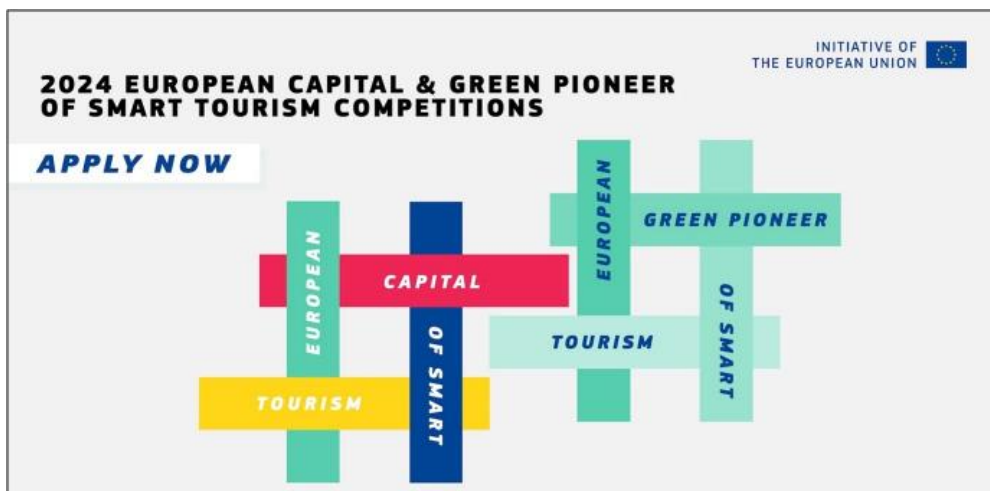


Apply Now for the 2024 European Capital and Green Pioneer of Smart Tourism Competitions

The clock is ticking! Applicants have less than a month left for the **European Capital of Smart Tourism** and **European Green Pioneer of Smart Tourism 2024** competitions. The European Smart Tourism initiative rewards cities for their innovative approaches in accessibility, digitalisation, sustainability, and cultural heritage and creativity. The competition provides winners a platform to showcase their outstanding practices to the world. Take advantage of this opportunity to show off your city's best practices.



Both competitions are open to EU cities and non-EU countries that take part in the COSME and Single Market programmes. Interested cities are encouraged to apply before the deadline on 5 July 2023 at 17:00 CET. Find out more about the eligible cities on our website: www.SmartTourismCapital.eu

To compete for the 2024 titles, cities are asked to demonstrate their innovative tourism practices and submit their applications using an online form. Applications will be evaluated by a panel of independent experts, and shortlisted cities will be asked to present their city's candidature in front of the European Jury. The European Jury will select two winners, the 'European Capital of Smart Tourism 2024' and the 'European Green Pioneer of Smart Tourism 2024', which will be announced in November – December 2023.

Watch the launch videos for the 2024 European Capital of Smart Tourism [here](#) and for the 2024 European Green Pioneer of Smart Tourism [here](#).

Put Your Best Foot Forward: Resources for Applicants

The European Smart Tourism Secretariat has various resources online to help cities gain a better understanding of the Smart Tourism initiative and application process. To learn more

about the importance of sustainable tourism practices and the goals of the competition, listen to the dedicated [EU Smart Tourism podcast](#) episode.

For an overview of what to expect from the application process, read the article "[How to nail your application in 7 steps](#)". For in depth information on the selection process and Q&A sessions with other applicants, watch the recording of the recent Applicant City Workshops: European Capital of Smart Tourism <https://vimeo.com/832280642> and European Green Pioneer of Smart Tourism <https://vimeo.com/833580444>.



