

Pafos and Seville are the 2023 European Capitals of Smart Tourism

Following a Jury meeting in Brussels on 9 November 2022, Pafos (Cyprus) and Seville (Spain) have been selected as the [2023 European Capitals of Smart Tourism](#). Both cities were nominated for their excellence as tourism destinations in accessibility, sustainability, digitalisation and cultural heritage and creativity.



2023 European Capital of Smart Tourism winners' announcement, Brussels, 9 November 2022

Click [here](#) to see the video of the European meeting and the winner announcement

In total, 29 cities from across 13 countries participated in the competition, out of which seven shortlisted cities were selected for the second stage of the competition. The shortlisted cities were invited to present their candidature in front of the European Jury. Selected as the two 2023 European Capitals of Smart Tourism, Pafos and Seville will succeed the current capitals, Bordeaux (France) and València (Spain), at the start of next year.

The two winners were selected not only for their impressive achievements in all four categories of the competition, but also for their exemplary programmes of activities to be implemented in 2023. Pafos and Seville will be promoted as role models for smart tourism and other cities in Europe. This title will allow both cities to benefit from promotional support and become a part of the growing network of smart tourism cities in Europe.

To celebrate their achievement of having been named as 2023 European Capital of Smart Tourism, Pafos and Seville will hold launching events at the beginning of 2023 to mark the occasion. The two cities will receive a purpose-built sculpture for their city centres, which will be displayed prominently for the duration of their year as European Capitals of Smart Tourism.

Find out more about the 2023 European Capitals of Smart Tourism [here](#).

2023 European Capital of Smart Tourism - Pafos

[Pafos](#) is internationally known as a tourist destination and has long been incorporating vital concepts of sustainability, innovation, and culture into its tourism planning. The city full of myths and legends is embracing all four categories of the initiative. Pafos stood out for the jury for its commitment to meeting ambitious sustainability goals, with constant monitoring and strategy review in place.



Representative from Pafos, Brussels, 9 November 2022

Click [here](#) to see the winner announcement and an interview with Pafos.

2023 European Capital of Smart Tourism - Seville

[Seville](#) has fully integrated tourism into its city model as a transversal action which is the basis of its shared city vision: climate neutrality, balanced socio-economic development, innovation, promotion of heritage culture and ecological conservation. The jury was impressed by its desire to share the tourism experiences between citizens and visitors as well as their knowledge and best practices with others through networking events, and congresses.



Representatives from Seville, Brussels, 9 November 2022

Click here to see the winner announcement and an interview with [Seville](#).

Kranj is the 2023 European Destination of Excellence

Since 2007, the European Commission has rewarded non-traditional, emerging sustainable tourism destinations in Europe through the “European Destination of Excellence” (EDEN) award. This year, 20 destinations competed, out of which 3 were shortlisted. Following the Jury meeting, [Kranj](#) (Slovenia) has been selected as the 2023 European Destination of Excellence for its pioneering work as a sustainable tourism destination. The Slovenian city will be promoted as a role model for sustainable tourism practices in Europe and benefit from event and promotional support throughout the year.

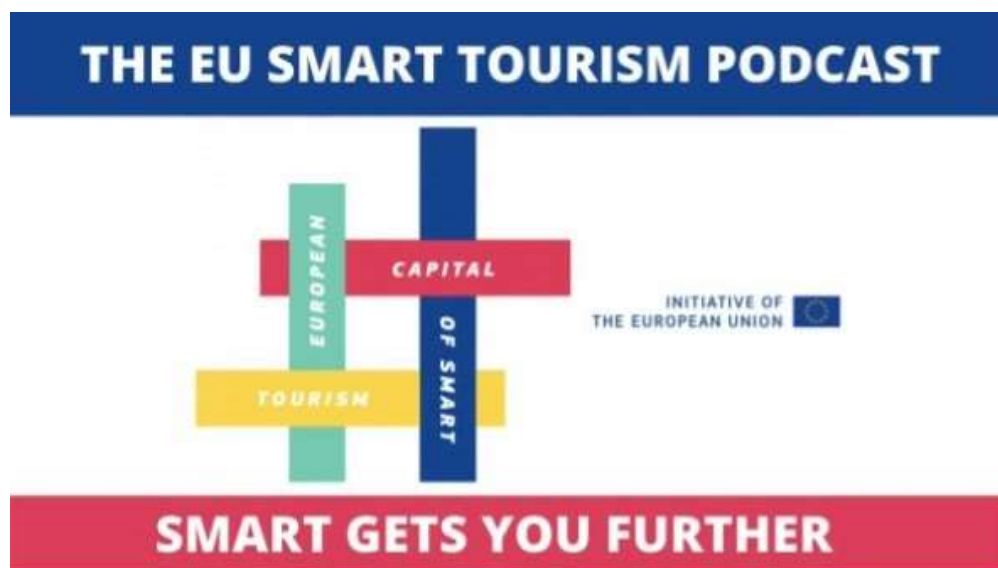


Representative from Kranj, Brussels, 9 November 2022

Click here to see the winner announcement and an interview with [Kranj](#).

The next episode of the EU Smart Tourism Podcast Series is out

After the inaugural episode on the world of smart tourism in Europe and the second episode on sustainable practices in tourism in Europe, the third episode of the [EU Smart Tourism Podcast](#) is now focusing on the digital space in smart tourism. The new episode begins to ask: what drives this digital move, how does it find implementation and what does this mean for the future of European tourism?



The host, Misa Labarile, Policy Officer of the European Commission, DG GROW, discusses with past winner of the European Capital of Smart Tourism competition as well as cities within the EU Smart Tourism network about how digitalisation can enhance and drive innovation in the tourism industry. The invited speakers for this episode are Professor Dimitrios Buhalis (expert on digitalisation and smart tourism in Bournemouth University, United Kingdom), Dejan Ristić (Project Manager at Ljubljana Tourism, Slovenia) and Jukka Punamaki (Senior Tourism Advisor in Helsinki, Finland).

3rd World Conference on Smart Destinations: ‘The European Vision of Smart Tourism’

On the occasion of the 3rd World Conference on Smart Destinations, which took place in Valencia, on 21-23 November, PhD Misa Labarile, Policy Officer - Tourism, European Commission moderated the panel “The European Vision of Smart Tourism”. Speakers from the 2019 Capital, Helsinki, the 2022 Capitals Valencia and Bordeaux, and the 2023 Capitals, Pafos and Seville, discussed the future of smart tourism as an impactful economic driver and creator sustainable alternatives. More information about the conference can be found [here](#).



3rd World Conference on Smart Destinations, Valencia, 21-23 November 2022