

# 2022, the year of Valencia.

European Capital of  
Smart Tourism.

VALÈNCIA  
[visitvalencia.com](http://visitvalencia.com)

AJUNTAMENT DE VALÈNCIA  
REGIDORIA DE TURISME



EUROPEAN  
CAPITAL  
OF **SMART**  
**TOURISM**

EUROPEAN CAPITAL  
OF **SMART** TOURISM

VALÈNCIA 2022

# CONTENTS

## 01.

A capital year  
for Valencia

Pg. 03

## 02.

Testimonials of  
Valencia as Smart  
Tourism Capital

Pg.05

## 03.

What is a European  
Capital of Smart  
Tourism?

Pg. 13

## 04.

Why Valencia?

Pg. 16

## 05.

Activities held in  
Valencia during its  
year as Capital

Pg. 24

## 06.

Participation in  
important training  
and outreach  
activities

Pg. 42

## 07.

Impacts on  
mass media and  
social networks

Pg. 45

## 08.

Legacy and future  
of the Smart  
Tourism Capital

Pg. 56

## 09.

Media and materials

Pg. 59

## 10.

References and links  
of interest

Pg. 61

# 01

## A CAPITAL YEAR FOR VALENCIA



On October 26, 2021, Valencia defended, at the headquarters of the Directorate General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission, its candidacy to become the European Capital of Smart Tourism 2022, which would be awarded to two of the seven candidate cities. In addition to Valencia, presenting their case before the jury, composed of experts, officials and various political representatives, were Bordeaux (France), Copenhagen (Denmark), Dublin (Ireland), Florence (Italy), Ljubljana (Slovenia) and Palma de Mallorca (Spain). A total of 30 candidates from 16 different countries had already submitted applications, after having undergone a demanding and highly competitive preliminary screening process to be among the final nominees. Previously, Valencia had presented its candidacy in the 2019 edition, also managing to make it to the final ten in that year.

At the end of the day in Brussels, the Director of Tourism, Proximity and Digitization (DG grow), Valentina Superti, announced the election of Valencia as European Capital of Smart Tourism, together with Bordeaux.

The jury of the European Commission, specializing in **accessibility, sustainability, digitization**, cultural heritage and creativity, opted for Valencia due to its recent history in terms of sustainability and digitization. And due to the projects that it planned to continue



implementing to promote smart tourism, innovation, inclusivity, heritage and culture. It also took into account that in 2022, it would also be the World Design Capital.

Throughout 2022, numerous initiatives were undertaken to raise awareness about the importance and value of smart tourism, aimed at both the professional sector and the city's residents. In addition, for the same reason, numerous destinations and business associations invited Valencia to take part in various online and offline conferences and training events in order to present Valencia's case and exchange best practices.

The confidence that the process initiated years ago regarding the governance of the destination is the right one, and with it, the boost to its international reputation that Valencia has achieved through its good management, are the rewards of a group effort by the city, its professional sector and the institutional representatives and public workers in tourism, and especially by each and every person who is part of the Visit Valencia Foundation, the institution that managed the candidacy.



02

## TESTIMONIALS OF VALENCIA AS SMART TOURISM CAPITAL



### Sandra Gómez

Deputy mayor of Valencia and former president of the Visit Valencia Foundation.

2022 will be remembered as the year our city was the epicenter of good news. The year we hosted the 36th Goya Awards Gala and the Michelin Spain & Portugal Gala. The year we were the World Design Capital, the Best City to Live In and the Healthiest City in the World. The year when tourism activity returned to normal after the Covid-19 health crisis. The year we were recognized by the European Commission as the European Capital of Smart Tourism.

In 2022, the world set its eyes on Valencia. After years of work, in a paradigm shift for the tourism

## In 2022, the world set its eyes on Valencia.



sector, the city was recognized as a sustainable destination, a pioneer thanks to its management model. Even without this award, Valencia had already begun to work toward this goal in 2015, when we realized that tourism, as we knew it then, was in clear need of a makeover.

A time when the residents of important cities began to reject visitors, and in which the phenomenon of tourist apartments complicated the coexistence between residents and tourists. At that time, Valencia opted for dialogue, consensus, joint responsibility and co-governance. For coexistence and to protect the residential nature of our neighborhoods.

We established the tools and channels so that all the actors involved could take part in and decide the city's tourism policy. We can state, without any shadow of a doubt, that the right decisions were made to safeguard an activity governed by values such as tolerance and freedom, and that is able to unite people and bring communities closer together.

We are, and will remain, committed to sustainability, accessibility and digitization as pillars of a tourism activity that is founded on the care, respect and safeguarding of our heritage and tradition. This commitment is what has allowed us to become the European Capital of Smart Tourism, a recognition of the values and good work that Europe promotes.

