Media Alert
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Smart Tourism in Europe: Your guide to a smart city break in Torino

With the summer holidays in full swing, travellers across Europe are looking for hidden destinations that are not overcrowded by tourists and not as effected by harsh weather conditions. Still haven't found your holiday destination? How about exploring a lesser-known city in the north of Italy – Torino!

Torino has all the elements of a classic Italian city without the crowds, with more affordable and accessible infrastructure, and welcoming all visitors, from young students to families with children and the elderly. Torino's smart tourism strategy has granted it the title of the 2025 European Capital of Smart Tourism. Get ready to experience the city in a smart and sustainable way! Here's your guide to the perfect city break.

Make your journey more sustainable

As more and more travellers are looking for environmentally conscious ways to travel – why not start by choosing to travel by train rather than plane? Torino, located in the north of Italy, is easily reached by train from multiple European countries. Visitors from Germany, France, Switzerland, Austria, and even the UK can take advantage of how well-connected Torino is to other major tourist destinations and start their holiday in a sustainable way. Even if a train journey is not possible, travellers are encouraged to choose green mobility options once they reach Torino. The city can be explored using public transport or by following the local cycle routes – more than 90km of routes connect the city's parks, the Royal Savoy Residences, and the surrounding hills.

Torino Royal Residence ©Andrea Guermani, City of Torino

36% of Torino's municipal land consists of green areas, with almost 50 parks, over 300 public gardens, and 300km of tree-lined streets. Nature enthusiasts are invited to explore these green areas or simply relax by the River Po, which flows through Torino. For those looking for a more active holiday, the city offers its hiking routes with panoramic views of the city. Check out one of the most unique landmarks of the city, the Superga hill, the Basilica and the Savoia Family's Royal Tombs, or the National Mountain Museum, to see the captivating views of the city from above!

Affordable and accessible culture for all

Torino is an inclusive destination that is constantly removing architectural barriers for people with disabilities and also providing a more affordable experience for its visitors. City visitors and locals alike can benefit from the city's 'Torino+Piemonte Card', which offers free access to the main museums and discounts for the cultural offer. Card holders can visit numerous temporary exhibitions, participate in guided tours, events, and more benefits, such as cheaper public transport. The museums of Torino are fully accessible to people with disabilities and offer routes for people with sensory impairments, created in collaboration with disability associations. Guided tours with tactile readings or in sign language are also available.

The city's vast cultural offering is what sets it apart from others. Tourists can explore the Residences of the Royal House of Savoy, a UNESCO World Heritage Site, and admire the city's rich Baroque architecture, Roman remains, Art nouveau buildings, and visit the famous city museums. First-time visitors should not miss the Royal Museum, the Egyptian Museum, and the Cinema Museum.

Torino Royal Armory ©Dario Fusaro, City of Torino

Experience the city like a local

As part of its smart tourism strategy, the city of Torino focuses on social inclusion and enhancing all areas of the city, not just the centre. From this, the Neighbourhood Houses initiative was born – the project has created eight community hubs across the city, involving locals in the creation and participation of cultural life. For visitors, this means that there is so much more to explore, even in districts furthest from the city centre. A visit to one of the Neighbourhood Houses offers a unique insight into local culture and its artists.

The idea of bringing life to all parts of the city is also being realised through the local market system. Each neighbourhood has its own market, where visitors can find crafts, local food, vintage clothing, and antiques – all unique souvenirs to bring home. The most famous of these is the Porta Palazzo market in the heart of the city, which is one of the biggest open-air markets in Europe! Visiting these markets is made easy with the 'TorinoMercati' app, which provides the latest information on market locations, opening hours and their history.

Part of the Sustainable EU Tourism movement

As one of the destinations featured in the **Sustainable EU Tourism initiative** led by the European Commission, Torino is helping to shape the future of travel in Europe, one that is smarter, greener, and more inclusive. The city is a role model for **sustainable urban tourism**, not only through its transport and environmental policies, but also by embracing **digital innovation**, **community engagement**, and **cultural stewardship**. Learn more about the initiative here: Sustainable EU Tourism – Shaping Tourism of Tomorrow

Torino – 2025 European Capital of Smart Tourism

The European Commission has awarded Torino the 2025 European Capital of Smart Tourism title. The city has achieved this honour by presenting its best practices in the categories of accessibility, sustainability, digitalisation, and cultural heritage and creativity. Learn more about the competition here.

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.Facebook, or X.

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