

Tourism statistics at regional level

Statistics Explained

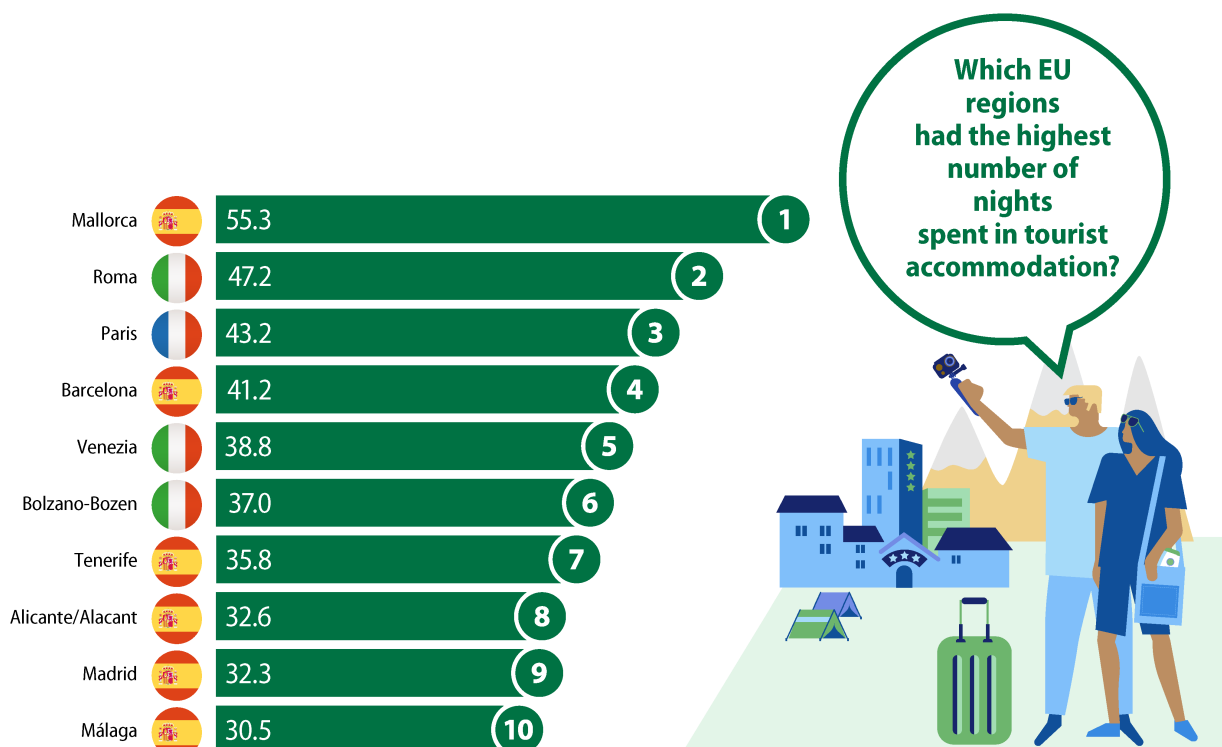
*Data extracted in March and April 2026
Planned article update: September 2027*

This article forms part of the [Eurostat regional yearbook – 2026](#), an annual [flagship publication](#). It provides a detailed picture relating to a broad range of statistical topics across the regions of the [EU](#), [EFTA](#) and [candidate](#) countries. A [short reading guide](#) is provided in the introductory chapter, including an explanation of how to interpret the maps.

Highlights

In August 2024, 494.7 million nights were spent in EU tourist accommodation, compared with fewer than 200 million per month from January to April, November and December.

In 2024, Mallorca recorded 55.3 million nights spent in tourist accommodation, the highest regional value across the EU; Roma, Paris and Barcelona each registered more than 40.0 million nights.



(million nights, by NUTS 3 regions, 2024)

Note: there were 3.02 billion nights spent in tourist accommodation across the EU.

Source: Eurostat (online data code: tour_occ_nin3)



Source: Eurostat (tour_occ_nin3)

With diverse landscapes, rich cultural heritage and world-class attractions, the EU is a leading tourist destination. Indeed, [tourism](#) plays a key role in the EU economy, contributing significantly to economic growth, employment and regional development. It can potentially support regional economies, particularly in [coastal](#), [mountain](#) or [outermost regions](#), while also fostering cross-border connections. Jobs created or maintained by tourism can help counteract industrial or rural decline by sustaining local services and infrastructure that might otherwise decline.

Tourism can have negative consequences or externalities. It presents economic challenges, such as seasonal employment fluctuations or excessive demand during peak seasons, placing a strain on local infrastructure and/or acting as a nuisance for local communities. Tourism also has an environmental impact: locally through noise, pollution, waste generation, wastewater discharge and habitat loss, and globally through transport emissions. Understanding regional tourism patterns helps policymakers develop strategies for sustainable growth, balancing economic benefits with social and environmental impacts.

The infographic above provides information on the EU regions with the highest numbers of [nights spent](#) in [tourist accommodation](#) during 2024. The list includes popular destinations for:

- beach holidays, such as Mallorca, Tenerife, Alicante/Alacant or Málaga in Spain
- city destinations, such as Barcelona or Venezia, as well as the Italian, French and Spanish capital regions of Roma, Paris and Madrid
- mountain destinations, such as Bolzano-Bozen in northern Italy.

Number of nights spent in tourist accommodation

More about the data: [tourism statistics](#)

Tourism, in a statistical context, refers to the activity of people taking a trip to a destination outside their usual environment, for less than a year. This definition is wider than the common everyday definition, insofar as it encompasses not only private leisure trips but also visits to family and friends, as well as business trips. Visitors include tourists (who are visitors with at least 1 overnight stay – as presented in this chapter) and same-day visitors.

Tourism statistics are traditionally collected from suppliers of tourism services through surveys of tourist accommodation establishments or from administrative data. These establishments include all types of accommodation which provide, as a paid service, accommodation for tourists. They are defined according to the activity classification [NACE](#) and include:

- [hotels and similar establishments \(NACE Group 55.1\)](#)
- [holiday and other short-stay accommodation \(NACE Group 55.2\)](#)
- [camping grounds, recreational vehicle parks and trailer parks \(NACE Group 55.3\)](#) .

The number of nights spent in tourist accommodation reflects both the length of stay and the number of tourists and is considered a key indicator for examining tourism developments, even though it does not cover stays in non-rented accommodation or same-day visits (without an overnight stay).

The statistics presented in this section generally refer to 2024. They are typically shown for NUTS level 3 regions. However, for Belgium, the breakdown between domestic and international tourists is available only at NUTS level 2. For Türkiye, data are available only at NUTS level 2 for the total, domestic and international tourists. Data on nights spent in tourist accommodation establishments by month are also presented for NUTS level 2 regions.

In 2024, there were 3.02 [billion](#) nights spent in tourist accommodation across the EU, 51.9% of which were accounted for by domestic tourists and a slightly smaller share by international tourists (48.1%). The total number of nights spent in EU tourist accommodation increased by 2.7% between 2023 and 2024, with a faster growth rate for nights spent by international tourists (5.5%) than for domestic tourists (0.2%).

Map 1 presents information for NUTS level 3 regions on the total number of nights spent in tourist accommodation during 2024 (as denoted by the size of each circle). There were 11 regions in the EU where the total number of nights spent exceeded 30.0 million:

- the Spanish island regions of Mallorca (55.3 million nights spent) and Tenerife (35.8 million)
- the capital regions of Roma in Italy (47.2 million), Paris in France (43.2 million), Madrid in Spain (32.3 million) and Berlin in Germany (30.4 million)
- the Spanish coastal regions of Barcelona (41.2 million), Alicante/Alacant (32.6 million) and Málaga (30.5 million)
- the coastal region of Venezia (38.8 million) and the mountainous region of Bolzano-Bozen (37.0 million), both in Italy.

Map 1 also provides information on the origin of EU tourists, identifying (according to the colour of each circle), regions where:

- **international tourists** accounted for a majority of the total nights spent
- **domestic tourists** accounted for a majority of the total nights spent.

While domestic tourists accounted for approximately half of all nights spent in EU tourist accommodation in 2024, they frequented a much wider range of destinations than international tourists. Indeed, nights spent by domestic tourists outnumbered those spent by international tourists in the vast majority of EU regions (936 out of the 1 102 regions for which data are available).

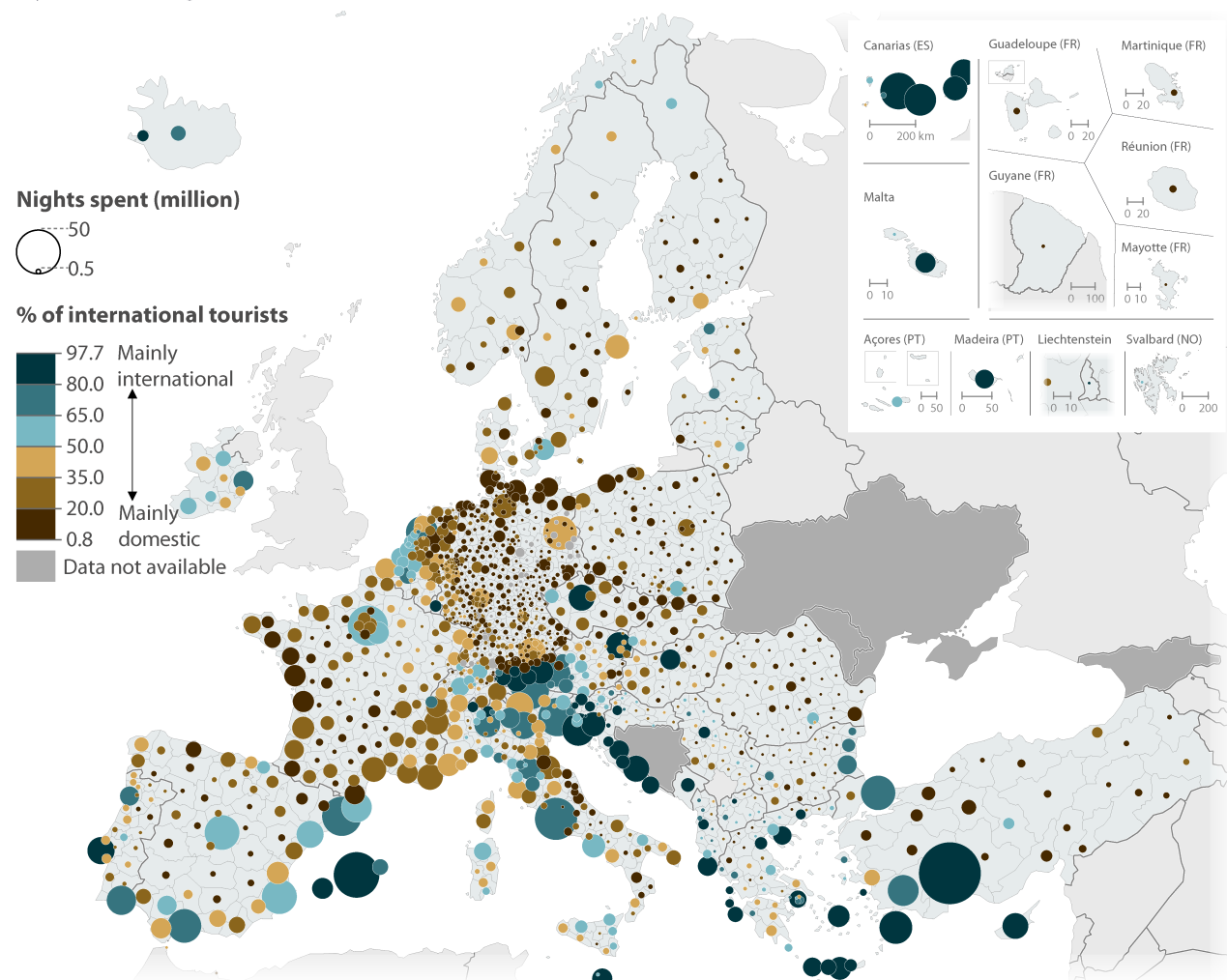
By contrast, nights spent by international tourists were generally concentrated in a relatively small number of regions that ranked among the EU's most frequented tourist destinations. In 2024, international tourists accounted for at least 65.0% of all nights spent in 93 regions. Most of these regions characterised by a high concentration of international tourists were:

- coastal regions (principally located in the Mediterranean)
- mountainous regions (predominantly in the Alps)
- capital regions (across a broad range of EU countries).