We have become a leading destination thanks to everyone's hard work and involvement. This is a shared achievement that public entities, the private sector and civil society should be proud of.

It is part of our tourism legacy to future generations: a city that is a benchmark in Europe due to its respect for identity, and that is, at the same time, friendly, hospitable and inclusive toward all. A brave, intelligent Valencia with the ability to create space for new ideas and looks. Able to lead a tourism ecosystem that thinks about the future.



## Emilio García

Councilman for Tourism and Internationalization and president of the Visit Valencia Foundation.

Tourism is a strategic sector, not only because of its economic impact, but also because of its social and environmental impacts. It is a living socio-economic activity, and it is essential that its strategies nurture a collective and responsible debate with society.

The City Council of Valencia, together with the Visit Valencia Foundation, have managed to reorient tourism towards new objectives associated with energy efficiency, respect for heritage and traditions, environmental sustainability and the competitiveness of companies. All of it based on our renewed co-governance model.

There are many examples that support our model, from the tools for companies to participate in managing tourism, to those that listen to neighbors, unions and associations, in the Municipal Tourism Council.

We are also working to develop inclusive and socially sustainable tourism. These are actions that earned us the TUR4all FITUR 2023 recognition.

We are the first city to have audited and certified its tourism water and carbon footprint, also drafting a reduction plan that will neutralize it by 2025.

My thanks to the companies of Valencia's tourism sector for their involvement and their invaluable work toward destination excellence.

This year as the Smart Tourism Capital that just concluded is consistent with the four tenets of a smart destination: sustainability, accessibility, digitization and heritage and culture.



Sustainability



Accessibility



Heritage and culture



Digitization

All of which are included in the Tourism Sustainability Plan 2022-2024. A Plan that has 7.5 million euros of Next Generation funds for its execution.

**This is a starting point for Valencia to remain a benchmark in terms of smart tourism.**





## Antonio Bernabé

Director of the Visit  
Valencia Foundation.



## Joan-Carles Cambrils

Deputy director of  
the Visit Valencia  
Foundation and  
coordinator of the  
Valencia European  
Capital of Smart  
Tourism 2022  
program.

In 2016, Valencia prepared an ambitious strategic tourism plan, which was the result of broad participation and consensus. Major goals and milestones were adopted taking into account important constraints, such as financial balance, responsible decision-making, the distribution of benefits throughout the city, and more. Tourism activity would evolve with a base model that opted for joint decision-making and management, with private collaboration and better coordination among municipalities and with various government tourism agencies on multiple levels.

The result was condensed into the Valencia Tourism Strategic Plan 2017-2020, which underpinned the current model recognized by the European Commission when it named Valencia the Smart Tourism Capital 2022. Some key concepts of that planning document involved profitability, deseasonalization, internationalization, segmentation, authenticity, hospitality, sustainability, accessibility, etc.

With the arrival of the Covid crisis in 2020 and 2021, we thought long and hard about tourism and the public's preferences in terms of their leisure, entertainment and travel decisions. All this led to the preparation of a new Plan to Promote Tourism 2020-2021, which shifted the focus to residents and neighbors, to smart tourist, to

accelerating the digital transformation of Visit Valencia and, above all, to a firm commitment to sustainability, tourism for all and responsibility - to be able to respond - in our decisions.

In parallel, we are dedicated to enhancing the keys to making every aspect of tourism sustainable; to measuring and publishing data on different types of tourist accommodations and their impact on the city; to measuring the destination's tourism carbon and water footprints; to participating in outreach and training campaigns for a new, lower impact mobility; to promoting greater energy efficiency in the destination and in its companies; to showcasing a city that is open and hospitable to respectful visitors, regardless of their characteristics and ideas. In other words, to promoting a green and digital transition in the destination, which merited an economic grant of 7.5 million euros for an Extraordinary Destination Tourism Sustainability Plan (2022-2024), which we are currently implementing.

This brief message helps us understand why this way of managing urban tourism in Valencia has been regarded by the European Commission as a best practice, a case study to export to the rest of the world. As 2022 came to a close, Valencians were able to live up to and show off with pride the prestigious award received, the result of a group effort over many years.



As 2022 came to a close, Valencians were able to live up to and show off with pride the prestigious award received, the result of a group effort over many years.



Bordeaux

Valencia

**Olivier Occelli**  
Director General of the  
Bordeaux Metropolitan  
Office of Tourism and  
Congresses.

The European Capital of Smart Tourism award recognized many years of work in Bordeaux and Valencia. It has been a year in which the two sister cities have been able to share their best practices in terms of carbon impact, tourism mobility and responsible communication, to cite a few examples. The topics related to smart tourism are so diverse that the two cities' joint experience complemented each other perfectly. We thank Valencia for the enriching exchanges and we hope to continue collaborating in coming years!



