EU Sustainable Tourism Strategy

eu travel tech welcomes the EU Sustainable Tourism Strategy

Brussels, 4 November 2026

eu travel tech welcomes the EU Sustainable Tourism Strategy presented today by the European Commission, and commends the work of the Commission services behind it.

Tourism accounts for 10% of the EU's Gross Value Added and supports more than 20 million jobs. The Strategy gives the sector the place on the EU policy agenda it deserves, with a coordinated framework to strengthen its competitiveness, sustainability and resilience.

Several parts of the Strategy are especially relevant to the travel technology sector:

- **Digital innovation:** support for tourism businesses, especially SMEs, to accelerate their digital transition and take up AI.
- **Seamless travel:** measures on rail, aviation, cross-border car rental and ticketing, as part of continued work towards a seamless European travel area.
- **Simplification:** an EU simplification initiative on tourism to reduce unnecessary administrative barriers.

eu travel tech also welcomes the new EU Tourism Alliance. Our members connect travellers, suppliers and destinations across Europe every day, and the association stands ready to contribute to implementing the Strategy.

Emmanuel Mounier, Secretary General of eu travel tech, said:

> "We congratulate Commissioner Tzitzikostas and his services on this Strategy, which gives tourism the recognition it deserves at EU level. We particularly welcome its focus on digital innovation: travel technology already helps millions of travellers discover and book across Europe, and gives SMEs access to global demand. We look forward to working with the Commission and to playing our part in the EU Tourism Alliance."

Media contacts

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About eu travel tech

eu travel tech represents the interests of travel technology companies. eu travel tech uses its position at the centre of the travel and tourism sector to promote a consumer-driven, innovative, and competitive industry that is transparent and sustainable. Our membership spans Global Distribution Systems (GDSs), Online Travel Agencies (OTAs), Travel Management Companies in business travel (TMCs) and metasearch sites.

eu travel tech's members include Airbnb, Amadeus, American Express GBT, Awaze, Booking.com, Dohop, eDreams ODIGEO, Etraveli Group, Expedia Group, GetYourGuide, Headout, idealo, lastminute.com, Omio, Sabre, Silverrail, Skyscanner, Trainline, Travelport, Tripadvisor and Vola.