

WESTERN BALKANS SIX

REGIONAL TOURISM FACILITY

Connecting destinations.
Strengthening regional tourism.

WHAT IS IT?

The WB6 Regional Tourism Facility is a structured mechanism for joint regional tourism initiatives, supporting the Common Regional Market tourism priorities and the commitments of the Declaration on Western Balkans Six Tourism Branding endorsed in 2025. It helps the WB6 move from fragmented initiatives towards more visible, coherent and implementation-ready regional action.

WHAT WILL IT SUPPORT?

- Regional branding, market positioning and strategic promotion
- Intraregional product development, routes and experience integration
- Smart destination management and sustainable tourism solutions
- Digital tourism intelligence, analytics and regional visibility platforms
- Capacity building, service standards and destination management excellence

HOW WILL IT WORK?

01

Shared priorities. Joint delivery.

The Facility is WB6-led, with the European Commission and other partners in an advisory role. RCC hosts the Facility during its initial phases and coordinates delivery.

02

From preparation to action.

Development will follow a phased approach: preparation and initial activities, followed by execution and market activation. Any future scale-up will depend on demonstrated results, available resources and WB6 commitment.

03

Bringing resources together.

The Facility is expected to mobilise and pool financial and in-kind support from a range of stakeholders to develop and deliver joint regional tourism initiatives.

WHAT DOES IT AIM TO ACHIEVE?

A more coherent regional tourism offer, stronger international positioning and closer integration into the EU tourism ecosystem.

Scan the QR code to explore



The Facility was designed by RCC with support from the European Commission: RegionalCooperationCouncil Co-funded by the European Union