**There is nothing more European than working together to achieve success.**



## Misa Labarile

**Head of Tourism  
Policy at the  
European Commission.**

The European Capital of Smart Tourism is becoming a benchmark for quality tourism in the EU. Since 2018, it has been putting candidate cities to the test, which must demonstrate their vision and concrete achievements in four areas. It's not an easy feat. To be declared the winner, Valencia demonstrated to a group of qualified independent experts and a jury consisting of representatives from EU institutions and Member States, that it was developing an innovative 360º tourism strategy.

This strategy puts eco-tourism at the forefront, and adopts concrete measures to monitor and control its impact on the environment and the city. It opts for state-of-the-art digital solutions whenever possible while fully respecting the cultural heritage of this ancient European city. And it takes into consideration disabled travelers,

making it easier for them to visit and stay. The impact of all this on residents can only be positive.

The European Capitals of Smart Tourism are visionary tourism managers that work together with their community and government. Because of this, for the European Commission, these winners are not only a source of pride, they are also an inspiration. There is nothing more European than working together to achieve success.

# 03

## WHAT IS A EUROPEAN CAPITAL OF SMART TOURISM?

This initiative is managed by the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission. It is supported by the COSME program and the results of a preliminary initiative proposed by the European Parliament.

The European Capital of Smart Tourism recognizes outstanding achievements in smart tourism in European cities. This name reflects the new challenges and demands of a rapidly evolving sector, including the evolution of digital tools, products and services. It is committed to equal opportunity and access for all visitors, fosters the sustainable development of the local area and, in addition, supports creative industries, local talent and heritage.



## This European Union initiative aims to promote this definition of the term “smart tourism”

Tourism is the EU's third largest socio-economic activity, accounting for around 10% of its GDP. Tourism plays a crucial role in generating growth and employment, but it still has untapped potential, especially in the field of smart tourism. Innovation, accessibility and sustainability are the future of tourism, and the European Commission aims to keep European tourism ahead of the development curve.

Specifically, the European Capital of Smart Tourism is an initiative that recognizes the outstanding achievements of European cities in four categories: sustainability, accessibility, digitalization, and cultural heritage and creativity. This European Union initiative aims to promote this definition of the term “smart tourism”, create a network of destinations and facilitate the exchange of best practices. Every year, a jury selects two winning cities.

The ones awarded the title of European Capital of Smart Tourism receive support from experts in communication and branding to

promote their destination in conventional and online media, a sculpture for a public space in the city, a promotional video about the destination and best practices in smart tourism, as well as many other promotional actions designed to raise the city's profile and boost the number of visitors.



EUROPEAN CAPITAL OF SMART TOURISM

# SHORTLISTED CITIES



23

**Sevilla**  
**Paphos**Aarhus  
Gijón  
Porto  
San Sebastián  
Zagreb

22

**Valencia**  
**Bordeaux**Venice  
Dublin  
Florence  
Ljubljana  
Palma

20

**Málaga**  
**Gothenburg**Ravenna  
Bremerhaven  
Nice  
Bratislava  
Turin

19

**Lyon**  
**Helsinki**Valencia  
Brussels  
Ljubljana  
Málaga  
Nantes  
Palma  
Poznań  
Tallinn

# 04

## WHY VALENCIA?

Announce of  
the European  
Capital 2022



Watch the  
full video!



Since 2016, the trend in Valencia in terms of arrivals, overnight stays, average occupancy, average hotel price, RevPAR and deseasonalization has been positive, with the following notable examples:



**+13,38%**

OVERNIGHTS

The number of overnight stays has increased by 13.38%  
(2022 – 2.197.704, 2016 – 1.938.275)



**+59,3%**

HOTEL PROFITS

Hotel profits, as measured by RevPAR, have increased by 59.3%  
(2022 – 76,02 and in 2016 – 47,72)



**64,9%**

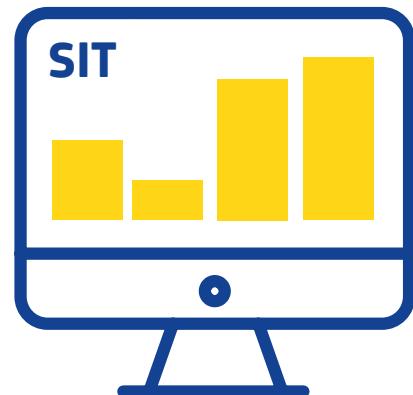
INTERNATIONAL VISITORS

The diversification of outbound geographic markets is evidenced by the fact that in 2016, 51.22% of visitors were from abroad, rising to 64.9% according to the latest figures available for 2022.