Many of these 93 regions with a high concentration of international tourists experience pronounced seasonal peaks in demand, typically during the summer and/or winter months, which may create tourism pressures and have implications for sustainable development, as well as for the preservation and protection of natural and urban environments (see below for more information on seasonality).

Nights spent in tourist accommodation

(by NUTS 3 regions, 2024)



Note: Belgium and Türkiye, NUTS level 2. Rems-Murr-Kreis (DE116), Schwäbisch Hall (DE11A), Rhein-Neckar-Kreis (DE128), Sonneberg (DEG0V) and Iceland: 2023.
Source: Eurostat (online data code: tour_occ_nin3)

Administrative boundaries: © EuroGeographics © OpenStreetMap
Cartography: Eurostat – IMAGE, 06/2026

Map 1: Nights spent in tourist accommodation Source: Eurostat (tour_occ_nin3)

Mallorca recorded the highest number of nights spent by international tourists in 2024, while Berlin recorded the highest number for domestic tourists

Figure 1 shows the most frequented tourist destinations in the EU, based on NUTS level 3 regions. It provides information for those regions with the highest numbers of nights spent in tourist accommodation, detailing the most frequented regions for all tourists, for domestic tourists and for international tourists.

Capital regions serve as economic, political and financial hubs, attracting professionals for meetings, conferences and other corporate activities. They are also cultural destinations, offering historical sites, museums, concert

venues, theatres and stadia. As such, capital regions function as both business and cultural centres. In 2024, the EU regions with the highest numbers of nights spent by domestic tourists included:

- Berlin in Germany (17.6 million)
- Paris in France (15.3 million)
- Madrid in Spain (14.5 million)
- Roma in Italy (13.3 million).

Following these 4 capital regions in the EU's largest economies, the highest levels of nights spent by domestic tourists were primarily recorded in coastal and mountainous regions of the larger EU countries. In 2024, domestic tourists spent at least 11.0 million nights in:

- Hérault (12.3 million) and Var (12.0 million) along France's southern coast, which include popular destinations such as Montpellier, Sète, Saint-Tropez and Fréjus
- Hamburg (12.3 million) in northern Germany, a major port known for its maritime heritage, cultural attractions and vibrant neighbourhoods
- Alicante/Alacant (12.1 million) on the south-eastern coast of Spain, including popular destinations such as Benidorm, Altea or Calpe
- Trento (11.0 million) in northern Italy, a popular destination for mountain tourism, including skiing and hiking.

In 2024, the Spanish island region of Mallorca had, by far, the highest number of nights spent in tourist accommodation by international tourists, at 51.2 million. There were 4 other EU regions where international tourists spent at least 30.0 million nights:

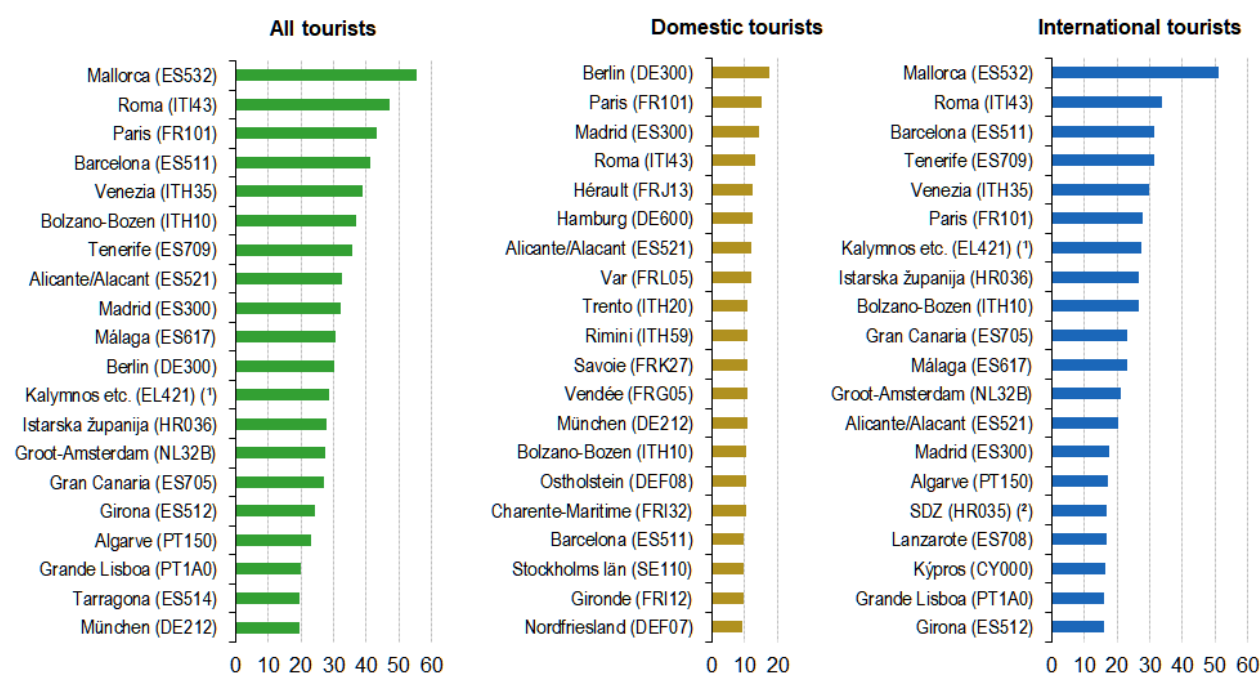
- the Italian regions of Roma (33.9 million) and Venezia (30.0 million)
- the Spanish regions of Barcelona (31.4 million) and Tenerife (31.3 million).

The regions with the next highest numbers of nights spent by international tourists were more geographically diverse, with at least 20.0 million nights spent in:

- the Spanish island/coastal regions of Gran Canaria, Málaga and Alicante/Alacant
- the coastal regions of Istarska županija (Croatia) and Kalymnos and its surrounding islands (Greece)
- the capital regions of Paris (France) and Groot-Amsterdam (the Netherlands)
- the mountainous region of Bolzano-Bozen in northern Italy.

Top tourist regions in the EU

(million nights spent in tourist accommodation, by NUTS 3 regions, 2024)



Note: the scales on the numeric axes are different. Belgium: NUTS level 2. Several regions in Germany (too many to document): not available.

(*) Includes also Karpathos – Iroiki Nisos Kasos, Kos, Rodos.

(*) Splitsko-dalmatinska županija.

Source: Eurostat (online data code: tour_occ_nin3)

eurostat

Figure 1: Top tourist regions in the EU Source: Eurostat (tour_occ_nin3)

Figure 2 presents, for each EU country, the most frequented region by domestic and by international tourists (based on the regional share of the total number of nights spent in each country). These relative shares reflect, to some degree, the number of regions in each EU country; Cyprus and Luxembourg are single regions at NUTS level 3 (and hence are not shown).

In 2024, there were 11 EU countries (out of 25 for which data are presented) where the same region was the most frequented by both domestic and international tourists. In Denmark, Germany, Estonia, France, Italy, Latvia, Malta, Finland and Sweden this was the capital region: Byen København, Berlin, Põhja-Eesti, Paris, Roma, Rīga, the island of Malta, Helsinki-Uusimaa and Stockholms län. In Bulgaria and Portugal, the most frequented region by both domestic and international tourists was a coastal region: Burgas on the Black Sea coast and the Algarve on the Atlantic coast.

In more than half of the remaining EU countries (9 out of 14), the capital region was the most frequented region by international tourists in 2024. This was the case in Belgium, Czechia, Ireland, Lithuania, Hungary, the Netherlands, Austria, Romania and Slovakia. In the other 5 countries, the most frequented regions for international tourists included:

- the coastal regions of Kalymnos, Karpathos, Kasos, Kos, Rodos (Greece), Mallorca (Spain) and Istarska županija (Croatia)
- the historic and cultural region of Miasto Kraków (Poland)
- the mountainous region of Gorenjska (Slovenia), which includes the popular tourist attraction of Lake Bled.

Among the 14 EU countries where different regions were most frequented by domestic and by international tourists, domestic tourism in 2024 was often concentrated in regions that are less well-known internationally. Leaving aside the 4 landlocked countries, only 2 of the most frequented regions were not coastal: the capital region of Madrid in Spain and the forested region of Veluwe in the Netherlands. Elsewhere, the following coastal regions recorded the highest numbers of nights spent by domestic tourists:

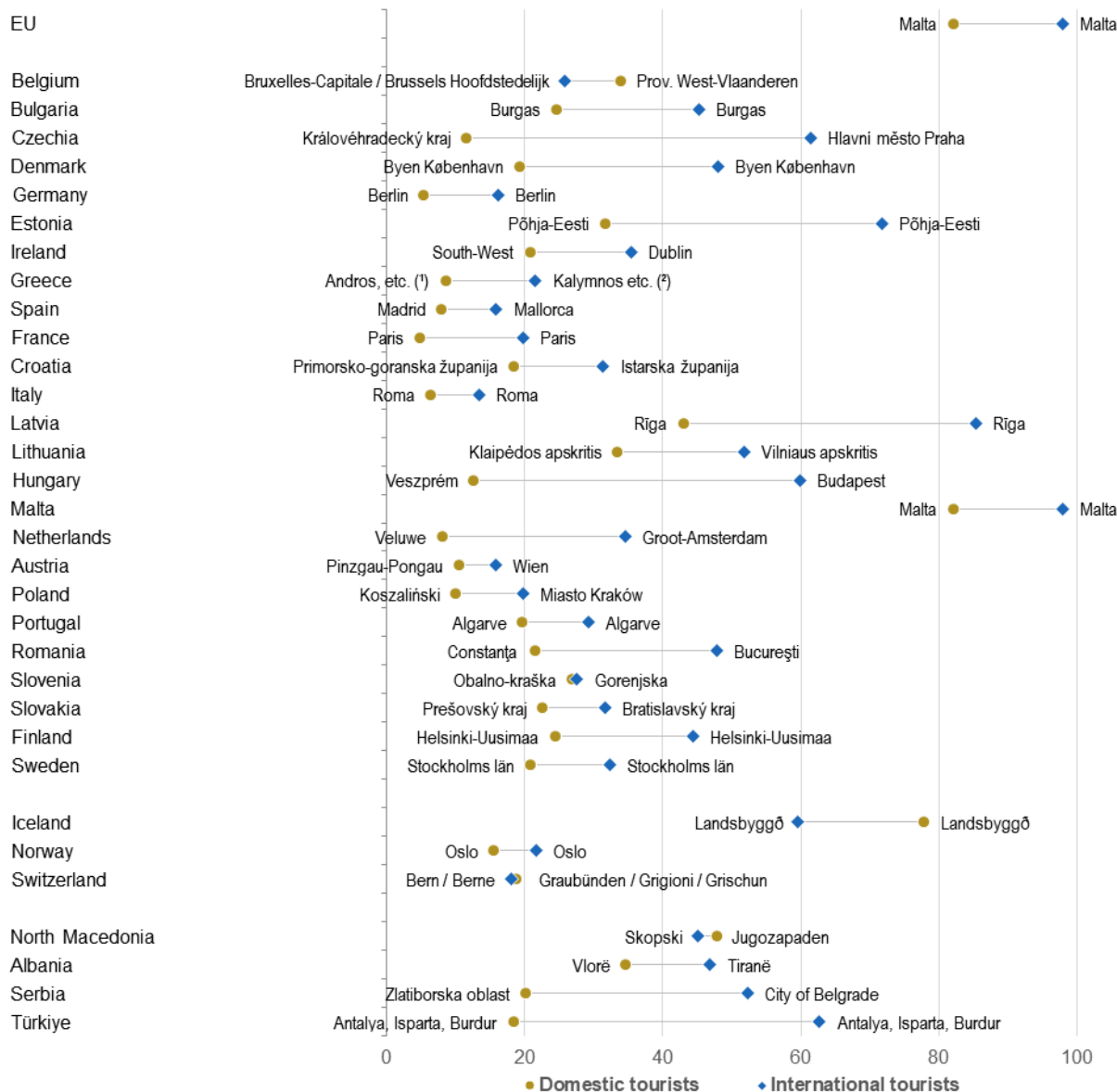
- Prov. West-Vlaanderen in Belgium (North Sea)
- South-West in Ireland (Atlantic Ocean)
- Andros, Thira, Kea, Milos, Mykonos, Naxos, Paros, Syros, Tinos in Greece (Aegean Sea, eastern Mediterranean)
- Primorsko-goranska županija in Croatia and Obalno-kraška in Slovenia (Adriatic Sea)
- Klaipėdos apskritis in Lithuania and Koszaliński in Poland (Baltic Sea)
- Constanța in Romania (Black Sea).

