

CROSS-RE-TOUR

Fostering digitalisation of European tourism SMEs

In the context of shifting consumer preferences towards sustainability and heightened awareness of environmental concerns, the tourism industry faces an urgent need to address climate challenges and adapt to evolving consumer demands. Recognising this imperative, the Cross-Re-Tour project supports small and medium-sized enterprises (SMEs) in the tourism sector by providing access to digital and green tools, capacity building, funding, and an international and cross-sectoral network. The project aims to foster innovation, enhance resilience, and enable these enterprises to meet emerging challenges while remaining competitive in a rapidly changing landscape.

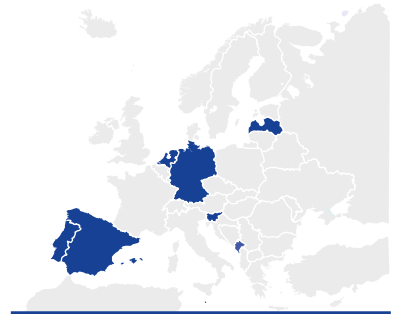
Cross-Re-Tour is funded by the European Commission under the Single Market Programme (SMP).

Specific objectives

- Inform, disseminate, and raise awareness among tourism SMEs regarding available green, digital, and circular economy solutions from various sectors applicable to their business operations
- Provide tourism SMEs with educational resources, a competitive self-assessment tool, market insights, and knowledge about scalable and replicable solutions
- Act as a facilitator and assist SMEs in identifying suitable business partners to accelerate the twin transition
- Offer direct financial support to SMEs for the adoption and implementation of green, digital, and circular economy innovations
- Coordinate awareness and dissemination efforts, connecting SMEs with global investors for commercialisation

Key outcomes

- Increased competitiveness of tourism SMEs and cross-ecosystem cooperation with other sectors in the areas of: Energy, Water, Plastic, Furniture, Food, Mobility, Client nudging, Staff nudging
- Increased tourism SME investment in digital and green solutions and implementation of minimum 80 innovation initiatives funded through the project
- Enhanced capacity of tourism SMEs and the innovation ecosystem to lead the twin transition in the sector
- New market opportunities for tourism SMEs, providers and agents of digital and green solutions and innovations



Countries involved

Spain
The Netherlands
Germany
Slovenia
Malta
Montenegro
Portugal
Latvia

Barcelona Chamber role

Partner

Duration

From September 16th 2023
to September 15th 2026

Budget

Global: € 3,527,380
For Barcelona Chamber:
€ 444,749

Programme contribution

90%

Cascade funding for tourism SMEs

€ 2,400,000

Tags

Sustainable tourism
SME support
Innovation
Mediterranean Sea
Green and digital
Cross-sector
Funding

<https://crossretour.eu>

Funding Programme



Co-funded by
the European Union