

Press Announcement
23 September 2024

Shortlist for the 2025 Green Pioneer of Smart Tourism announced

Today, the European Commission announced the seven cities shortlisted for the **2025 European Green Pioneer of Smart Tourism** award. This prestigious title will be awarded to the city that demonstrates exceptional commitment to shaping the future of sustainable and innovative tourism. Under the umbrella of Smart Tourism, the European Commission has launched two competitions, the European Capital and the Green Pioneer of Smart Tourism to promote smart and sustainable tourism in the EU, network and strengthen destinations, and facilitate the exchange of best practices.

Presented in alphabetical order, **Aveiro (Portugal)**, **Benidorm (Spain)**, **Jurmala (Latvia)**, **Liepāja (Latvia)**, **Nea Propontida (Greece)**, **Panevėžys (Lithuania)**, and **Sliven (Bulgaria)** impressed the panel of independent sustainability experts with their applications and were selected from 16 applicant destinations.

The European Commission has decided to extend the shortlist from four to seven destinations for the European Green Pioneer of Smart Tourism competition, as several applicants submitted high quality applications and achieved the same score during the evaluation process. Find out more about each of the shortlisted destinations [here](#).

Following this phase, the finalists will be invited to present their proposals to a European jury on 26 and 27 November 2024, which will select the European Green Pioneer of Smart Tourism 2025. The winning destination will be positioned as a tourism sustainability pioneer committed to the objectives of the European Green Deal and will receive expert communication and branding support at the EU level throughout 2025.

The competition was open to cities in the European Union and non-EU countries that take part in the Single Market Programme. The terms and conditions are available [here](#). A panel of sustainability experts evaluated the submissions, and the applicants with the highest overall scores proceeded successfully.

European Green Pioneer of Smart Tourism- Green leads the way

The European Green Pioneer of Smart Tourism follows the European Destination of Excellence (EDEN) competition launched by the European Commission in 2007 to recognise Europe's unconventional, emerging sustainable tourism destinations. [Grosseto \(Italy\)](#) has been selected as the 2024 European Green Pioneer of Smart Tourism, acting as an example of sustainable and green tourism in Europe.



EUROPEAN CAPITAL
OF **SMART TOURISM**



EUROPEAN **GREEN PIONEER**
OF SMART TOURISM

The designation as European Green Pioneer of Smart Tourism 2025 would serve as an inspiration for other destinations in Europe. It would also raise the profile of the winning city as a top destination, attracting visitors and promoting sustainable economic growth.

For the [latest updates](#) on the Green Pioneer of Smart Tourism, follow us on our [website](#), [Facebook](#), or [X](#), and subscribe to our podcast series on [Spotify](#) and [Amazon Music](#).

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