EU Strategy for Sustainable Tourism adopted



The new EU Sustainable Tourism Strategy has been presented by the European Commission on November 4, 2026 to strengthen Europe's position as the world's leading tourism destination.

As we can read in the announcement, the Strategy aims "to increase the sector's competitiveness, sustainability and resilience. The strategy will help businesses grow and workers build skills; it will support destinations in developing a balanced tourism offer; and it will improve travellers' experiences and maintain Europe as the world's leading tourism destination."

In line with the EU Agenda for Tourism 2030, the EU Sustainable Tourism Strategy aimes "to intensify the EU's efforts to promote a resilient and competitive tourism sector".

A Fact Sheet is available to learn about the benefits that the Strategy aims to bring both to residents and visitors.

Follow SECreTour online also on the SECreTour project's website.