# TIS

TOURISM INTELLIGENCE SYSTEM | VISIT VALENCIA

In addition to these traditional figures of an economic nature, there are other positive aspects related to a new positioning associated with a destination city with a wide range of products and services that have been structured by market and segment. The surveys conducted in recent years of visitors and professionals in the sector reveal that the attributes of the Valencia tourism brand include quality of life, lifestyle, variety of architectural styles, cultural dynamism, creativity and innovation, tolerance, various

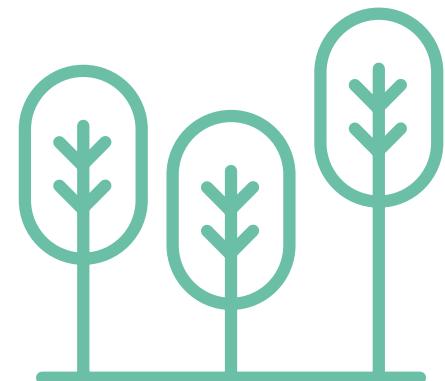


entertainment possibilities (sport, music, gastronomy, shopping, etc.), concern for the environment, etc.

At the same time, thanks to various high-quality facilities for events and congresses, but especially to the profusion of the economic, educational and social activities that take place in the city and its surroundings, **Valencia now competes in MICE tourism with the best European cities.** This qualitative leap has reinforced the renown and prestige of Valencian society to welcome all kinds of quality events that bring together the best professionals in each field.

Likewise, the urban renewal initiatives, the improvement of public spaces, traffic calming in the city, the promotion of local products, the commitment to decarbonize the city by 2030 and other city-wide decisions have managed to capture the attention of the media and international opinion leaders, who have declared **Valencia as the**

**best city to live** in (according to InterNations, the largest expatriate community in the world, in its Expat City Ranking 2022), and also **the healthiest in the world** (according to a study prepared by the British financial products comparison portal Money.co.uk). In this list of international recognitions we can also include the commitment of the Federation of Gay Games (FGG) to hold the Gay Games 2026 in Valencia, as an obvious sign of its trust in an open and tolerant city.



In short, we could say that the award is a recognition of the collaborative governance model, of the advances made in recent years in sustainability, accessibility, digitalization and innovation by all the actors involved, and also by the city model and the long-term vision.

The application submitted to the European Commission in 2021 included a set of facts and data that reflected a model committed to the core values of Smart Tourism, which can be consulted in the [official Commission website](#).



# Accessibility

## NOTABLE INITIATIVES

- **18 pedestrianized plazas** since 2016.
- **Implementation of the Navilens system** in bus stations and stops and Metrovalencia for people with visual and cognitive disabilities.
- **Filtered water installations** in public spaces: 22 fountains.
- Host of the **Gay Games 2026**.
- **Accessible beaches:** 4 in the city of Valencia and 36 throughout the province.
- Approved draft **Law on Universal and Inclusive Accessibility** of the Valencian Community.



# Sustainability

## NOTABLE INITIATIVES

- European Green Capital 2024.
- Carbon footprint of tourism measured in 2019: the world's first city with a certified measurement.
- Water footprint of tourism measured in 2019.
- U4SSC Award, certificate of the Satisfactory Implementation of the United 4 Smart Sustainable Cities.
- Bike lanes: 179.52 km.
- 254 hybrid buses.
- 594 hectares of net urban green areas, or 7.41 square meters of green space per inhabitant.
- 9.3 km of beach.
- 70.75% of residents have access to an area adapted to climate change no more than five minutes from their home, within 350 meters. (Green and Biodiversity Plan).

# Digitization

## NOTABLE INITIATIVES

- **TIS - Tourism Intelligence System.** Development of a free information system on the tourism situation: travelers, overnight stays, hotel occupancy, RevPAR prices, air traffic, cruises, etc.
- **Free Wi-Fi Points: 728 points in the city of the European network WiFi4EU.** Valencia is part of the European network WiFi4EU and offers free high-speed internet ([valencia.es](http://valencia.es))
- Smart City Office, open data. [Smart City Valencia - Valencia Smart City](#) ([valencia.es](http://valencia.es))
- **Valencia by the Minute.** A single website with



real-time data on public transportation, smart parking, traffic cameras, acoustic-environmental information, public road closures due to work or celebrations, access to bicycles and Wi-Fi network.

[Valencia by the minute | Smart City Valencia - valenciaalminut - Valencia](#)

- **Valencia Tourist Card.** It is a combined card that offers free access to public transportation and discounts on museums, leisure activities, stores and restaurants.
- **Process of transforming 194 buildings into smart buildings.** [Download Initiative Valencia.pdf \(red.es\)](#)

# Cultural heritage and creativity

## NOTABLE INITIATIVES

- **World Design Capital 2022.**
- **3 UNESCO World Cultural Heritage Sites:** The Silk Market, The Water Tribunal and the Fallas.
- **SIPAM recognition.** The historic irrigation of Valencia's farmland (l'Horta).
- **Silk Road and Silk Museum.**
- **FestIN:** a unique festival that combines art and gastronomy. It has been held annually since 2020.
- **World Paella Day** (September 20). Multimarket event with a social media impact of more than 7,900,000

impressions and over 440,000 interactions in 2022; appearances in more than 100 national media outlets and presence in numerous international markets, such as France, Argentina, Italy, the United Kingdom, China, Finland and the USA.



