# EU Sustainable Tourism Strategy

For the first time, tourism is set out as a strategic asset for Europe's competitiveness, sustainability and resilience. That is the case ETC and its members have been making for years.

Adopted by the European Commission on 4 November 2026



THE STRATEGY BACKS THIS WITH STRONG FIGURES

**10.1%**
Tourism's share of EU gross value added, once indirect effects are counted

**Close to 600m**
International arrivals in the EU in 2025, almost 40% of the world total

**11%**
Tourism's share of EU services exports

## Promoting Europe is now an EU goal

Promoting Destination Europe is one of the Strategy's six strategic goals, and joint promotion is the heart of what ETC and its members do together. The Commission commits to strengthening the **Destination Europe Framework by 2028**. The framework is a European approach to promotion abroad that complements national, regional and local brands.

**This is the model ETC has been building with its members: a shared European story that adds weight to each national brand rather than replacing it.** The Strategy also asks joint promotion to diversify source markets, support regions hit by geopolitical shocks, and develop multi-destination European Discovery Routes. Our members already have the market knowledge and the presence abroad to deliver all of these.

## What the Strategy offers NTOs

| Area | What the Commission will do | Where NTOs come in |
|---|---|---|
| **Destination Europe** | Strengthen the joint promotion framework by 2028; launch European Discovery Routes | Help shape the shared European brand and co-develop cross-border Discovery Routes |
| **International outreach** | Tourism Dialogues with the Gulf, India and Japan; a new cooperation framework with UN Tourism by 2027 | Bring market intelligence and the presence of offices abroad |
| **Data** | An EU Tourism Observatory and a common performance framework by 2027 | Help define indicators that measure value, not only arrivals |
| **Governance** | A high-level EU Tourism Alliance by 2027; first Tourism Europe Days; a new European Capitals of Tourism Award | Provide a strong voice for national tourism bodies in EU decisions |
| **Destination management** | An EU Model for Tourism Management with pilots from 2027; guidance on balanced tourism | Share national practice and put forward pilots |
| **Resilience** | An EU Tourism Crisis Coordination Network by 2027 | Contribute crisis and recovery marketing expertise |

## Points to watch

**THE ROLE OF NTOs**
The Strategy refers to Member States, regions and DMOs rather than naming NTOs. ETC will work to make the role of national tourism organisations clear as each action takes shape.

**FUNDING**
Tourism appears in the Commission's proposal for the 2028–2034 EU budget, but the final amounts depend on the negotiations. **Members' support with their governments will matter.**