



EspañaTurismo 2030

A SHARED VISION FOR RESPONSIBLE TOURISM



M ISSION

To position Spain as a **global leader** in **sustainable tourism**, placing people at the heart of every action and fostering **responsibility** and **balance**.



O UR VISION FOR 2030

RESPONSIBLE TOURISM
SHARED RESPONSIBILITY





CROSS-CUTTING APPROACH

TOURISM AS A NATIONAL STRATEGY

A country-wide commitment that connects policies, territories and people



DIVERSITY

SPAIN: A COUNTRY OF DESTINATIONS

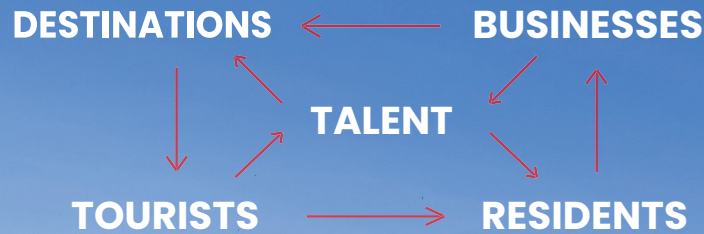


PEOPLE

THE HUMAN ENGINE BEHIND EVERY JOURNEY

COLLABORATION

WORKING TOGETHER, MOVING FORWARD



SHARED GOALS

TRANSFORMATIVE MARKETING

Innovation & Awareness

EQUITY & SOCIAL COMMITMENT

Green & blue tourism

Sustainability at the **Core**

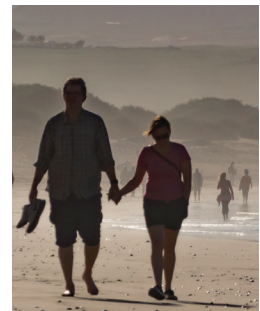
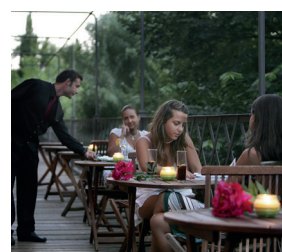
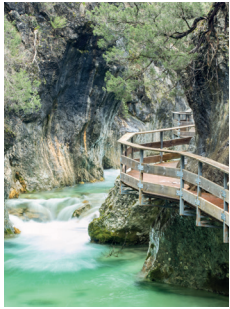
Talent development

COLLABORATIVE governance

LIVING HERITAGE & CULTURE

Circular ECONOMY

Social cohesion



50 MEASURES

TO ACHIEVE CLEAR GOALS

OUR PRIORITIES:

- **Strengthen destination management** improving data-driven decision-making.
- **Accelerate the transformation of tourism businesses**, boosting their green transition.
- **Enhance workforce well-being** upgrading skills and talent development.
- **Reinforce social cohesion in destinations** promoting balanced coexistence.
- **Position tourism marketing as a catalyst** to transform the tourism model towards sustainability.



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DISCOVER THE FULL PROJECT
ESPAÑA TURISMO 2030



EspañaTurismo 2030



Plan de Recuperación,
Transformación
y Resiliencia



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la Unión Europea
NextGenerationEU