strengthening rural communities and building more resilient, competitive and sustainable tourism destinations.

[Read more](#)



What We've Been Up To

Over the past few months, FU-TOURISM has continued to bring together tourism SMEs, innovators and key stakeholders. From Athens and Poland to Austria, these meetings have created spaces for open dialogue, knowledge exchange and networking, strengthening connections across the tourism ecosystem and encouraging new opportunities for collaboration and innovation.

[Learn more](#)

[See more news](#)

LATEST NEWS

On 10 September, FU-TOURISM brought together Austrian tourism SMEs and stakeholders for a Birds of a Feather meeting, fostering knowledge exchange, peer connections and new opportunities for collaboration across the sector.

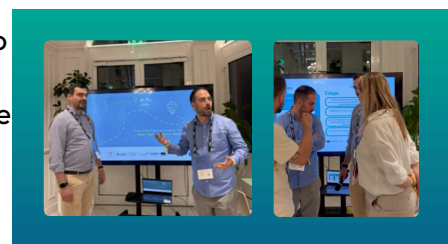
[Read more](#)

On 28 August, FU-TOURISM partner Vestbee organised a Policy Workshop and Birds of a Feather (BoF) Breakfast in Poland, bringing together tourism stakeholders to exchange views, discuss sector challenges and explore opportunities for collaboration and innovation.

[Read more](#)

On 28 May, FU-TOURISM partner Envolve Entrepreneurship hosted a Birds of a Feather (BoF) meeting in Athens, bringing together tourism startups, innovators and stakeholders to exchange ideas on entrepreneurship, digitalisation, sustainability and innovation in the tourism sector.

[Read more](#)



Launching FU-TOURISM Train the Trainer Programme

The FU-TOURISM Train the Trainer Programme is now officially open and available online, offering a 100% free, self-paced training programme for trainers, consultants, business advisors and organisations supporting tourism SMEs. The programme provides practical tools and methodologies to help SMEs advance their green and digital transition, resilience and access to EU funding, combining four comprehensive modules, downloadable toolkits, interactive assessments and a certificate of completion

 [Access the complete course on Finnova Training](#)



Thank you for being part of FU-TOURISM!

STAY CONNECTED:

Follow FU-TOURISM on Social Media for the Latest Updates!



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! 📶