# 05

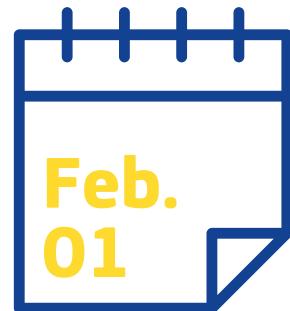
## ACTIVITIES HELD IN VALENCIA DURING ITS YEAR AS CAPITAL

- Launch event. February 1, 2022.
- Fallas. March 2022.
- World Autism Day. April 2, 2022.
- World Health Day. April 7, 2022.
- World Environment Day. June 5, 2022.
- Valencia Street Festival. Design Map Routes. September 19 - 25, 2022.
- World Tourism Day. September 27, 2022.
- 3rd World Congress of Smart Tourist Destinations. November 21-23, 2022.
- Urban Tourism Trends Forum 2022.
- 13th Forum on Urban Tourism Trends. April 27, 2022
- 14th Forum on Urban Tourism Trends Forum. June 28, 2022.
- 15th Forum on Urban Tourism Trends Forum. October 19, 2022
- Creation of artistic mural. December 2022.



EUROPEAN CAPITAL  
OF **SMART TOURISM**

# Launch event



The presentation and reception of the award, held in the Santiago Grisolía auditorium of the City of Arts and Sciences, was attended by the president of the regional government, Ximo Puig, the mayor of Valencia, Joan Ribó, the deputy mayor, Sandra Gómez, and other institutional officials from various administrations. There were also representatives from the European Commission and many business leaders and professionals from the city. The event also saw the unveiling of the sculpture representing the capital, in the form of the hashtag alluding to the prize, which was displayed in four different locations of the city throughout the year: City of Arts and Sciences, Plaça de l'Ajuntament, Marina de Valencia and Palacio de Congresos.



**Ribó: "Valencia, Capital of Tourism 2022 will be one of the engines for the economic recovery and job creation"**



# Fallas 2022



During the celebration of the 2022 Fallas, several activities were carried out to bring the Smart Tourism Capital closer to locals and tourists alike and, in addition, to involve the most important agents of the festivities: the Fallas commissions. Since the Fallas are one of the world heritage events declared by UNESCO in Valencia for their tradition and creativity, we focused on providing other creative solutions:

The advertisement features the 'Play&go experience' logo, the 'Fallas 2022' logo, and logos for 'EUROPEAN CAPITAL OF SMART TOURISM VALENCIA 2022' and 'VLC VISIT VALENCIA'. It highlights the 'Smart Tour' feature, encouraging users to follow a route from the center of Valencia to the City of Arts and Sciences. It also mentions completing 4 missions and winning a fallero handkerchief. The app is available on the App Store and Google Play. The website www.playgxp.com is provided at the bottom.

Play&go experience | Fallas 2022 | VLC VISIT VALENCIA

Smart Tour

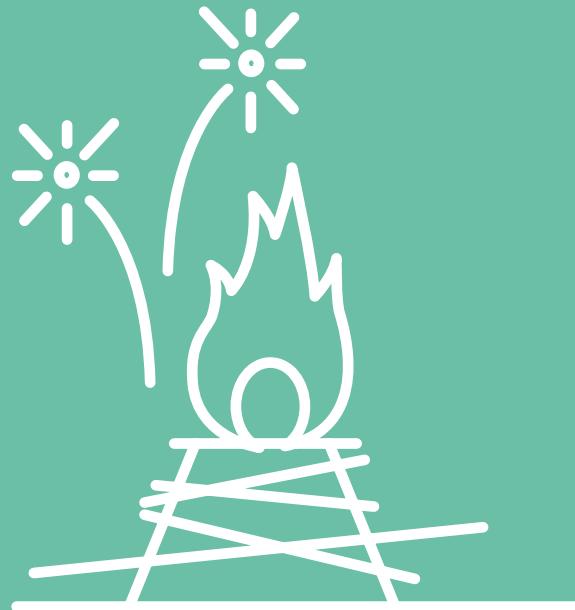
#smartvalencia2022

Haz la ruta desde el centro de Valencia hasta la Ciudad de las Artes y las Ciencias

Completa 4 misiones

Gana un fantástico pañuelo fallero

www.playgxp.com



- **2000 Fallas scarves** were given away with a flyer explaining Valencia's status as Capital.
- We collaborated with local startups to create digital and accessible experiences. To get all the information of the Fallas through WhatsApp, the FallasBot was launched (free and available in seven languages) [FallasBot – Your personal WhatsApp assistant for #FallasBot2022](#). An interactive game was also developed with Play&GO, an app that allows users to discover the Fallas by playing. [Smart Tour let users could complete geolocalized missions while visiting the Fallas monuments](#), collecting digital firecrackers and conquering the Fallas through an augmented reality game. [Play&Go - Gamification, geolocation and data intelligence \(playgoxp.com\)](#)
- [A photo contest was launched among the Fallas commissions on social media](#), with the winner receiving a pack of tickets to the Oceanogràfic.



