Media Alert

19 May 2025

Torino, European Capital of Smart Tourism 2025, sets a new standard for city breaks that go beyond sightseeing

With a long-standing reputation for culture and cuisine, Torino might not be the obvious candidate for a smart tourism revolution, but this northern Italian city is proving that heritage and innovation go hand in hand. As the newly crowned European Capital of Smart Tourism 2025, Torino is demonstrating how urban destinations can become more inclusive, accessible and sustainable without losing their character.

A key part of this transformation is the city's commitment to inclusive tourism. One flagship initiative is Turismabile, a platform that provides verified accessibility data for people with disabilities, from museum entrances to restaurant facilities. Recently relaunched with a user-friendly design and input from influencers with disabilities, Turismabile ensures that inclusive travel planning is embedded in the city's tourism experience – not just an afterthought.

Torino is also investing in local communities as part of its tourism offer. Through its Neighbourhood Houses initiative, visitors are encouraged to connect with residents and explore the city as locals do. Whether it's a language exchange in a local centre or an evening at a community-run exhibition, these experiences offer a deeper connection to place and people.

Meanwhile, the city is pursuing ambitious climate neutrality targets, supported by investments in sustainable infrastructure. These include green roofs, permeable surfaces to prevent flooding, and natural cooling systems to reduce urban heat. Torino is not only adapting to future climate challenges, but also shaping a more resilient urban landscape. With panoramic viewpoints like Superga Hill and Monte dei Cappuccini accessible via public transport, Torino proves that sustainable sightseeing is already possible – and enjoyable.

Want your city to lead the way? Smart Tourism competitions are open until 30 May 2025!

The 2026 European Capital and Green Pioneer of Smart Tourism competitions are open until 30 May 2025! This EU initiative highlights cities that are leading the way in sustainability, accessibility, digitalisation, and cultural heritage and creativity. Winning means more than recognition – it's an opportunity to join a network of pioneers and inspire real change. Learn more and apply here. **The future of tourism starts with your city.**

For updates, listen to the 'Smart gets you further' podcast here. For the latest updates on the European Smart Tourism, follow us on our website, Facebook, or X.

For further press information, please contact:

EU Smart Tourism Secretariat:
Sandra Bumbar-Malchow | info@SmartTourismCapital.eu | +49 (0) 30 70 01 86 390

Notes to Editors:

1. The European Capital and Green Pioneer of Smart Tourism is an initiative by the European Commission that recognises outstanding achievements in smart tourism across sustainability, accessibility, digitalisation, and cultural heritage. The call for 2026 entries is open until 30 May 2025. Find out more and apply here.
2. Journalists interested to participate in a familiarisation trip to Torino, please reach out to the EU Smart Tourism Secretariat at info@SmartTourismCapital.eu.