



Ayuntamiento  
de Vitoria-Gasteiz  
Vitoria-Gasteizko  
Udala

[www.vitoria-gasteiz.org](http://www.vitoria-gasteiz.org)



## Tourist Office Policy of Vitoria-Gasteiz

The Vitoria-Gasteiz Tourist Office, as a key agent for the tourism development of the municipality, is committed to carrying out its activities in accordance with the **Smart Tourism Company** model, promoting efficient, responsible management adapted to the new challenges of the sector, in line with the 2030 Agenda and the Sustainable Development Goals (SDGs).

1. It advocates for **transparent, participatory and co-responsible management**, encouraging the active involvement of all individuals and entities that are part of the local tourism ecosystem.
2. **Sustainable management of resources and tourism activities** is guaranteed, focusing on **sociocultural sustainability**—which protects and enhances local heritage and identity—**economic sustainability**—which contributes to job creation and the strengthening of the business fabric—and **environmental sustainability**—which ensures the conservation of natural resources and the fight against climate change.
3. An **accessible and inclusive tourism** model is promoted, ensuring the right of all people to enjoy the destination under equal conditions, eliminating physical, sensory, cognitive, and social barriers.
4. **Innovation** is encouraged in internal work processes, in the creation of new products and tourist experiences, and in the search for solutions that improve the satisfaction of both tourists and residents.
5. **Technological tools** are incorporated to facilitate team management, optimize information flows, and provide a faster, more personalized, and more efficient service.