# World Autism Day



To celebrate World Autism Awareness Day 2022, we collaborated with the ASPAU, Mira'm, APNAV and X Frágil associations to shine a light on the lives of people with autism and send a joint message to Valencian society on the importance of meeting the needs of this group from every area, including the tourism sector.

On April 2, tourist routes to the city were organized with the Tour Bus for people with autism and their families. As a result, a total of 200 people enjoyed a tour of the city, during which they visited tourist landmarks, including the City of Arts and Sciences, the Valencia Marina, the Serranos Towers and the IVAM.

Likewise, as part of World Design Capital, educational workshops were held at the CEE Fundació Mira'm special education center with students from Escuelas San José. At these workshops, students with ASD were able to learn using Bloubu, a highly educational board game designed by Caleta for children with speech, language or communication disorders.



# World Health Day

On this day, the Tourist Information Office in the City Hall Square, in collaboration with the Vithas and Chirón clinics, offered a stand to take the blood pressure of anyone who was interested for free, and also handed out glasses of Valencian orange juice to recharge their batteries and promote this local drink.

This initiative was focused on the well-being of visitors and residents, to reflect the healthy lifestyle of Valencia.





# World Environment Day

On the occasion of World Environment Day, on June 5, Visit Valencia organized a free two-hour guided tour of the Tancat de la Pipa, a unique biodiversity reserve located inside the Albufera Natural Park.

After a trip in an albuferenc — the traditional boat of the area — they visited the heart of l'Albufera, where a specialized guide from the entities that protect the Tancat, Acció Ecologista-Agró and SEO/BirdLife, explained the history and curiosities of this natural jewel.

The environmental restoration project that is being carried out in this location improves the quality of the water and the habitat as a whole. Its 40 hectares have become a unique space whose increased biodiversity is used to learn about the native flora and fauna.

# Valencia Street Festival. Design Map Routes



The World Design Street Festival focused on creativity and showcasing professionals in the creative sector, engaging with Valencians and visitors through exhibits, conferences, workshops, tours of design studios, etc. These initiatives connected design with other areas, such as cuisine. As part of the festival, six tours located on the Design Map were organized, with the participation of both national and international journalists. In total, more than 100 participants took part in the tours.

Learn about the Design Routes!

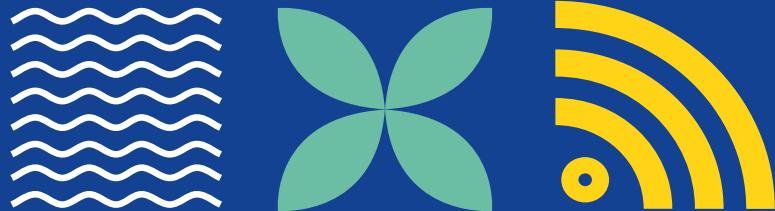




# World Tourism Day

As the European Capital of Smart Tourism 2022, several activities were organized in Valencia to raise awareness about smart tourism and its importance to employment, showcasing the world's environmental problems and opportunities to grow more sustainably.





- **Free guided tours with eyes closed** were organized for people to get to know the city using different senses on these sensory and experiential tours. Through this activity, participants were better able to understand the different ways in which people with functional diversity discover destinations as tourists.
- In Tourist Offices, **cards were handed out alluding to World Tourism Day**, but made with a paper that had seeds attached to it. This unique detail prompted recipients to plant them in a pot or garden, and see plants sprout and grow.
- New initiatives were launched to **encourage tourists to recycle Valencia Tourist Card holders**.
- **Virtual reality tours were offered** using the Phygi device, **PHYGI by Quatechnion | Beyond the Experience (phygismartshelf.com)** using virtual reality glasses to enjoy a totally immersive experience in La Lonja, the Church of San Nicolas, the Fallas, and other places.
- **A 360-degree visit was organized by the Museum of Fine Arts of Valencia**, on the Visit Valencia YouTube channel [[https://www.youtube.com/live/8yVLjDN\\_pdE?feature=share](https://www.youtube.com/live/8yVLjDN_pdE?feature=share)]. This experience was based on 5G technology and allowed anyone in any location to admire the works housed in the museum.