In the 4 landlocked countries, the highest numbers of nights spent by domestic tourists in 2024 were recorded in:

- Královéhradecký kraj in Czechia, Pinzgau-Pongau in Austria and Prešovský kraj in Slovakia, all relatively mountainous regions
- Veszprém in Hungary, a cultural and historic region that includes wine-growing areas around Lake Balaton.

Regional concentration of nights spent in tourist accommodation

(% share of region in each country, by NUTS 3 regions, 2024)



Note: the figure shows the regions which recorded the highest share in each country (separately for domestic and international tourists). Belgium: NUTS level 2. Cyprus and Luxembourg: single regions at NUTS level 3. Several regions in Germany (too many to document): not available.

(*) Includes also Thira, Kea, Milos, Mykonos, Naxos, Paros, Syros, Tinos.

(?) Includes also Karpathos – Iroiki Nisos Kasos, Kos, Rodos.

Source: Eurostat (online data code: tour_occ_nin3)

eurostat

Figure 2: Regional concentration of nights spent in tourist accommodation Source: Eurostat (tour_occ_nin3)

Seasonality

Seasonality has a considerable impact on tourism. It is linked to various environmental factors, such as climate or geographical location, as well as socio-economic factors like public and school holidays or factories closing for annual leave. Tourist arrivals are generally more evenly spread than the number of nights spent across the calendar year, due to a higher concentration of longer stays in the summer months.

More about the data: reading a coxcomb map

A coxcomb map (sometimes referred to as a rose chart or a polar area chart) displays values as slices extending outwards from a central point. Each slice represents a category, often a time period such as a month (as in **Map 2**), and is used to show how values change over time. For a monthly presentation, the full circle is divided into 12 equal segments, 1 for each month. The months are read clockwise starting from 12 o'clock, beginning with January and ending with December.

For these monthly tourism data, there are 2 stacked components representing nights spent by domestic tourists and by international tourists. Comparing total areas across the months reveals seasonal patterns (for example, higher numbers in July and August), while comparing the radial components within each month shows the relative contributions of domestic and international tourists.

More than half of all nights spent in EU tourist accommodation in 2024 occurred between June and September

As noted above, a total of 3.02 billion nights were spent in EU tourist accommodation in 2024. The highest shares were recorded in the summer months, peaking at 16.4% in August and 15.0% in July, while June (10.5%) and September (10.0%) were the only other months to record double-digit shares. By contrast, the lowest shares were recorded in January (4.5%) and November (4.8%).

Map 2 highlights the most frequented tourist regions in the EU, detailing both the seasonal component and the breakdown by origin of tourist. It confirms the relatively high share of nights spent by international tourists in southern/Mediterranean regions, with domestic tourists accounting for a majority of nights spent across most western, northern and eastern EU countries, with the notable exception of several capital regions that attract large numbers of international tourists.

Looking in more detail at each month in 2024, the following NUTS level 2 regions recorded the highest numbers of nights spent in tourist accommodation by domestic and international tourists combined:

- January – Canarias (Spain), Ile-de-France and Rhône-Alpes (both France)
- February – Canarias, Rhône-Alpes and Tirol (Austria)
- March – Canarias, Ile-de-France and Andalucía (Spain)
- April – Canarias, Ile-de-France and Andalucía
- May – Illes Balears, Cataluña (both Spain) and Ile-de-France
- June – Jadranska Hrvatska (Croatia), Illes Balears and Cataluña
- July – Jadranska Hrvatska, Cataluña and Veneto (Italy)
- August – Jadranska Hrvatska, Cataluña and Veneto
- September – Illes Balears, Jadranska Hrvatska and Cataluña
- October – Canarias, Illes Balears and Ile-de-France
- November – Canarias, Ile-de-France and Andalucía
- December – Canarias, Ile-de-France and Rhône-Alpes

Languedoc-Roussillon in southern France recorded the highest number of nights spent by domestic tourists during the summer of 2024

A closer examination of the data shown in **Map 2** reveals that the south-eastern French region of Rhône-Alpes had the highest number of nights spent by domestic tourists in January, February and March 2024, reflecting the popularity of the Alps during the winter tourism season. The French capital region of Ile-de-France was the most frequented NUTS level 2 region by domestic tourists in April, October, November and December 2024, likely reflecting short city breaks, as well as professional visits.

The northern German region of Schleswig-Holstein, with its Baltic and North Sea coastlines, recorded the highest number of nights spent by domestic tourists in May 2024, while the central Italian region of Emilia-Romagna, which includes several Adriatic beach resorts (for example, Rimini), recorded the highest count in June 2024. During the peak summer period of July and August 2024, the southern French coastal region of Languedoc-Roussillon

recorded the highest number of nights spent by domestic tourists, while the southern Spanish region of Andalucía had the highest count in September 2024.

Jadranska Hrvatska on the Croatian Adriatic coastline recorded the highest number of nights spent by international tourists in the height of summer 2024

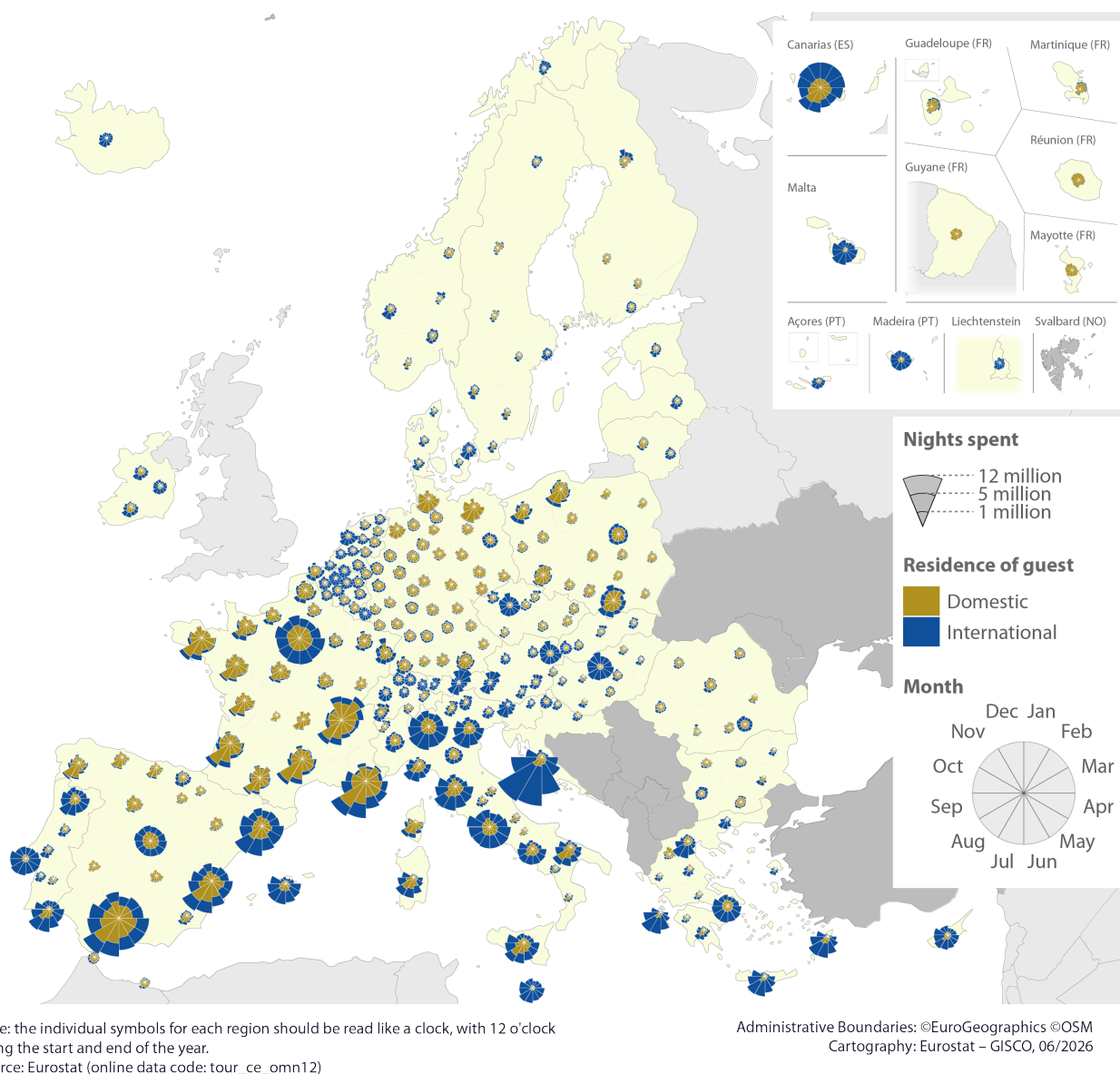
Turning to the most frequented NUTS level 2 regions among international tourists, Canarias in Spain recorded the highest number of nights spent in January to April 2024 and again in October to December 2024, reflecting its year-round appeal and relatively stable temperatures. During these months, the number of nights spent by international tourists ranged between 6.8 million and 8.1 million.

By contrast, the Croatian coastal region of Jadranska Hrvatska recorded the highest number of nights spent by international tourists during the summer months. Demand was highly concentrated in July and August 2024, with 22.9 million and 24.3 million nights, respectively. The Adriatic coastal region of Jadranska Hrvatska also recorded in excess of 10.0 million nights spent by international tourists in both June and September 2024, which were also the highest counts in these months among NUTS level 2 regions.

The Spanish island region of Illes Balears recorded the highest number of nights spent by international tourists in May 2024, with visitors to islands such as Mallorca and Ibiza benefitting from the favourable spring climate before the peak summer influx of tourists.

Guest nights spent at short-stay accommodation

(offered via selected online booking platforms, by NUTS 2 regions, 2025)



Map 2: Nights spent in tourist accommodation Source: Eurostat (tour_occ_nin2m) and (tour_occ_nim)

Map 3 highlights the peak month for tourism in 2024 among tourists (domestic and international combined) across NUTS level 2 regions.

- In the vast majority of regions – as was the case for the EU as a whole – August was the busiest month of the year; this was the case in 176 out of the 244 regions for which data are available.
- July was the busiest month for 48 of the remaining regions across the EU, while no other month recorded a double-digit count
- October had the next highest figure, with 6 regions – half of which were capitals – reporting their highest number of nights spent during this month
- March, April and November did not feature and were not the busiest tourism month in any of the NUTS level 2 regions.