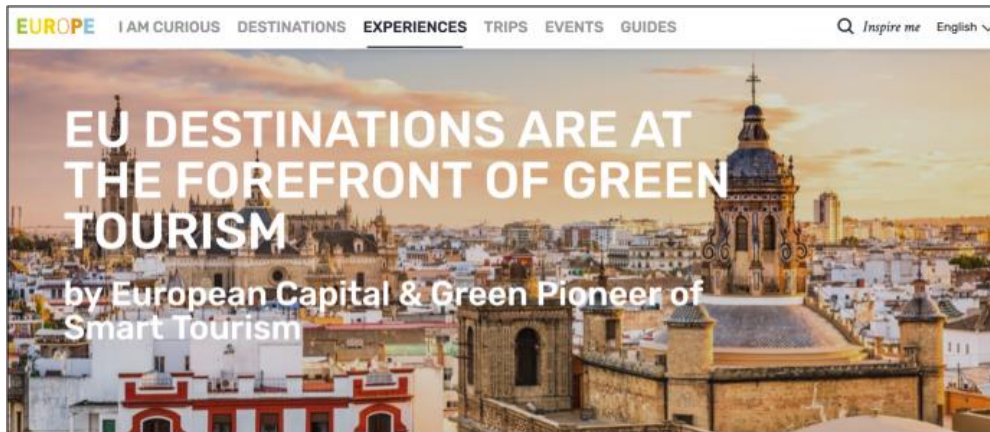
Applicants are encouraged to read about other destinations' smart measures put forward in previous years. The recently published report "**Leading examples of Smart Tourism Practices in Europe**" showcases the selection of best practices in each category of the European Capital of Smart Tourism initiative (accessibility, sustainability, digitalisation, cultural heritage and creativity). You can find the full 2023 report [here](#).

Furthermore, the European Commission has published the 2023 edition of the EDEN Best Practices Report, which showcases the most innovative initiatives in sustainable tourism. It can be found [here](#) in full.

News from the 2023 European Capitals of Smart Tourism Pafos and Seville; and EDEN winner Kranj

Smart Tourism on the spotlight of 'Visit Europe'

Through their innovative initiatives, Pafos and Seville are paving the way for Europe to become a sustainable, digitally immersive tourist destination. This [Visit Europe article](#) highlights the best practices of the 2023 winners, who have implemented clever digitalisation and accessibility measures to improve the everyday experience for citizens and tourists.



Smart Tourism on the spotlight of ‘Visit Europe’

#SharingisSmart: Staying true to the city’s slogan during its 2023 candidature, the Smart Tourism office of Seville shared their projects with the University of Seville’s Tourism and Finance Faculty last month. The Smart Tourism office collaborates with University of Seville and Pablo de Olavide University of Seville to understand the economic activity and impact of tourism in detail. Additionally, the team works with local businesses and neighbourhoods to incorporate their ideas into the city’s tourism models.

The Smart Tourism office gave the university an overview of its data and technology usage in its tourism strategy. Seville utilises data to support the city’s projects and for a different perspective of its tourism projects. Read more about the Smart Tourism office’s visit to the University of Seville [here](#).



Discover more of the Andalusian city’s smart measures [here](#).

2023 European Capital of Smart Tourism Pafos (Cyprus)

Pafos offers a wide range of cycling paths for all abilities. The region is currently promoting the sustainable form of transportation through a road safety campaign. Pafos has a series of cycling paths that cover 600 km with 12 dedicated routes for visitors to choose from as a

low-carbon form of traveling around the city and its surrounding areas. These routes pass through streams, forests, villages, and historically significant sights. Additionally, these routes have QR codes along the way to provide information and enrich the cycle experience. Whether you are looking for a self-guided tour or a challenging mountain biking holiday, Pafos has a unique and suitable cycle route to get you there.



Discover more of Pafos' smart measures [here](#).

2023 European Destination of Excellence Kranj (Slovenia)

An article by [The Guardian](#) last month featured Kranj's Renaissance townhouses, live music, and picturesque Karavankas mountains as a unique destination to explore. The northern Slovenian town is leading the way in sustainability initiatives and obtaining climate neutrality. In addition to producing low carbon emissions, Kranj is filled with eclectic historical attractions, such as a network of WWII tunnels home to a rare salamander, and a museum dedicated to Janez Puhar, an inventor who developed a process for making photographs on glass.

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Music and mountains: a green city break in Slovenia

Jamie Fullerton

@jamiefullerton1

Wed 10 May 2023 07:00 BST



Read more about Kranj's sustainable practices, as well as the city's hidden gems on [The Guardian](#).