# 3rd World Congress of Smart Tourist Destinations

From November 21 to 23, 2022, the 3rd World Congress of Smart Tourist Destinations was held at the Palacio de Congresos in Valencia.

The congress had 1,440 attendees in person and was organized by the Government of Spain, the regional government of Valencia, the City Council of Valencia and the Visit Valencia Foundation, in partnership with the World Tourism Organization. It also had the institutional support of the Tourist Board of the Diputación de València.

The institutional part of the congress featured more than sixty national and international

speakers (from more than 12 countries, including Brazil, Colombia, France, Finland, Jordan, the Netherlands, Peru, Portugal, the United Kingdom and Sweden), representing locations that are already smart tourist destinations, as well as destinations that employ best practices in innovation, technology, accessibility, sustainability and governance, the five tenets that make up the STD model.

During the Congress, other parallel activities were carried out:

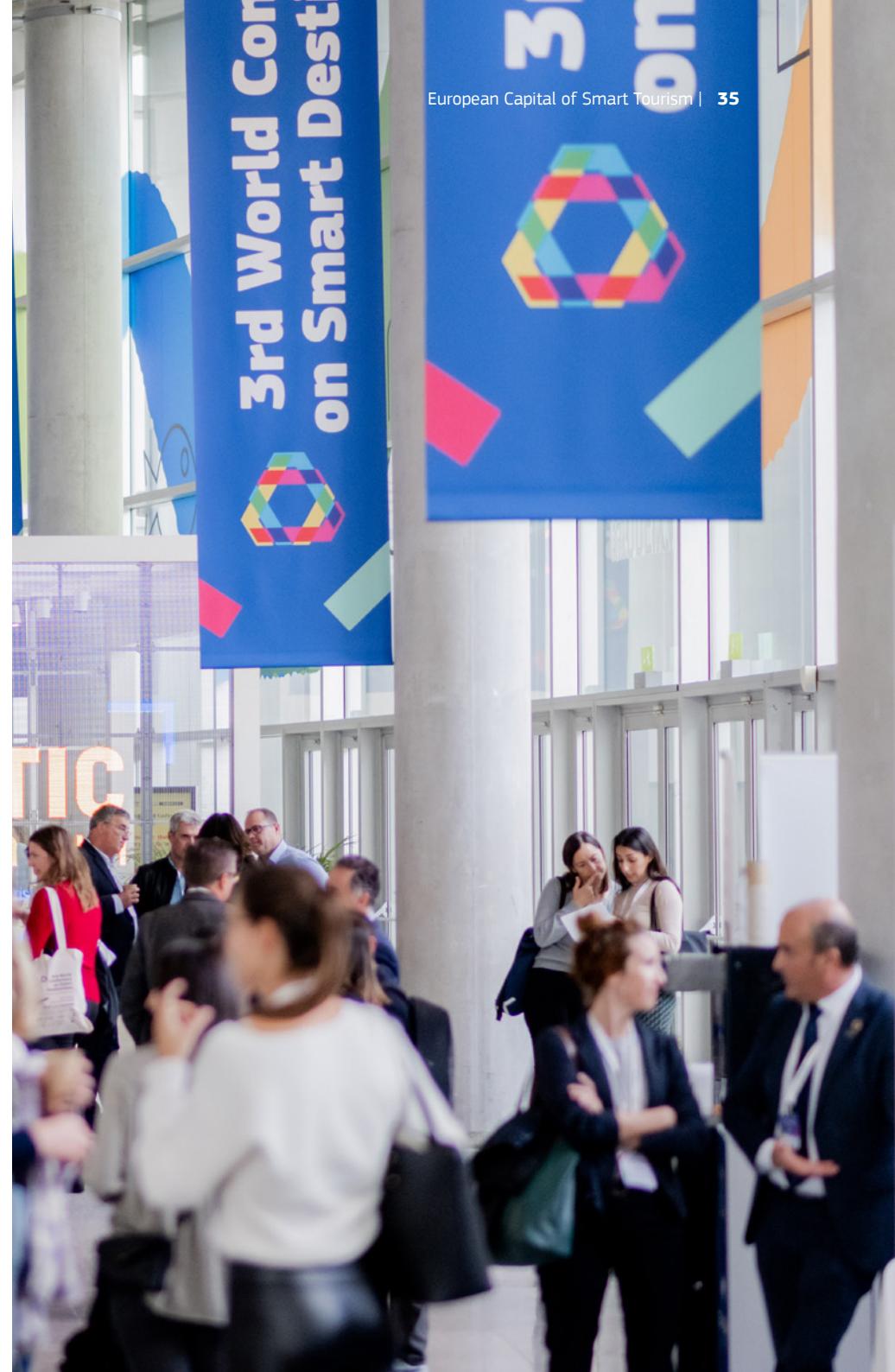


a) **Annual meeting of CEOs** of the City Destinations Alliance, under the theme “Supporting Place Regeneration Amid Competing Macro Challenges”. The meeting was designed in collaboration with the agency TOPOSOPHY. Thirty CEOs from capital and major cities of Europe took part.

