Media Alert
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Sustainable Tourism in Europe: Discover Your Eco-Friendly Holiday in Benidorm

More than just a popular destination in the Mediterranean**,** Benidorm stands out for its visionary approach: it was one of the first cities in Spain to embrace sustainable tourism and urban planning. Boasting golden sandy beaches, crystal-clear waters and smart vertical infrastructure, the city has grown without compromising environmental preservation or quality of life, setting an international example for responsible tourism development. This change has led the city to earn the title of 2025 European Green Pioneer of smart Tourism.

If you're looking for a place that brings together local culture, a beautiful coastline and a more thoughtful, sustainable way to travel, Benidorm does all three with ease. It's a destination that might just surprise you. Add it to your list and take a look at our guide to help you make the most of your time there.

Discover the region's extraordinary natural beauty

For those who find peace by the sea or seek exhilaration on foot amidst wild terrain, the Serra Gelada Natural Park offers an unforgettable escape into nature. Not only is it the first protected maritime and terrestrial park in the Valencian region, but it also stands as one of the Mediterranean's most ecologically valuable ecosystems. Since being declared a natural park in 2005, Serra Gelada, which spans an impressive 5,600 hectares, has become a haven for hikers, wildlife enthusiasts, and those looking to experience a different side to Benidorm.

Visitors can embark on a number of scenic walking routes, including the Cliffs Trail, the picturesque path to the Albir Lighthouse, and the Punta del Cavall, each offering spectacular panoramic views over the cliffs. Beyond the vistas, the park also invites curious minds to learn more about the ongoing conservation work through environmental education programmes, making it a place where natural wonder and mindful tourism go hand in hand.

Tourists can also find green spaces in the city, one of the highlights being the **El Moralet Park,** often referred to as 'the green lung of Benidorm'. With over 17 kilometres of paths and trails, recreational areas, and native tree plantations, El Moralet is perfect for outdoor enthusiasts. Conveniently located in the urban centre of the city, the park is part of a natural green belt connecting different areas of Benidorm, with multiple access points from the city centre. Active tourists can enjoy the park on foot or by bike – it's the perfect place to relax in the shade.

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Experience authentic local living

Travellers looking to go beyond the typical tourist experience will find countless opportunities to connect with the city's authentic spirit, traditions and everyday life. The local community is deeply involved in Benidorm's tourism model, from planning initiatives to decision-making. If you're passionate about handmade art and want to discover, engage with and support local creativity, **Le Nits del Castell** is the perfect summer experience. Taking place from 1 July to 30 September in the charming Castelar and Senyoría Squares, this open-air fair brings together 25 local artists and artisans showcasing their unique creations.

Want to get involved in the local craftsmanship? Craft workshops take place from Monday to Thursday at 8pm in Plaça de la Senyoría, where you can learn to create ceramics, custom jewellery and paintings, all guided by local experts. You will also have the chance to interact with different artists as they bring the square to life. Besides traditional events, the city also offers culinary workshops, film festivals, and historic reenactments. The city's cultural programme calendar is full of experiences that will make you feel like a true local.

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For more information on the European Green Pioneer of Smart Tourism initiative, listen to the 'Smart gets you further' podcast here, follow us on our website, Facebook, or X.

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