

# EU TOURISM IN FIGURES



**764 bn GVA, or  
5% of EU  
ECONOMY**



**10% of EU GDP  
(25% in EL, IT,  
HR, ES)**



**525 mn  
ARRIVALS  
(est 600 mn in  
2024)**



**20 mn JOBS**



**3,2 mn  
COMPANIES,  
99% of WHICH  
SMEs**

# VISITORS TO THE EU



**93% of EU  
CITIZENS  
REMAIN IN EU  
(72.9% in own  
country)**



**18% of nights  
spent by  
NON-EU  
TRAVELLERS**



**52,6% of trips  
HOLIDAYS,  
LEISURE AND  
RECREATION**



**32.4% of trips  
VISITS TO  
RELATIVES  
AND FRIENDS**



**9,6% of trips for  
BUSINESS**

**1. Unbalanced tourism:** mass tourism sparks local pushback; some areas struggle to attract visitors

**3. Climate, costs and conflict:** extreme weather, inflation, and wars expose tourism's fragility

## CHALLENGES TO EU TOURISM

**2. Rising global competition:** EU relies on domestic travelers while others lure international tourists

**4. Structural issues:** a fragmented ecosystem of SMEs, with investments and skills not matching demand and supply, hampering competitiveness





# EU Strategy for Sustainable Tourism Consultation

**TARGETED  
CONSULTATION  
LAUNCHED  
26 MAY, UNTIL  
AUGUST 15**



**OPEN PUBLIC  
CONSULTATION  
20 JUNE, UNTIL  
SEPTEMBER 12**



**ADOPTION  
OF STRATEGY  
1<sup>ST</sup> HALF 2026**