February 2024 was the busiest tourism month of the year in 3 western regions of Austria, namely, Tirol (5.7 million nights spent in tourist accommodation), Salzburg (3.7 million nights) and Vorarlberg (1.1 million nights). The only other regions to report February 2024 as their busiest tourism month of the year were the Bulgarian capital region

of Yugozapaden (0.5 million nights) and the French outermost region of Guadeloupe (148 000 nights, reflecting the dry season and its warm tropical climate). Similar seasonal patterns were observed in other outermost regions, with peak demand in January for Martinique, May for Mayotte, and October for both La Réunion and Guyane.

August 2024 was the busiest tourism month across most southern, western and eastern regions of the EU, although capital regions often proved to be an exception, for example:

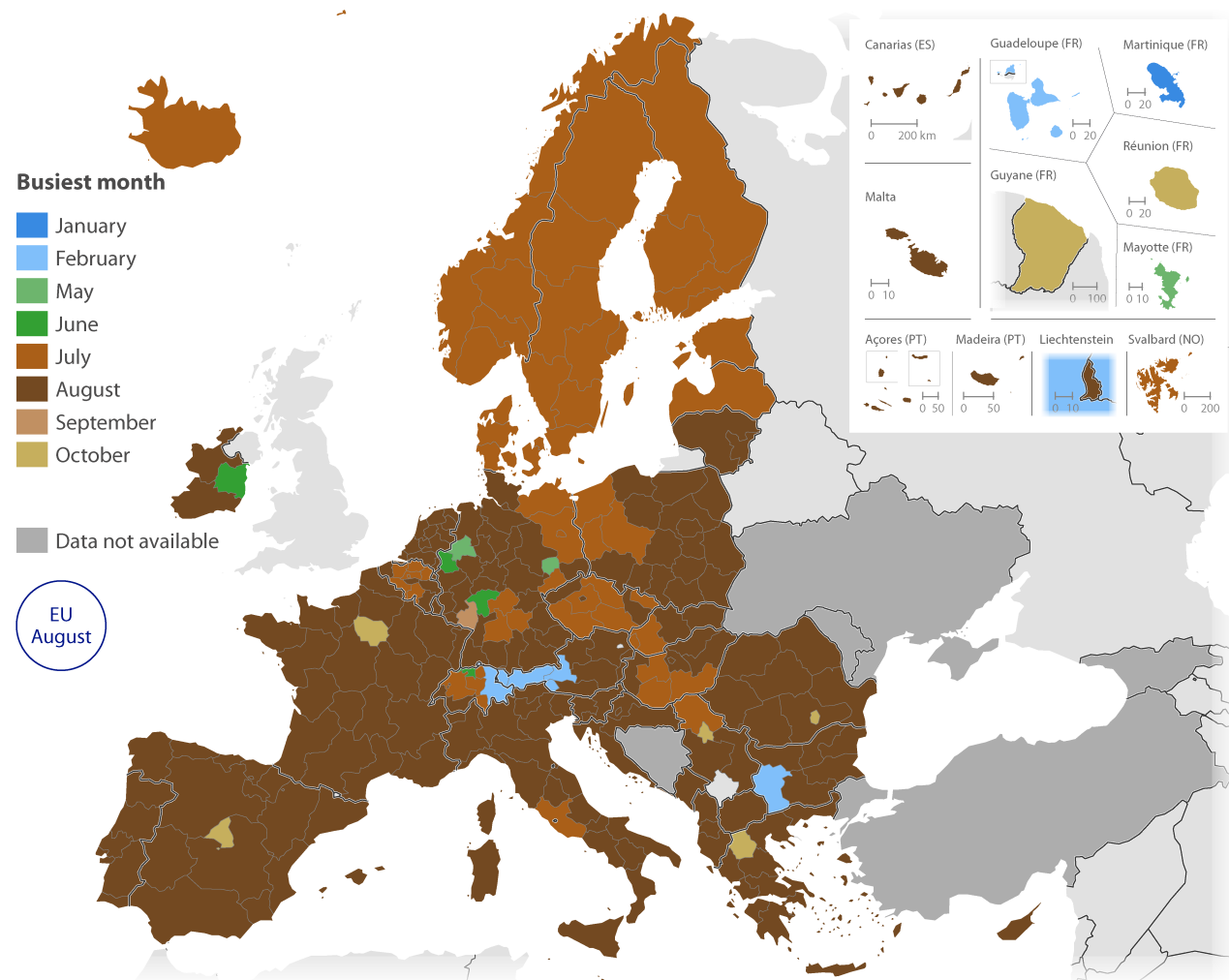
- in the Bulgarian capital region of Yugozapaden, February recorded the highest number of nights spent in tourist accommodation
- in the Irish capital region of Eastern and Midland, June was the busiest tourism month
- in the Belgian, German, Italian and Slovak capital regions of Région de Bruxelles-Capitale / Brussels Hoofdstedelijk Gewest, Berlin, Lazio and Bratislavský kraj, July was the busiest
- in the Spanish, French and Romanian capital regions of Comunidad de Madrid, Ile-de-France and Bucureşti-Ilfov, October recorded the highest number of nights spent in tourist accommodation
- in the Austrian capital region of Wien, December was the busiest month.

In northern regions of the EU, July was generally the busiest tourism month of the year. This pattern was also observed in the capital regions of Hovedstaden, Helsinki-Uusimaa and Stockholm, as well as in Estonia and Latvia. The only exceptions were in Lithuania, where both regions reported their busiest tourism month as August.

Seasonal tourism demand was highly concentrated in many regions across the EU. In 2024, 35.5% of all nights spent in the Romanian coastal region of Sud-Est on the Black Sea were recorded in August. Very high shares were also observed in the southern Italian region of Calabria (32.2% in August) and in the south-eastern Bulgarian coastal region of Yugoiztochen (30.5%). In the Nordic EU countries, 32.0% of the total nights spent in the southern Swedish region of Småland med öarna (which includes the island of Öland) were recorded in July, while a similarly high share was observed in the Finnish archipelago of Åland (30.6).

Busiest tourism month

(based on nights spent in tourist accommodation, by NUTS 2 regions, 2024)



Note: the busiest tourism month in the EU was August with 494.9 million nights spent.

Source: Eurostat (online data codes: tour_occ_nin2m and tour_occ_nim)

Administrative boundaries: © EuroGeographics © OpenStreetMap
Cartography: Eurostat – IMAGE, 06/2026

Map 3: Busiest tourism month Source: Eurostat (tour_occ_nin2m) and (tour_occ_nim)

Tourism pressures

Since the expansion of mass tourism in the 1950s and 1960s, EU regions have experienced tourism growth in markedly different ways. Some regions continue to attract relatively few visitors, while others have seen substantial increases in visitor numbers. These developments have been shaped by structural changes within the tourism sector, including the emergence of package holidays, the growth of low-cost air travel, the rise of online booking platforms and the diversification of accommodation (for example, the emergence of short-term rental platforms). More recently, tourism patterns have also been influenced by changing work and mobility patterns, including the gradual rise of remote working and digital nomadism, which has contributed to longer stays in certain destinations.

In the EU, tourism policy has increasingly focused on sustainability and resilience, in line with initiatives such as the [European Green Deal](#) and the [Transition pathway for tourism](#). These frameworks emphasise the need to:

- balance economic activity with the protection of cultural and natural heritage
- improve environmental performance

- support the digital and green transformation of the sector.

Sustainable tourism encompasses the preservation and enhancement of cultural assets, including the arts and gastronomy, as well as the protection of natural environments and biodiversity. The quality and long-term attractiveness of tourism destinations are closely linked to their environmental integrity and their integration within local communities. For the purpose of this publication, tourism intensity is defined as the number of nights spent in tourist accommodation per 1 000 inhabitants.

For every 1 000 inhabitants in the EU, an average of 6 725 nights were spent in tourist accommodation during 2024

In 2024, there were 6 725 nights spent in EU tourist accommodation per 1 000 inhabitants. The regional distribution of tourism intensity was heavily skewed, indicating that mass tourism tends to be concentrated in relatively few regions. The ratio of tourist nights per 1 000 inhabitants was higher than the EU average in fewer than 3 out of 10 NUTS level 3 regions (318 out of 1 117 for which data are available). The statistics presented are likely to underestimate the full extent of tourism pressures, as the numerator does not include same-day visitors, some short-term stays booked via online platforms or stays in non-rented accommodation such as second homes or with friends/relatives.

Map 4 shows EU regions experiencing the highest tourism intensity in 2024. A total of 123 NUTS level 3 regions recorded at least 15 000 nights spent in tourist accommodation per 1 000 inhabitants (as indicated by the darkest shade). Many of the regions in this group were located along coastlines or within a corridor extending from southern France through the Alps to western Austria, while others were characterised by their very low population density (for example, the northernmost region of Finland, Lappi).

At the upper end of the distribution, 9 regions exceeded 100 000 nights per 1 000 inhabitants:

- Zakynthos, a Greek island region in the Ionian Sea, recorded the highest tourism intensity (162 700 nights per 1 000 inhabitants)
- Istarska županija on the Adriatic coast in Croatia recorded the second highest ratio (132 400 nights per 1 000 inhabitants)
- 3 additional Greek island regions also featured among those regions with the highest values
 - Kalymnos, Karpathos – Iroiki Nisos Kasos, Kos and Rodos in the Aegean Sea (130 000 nights per 1 000 inhabitants)
 - Kerkyra in the Ionian Sea (102 700 nights per 1 000 inhabitants)
 - Andros, Thira, Kea, Milos, Mykonos, Naxos, Paros, Syros and Tinos (also in the Aegean Sea; 100 600 nights per 1 000 inhabitants)
- Fuerteventura and Lanzarote in the Spanish region of Canarias recorded the next highest ratios (128 100 and 120 100 nights per 1 000 inhabitants, respectively)
- 2 mountainous regions in western Austria also recorded very high tourism intensity, Tiroler Oberland and Pinzgau-Pongau (116 300 nights and 109 800 nights per 1 000 inhabitants, respectively).

