



Press Announcement
25 September 2023

The shortlist for the 2024 European Capital of Smart Tourism has been unveiled

Today, the European Commission announced the names of the six cities that have been shortlisted for the **2024 European Capital of Smart Tourism** award. This esteemed honor will be granted to the city that demonstrates an extraordinary commitment to shaping the future of sustainable and innovative tourism. The award also aims to foster networking and the fortification of destinations while facilitating the exchange of best practices in this field.

From a pool of 30 candidates spanning 17 countries, the selected finalists for the European Capital of Smart Tourism are in alphabetical order, **Bremerhaven (Germany), Cork (Ireland), Dublin (Ireland), Genoa (Italy), Helsingborg (Sweden), and San Sebastián (Spain)**.

The shortlist for the 2024 finalists now comprises six destinations, instead of the initially mentioned four, due to a tie score. You can access a brief profile of each of the shortlisted cities [here](#).

Essen (Germany), Gdynia (Poland), Odense (Denmark), Padua (Italy), and Parma (Italy) are designated as runner-up cities.

Following this stage, the finalists will be invited to present their proposals to a European Jury, tasked with selecting the 2024 European Capital of Smart Tourism. The chosen city will receive extensive support in communication and branding. This includes the creation of a promotional video, installation of a hashtag sculpture for public exhibition in the city, and the implementation of tailored promotional campaigns aimed at boosting visibility at both the EU and global levels, ultimately resulting in an increase in the number of visitors.

The competition welcomed participation from cities within the European Union and non-EU countries that are eligible to the Single Market programme. An impartial panel of experts conducted a thorough evaluation of the applications, and those applicants who achieved the highest cumulative score across all categories successfully advanced.

European Capital of Smart Tourism 2024 – Smart gets you further

Starting in 2018, the European Capital of Smart Tourism competition has provided a platform to highlight exceptional practices and achievements. The winners from previous editions include Seville and Pafos (2023), València and Bordeaux (2022), Málaga and Gothenburg (2020), and Helsinki and Lyon (2019). These cities have emerged as exemplary models for smart tourism in Europe, earning prominent international rankings for sustainability, innovation, quality of life, and the effective incorporation of smart strategies.

About the initiative

#EUTourismCapital

#EUGreenPioneer

The European Capital of Smart Tourism is an initiative by the EU that rewards cities for their innovative approaches in areas such as accessibility, digitalisation, sustainability, and cultural heritage and creativity. This initiative builds upon the successful experience of a preparatory action proposed by the European Parliament and aims to foster sustainable and inclusive tourism development while facilitating the exchange of best practices.

Winning cities in this competition are given a platform to showcase their outstanding practices to the world. Specifically, the ['Leading Examples of Smart Tourism Practices in Europe'](#) report for 2023 highlights the smart tourism initiatives implemented by applicants in this competition.

Likewise, the [EU Smart Tourism Podcast series](#) features discussions involving delegates from the winners of the European Capitals of Smart Tourism competition, cities shortlisted for the award, and representatives from the EU Commission.

To stay updated with the latest developments regarding the European Capital of Smart Tourism, be sure to connect with us through the [website](#), [Facebook](#), or [Twitter](#). Additionally, you can subscribe to our Podcast series on platforms like [Spotify](#) and [Amazon Music](#).

For further press information, please contact:

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Notes to Editors:

1. The 2024 European Capital of Smart Tourism competition was open to submissions from 5 May 2023 to 5 July 2023. Terms and conditions are available at <https://smarttourismcapital.eu/>.
2. 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.
3. 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.
4. 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.
5. 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](#).
6. 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.