SMART SEVILLE: AN UNFORGETTABLE, DIGITAL TRAVEL EXPERIENCE

#SharingIsSmart: Seville, 2023 European Capital of Smart Tourism, immerses tourists in sustainable and digital practices.

Seville, Spain has transformed the tourist experience. As one of the [European Capitals of Smart Tourism in 2023](#), alongside Pafos, Cyprus, the city has been recognised by the European Commission for its ground-breaking initiatives that enhance the sustainability and accessibility of its tourist offer.

By embracing sustainable tourism practices and the city's motto of #SharingIsSmart, Seville is not only preserving its cultural heritage and attractions, but also inspiring other destinations to follow. Smart tourism means a better experience for visitors, more jobs and opportunities for locals to make the most out of their city, and a greener future for the city's environment.

Seville is also a trailblazer in [embracing digital innovation](#) to provide visitors with a seamless and immersive journey. From augmented reality tours that bring historical landmarks to life to interactive mobile applications that guide you through the city's hidden gems, Seville has ensured that visitors from all interests and preferences experience the vibrant Andalucian city to the fullest.

Seville's Real Fábrica de Artillería

SEVILLE ACCESSIBLE APP

The Seville Accessible app helps those with limited mobility, or those who love to plan, to organise their route and avoid any obstacles they may encounter while exploring the sights. Specifically, the app has analysed and integrated 22,000 elements in 781 kilometres of routes into its map.

Users can plot the start and end point of their trip and filter based on their mobility needs and preferred mode of transport. The app will then generate an itinerary to facilitate mobility around the city. Additionally, the app is a live tool, so users can report incidents detected on the journey and update the information to improve the user experience.

Navigate Seville's colourful streets with ease when using the Seville Accessible App.

GO AGAINST THE FLOW: TOURISM INTELLIGENCE SYSTEM

As part of its Tourism Intelligence System (SIT), Seville has a project to analyse and divert tourist flows from the Santa Cruz neighbourhood, one of the most visited areas in the city. One of Seville's first challenges when designing a smart tourism model included decongesting the historic city centre, where the main heritage and cultural attractions are concentrated.

The impact of high volumes of tourists in the neighbourhood has negative effects on the coexistence with residents, so a data-driven project was created to improve the quality of life of the neighbours and experience of the visitors. Visitors can discover other historical attractions and hidden gems while ensuring that their visit limits disturbance. In Seville's summer heat, swaths of crowds are the last thing you'd want!

Seville, European Capital of Smart Tourism 2023

Visit Seville, where innovation, sustainability, and unforgettable experiences await. To learn more about the European Capital of Smart Tourism competition and Seville's smart practices, watch this video.

LEARN FROM THE BEST: Best Practices from the 2023 European Capital of Smart Tourism Competition

Learn from the smartest destinations -- To find out more about other smart measures that cities put forward in their applications to become the European Capitals of Smart Tourism, visit the initiative's website or download the Best Practices 2023 Report here.

For the latest updates on the European Capital of Smart Tourism, follow us on our website, Facebook, or Twitter, and subscribe to our Podcast series.

For further press information, contact:

European Capital of Smart Tourism Secretariat:
Sandra Bumbar-Malchow or Antigoni Avgeropoulou
info@SmartTourismCapital.eu, +49 (0) 30 70 01 86 390

Notes to Editors:

1. Smart tourism responds to new challenges and demands in a fast-changing sector, including the expectation of digital information, products and services; equal

opportunities and access for all visitors; sustainable development of the local area; and support to creative industries and local talent.

2. In 2022, 29 cities from across 13 countries competed, and Pafos and Seville won the European Capital of Smart Tourism 2023 competition. In 2021, from amongst 30 EU cities which applied, Bordeaux and València were selected as the European Capitals of Smart Tourism 2022. In 2019, amongst 35 EU cities which applied, Málaga and Gothenburg stood out and were selected as the European Capitals of Smart Tourism 2020. In 2018, amongst 38 EU cities, Helsinki and Lyon stood out and were selected the European Capitals of Smart Tourism 2019.

3. The competition is open to cities in the EU Member States and non-EU countries that are eligible to the Single Market Programme with a population of over 100,000. In countries where no city has more than 100,000 inhabitants, the largest city is eligible to apply. Please refer to the Guide for Applicants for more information.

4. The 2023 European Capitals of Smart Tourism Pafos and Seville provide a series of smart tourism experiences that they are continuing to develop and expand upon. Watch the video for Pafos here and the one for Seville here.

5. The EU Smart Tourism Podcast was successfully launched to help listeners gain a greater understand of and showcase insights into the world of European smart tourism.