

Smart Summer: News from the European Capital and Green Pioneer of Smart Tourism Competitions

Smart Gets you Further - New Podcast Episode

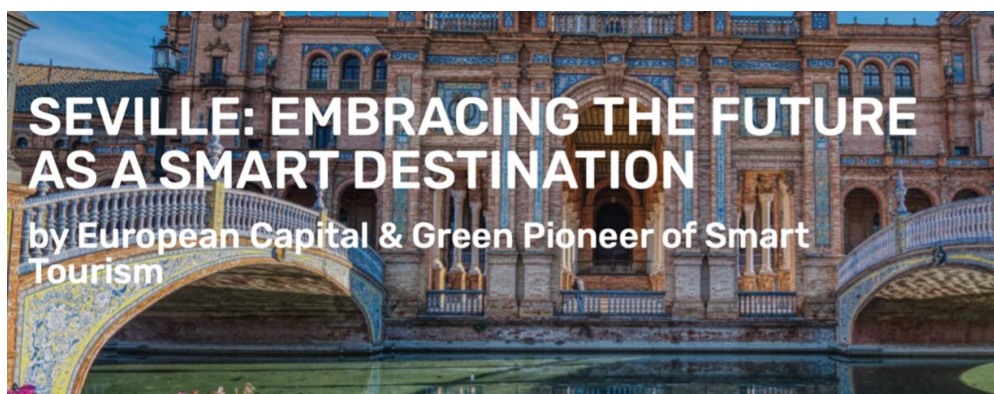
SMART GETS YOU FURTHER

Check out our newest EU Smart Tourism podcast episode hosted by Misa Labarile, Policy Officer at the European Commission (DG GROW). In the latest episode, we discuss the importance of effective co-creation and collaboration in smart tourism. Together with cities' representatives, professors and experts of the topic, the episode explores why collaboration is fundamental to tourism and how to make it easier and more successful.

Find the episode on Spotify, Amazon Music, Podbean and Apple podcast: <https://linktr.ee/smartsmartism>

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

Need inspiration for a last-minute summer holiday? [Visit Europe](#) featured the 2023 European Capitals of Smart Tourism and the 2023 European Destination of Excellence (EDEN) in a series of articles. The articles highlight the innovative and sustainable initiatives of Pafos, Seville, and Kranj that improve the everyday experience for citizens and tourists.



[Seville: Embracing the Future as a Smart Destination](#)

With a perfect blend of rich history, architectural highlights, and a progressive mindset, Seville, Spain promises an unforgettable experience for every visitor. Located in the captivating region of Andalucía, Seville has set the bar high when it comes to redefining the way we explore and enjoy our travels. The vibrant Spanish city's commitment to sustainability is evident in its innovative initiatives. By embracing sustainable tourism practices and the city's motto of #SharingIsSmart, Seville is not only preserving its natural beauty but also inspiring other destinations to follow. Read more about the city's green and smart tourism initiatives [here](#).



[Discover](#) [Pafos:](#) [Where](#) [Mythology](#) [meets](#) [Magnificence](#)

Pafos, European Capital of Smart Tourism 2023, is an enchanting coastal city on the Mediterranean island of Cyprus. This alluring city effortlessly blends ancient archaeological wonders with sustainable and digital initiatives, offering visitors a unique and immersive experience. Whether you're an avid history buff, a sports enthusiast, or simply seeking relaxation, Pafos has something extraordinary for every traveler. Discover this unique destination [here](#).



[Kranj:](#) [Slovenia's](#) [Green](#) [Getaway](#)

Kranj, Slovenia, is a pioneer in sustainable tourism and was awarded the 2023 European Destination of Excellence (EDEN) title. With alpine air and city flair, this city has a lot to share with the world. Kranj is a destination where the city and nature flirt with each other – stunning views of the Alps rise behind the historic city centre while the Kokra River Canyon flows just below. Read more about what this charming city has to offer [here](#).

Tourism Intelligence: 2023 European Capital of Smart Tourism Seville



Seville, Spain is one of the pioneering cities to use the Tourism Sustainability Index, a tourism intelligence tool developed by Mabrian Technologies and MasterCard. By utilising data, Seville can make informed decisions on how tourism activity is impacting aspects such as natural resources, wealth redistribution, or job growth.

Good tourism management has proven to be a key factor for environmental preservation and cultural appreciation and therefore, to help understand and mitigate challenges such as the climate crisis or the eradication of poverty. With the data and results from the Index, Seville is better able to judge its performance and provide more smart tourism initiatives for a better overall experience for its residents and tourists.

Learn more about Seville's use of the Tourism Sustainability Index [here](#).

The European Cultural Route: 2023 European Capital of Smart Tourism Pafos



Together with the European Cultural Tourism Network, Pafos has formed the European Grouping of Territorial Cooperation that is designed to develop, implement, manage, promote, and support, the European Cultural Route: "In the footsteps of St Paul, the Apostle of the Nations". This transnational, cultural route aims to highlight the rich cultural heritage of the route that not only connects historic cities, cultures and countries, but also showcases a route into the annals of European history. It is an example of international partnership for the promotion, management, and support of shared European cultural heritage and its research.

Discover more of Pafos' efforts towards cultural heritage celebration and preservation [here](#).

Dinner for 100: 2023 European Destination of Excellence Kranj



Once again, Kranj will host its annual [Long Table](#) dinner in the charming 13th-century Khiselstein Castle courtyard. On 7 September 2023, 100 guests can enjoy this gourmet experience. Kranj's finest chefs will prepare delicious regional dishes made from locally sourced food. The summer culinary event aims to strengthen Kranj's sustainable gastronomy a focus on local production, short supply chains and self-sufficiency.

Read more about the event and how to buy tickets [here](#).

Learn from the best: Leading examples of Smart Tourism Practices

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 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.

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