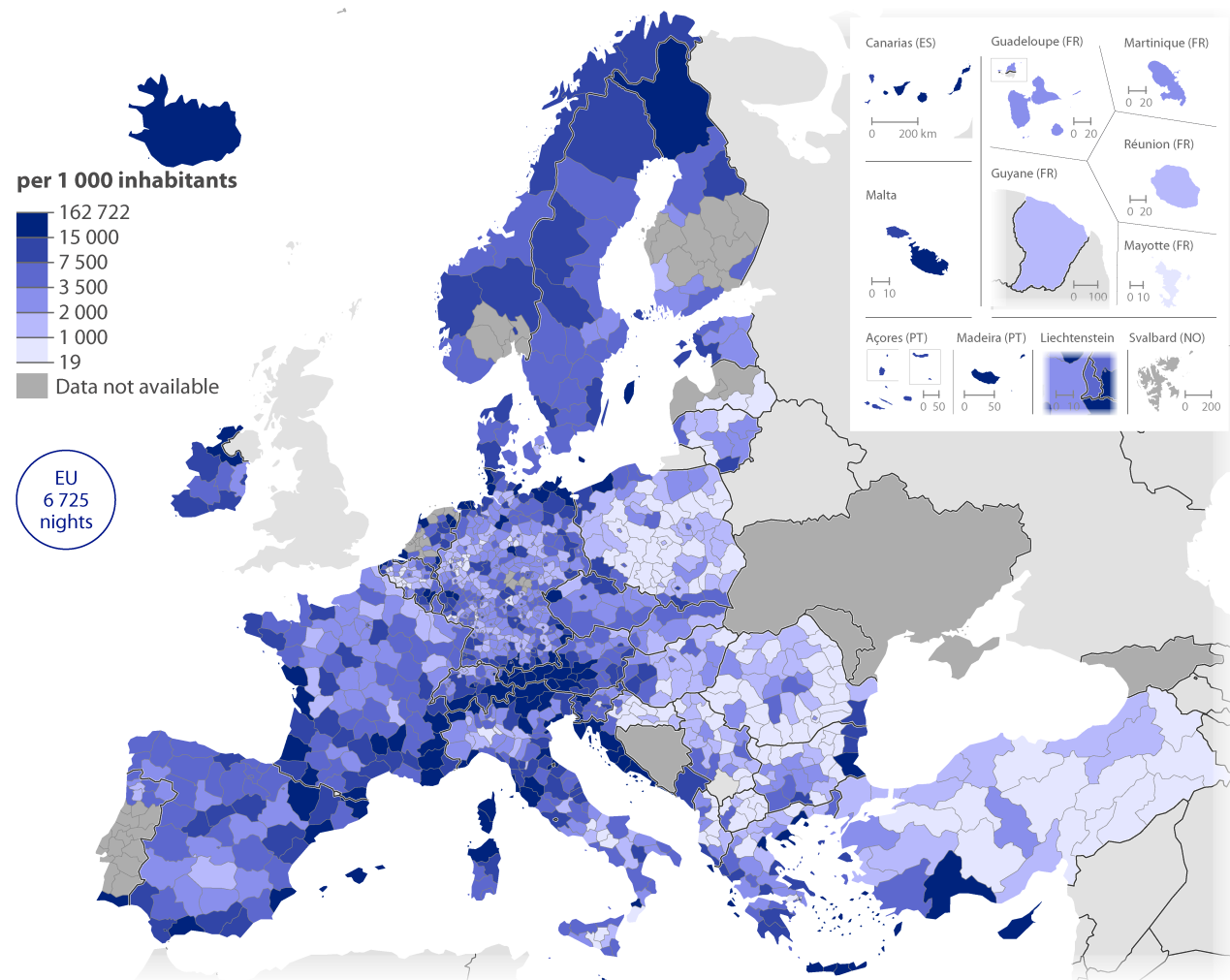
By contrast, there were 126 NUTS level 3 regions across the EU with fewer than 1 000 tourist nights spent per 1 000 inhabitants in 2024 (as shown by the lightest shade in **Map 4**). Most of these regions were clustered in 5 EU countries:

- Poland (29 regions) – with the north-eastern region of Ostrołęcki recording its lowest ratio, at 340 nights spent in tourist accommodation per 1 000 inhabitants
- Romania (24 regions), with the southern region of Teleorman having the lowest ratio in the EU, at 19 nights per 1 000 inhabitants
- Germany (19 regions), with the western city of Herne in North Rhine-Westphalia recording its lowest ratio, at 393 nights per 1 000 inhabitants
- Bulgaria (13 regions), with the western region of Pernik having its lowest ratio, at 320 nights per 1 000 inhabitants
- Belgium (11 regions), with Arr. Soignies, located to the north-east of Mons in the Hainaut region, recording its lowest ratio, at 349 nights per 1 000 inhabitants.

Together with Teleorman in Romania, the Greek region of Dytikos Tomeas Athinon – a densely populated region to the west of the capital, largely composed of industrial and/or residential neighbourhoods – was the only other region in the EU with fewer than 100 tourist nights per 1 000 inhabitants in 2024.

Nights spent in tourist accommodation

(per 1 000 inhabitants, relative to resident population, by NUTS 3 regions, 2024)



Note: Türkiye, level 2. Iceland: national data. Iceland: 2023. Türkiye: 2021.

Source: Eurostat (online data codes: tour_occ_nin3 and tour_occ_ninat)

Administrative boundaries: © EuroGeographics © OpenStreetMap
Cartography: Eurostat – IMAGE, 06/2026

Map 4: Nights spent in tourist accommodation Source: Eurostat (tour_occ_nin3) and (tour_occ_ninat)

In 2024, tourism density in the EU stood at 715 nights per square kilometre

An alternative indicator for analysing tourism pressures is tourism density, defined here as the total number of nights spent in tourist accommodation per square kilometre (km²) of area. In 2024, the EU average was 715 nights spent per km².

Map 5 shows that tourism density was often concentrated in predominantly urban regions, which generally have much smaller areas. In 2024, 115 NUTS level 3 regions had a ratio of at least 5 000 nights spent per km² (as shown by the darkest shade). The French capital region of Paris was a clear outlier, recording by far the highest concentration of tourists in 2024, with 419 000 nights spent per km². This was 4.6 times as high as in any other

region of the EU: the Greek capital region – Kentrikos Tomeas Athinon – had the second highest ratio, with 90 900 nights spent per km².

There were 20 NUTS level 3 regions in the EU where the ratio of tourism density was higher than 20 000 nights spent per km² in 2024. Half of this group consisted of capital regions: those of France and Greece (already mentioned above), together with the capital regions of Denmark, Austria, Belgium, Malta, Czechia, the Netherlands, Germany and Hungary. Particularly high ratios were also recorded in:

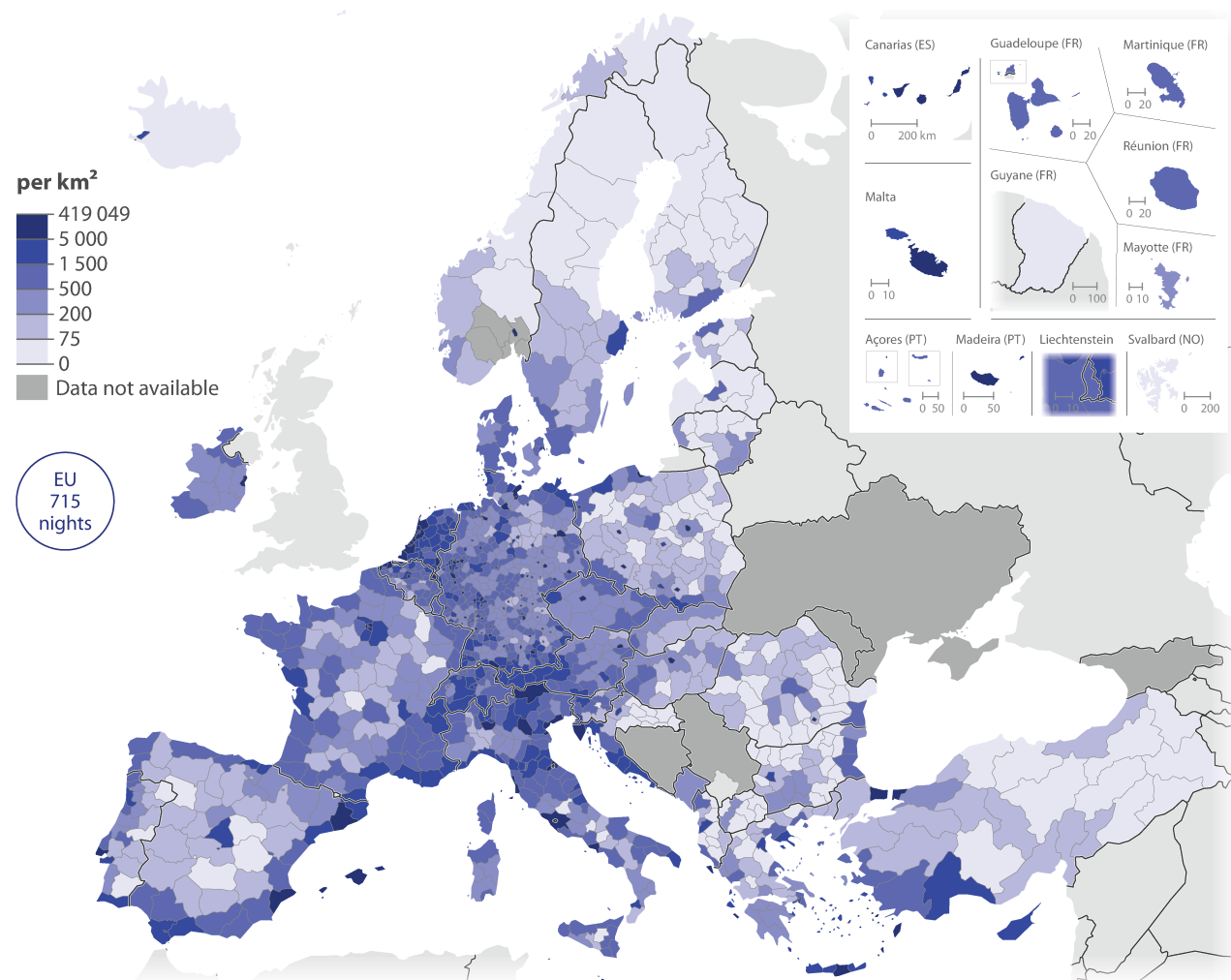
- 6 predominantly urban regions of Germany – München, Frankfurt am Main, Düsseldorf, Hamburg, Stuttgart and Nürnberg
- the suburban region of Hauts-de-Seine located to the west of the French capital
- the island region of Lanzarote that forms part of Canarias in Spain
- Miasto Kraków in Poland, a major cultural and short-break destination
- Venezia in Italy, a historic city.

At the other end of the distribution, 115 regions had tourism density ratios below 75 nights per km² in 2024 (as shown by the lightest shade in **Map 5**). These regions were generally concentrated in rural areas of northern, eastern and southern EU countries. The only regions in western EU countries were the French regions of Haute-Saône, Meuse (both in eastern France), Creuse (central France) and Guyane (an outermost region).

At the very bottom of the distribution, 3 regions recorded particularly low tourism density ratios in 2024: Călărași and Teleorman in southern Romania, as well as Guyane, each with fewer than 10 nights per km².

Nights spent in tourist accommodation

(per km², relative to area, by NUTS 3 regions, 2024)



Note: Türkiye, level 2. Iceland: 2023. Türkiye: 2021.
Source: Eurostat (online data codes: tour_occ_nin3 and tour_occ_ninat)

Administrative boundaries: © EuroGeographics © OpenStreetMap
Cartography: Eurostat – IMAGE, 06/2026

Map 5: Nights spent in tourist accommodation Source: Eurostat (tour_occ_nin3) and (tour_occ_ninat)

Guest nights spent at short-stay accommodation offered via online collaborative economy platforms

Developments in information and communication technologies have had a major impact on the tourist accommodation market. The emergence of online platforms has made it easier for small-scale service providers to advertise/offer their rooms, apartments and holiday homes to potential guests, with a rapid expansion of this market.

The rapid expansion of guest nights spent in short-term accommodation offered via the selected online booking platforms has brought significant benefits to some EU regions. Popular destinations have seen increased visitor numbers, driving economic activity, while investment in short-term accommodation can help to revitalise underused or vacant properties.

On the other hand, housing affordability has become a pressing issue in some regions experiencing a surge in the supply of short-stay accommodation, as long-term rental availability decreases and property prices rise. Additionally, an influx of tourists can lead to overcrowding, straining infrastructure and public services, while

communities may be displaced as the character of neighbourhoods changes and local culture and identity are eroded.

More about the data: experimental statistics on short-stay accommodation offered via online platforms

The information presented up to this point has been based on official tourism statistics, compiled according to [Regulation \(EU\) No 692/2011](#). These statistics provide limited coverage of holiday and short-stay accommodation, as data for holiday homes, apartments and rooms in otherwise private buildings are often outside the scope of tourism registers and surveys.

Official statistics on holiday and short-stay accommodation are generally underestimated, given that several EU countries limit the scope of observations to establishments with, for example, at least 10 bed places. In recent years, this coverage issue has been further compounded by the emergence of online platforms that provide relatively simple methods for private individuals and small enterprises to offer short-stay accommodation; this has led to a surge in the provision of this type of accommodation.

For this reason, Eurostat embarked on an experimental data collection exercise aimed at improving the completeness/coverage of tourism statistics. It is based on a previously unexplored channel, namely data on listings/bookings obtained directly from major online platforms: for 2025, Airbnb, Booking.com and Expedia Group are included in the dataset. The exercise is currently restricted to the collection of information on holiday and short-stay accommodation (NACE Group 55.2), reflecting the principal type of accommodation for service providers within the collaborative economy.

