

*Press Announcement*  
19 February 2024

## **Unveiling Pioneering Tourism Excellence: Dublin and Grosseto Lead the Way in European Smart Tourism - 2024 Best Practice Reports Released**

This week, the European Commission unveiled a collection of pioneering smart and sustainable tourism practices from cities participating in the 2024 [European Capital and Green Pioneer of Smart Tourism](#) competitions.

The European Capital of Smart Tourism award acknowledges cities for excellence in accessibility, sustainability, digitalisation, and cultural heritage. Furthermore, the European Green Pioneer of Smart Tourism, the successor of the European Destinations of Excellence (EDEN) competition, honors smaller destinations for exceptional accomplishments in sustainable tourism and green transition practices. The initiative by the European Commission encourages destinations to undertake more accessible and sustainable projects that involve local communities and address tourism seasonality. This effort aims to create enhanced experiences for tourists by promoting smarter and more sustainable travel practices.

The recently published reports “[Leading examples of Smart Tourism Practices in Europe](#)” present the selection of innovative best practices in each category of the European Capital of Smart Tourism competition (accessibility, sustainability, digitalisation, cultural heritage and creativity) and green transition and sustainable practices of the European Green Pioneer of Smart Tourism competition. You can find the 2024 full reports [here](#).



**DUBLIN**



**GROSSETO**

## The 2024 European Capital & Green Pioneer of Smart Tourism

**Dublin** (Ireland), the 2024 European Capital of Smart Tourism, and **Grosseto** (Italy), the 2024 European Green Pioneer of Smart Tourism, exemplify smart tourism leadership. These destinations showcase successful strategies and measures for advancing sustainable tourism through digital and green transition practices.

**Some of the leading practices from the two winners include:**

### Smart tourism in Dublin (Ireland)

Dublin was one of the first European Cities to set up a dedicated [Culture Company](#) to help drive cultural participation in the city. It runs cultural initiatives and buildings across the city with and for, the people of Dublin. By collaborating with communities, cultural organisations, businesses, and Dublin City Council, it embeds cultural experiences and increases cultural participation throughout the city. Dublin strives to make culture accessible to all, with the [Dublin After Hours](#) project. It supports the nightlife economy by funding opportunities for museums and galleries to open later into the night. Extending opening hours helps to drive more events within venues, making them more accessible to a much wider audience.

The Irish City sets a high standard for tourism digitalisation with its [Dublinked](#) open data platform, boasting over 600 datasets including extensive tourism information on attractions, activities, and accommodation. Leveraging these datasets, the city enhances tourism experiences by incorporating data feeds, such as the locations of activities and attractions, into digital city kiosks, facilitating improved navigation for visitors.



## Sustainable tourism in Grosseto (Italy)

The philosophy behind Grosseto's tourism strategy is the preservation of its nature and traditions. Grosseto's [Regional Park of Maremma](#) is an important protected area used for agro-tourism activities, cultural, archaeological, scientific research, and sustainable tourism projects. To introduce the importance of sustainability to children, the Municipality of Grosseto offers schools [outdoor classroom experiences](#), where children discover the local nature through thematic workshops, guided walking tours, educational games and treasure hunts. Children learn to recognise the botanical species and various birds that populate the wetland while learning about the importance of the area's natural resources.

The protraction of the tourist season is another crucial concern for the Municipality of Grosseto. To address this, the city has introduced a series of free guided tours known as '[Raccontare Grosseto](#)'. These tours aim to engage both residents and tourists in exploring the city and its surrounding areas at a leisurely pace, primarily through walking and cycling. Many free guided tours are organised to visit the small villages in the surrounding area, offering tourists to taste the local wines and food.



## Dublin and Grosseto at ITB 2024

The 2024 European Capital and Green Pioneer of Smart Tourism will start their exciting programme for this year at the **ITB travel trade show in Berlin**. Representatives from Dublin and Grosseto will be present at the Smart Tourism stand on **5-7 March 2024 (Hall 18, Stand 505)**. On 6 March, and as part of the **ITB Congress**, a representative from Dublin will offer their insights during a panel discussion about Smart City Management, while a representative from Grosseto will take part in a panel discussion about rural destinations.



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### 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 2023, out of 40 destinations across 21 countries, the European Jury selected Dublin for the 2024 European Capital of Smart Tourism title and Grosseto for the 2024 European Green Pioneer of Smart Tourism title. In 2022, from amongst 29 EU cities which applied, Pafos and Seville were selected as the European Capitals of Smart Tourism in 2023. 2021, from 30 EU cities which applied, Bordeaux and València won the title of 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. Previous winners of European Destinations of Excellence (EDEN) include Kranj in 2023 and Middelfart in 2022.
3. The 2024 European Capital and Green Pioneer of Smart Tourism Dublin and Grosseto provide a series of smart tourism experiences that they are continuing to develop and expand upon.