Media Alert

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Benidorm Leads Europe's Green Coastal Shift: A Smart Tourism Model for Climate Resilience

Benidorm may be known for its golden coastline and sunny skies, but it's the city's approach to sustainability that has earned it the title of European Green Pioneer of Smart Tourism 2025. In a time when coastal cities across Europe are facing climate uncertainty, Benidorm is showing that environmental resilience and tourism development are not mutually exclusive – they can be mutually reinforcing.

Central to this transformation is the city's Climate Change Strategic Plan, already 40% complete. From large-scale photovoltaic installations on public buildings to a city-wide transition to LED lighting, Benidorm is slashing emissions and costs at the same time. Adaptation is just as important as mitigation: improved drainage systems, green engineering and heat-reducing infrastructure help prepare the city for extreme weather, without compromising its appeal as a year-round destination.

Benidorm's smart mobility strategy brings these ambitions into the everyday. With over 130 kilometres of cycling lanes, secure bike storage and park-and-ride stations, the city invites visitors to explore more actively. Speed-reduction zones and expanded pedestrian areas shift the focus from cars to people. And for visitors with reduced mobility, Benidorm continues to lead from wheelchair-accessible viewpoints to beach access ramps, the city's commitment to inclusion runs deep. Its recent AENOR certification for senior-friendly tourism further demonstrates that accessibility is not a trend – it's a standard.

Benidorm is offering more than a holiday; it's offering a new vision of what sustainable travel looks like by the sea.

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.

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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 Benidorm, please reach out to the EU Smart Tourism Secretariat at info@SmartTourismCapital.eu.