In 2025, Málaga in southern Spain was the most frequented region for guest nights spent in short-stay accommodation offered via selected online booking platforms

Figure 3 shows the NUTS level 3 regions that recorded the highest number of guest nights in short-stay accommodation booked via online platforms in 2025. The highest count was observed in the southern Spanish coastal region of Málaga, at 26.2 million guest nights, while 10 additional regions reported more than 10.0 million guest nights:

- the capital regions of Roma in Italy (20.0 million), Paris in France (16.7 million), Madrid in Spain (13.2 million) and Grande Lisboa in Portugal (11.8 million)
- 3 additional coastal or island regions in Spain – Alicante/Alacant (17.3 million), Barcelona (15.5 million) and Tenerife (12.5 million)
- 3 coastal regions in other EU countries – Algarve in Portugal (13.4 million), Alpes-Maritimes in France (11.8 million) and Splitsko-dalmatinska županija in Croatia (11.6 million).

The data presented in **Figure 3** can also be analysed according to the origin of guests. For example, international guests accounted for approximately 4 out of 5 guest nights in Málaga in 2025.

In 2025, the 20 most frequented NUTS level 3 regions for short-stay accommodation booked by domestic guests via the selected online booking platforms were almost exclusively located in Spain and France, with 2 regions from Poland and a single region from Italy as the only exceptions.

- In Spain, the most frequented regions for domestic guests were generally developed, coastal regions on the southern and eastern coastlines – Málaga, Alicante/Alacant and Cádiz – the only exceptions being the capital region of Madrid and the north-western Atlantic coastal region of Asturias.
- In France, several of the regions most frequented by domestic tourists were relatively rural areas, characterised by their coastline and/or mountains, including:
 - Haute-Savoie and Savoie in the Alps
 - Var, Bouches-du-Rhône, Hérault and Alpes-Maritime on the Mediterranean coast
 - Gironde, Charente-Maritime, Vendée, Finistère and Morbihan on the Atlantic coast
 - Pyrénées-Orientales that borders Spain, with both a coastline and a mountainous interior.
- In Poland, the 2 most frequented regions included:
 - the predominantly rural, southern region of Nowotarski, which acts as a gateway to the Tatra mountains

- the predominantly urban region of Trójmiejski on the northern coastline that includes Gdańsk, Gdynia and Sopot.

- In Italy, the most frequented region was the capital region of Roma.

In the list of the 20 most frequented NUTS level 3 regions by domestic guests in 2025, domestic visitors generally accounted for a higher share of total guest nights than international visitors. This pattern was observed in 15 out of the 20 regions, with exceptions including Málaga, Alicante/Alacant, Madrid, Alpes-Maritimes and Roma (see below for more details concerning international guests).

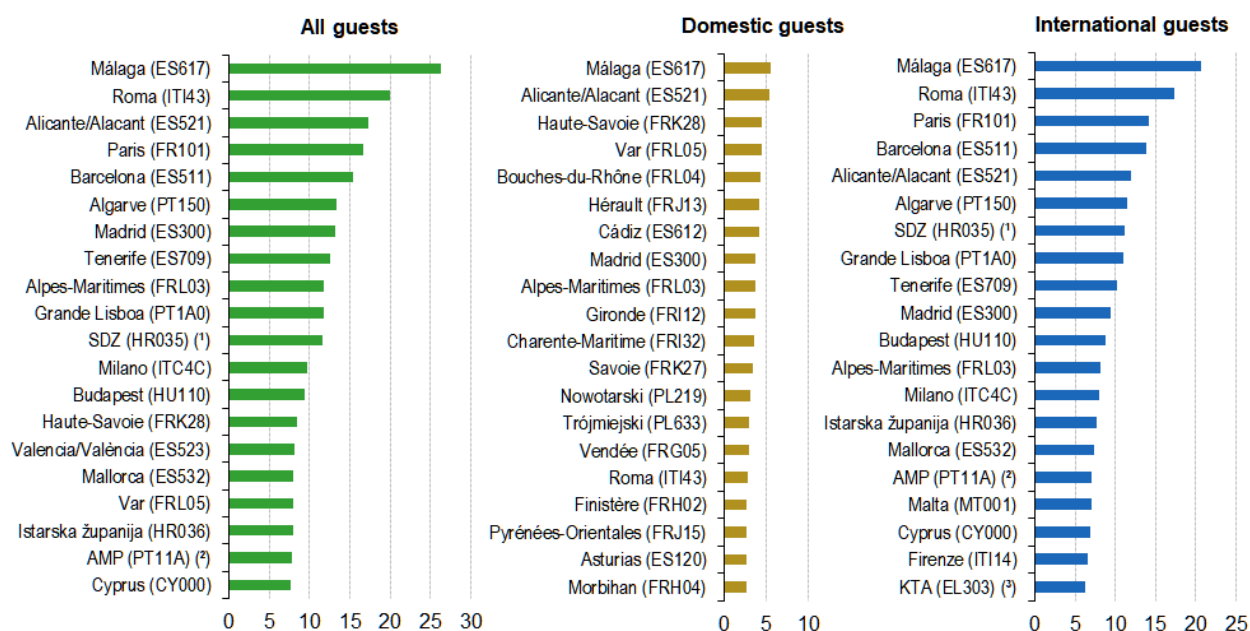
In 2025, 8 countries were represented in the ranking of the 20 most frequented NUTS level 3 regions for short-stay accommodation booked by international guests via the selected online booking platforms. The vast majority of these regions were among Europe's most popular destinations:

- Spain had the highest number of regions, with 6 – Málaga, Barcelona, Alicante/Alacant, Tenerife, Madrid and Mallorca
- Italy followed with 3 predominantly urban regions – Roma, Milano and Firenze
- Portugal also had 3 regions – Algarve, Grande Lisboa and Área Metropolitana do Porto
- there were 2 Croatian regions along the Adriatic coastline – Splitsko-dalmatinska županija (with Split as its capital) and Istarska županija (with Pula as its capital)
- France also had 2 regions – Paris and the Mediterranean region of Alpes-Maritimes
- additional regions included the capitals of Budapest (Hungary), Malta (Malta) and Kentrikos Tomeas Athinon (Greece), as well as Cyprus.

Among the 20 most frequented regions by international visitors for 2025, international guest nights consistently exceeded domestic guest nights. In absolute terms, the largest differences were observed in regions with the highest overall numbers of guest nights: for example, the number of international guest nights exceeded the number of domestic guest nights by 15.2 million in Málaga and by 14.6 million in Roma. Differences of more than 10.0 million nights were also recorded in Barcelona (12.2 million), Paris (11.7 million), Splitsko-dalmatinska županija (10.8 million) and Grande Lisboa (10.4 million).

In relative terms, Malta and 2 Croatian regions recorded the biggest disparities, with international guest nights exceeding domestic guest nights by a factor of 66 : 1 in Malta, 30 : 1 in Istarska županija and 25 : 1 in Splitsko-dalmatinska županija.

Top tourist regions for short-stay accommodation offered via selected online booking platforms (million guest nights, by NUTS 3 regions, 2025)



Note: the scales on the numeric axes are different. The figure shows the regions with the highest number of guest nights spent by all tourists, domestic guests and international guests.

(*) Splitsko-dalmatinska županija.

(?) Área Metropolitana do Porto.

(*) Kentrikos Tomeas Athinon.

Source: Eurostat (online data code: tour_ce_oan3)

eurostat

Figure 3: Top tourist regions for short-stay accommodation offered via selected online booking platforms
Source: Eurostat (tour_ce_oan3)

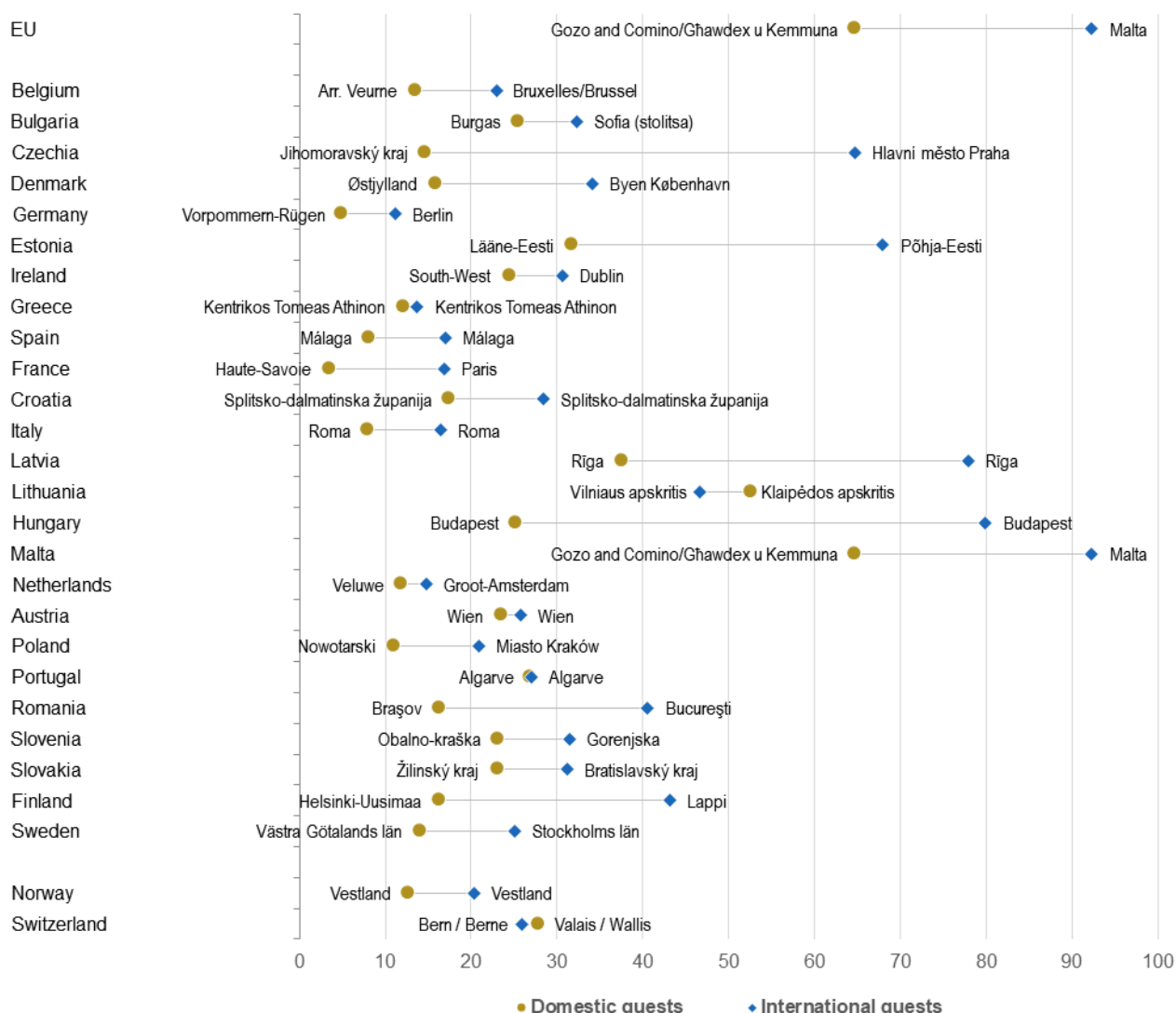
Figure 4 presents, for each country, the region with the highest number of guest nights spent in short-stay accommodation offered via selected online booking platforms by domestic and international guests. Cyprus and Luxembourg are single regions at NUTS level 3 and are therefore not shown.

