'Overtourism'?
Understanding and Managing Urban Tourism Growth beyond Perceptions

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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."