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Spain showcases in London its advances in sustainable and accessible tourism



Spain shows at the WTM in London its advances in sustainable and accessible tourism and reinforces its position as a key destination for the British market. Spain has made known at the World Travel Market (WTM), the International Tourism Fair of London, the progress achieved in tourism sustainability and its renewed global strategy on accessibility, through two initiatives aimed at consolidating a more balanced and inclusive model.

The Secretary of State for Tourism, Rosario Sánchez, has highlighted the agreement reached with the British Association of Travel Agents (ABTA), thanks to which tourism management in four Spanish destinations will be evaluated and optimized: Benidorm, Calvià, Lloret de Mar and Sevilla.

The project, which will be carried out over the next two years, will examine elements such as visitor flows, tourism spending, length of stays, residents' perception and environmental impact.

The proposal aims to improve tourism planning, ease pressure on destinations and foster a more balanced distribution of the economic and social benefits of this activity.

On the other hand, Turespaña has made known the international campaign "Spain, a Country for All", aimed at positioning Spain as an accessible and inclusive destination.

The initiative has the collaboration of Fundación ONCE and accessibility experts. In addition, Spain is participating in this edition of the WTM as the fair's first official accessibility partner.

During her speech, Sánchez also underscored the relevance of the British market, which remains the main source of tourists to Spain.

Between January and August 2026, Spain received 13.9 million visitors from the United Kingdom, 5.4% more than in the same period of the previous year, whose spending reached 17.251 billion euros, 4.4% more.

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The Spanish presence at the fair has likewise been marked by a minute of silence in memory of the victims of the Urda railway accident, in Toledo.

These actions are part of the Spain Tourism Strategy 2030, the Government's roadmap to move toward a more sustainable tourism model in economic, social and environmental spheres.

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