

*Press Announcement*  
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## **Grosseto celebrates 2024 European Green Pioneer of Smart Tourism title with a launch ceremony**

On 21 March, Grosseto (Italy) held the official launch ceremony marking its year as the 2024 European Green Pioneer of Smart Tourism. The representative of the European Commission, the Mayor of the city and other representatives of the city authorities unveiled the hashtag sculpture created for the occasion in Via Giotto Park.



The European Commission awarded the title to Grosseto after it impressed the European jury with its sustainable and green tourism practices, showcasing its ability to act as a role model for other destinations. “Grosseto’s success as a Green Pioneer of Smart Tourism is the result of many years of efforts focused on enhancing our natural and cultural heritage. This is just the beginning of our journey towards a greener and more sustainable future for Grosseto” said Antonfrancesco Vivarelli Colonna, Mayor of Grosseto. Misa Labarile, Policy Officer at the European Commission, DG GROW added “Grosseto’s victory represents not only a commitment to environmental sustainability, but also a step towards a more accessible, inclusive and respectful tourism. It is an invitation



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to look beyond the mere concept of 'green' tourism and to understand that sustainability also embraces the social and cultural aspects”.

Sustainability is becoming an increasingly important concern for tourists, pointing to the need for environmentally friendly policies and practices in the tourism sector. “Considering that 78% of travellers want to travel in an eco-conscious manner, 53% of them do not feel satisfied enough to find sufficient sustainable travel options on the market,” adds Regional Councillor Leonardo Marras. With this in mind, Grosseto is encouraging visitors to experience the destination in a slow and green way, respecting the nature and culture of the area.

Grosseto will celebrate its year as the 2024 European Green Pioneer of Smart Tourism with a year-long programme of events and activities, as well as networking events for other Smart Tourism destinations. Throughout the year, the city will be promoted at European level, participating in international tourism events, and shaping the future of sustainable European tourism. Journalists interested in joining a research trip to Grosseto or receiving more information should contact the EU Smart Tourism Secretariat.

Applications are now open for the 2025 European Green Pioneer of Smart Tourism competition. Destinations can apply until **31 May 2024** via an online application form:

<https://smarttourismcapital.eu/>

To learn more about Grosseto, watch the destination launch [video](#), listen to the [EU Smart Tourism Podcast episode](#) highlighting the 2024 winners, and read the [‘Leading examples of Smart and Sustainable Tourism Practices in Europe’](#) report featuring the best practices of the 2024 European Green Pioneer of Smart Tourism applicants.

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

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