


## REPORT TO THE WALLOON PARLIAMENT

### Management of Wallonia's tourism policy by the Walloon Office of the Commissioner General for Tourism



The Belgian Court of Audit examined the Walloon Region's strategy regarding its tourism policy as well as the implementation of labelling and subsidising measures in favour of tourism stakeholders.

Tourism in Wallonia is now lacking a strategic orientation approach based on analyses and observations of changes in the sector and opportunities available in the Walloon government departments. Despite several initiatives aimed at improving the tourism offer, the analysis of visitor attendance rates shows mixed results, especially in comparison with those of the neighbouring regions. The labelling and subsidisation of the stakeholders do not always improve the quality of the tourism offer and cannot be considered as tools for implementing the strategic decisions taken by the government.

In conclusion, the Court recommends that Wallonia's attractiveness be analysed and a new strategic planning defined. It also argues that the subsidy system should be assessed and brought in line with the initiatives and orientations of the Walloon government (departments).