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## The 2020 European Capitals of Smart Tourism: inspiring other urban destinations on the recovery of tourism from the COVID-19 pandemic

2020, a challenging year for the tourism industry

This year the world has been facing an unprecedented global health, social and economic emergency as a result of the COVID-19 pandemic. Travel and tourism are among the most affected sectors, amid global travel restrictions to contain the virus. During this challenging year, the 2020 European Capitals of Smart Tourism, Gothenburg and Málaga have launched a number of smart tourism initiatives and strengthened their network by working together with other cities to make European travel destinations smarter and to support the recovery of the sector.

### News from the 2020 European Capitals of Smart Tourism Gothenburg and Málaga

Smart Tourism conference organised by Gothenburg

On 20 November, Gothenburg, hosted a virtual conference for the cities that were shortlisted in both the 2019 and 2020 European Capital of Smart Tourism competitions. Representatives from the cities and the European Commission had the opportunity to discuss “How a Smart Tourism strategy can support the visiting industry going forward” and share best practices. Find out more news about Gothenburg here: <https://smarttourismcapital.eu/city/gothenburg/>



Málaga introduces COVID-19 antigen testing in ICCA congress

On 1-3 November, Málaga, the 2020 European Capital of Smart Tourism, co-hosted the 59th International Congress and Convention Association (ICCA) World Congress. The event was organised in line with all safety and hygiene measures and protocols, while rapid COVID-19 antigen testing was introduced for the attendees of the congress, ensuring a safe and enjoyable experience for everyone. Watch the video [here](#). Read more news about Málaga here: <https://smarttourismcapital.eu/city/malaga-2020/>



### Gothenburg launches website for a more sustainable form of tourism

Gothenburg, the 2020 European Capital of Smart Tourism, has launched a new website: [www.101sustainableideas.com](http://www.101sustainableideas.com) aimed at gathering innovative and sustainable ideas to improve the tourism experience in cities around the world. Anyone can suggest an idea and the plan is for the list to grow and become a source of inspiration and knowledge. Find out more news about Gothenburg here: <https://smarttourismcapital.eu/city/gothenburg/>



### Málaga, Gothenburg and Lyon discuss the future of Smart Tourism destinations

Málaga, the 2020 European Capital of Smart Tourism, hosted a Forum on Urban Intelligence and Sustainability during the GreenCities event on 1 October. Representatives from Málaga, Gothenburg, and Lyon (the 2019 European Capital of Smart Tourism), participated in a roundtable discussion on "Smart Tourist Destinations: how to address it after COVID-19". More information about the GreenCities can be found [here](#). Find out more about the 2020 European Capitals of Smart Tourism here: <https://smarttourismcapital.eu/cities-2020-winners/>



*GreenCities event, Málaga, 1 October 2020*

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### **Innovative app launched in Málaga, 2020 European Capital of Smart Tourism**

A new application designed to facilitate safe and seamless travel in the wake of COVID-19 has been launched in Málaga. The World Tourism Organization (UNWTO) has partnered with the company 'Wanderlust World' for this app that allows travellers to carry their passport, identification and health documents, tourist services and means of payment on their mobile phone and avoid physical documentation. More information about the app can be found [here](https://smarttourismcapital.eu/city/malaga-2020/). Read more news about Málaga here: <https://smarttourismcapital.eu/city/malaga-2020/>




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### **Gothenburg, 2020 European Capital of Smart Tourism in the spotlight**

Gothenburg has showcased its innovative and exemplary practices as a smart tourism destination in the Deutsche Bahn Magazine, the on-board magazine of one of the biggest railway companies in the EU. You can read the article in full [here](https://smarttourismcapital.eu/city/gothenburg/). Find out more news about Gothenburg here: <https://smarttourismcapital.eu/city/gothenburg/>





## Travel Massive webinar 'How Smart Tourism Can Support the Recovery from the COVID-19 Pandemic', September 2020

On 22 September, representatives from Gothenburg and Málaga, the 2020 European Capitals of Smart Tourism, took part in a live Travel Massive webinar 'How Smart Tourism Can Support the Recovery from the COVID-19 Pandemic' and talked about the innovative measures that their tourism destinations have implemented in response to the pandemic. You can watch the webinar [here](#).



## Best practices from cities that applied to the European Capital of Smart Tourism competitions

The updated Compendium of Best Practices, the go-to guide to smart tourism in the European Union, is available online. The report showcases a selection of 145 best practices by the European cities that submitted applications to the 2019 and 2020 European Capital of Smart Tourism competitions. Read the full Compendium here: [www.smarttourismcapital.eu/best-practices/](http://www.smarttourismcapital.eu/best-practices/)



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