In 2025, there were 8 EU countries (out of 25 for which data are presented) where the same region was the most frequented by both domestic and international guests. In Greece, Italy, Latvia, Hungary and Austria this was the capital region: Kentrikos Tomeas Athinon, Roma, Rīga, Budapest and Wien. In Spain, Croatia and Portugal, a coastal region was the most frequented by both domestic and international guests: Málaga in southern Spain, Splitsko-dalmatinska županija on the Adriatic Sea and the Algarve on the Atlantic coast. In all but 3 of the 17 remaining EU countries, the capital region recorded the highest number of nights spent by international guests. The exceptions were Poland, Slovenia and Finland, where international guests spent a greater number of nights in Miasto Kraków, Gorenjska and Lappi.

Nights spent by domestic guests were generally more widely spread across each territory (rather than being concentrated in relatively few regions). In 2025, the highest shares of nights spent by domestic guests were often observed in less well-known regions (internationally), for example:

- the coastal region of Arr. Veurne (north-west Belgium)
- the region of Jihomoravský kraj, which includes the city of Brno (south-eastern Czechia)
- the region of Østjylland, which includes the city of Aarhus (central Denmark)
- the coastal region of Vorpommern-Rügen (north-eastern Germany)
- the mountainous region of Haute-Savoie (south-east France)
- the mountainous region of Braşov (central Romania).

Regional concentration of guest nights spent at short-stay accommodation offered via selected online booking platforms (% share of region in each country, by NUTS 3 regions, 2025)



Note: the figure shows the regions which recorded the highest share in each country (separately for domestic and international guests). Cyprus and Luxembourg: single regions at NUTS level 3. Jan Mayen (NO0B1) and Svalbard (NO0B2): not available.

Source: Eurostat (online data code: tour_ce_oan3)

eurostat

Figure 4: Regional concentration of guest nights spent at short-stay accommodation offered via selected online booking platforms Source: Eurostat (tour_ce_oan3)

Online booking platforms have made it easier for travellers to book accommodation year-round. Although these platforms provide the opportunity for a more even distribution of tourist flows, some destinations continue to experience considerable peaks in demand.

Map 6 illustrates the seasonality of guest nights spent at short-stay accommodation offered via the selected online booking platforms in each month of 2025. Across the EU, there were 952 million guest nights spent in short-stay accommodation offered via the selected online booking platforms. The 3 most popular months were August, July and June, which together accounted for 43.3% of all guest nights spent.

Overall, international guests accounted for 62.2% of the guest nights spent in EU short-stay accommodation offered via selected online booking platforms in 2025. This share peaked in September, June and October, when international guests accounted for around two thirds of all nights spent. By contrast, the lowest shares were recorded in February and December, when international guests accounted for 56.2% and 55.4% of all guest nights spent, respectively.

Andalucía consistently among the 3 regions with the highest number of guest nights during every month of 2025

Map 6 highlights the most frequented tourist regions in the EU in terms of guest nights spent in short-stay accommodation offered via selected online booking platforms. It shows both seasonal patterns and the breakdown by origin of tourist for 2025 (for guidance on interpreting the map, see the explanation provided above for **Map 2**). The regions with the highest overall numbers of guest nights are represented by the largest areas.

An analysis of the 3 most frequented NUTS level 2 regions in each month indicates that activity was predominantly concentrated in France and across southern EU regions. This geographical distribution may reflect, at least in part, differences in the supply and use of short-stay accommodation offered via selected online booking platforms, as well as variations in the use of alternative forms of accommodation such as hotels or campsites, as illustrated below:

- Andalucía in southern Spain was present among the most frequented regions in every month of the year, while the Spanish island region of Canarias featured in January to April and again in November and December
- the French capital region of Ile-de-France was among the most frequented regions in April, May, October and November, while 2 additional French regions also featured – Rhône-Alpes from January to March and again in December, and Provence-Alpes-Côte d’Azur from May to September
- the Croatian coastal region of Jadranska Hrvatska was among the most frequented regions from June to September
- the Italian capital region of Lazio featured in October.

The map confirms the relatively high proportion of nights spent by international guests in southern/Mediterranean regions and in northern regions of the EU, while domestic guests accounted for a majority of nights spent across many western and eastern regions of the EU, with the notable exception of several capital regions that attracted large numbers of international tourists. Looking in more detail at each month in 2025, the following NUTS level 2 regions recorded the highest numbers of international guest nights spent in short-stay accommodation offered via selected online booking platforms:

- Canarias, Andalucía (both Spain) and Ile-de-France (France) in January, March, April, November and December
- Canarias, Andalucía and Rhône-Alpes (France) in February
- Andalucía, Ile-de-France and Jadranska Hrvatska (Croatia) in May, June and September
- Jadranska Hrvatska, Andalucía and Provence-Alpes-Côte d’Azur (France) in July
- Jadranska Hrvatska, Andalucía and Cataluña (Spain) in August
- Andalucía, Ile-de-France and Lazio (Italy) in October.

A relatively small group of NUTS level 2 regions recorded the highest numbers of domestic guest nights in short-stay accommodation offered via selected online booking platforms, with the composition of the 3 most frequented regions across each month of 2025 as follows:

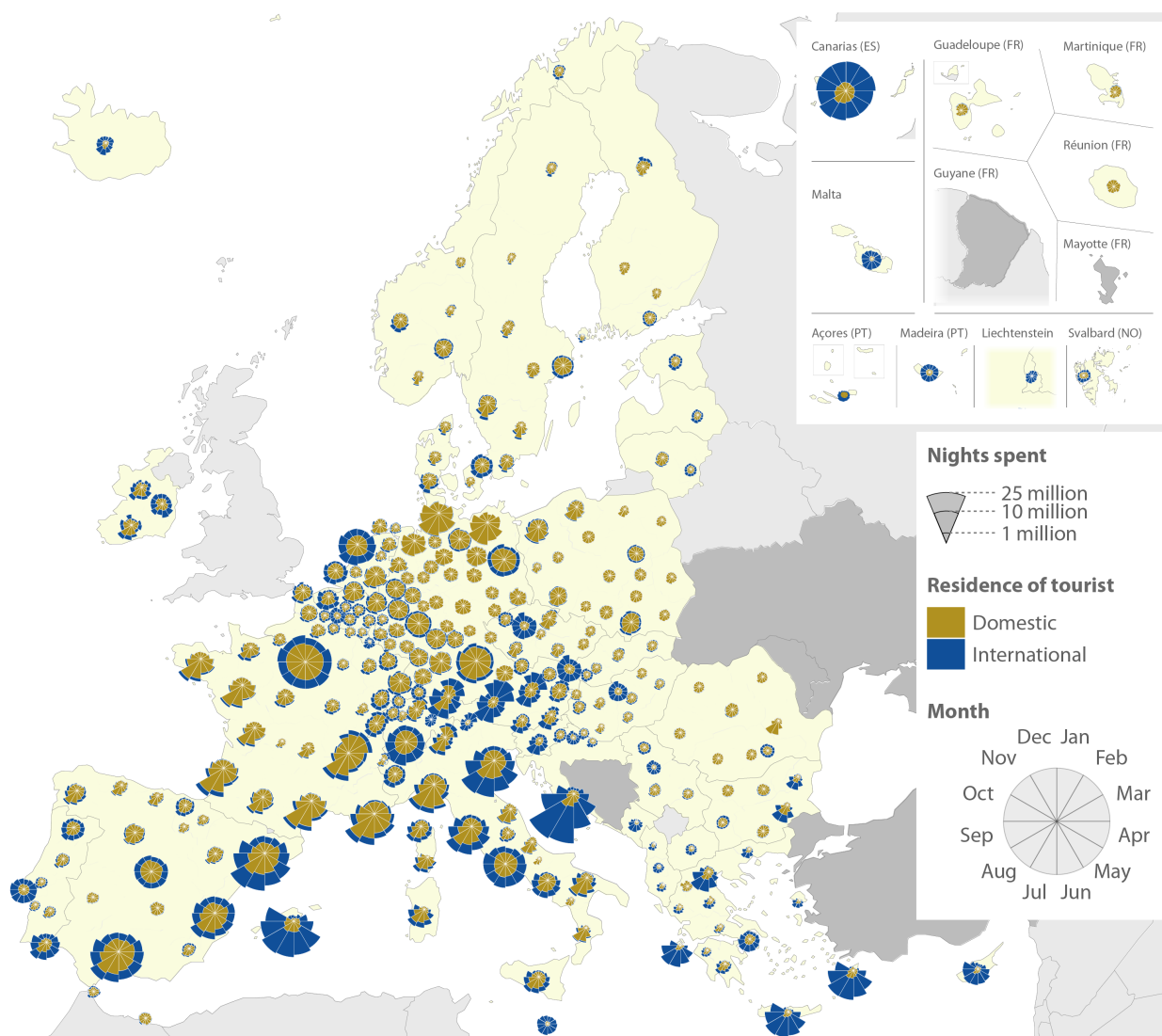
- Rhône-Alpes, Provence-Alpes-Côte d’Azur and Andalucía in January to May, October and December
- Andalucía, Comunitat Valenciana (Spain) and Provence-Alpes-Côte d’Azur in June, July and September
- Provence-Alpes-Côte d’Azur, Languedoc-Roussillon (France) and Andalucía in August
- Andalucía, Ile-de-France and Rhône-Alpes in November.

Many regions across the EU exhibited seasonal patterns of tourism demand, particularly during the summer months. This was especially evident in the Croatian coastal region of Jadranska Hrvatska on the Adriatic Sea, where 23.2 million guest nights out of a total of 39.5 million for the whole of 2025 were recorded in July or August. There were 14 additional NUTS level 2 regions where more than half of all guest nights spent in short-stay accommodation offered via selected online booking platforms took place in July or August:

- the Bulgarian coastal regions of Severoiztochen and Yugoiztochen

- the Greek regions of Voreio Aigaio, Anatoliki Makedonia, Thraki, and Ionia Nisia
- the French island region of Corse
- the central Italian region of Marche
- the Hungarian regions of Dél-Dunántúl and Közép-Dunántúl
- the Romanian coastal region of Sud-Est
- the Finnish archipelago of Åland
- the Swedish regions of Småland med öarna, Sydsverige and Västsverige.

Nights spent in tourist accommodation (by NUTS 2 regions, 2024)



Note: the individual symbols for each region should be read like a clock, with 12 o'clock being the start and end of the year.
Source: Eurostat (online data codes: tour_occ_nin2m and tour_occ_nim)

Administrative Boundaries: ©EuroGeographics ©OSM
Cartography: Eurostat – GISCO, 06/2026

Map 6: Guest nights spent at short-stay accommodation offered via selected online booking platforms
Source: Eurostat (tour_ce_omn12)

Source data for figures and maps

Regional tourism statistics

Data sources

Tourism statistics presented within this chapter may be split into 2 main types:

- official statistics about the occupancy of tourist accommodation establishments
- experimental statistics on [collaborative economy platforms](#) – in other words, short-stay accommodation booked through 3 major online booking platforms (Airbnb, Booking.com and Expedia Group).

Official statistics about the occupancy of collective tourist accommodation

Regional tourism statistics are available from suppliers of tourism services and are collected through surveys of tourist accommodation establishments (establishments are also referred to as [local kind-of-activity units](#)). These surveys provide information that covers tourism capacity (counts of establishments, rooms and bed places) and occupancy (the number of arrivals and nights spent). Data are presented by region, by degree of urbanisation and for coastal/non-coastal areas.

Since 2012, the legal basis for the collection of tourism statistics has been [Regulation \(EU\) No 692/2011 concerning European statistics on tourism](#) and [Commission Implementing Regulation \(EU\) No 1051/2011](#). Among other changes, [Commission delegated Regulation \(EU\) 2019/1681](#) introduced a requirement to provide additional data on nights spent at tourist accommodation establishments, including:

- monthly data for NUTS level 2 regions
- annual data for NUTS level 3 regions
- annual data for selected cities (capital cities, cities with at least 200 000 inhabitants, and other selected cities with relevance for tourism).

