



EUROPEAN CAPITAL OF SMART TOURISM

Smart gets you further

GOTHENBURG AND MÁLAGA ARE THE 2020 EUROPEAN CAPITALS OF SMART TOURISM

Gothenburg and Málaga were chosen from 35 applicant EU cities to hold the titles of the 2020 European Capitals of Smart Tourism. During 2022 the two winners will have the opportunity to share their exemplary practices as smart tourism destinations with other European cities.

Any questions?
Do not hesitate to contact us:

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WHAT IS IT ABOUT?

The European Capital of Smart Tourism initiative is a preparatory action proposed by the European Parliament and is being implemented by the European Commission since 2018.

It gives European cities the opportunity to share their exemplary practices as smart tourism destinations and awards the titles of European Capital of Smart Tourism through an EU-wide competition to those cities that implement the most outstanding measures.

The initiative showcases accomplishments in smart tourism across the EU in the following areas:

- Sustainability
- Accessibility
- Digitalisation
- Cultural heritage and creativity

Both 2019 and 2020 competitions were open to cities that:

- are located in an EU Member State
- have a population of over 100 000 inhabitants

WHAT MAKES A CITY A SMART TOURISM CAPITAL?

A smart tourism capital, for the purpose of this initiative, is defined as a city:

- Implementing innovative, intelligent and inclusive solutions in the field of tourism.
- Fostering its territorial, social and human capital for the growth of its tourism sector, the prosperity of the city and better quality of life for its inhabitants.
- Offering enriched and customised tourism experiences through valorising local assets while respecting and involving local communities.
- Facilitating access to tourism services and products through new technologies, interconnectivity and interoperability of services.

WHAT QUALITIES DO SMART TOURISM CAPITALS DEMONSTRATE?

In order to become a European Capital of Smart Tourism, a city needs to demonstrate exemplary achievements in all 4 award categories:

ACCESSIBILITY

be physically accessible to travellers with special access needs, regardless of age, social or economic situation, with or without disabilities.

SUSTAINABILITY

preserve and enhance the natural environment and resources while maintaining economic and socio-cultural development.

DIGITALISATION

offer innovative tourism and hospitality information, products, services, spaces and experiences adapted to the needs of consumers through ICT-based solutions and digital tools.

CULTURAL HERITAGE AND CREATIVITY

make resourceful use of its cultural heritage and creative industries for an enriched tourism experience.

WHAT BENEFITS DOES THE TITLE BRING TO THE CITIES?

- **Recognition:** become known as a frontrunner in smart tourism and win a sculpture to be placed at the city centre, a promotional video as well as an opportunity to exhibit the city's best practices at EU major events or travel fairs.
- **Being put on the map:** become the place to visit and enjoy a boost to visitor numbers.
- **Marketing boost:** win expert communications and branding support for the city as a tourism destination and benefit from EU promotional actions.
- **Networking opportunities:** meet and exchange new ideas with other EU cities, policy makers and industry leaders.

For more info please visit:

SmartTourismCapital.eu

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