Media alert

Benidorm – an Unlikely Sustainability Hub in the Mediterranean

Known as a popular sun and beach destination in Spain, Benidorm is on a mission to transform itself into a modern hub of sustainable tourism. The city has been working on its green tourism transition, which was recently recognised by the European Commission, as the city was awarded the 2025 European Green Pioneer of Smart Tourism title. From managing the growing flow of tourists, to protecting its marine environment, here is everything you need to know to make your trip to Benidorm an unforgettable experience.

Where the sea meets the mountains

Located on the Mediterranean coast, the city of Benidorm is nestled between the beach and the mountains. 61% of Benidorm's territory is protected, demonstrating the municipality's long-term commitment to preserve its unique natural environment for future generations. The Sierra Helada Natural Park and the Moralet Forest offer visitors a quiet place to relax, while the Posidonia Oceanica meadow beneath the crystal clear waters preserves marine biodiversity. The city's beaches are also under protection, with strict rules for chemical-free beach cleaning and smart beach management systems. Visitors to Benidorm can use **real-time beach monitoring apps** to check beach capacity and weather updates, while allowing the city to avoid overcrowding during the busiest seasons.

Benidorm's iconic skyline: A blend of modern urban architecture and coastal beauty,
© Visit Benidorm

Exploring the city and its local culture

The city of Benidorm was built according to the vertical urban planning model, which has resulted in its unique architecture. The decision to build tall buildings has made the city more accessible, leaving space for wide avenues and streets designed for walking and cycling rather than driving. Benidorm offers a wide range of cultural activities throughout the year, making it the perfect destination in both winter and summer. Visitors can experience the authentic local culture through guided historical tours, gastronomic workshops and lively events. Whether you're looking for adventure or relaxation, Benidorm's year-round energy and commitment to sustainability make it an ideal destination for responsible travellers.

The "Manhattan of the Mediterranean" boasts the highest skyscraper density in the region, © Visit Benidorm

Sustainable city management

Driven by the region's challenging climate, with limited rainfall and increasing water scarcity, Benidorm has implemented many smart city management projects that further enhance the visitor experience. The city has implemented a cutting-edge water management system, with an impressive 95% efficiency for public use and reuse of more than 36% recycled greywater. The city has reduced water consumption by 18%, ensuring a more efficient use of resources. Additionally, many public buildings and hotels are powered by solar energy, significantly lowering the city's carbon footprint. All these improvements give visitors the peace of mind of knowing they are staying in a modern and climate-conscious destination.

Beyond sun and sea, locals and visitors can enjoy cycling through protected landscapes as eco-friendly activity, © Visit Benidorm

Benidorm – Why Not?

Benidorm offers the perfect mix of relaxation and responsible tourism, a great destination to escape the winter or enjoy the sun in the summer. As the 2025 European Green Pioneer of Smart Tourism, the city is on its way to becoming a great example of sustainable and green tourism management for other European destinations. Benidorm's commitment to sustainability is also evident through its participation in the Sustainable EU Tourism – Shaping the Tourism of Tomorrow initiative, which aligns with the EU's Transition Pathway for Tourism.

Find out more about the European Capital & Green Pioneer of Smart Tourism competitions here. Looking for inspiration for your next green getaway? Check out the latest sustainable and smart practices from European cities in this Best Practice Report.

The 2026 European Green Pioneer of Smart Tourism competition is here! Apply now to become the next leading destination in Europe. Learn more: https://smart-tourism-capital.ec.europa.eu/

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