European Commission

Mobility and Transport

A New **EU Sustainable Tourism Strategy**



Tourism delivers important
economic, social and **cultural value** to **Europe**.

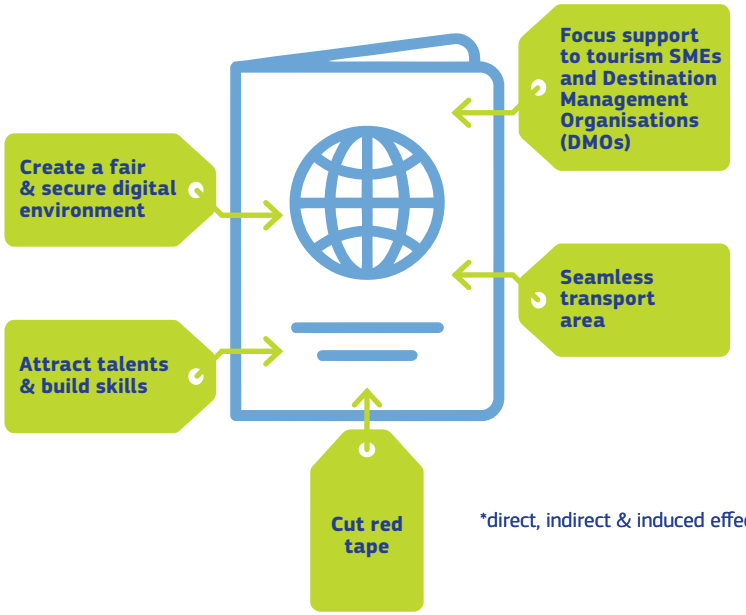
10%
of EU Gross Value Added (GVA)*

20 million
jobs

5 million
tourism businesses
(99% SMEs)

What the Strategy brings

A **more competitive** tourism sector



*direct, indirect & induced effects



A sector that benefits both **residents** and **visitors**



- Supporting more **sustainable** tourism management
- Balancing **tourism flows** by promoting less-visited destinations
- Boosting **resilience** and crisis preparedness
- Informing tourists about their **rights**

Keep Europe as the **leading global destination**

- Promoting Europe globally through **Destination Europe** and **European Capitals of Tourism**
- Strengthening international partnerships through **global cooperation** and **tourism dialogues**



Delivering the **strategy**

A high-level **EU Tourism Alliance** will bring together **Member States, regions, local authorities, tourism businesses, and stakeholders** to coordinate implementation.

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