

Anyone who has experienced the Fallas, our most international festival, knows **how creative we are in Valencia**. It's in our DNA. We have always developed innovative solutions to tackle the most difficult challenges, and now we're doing just that to become a **more responsible destination**. Why? Because we have great assets that we want to **protect and preserve for future generations** of residents and visitors to enjoy: our privileged quality of life, our cultural heritage and traditions, our natural ecosystems and the fertile huerta that feeds the local community and beyond.

We're already a smart city. Valencia has become the **first destination in the world to measure and certify both the carbon and water footprint of tourism** and our goal is to become the world's first carbon neutral tourist destination in 2025. We are following the UN's sustainable development goals and participating in key sustainable initiatives set by UNWTO. We promote green mobility throughout the city and are proud of our two million hectares of green spaces and organic food production. Our local government has a dedicated Smart Tourism department to help lead the way. We have developed interactive digital tools to improve our visitors' experience, and created the SIT, a digital system of tourism intelligence that allows us to take informed decisions. Many local tourism companies have already been using it to gather vital statistics and plan better for the recovery.

These are examples of our commitment to being a Smart Tourism destination. Being European Capital of Smart Tourism would give us the credibility and visibility to showcase what we have already achieved and go further, becoming a role model for others and encouraging more local stakeholders to join in **Valencia's Smart Tourism revolution**.



Smart all year round

To make the most of the title year, we have put together a comprehensive programme of promotional activities and special events that would take place in the city. Besides, we will use the title to highlight our core values throughout the year, engage with all stakeholders and raise the profile of the city internationally.

Our framework for the year:

- We will use every opportunity and platform to spread the Smart Tourism messages and show leadership: **international tourism events** such as WTM, ITB, Fitur or IBTM; our website, which will have a special section about Smart Tourism, with recommendations for visitors; our Tourist Info offices, which will provide information to visitors as they arrive in the city; and all our communications, PR campaigns and marketing materials throughout the year.
- Valencia will also be **World Design Capital 2022**. This will provide a unique opportunity to create synergies between design and Smart Tourism and maximise publicity. The city will host a full programme of events to showcase urban design and innovation, as well as many other key international conferences, such as the ISPIM Connects Valencia Conference. They will all incorporate the Smart Tourism logo and messages.
- We will use this opportunity to **engage with our citizens and raise their awareness** of all the values associated with Smart Tourism.
- We will also **engage local tourism businesses** in our sustainability plan and share with them a common digital platform and marketing tools they can use for promotion and sales.
- We will lead by example in the reduction of our carbon footprint, measuring the emissions linked to all events specially designed for the title year, as described in the timeline below, and seeking ways to offset it. We aim to be a **carbon-neutral Capital of Smart Tourism**.
- We will involve both local and European **experts on Smart Tourism**, including representatives from previous Capitals of Smart Tourism, in a think tank to exchange views and expertise throughout the year, and prepare for a special Congress that will take place at the end of 2022.

Late 2021: Preparing to become Capital of Smart Tourism

Announcement: An intensive **PR campaign** will be launched in national and international markets as soon as the announcement is made to share the news that Valencia has been named European Capital of Smart Tourism, and will run until the end of 2022 to keep the momentum.

Preparing the ground: We will create the **Think Tank** of European experts on Smart Tourism.

Smart Valencia: We will devise an **interactive digital game**, in several languages, to take visitors on a tour around Smart Valencia and work with local DMCs to offer it to groups throughout the year.



Launch event | January

A special event at the iconic City of Arts and Sciences, featuring local gastronomy and music and the unveiling of the hashtag sculpture. This will be promoted through an intensive media campaign for greater impact.



Smart Tourism messages campaign | February

A social media campaign to encourage residents and visitors to send their photos with the hashtag sculpture and a message about Smart Tourism. Using video mapping, some of these will be projected on our most iconic buildings.



Fallas 2022 | 15/19 March

Declared Intangible Cultural Heritage of Humanity by UNESCO, the Fallas festival attracts millions from around the world, providing the greatest platform to spread our Smart Tourism messages.



European Urban Tourism Trends Forum #1 Sustainability | Spring

The first of four days of conferences, debates and workshops throughout the year, each around one of the four pillars of Smart Tourism, with special guests from other EU countries. They will all be hybrid events, available both digitally and in person. The first will take place at a country venue in the huerta or in one of our natural spaces.



World Autism Awareness Day | 2 April

Launch of the new pictograms of our main attractions designed for visitors with autism and learning difficulties. Special guided tours of the city for visitors with disabilities will run throughout the day.



European Urban Tourism Trends Forum #2 Culture Heritage and Creativity | Summer

The second of our European sessions will take place at a cultural centre and include a graffiti workshop to illustrate Smart Tourism. The result will be exhibited there for the rest of the title year.



Inauguration of new Caixa forum | Summer

Opening of our brand new cultural hub in the spectacular Agora building of the City of Arts and Sciences that will become a new flagship venue for international exhibitions and cultural events.



World Environment Day | 5 June

To celebrate, we will invite the public to join in a massive clean-up of the beaches of Valencia and the Albufera Natural Park.



Sustainable Gastronomy Day | 18 June

As part of a year-round ZERO KM campaign to encourage the consumption of local produce, we will work with local restaurants to offer menus featuring only local produce on the day. Retailers in our food markets will display a specially designed logo on their locally sourced products throughout the year.



European Urban Tourism Trends Forum #3 Accessibility | Autumn

The third Forum will take place at the Veles e Vents building in the Marina of Valencia and include participants linked to the World Design Capital designation, in an event that will combine tourism, design and accessibility.



European Mobility Week | 16/22 September

We will encourage the use of public transport and bike lanes by measuring and offsetting the carbon footprint of all trips taken with the Valencia Tourist Card that week and offering special discounts on bike rental.



World Paella Day | 20 September

We will invite chefs from across the EU to take part in a special 0KM Paella World Cup, a competition that will be streamed live.



World Tourism Day – Rethinking Tourism | 27 September

A “tweethaton” asking our Twitter followers to send their suggestions of how to make tourism more sustainable and will project some of those tweets on our most iconic buildings, thus engaging both locals and visitors.



World Design Capital International Congress | November

The best in world design will gather in Valencia for this flagship event, a unique opportunity to promote Smart Tourism.



International Smart Tourism Congress | November

A new event to showcase best practices, exchange experiences and debate the future of smart tourism, with the participation of all previous European Capitals of Smart Tourism and shortlisted destinations.



European Urban Tourism Trends Forum #4 Digitalisation | Winter

The final Forum will take place at Lanzadera, Valencia’s hub for start-ups, and include a presentation of the results of the carbon footprint measurements taken throughout the year and key statistics gathered through SIT.



Conclusions | December

We will present and distribute a document with the conclusions gathered from the International Smart Tourism Congress and the four European Urban Tourism Trends events, including recommendations for best practice.