

Press Announcement
27 February 2024

Smart Tourism Takes Centre Stage at ITB 2024: Upcoming Highlights of the 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, will kick-off their year as winning cities at the **ITB travel trade show in Berlin**.

The cities will attend ITB 2024 as role models for smart and sustainable tourism due to their successful strategies and implemented measures in the field. Representatives from Dublin, Grosseto and the European Commission (DG GROW) will be present at the **Smart Tourism stand on 5-7 March 2024 (Hall 18, Stand 505)** to exchange and provide insights into the initiative.

As part of the [ITB Convention programme](#), all representatives will also be taking part in international panels and showcasing their smart tourism initiatives.

ITB 2024 Smart Tourism Highlights:

- **Tuesday 5 March, 12:45 – 13:15 (Hall 7.1 Orange Stage):** Panel discussion “Global Roundtable: How to become Pioneers in Transition” with Misa Labarile, Policy Officer, European Commission, DG GROW

- **Wednesday 6 March, 12:15 – 12:45 (Hall 7.1b Blue Stage):** Panel discussion “Smart City Management and Tourism” with Barry Rogers from the City of Dublin
- **Wednesday 6 March, 12:45 – 13:15 (Hall 7.1b Blue Stage):** Panel discussion “Quo vadis, rural destinations?” with Maria Luisa Scorza from the Municipality of Grosseto
- **Wednesday 6 March, 17:00 – 17:15 (Hall 7.1b Blue Stage) Keynote speech:** “United in diversity: harnessing EU collaboration for regenerative sustainable tourism” by Misa Labarile, Policy Officer, European Commission, DG GROW



Mark your calendars: Launch of the 2025 competitions on 6 March!

The European Capital and Green Pioneer of Smart Tourism 2025 competitions are set to be **launched on 6 March 2024, during ITB**. Both competitions welcome cities located in EU Member States as well as [non-EU countries participating in the Single Market Programme](#), including Albania, Bosnia and Herzegovina, Iceland, Kosovo, Liechtenstein, Moldova, Montenegro, North Macedonia, Norway, Serbia, Turkey, and Ukraine. Eligible destinations for the Smart Capital title must have a population exceeding 100.000 inhabitants, while Green Pioneer contenders should have populations ranging between 25.000 and 100.000. Keep your eyes peeled for updates as we gear up for the 2025 competitions ahead. [Subscribe to our newsletter](#) and **be the first to know when the platform is open for applications.**

THE 2025 EUROPEAN CAPITAL & GREEN PIONEER COMPETITIONS ARE COMING UP!

For the [latest updates](#) on the European Smart Tourism, follow us on our [website](#), [Facebook](#), or [Twitter](#), and subscribe to our [podcast series](#).

For further press information and interview requests contact:

EU Smart Tourism Secretariat:

Sandra Bumar-Malchow info@SmartTourismCapital.eu, +49 (0) 30 70 01 86 390

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.