

Interreg
Euro-MED



Co-funded by
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**Sustainable
tourism**



Mediterranean Sustainable Tourism Convention 2026

18-19 June, Barcelona, Spain

“Tourism transition in the Mediterranean”



UNIVERSITY OF
THESSALY



CPMR
CRPM



NECSTour

European Regions for
Competitive and Sustainable Tourism



Unione delle Università del Mediterraneo
Mediterranean Universities Union
Union des Universités de la Méditerranée
إتحاد الجامعات المتوسطية



Mediterranean
Action Plan
Barcelona
Convention



A project labelled by the UfM



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط



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EU Strategy for Sustainable Tourism

Andreea Staicu, DG MOVE



Why common action is needed

Tourism as **key industry** for EU competitiveness and cohesion

€866 bn

EU tourism GVA in 2025
equal to 7.3% of total EU GVA

3.08 bn

nights spent in the EU in 2025
+2% compared with 2024

582 m

international tourists in 2025
+5% from 2024 and +8% from 2019

**Horizontal sector
integrated with many others**

**Top brand asset
and soft power on the global stage**

Why common action is needed

Strategy for the Tourism of Tomorrow



Consultations results (May – Sept. 2025)

Seven signals emerged from the consultation

Unbalanced tourism
Give destinations tools to
manage today's challenges

Skills
Close the gaps

Administrative
Reduce burden for the sector

Sustainability
Environmental, economic
and social

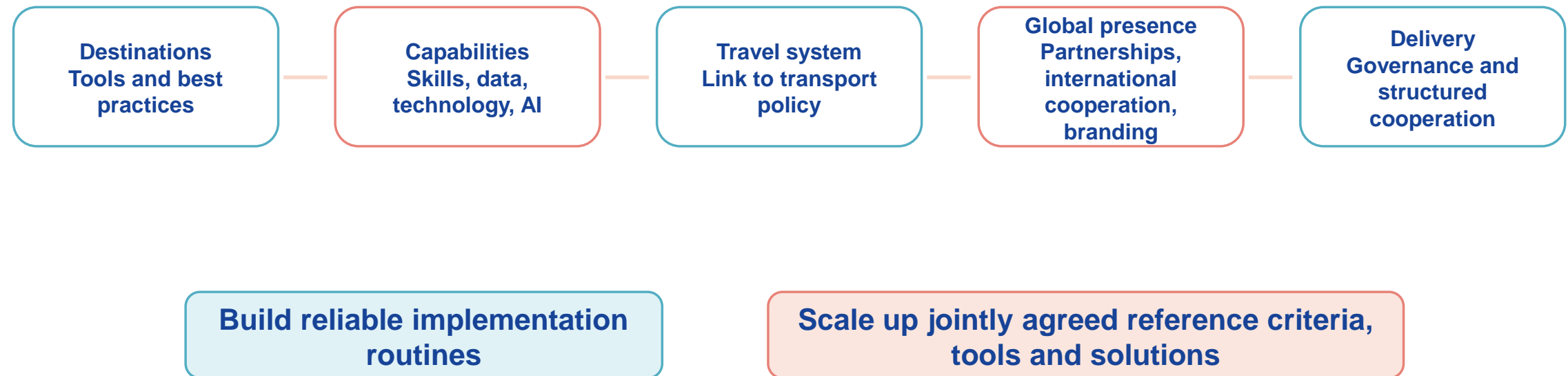
Connectivity
Multimodal ticketing
& high-speed rail

Digitalisation
Data sharing & digital skills

Shared branding
Maintain global lead,
complementing national and
regional brands

Towards a common EU vision for Tourism

Focus on areas where joint EU action brings most value.





Priority areas

- 1. Sustainable competitiveness**
- 2. Sustainable connectivity**
- 3. A resilient and future-proof sector**
- 4. Global outreach**



Priority areas

1

**Sustainable
competitiveness**

2

**Sustainable
connectivity**

3

**A resilient and
future-proof sector**

4

**Global
outreach**



THANK YOU FOR YOUR ATTENTION

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