Tourism statistics are presented according to the tourist's [country of residence](#), not the tourist's citizenship. Domestic tourism covers the activities of residents who stay in their own country (but outside their usual environment) and this may be contrasted with the activities of international tourists (often referred to as inbound or non-resident tourists). Within the EU context, the latter can be i) tourists from other EU countries or ii) tourists who live outside the EU.

Experimental statistics on short-stay accommodation reserved through online booking platforms

Statistics on short-stay holiday rentals have traditionally been under-covered, given the relatively high number of small market participants – many of whom are private individuals – that are often excluded from business or tourism registers. Indeed, Regulation (EU) No 692/2011 allows tourism statistics to be collected using a threshold whereby EU countries can opt to limit the scope of their observations to establishments having at least 10 bed places (or 20 bed places for smaller tourism countries). In practice, this means that part of the short-stay holiday rentals market is not represented in official statistics.

Since 2021 and following an agreement with various online platforms, Eurostat has published a set of experimental statistics for short-stay accommodation booked through these platforms. This data source allows an information gap to be closed, since many holiday homes, apartments and rooms in otherwise private buildings were not previously covered by tourism statistics. However, at this stage it is not yet possible to integrate this new source of information into existing tourist accommodation statistics, due to the potential double-counting of online listings that are also covered by official statistics; methodological work in this area is ongoing.

The online platforms agreed to share their data on the number of nights booked and the number of guests, allowing access to reliable information on holiday and other short-stay accommodation reserved through their platforms. These experimental statistics are published from reference year 2018 onwards and may be analysed by region or city. It is important to stress that, while these statistics from online platforms cover a significant part of the market, they do not cover the entire market and new online platforms may emerge. In the future, Eurostat will investigate the possibility of extending the scope of this experimental data collection exercise to other types of accommodation (for example, hotels) and/or different platforms.

Definitions

Tourist accommodation establishments include all types of tourist accommodation providing, as a paid service, accommodation for tourists, regardless of whether or not the provision of tourist accommodation is the main or a secondary activity. These establishments are defined according to the activity classification NACE as units providing short-term or short-stay accommodation services:

- hotels and similar accommodation (NACE Group 55.1) – includes accommodation provided by hotels, resort hotels, suite/apartment hotels, motels
- holiday and other short-stay accommodation (NACE Group 55.2) – includes holiday homes, visitor flats and bungalows, cottages and cabins without housekeeping services, youth hostels and mountain refuges
- camping grounds, recreational vehicle parks and trailer parks (NACE Group 55.3) – includes the provision of accommodation in campgrounds, trailer parks, recreational camps, and fishing and hunting camps for short-stay visitors.

The number of nights spent (overnight stays) is based on a count of nights that tourists/guests actually spend (sleep or stay) in specific types of accommodation.

Within the context of experimental statistics on short-stay accommodation reserved through selected online booking platforms, the number of guest nights spent at short-stay accommodation is compiled using the number of overnights stays (in other words, the number of nights that short-stay accommodation has been rented out) multiplied by the number of guests staying at the accommodation. The scope of these experimental statistics is narrower than that used for traditional tourism statistics, with information only collected for NACE Group 55.2.

Context

The EU is a major tourism destination, renowned for its diversity of landscapes from sun-kissed coastlines to snow-capped mountains and picturesque countryside. Its vibrant cities offer a seamless blend of modern amenities and historical charm. Tourists are drawn not only to the rich arts and cultural heritage found in an array of museums, theatres and listed sites, but also to its dynamic music, festivals and gastronomy. This variety – often within close proximity – enriches the European tourism experience, making the EU a destination that caters to a wide variety of interests and tastes. Tourism also makes a significant contribution to the EU's regional economies and plays a key role in helping to achieve the objectives of various EU, national, regional and local policies, thanks to its cross-cutting economic and social dimensions.

The EU's competence in the area of tourism concerns supporting and coordinating the actions of EU countries. In June 2010, the European Commission adopted a communication, [*Europe, the world's No. 1 tourist destination – a new political framework for tourism in Europe*](#) (COM(2010) 352 final). It provides the underlying framework for tourism developments across the EU, with 4 principal areas of action: stimulating competitiveness, promoting sustainable and responsible tourism, consolidating Europe's image as a high-quality destination, and maximising the potential to develop tourism in the EU. The framework also emphasises innovation and digital transformation, while encouraging off-season tourism, accessibility and responsible tourism practices.

In February 2014, the European Commission adopted [*A European strategy for more growth and jobs in coastal and maritime tourism*](#) (COM(2014) 86 final). It sets out a strategy to support the development of coastal and maritime tourism as a key driver of growth and employment in Europe's coastal regions, identifying the sector's economic importance and its potential for job creation, particularly in local and regional economies. The strategy addresses key challenges such as seasonality, fragmentation of the sector, environmental pressures and limited access to finance. It proposes actions to enhance competitiveness through innovation, improved skills, better data and stronger cooperation between stakeholders, while promoting sustainable development of coastal tourism across the EU.

On 5 May 2021, the European Commission adopted an updated version of its industrial strategy, [*Updating the 2020 New Industrial Strategy: Building a stronger Single Market for Europe's recovery*](#) (SWD(2021) 351 final), taking account of changing circumstances in the aftermath of the COVID-19 pandemic. The revised strategy highlighted

how industrial ecosystems may lead green and digital transformations, boosting the EU's global competitiveness. To do so, the European Commission proposed launching a number of 'transition pathways': tourism was selected as the first of these (given it was among those activities hardest hit by the pandemic); see the [Transition pathway for tourism](#) .

In recent years, EU policy developments have focused on sustainable tourism, digitalisation and inclusivity, while also addressing the challenges posed by climate change, over-tourism and the COVID-19 pandemic. At the end of 2022, this work was summarised in a set of Council conclusions, adopted as the [European Agenda for Tourism 2030](#) . It describes measures and outputs needed to improve the resilience of tourism within the EU, with actions to be taken by individual countries, the European Commission and tourism stakeholders. It serves as a strategic framework for tourism policy, focusing on:

- sustainability – promoting environmentally friendly practices and reducing the carbon footprint of tourism
- competitiveness – enhancing tourism's global competitiveness through innovation, digitalisation and better infrastructure
- inclusivity – ensuring that tourism is accessible to all, including people with disabilities and other marginalised groups
- economic growth – supporting job creation, especially in regions with high tourism potential
- crisis resilience – strengthening tourism's ability to respond to crises such as the COVID-19 pandemic.

In May 2026, the Council of the European Union adopted conclusions setting out a comprehensive vision for [Building a sustainable and competitive tourism sector for the future](#) . The conclusions recognised the important economic role of tourism and called for a more integrated approach that incorporates economic, social and environmental dimensions across all tourism policies. In particular, they emphasised the need to reduce the environmental impact of tourism through improved resource efficiency, circular economy approaches, decarbonisation, and the protection of nature and biodiversity. At the same time, they highlighted the importance of ensuring that tourism benefits local communities and respects cultural heritage, while strengthening Europe's visibility as a safe, sustainable and inclusive travel destination.

To raise the profile of the EU as a tourist destination and increase international tourist arrivals, the European Commission undertakes a wide range of communication and promotion activities. Furthermore, it provides grants to the [European Travel Commission \(ETC\)](#) , a non-profit organisation responsible for promoting Europe as an international tourist destination through reports, handbooks and websites (see [Visit Europe](#)).

This article forms part of Eurostat's annual flagship publication, the [Eurostat regional yearbook](#) .

You can explore the maps interactively using [Eurostat's Statistical Atlas](#) .

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- [Seasonality in the tourist accommodation sector](#)
- [Seasonality in tourism demand](#)
- [Short-stay accommodation offered via online platforms](#)
- [Short-stay accommodation offered via online platforms – impact of the COVID-19 pandemic](#)
- [Tourism industries – economic analysis](#)
- [Tourism industries – employment](#)
- [Tourism introduced](#)
- [Tourism statistics](#)
- [Tourism statistics – seasonality at regional level](#)
- [Tourism_statistics – top destinations](#)
- [Tourism trips of Europeans](#) (online publication)

Database

- [Regional statistics by NUTS classification \(reg\)](#) , see

Regional tourism statistics (reg_tour)

Occupancy in collective accommodation establishments: domestic and inbound tourism (reg_tour_occ)

Accommodation occupancy via collaborative economy platforms - experimental statistics (reg_tour_ce)

- [Tourism \(tour\)](#) , see

Tourism industries – annual data (tour_inda)

Occupancy of tourism accommodation establishments (tour_occ)

Nights spent by domestic and international tourists (tour_occ_n)

Nights spent at tourist accommodation establishments by NUTS 3 regions (tour_occ_nin2)

Nights spent at tourist accommodation establishments by NUTS 3 regions (from 2020 onwards)
(tour_occ_nin3)

Accommodation offered via collaborative economy platforms – experimental statistics (tour_ce)

Occupancy – monthly data (tour_ce_om)

Short-stay accommodation offered via collaborative economy platforms by months, residence of the guest and NUTS 1 and NUTS 2 region – experimental statistics (tour_ce_omn12)

Occupancy – annual data (tour_ce_oa)

Guest nights spent at short-stay accommodation offered via collaborative economy platforms by NUTS 3 region – experimental statistics (tour_ce_oan3)

Thematic section

- [Collaborative economy platforms](#)
- [Regions and cities](#)
- [Tourism](#)

Publications

General link

- [Recent Eurostat publications on tourism](#)

Paper and PDF publications

- [Eurostat regional yearbook](#) – 2026 edition
- [Tourism satellite accounts](#) – 2026 edition

Online publications

- [Regions in Europe – 2026 interactive edition](#)
- [Rural Europe – online publication](#)
- [Urban Europe – online publication](#)

Visualisation

- [Eurostat statistical atlas \(Chapter 10\)](#)
- [Regional statistics illustrated](#)
- [Regions in Europe – 2026 interactive edition](#)

Methodology

Manuals and further methodological information

- [Methodological manual on territorial typologies](#) – 2024 edition
- [Methodological manual for tourism statistics](#) – 2014 edition
- [Methodological note: experimental statistics on short-stay accommodation offered via online collaborative economy platforms](#)
- [Regions in the European Union Nomenclature of territorial units for statistics \(NUTS\)](#) – 2024 edition

Metadata

- [Occupancy of tourist accommodation establishments](#) (ESMS metadata file – tour_occ_esms)
- [Trips of EU residents – annual data](#) (ESMS metadata file – tour_dem)

Legislation

- [Regulation \(EU\) No 692/2011](#) of 6 July 2011 concerning European statistics on tourism and repealing Council Directive 95/57/EC
- [Regulation \(EU\) No 1051/2011](#) of 20 October 2011 implementing Regulation (EU) No 692/2011 concerning European statistics on tourism, as regards the structure of the quality reports and the transmission of the data
- [Commission delegated Regulation \(EU\) 2019/1681](#) of 1 August 2019 amending Regulation (EU) No 692/2011 of the European Parliament and of the Council concerning European statistics on tourism, as regards the transmission deadlines and adaptation of Annexes I and II

External links

- [Communication from the Commission – Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe](#) (COM(2010) 352 final)
- [European Agenda for Tourism 2030](#) – Council of the European Union
- [European Commission – EU tourism dashboard](#)
- [European Commission – Overview of EU tourism policy](#)
 - [Resilience of EU tourism](#)
 - [Sustainable tourism](#)
 - [Sustainable cultural tourism](#)
 - [The digital transition of tourism](#)
 - [The green transition of tourism](#)
- [Communication from the Commission – Tourism and transport in 2020 and beyond](#) (COM(2020) 550 final)
 - [Transition pathway for tourism](#)
- [European Travel Commission \(ETC\)](#)
 - [Visit Europe](#)
- [United Nations World Tourism Organization – UNWTO tourism data dashboard](#)