European Commission

*Mobility and Transport*

# A New **EU Sustainable Tourism Strategy**



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

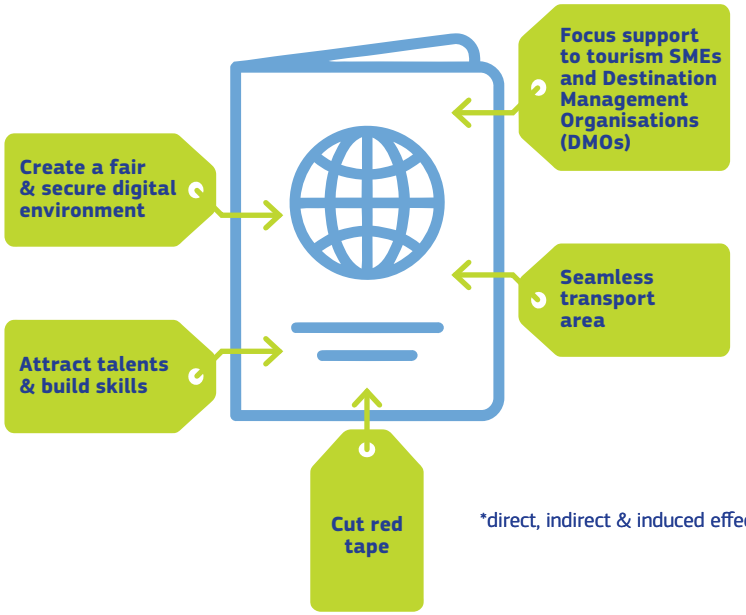
**10%**
**of EU Gross Value Added (GVA)***

**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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