b) **Plenary Commission of the Network of Smart Tourist Destinations of Spain.** The Commission approved, among other things, the incorporation of eight institutions and twelve companies, six of which were renewing their membership, bringing the total to 618 members: 437 full, 87 institutional, 91 partners and 3 international observers. In all, there were approximately 250 members of the Network present.

c) **Scientific congress on the afternoon of Monday,** November 21, which was inaugurated with a presentation by Alfonso Guevara, president of the Fundación Metrópoli. The academic sessions were divided into the following areas: Collaborative Governance, Development and Resilience, Smart Technologies and Destinations, Green Transition and Sustainability in Smart Destinations. More than 40 papers on STDs were presented, which will soon be published in a book with the proceedings of the congress and in specialized tourism journals.

d) **Valencia Tourist Lab.** Various demonstration spaces were set up to show how the city is progressing in tourism intelligence, digitization and services:





- **Next Concept TIC Valencia** (new tourist office concept). Space that displayed some of the projects that will be developed with European Next Generation funds. Access to this new tourist office model will be controlled by a queue manager, and personalized services will be offered with customer CRM, with no architectural barriers separating the attendant from the tourist.
- **TIC @ home.** Simulation of remote service stands.
- **Aula Valencia Tourist Lab**, where seminars were given on advances in digitization, tourism intelligence and sustainability.
- **Metaverse Space.** Immersive area where valuable and inspirational content was showcased using virtual reality glasses.
- e) The main hall of the Congress Palace hosted the **exhibition spaces of the sponsoring companies**: Telefónica, Forward Keys, Global Omnium, SalesForce.
- f) **With support from the European Commission, a press trip was organized with 10 international journalists and staff members from the European Commission** (USA, Sweden, France, United Kingdom, China, Germany) and national media (Euronews and Hosteltur), the goal being to showcase the congress and promote Valencia as a smart destination.

# Urban Tourism Trends Forum 2022

In order to create a meeting place in which to discuss the main challenges of urban tourism and the keys to the new models that are emerging or should be implemented, the Visit Valencia Foundation launched the Urban Tourism Trends Forum in December 2017. [Urban Tourism Trends Forum Valencia](#)

During its year as the Smart Tourism Capital, three Urban Tourism Trends meetings were organized to discuss the main areas of this initiative: sustainability, accessibility, creativity and digitization. They were mainly aimed at professionals in the tourism sector and were attended by more than 200 professionals in total.



# 13th Forum on Urban Tourism Trends

Conference focused on the environmental sustainability of tourism, applied to both companies and destinations. Experiences and success stories were presented that helped raise awareness and implement actions aimed at environmental sustainability.

## SCHEDULE OF THE DAY

- Guy Bigwood, Senior Changemaker at Global Destination Sustainability Movement. "The Future We Want: Catalyzing a Regenerative Revolution".
- Olivier Occelli and Julie Benisty Oviedo, Managing Director and Head of Sustainable Tourism at the Bordeaux Tourism and Congress Office, respectively. "Bordeaux, a destination committed to environmental sustainability".
- Round table: "Advantages of environmental sustainability in tourism companies". Ana Suria, Payment Manager at Tharsys (Valencia), Sébastien Repéto, Founder and Director of My Destination (Bordeaux).
- Rafa Mossi, Project Management Coordinator of the Chamber of Commerce, Industry and Navigation of Valencia. "Information on programs and other actions in the field of environmental sustainability".



# 14th Forum on Urban Tourism Trends Forum

People with disabilities make up a large group that is even larger when we add people with problems associated with old age. The goal of this workshop was to showcase experiences and success stories to help implement initiatives aimed at making tourism accessible to all.



## SCHEDULE OF THE DAY

- Sabine Switalla, accessibility auditor for destinations at Inclusive Greece (Athens). "Accessible Tourism as a great opportunity for destinations and businesses".
- Marjorie Diaz, responsible for the development of the L'Alternative Urbaine project (Bordeaux).
- Raúl Moreno, head of strategic projects at Navilens (Murcia).
- Round table: "Universal accessibility in companies and tourist destinations".  
Mercè Luz Arqué, head of the Culture and Leisure Department at ONCE,  
Edurne Francisco Contreras, head of training and accessible tourism specialist at PREDIF, Raquel Gil Pérez, accessibility engineer and technician, collaborator of COCEMFE CV (Spanish Confederation of People with Physical and Organic Disabilities).



# 15th Forum on Urban Tourism Trends Forum

It was the last workshop of the year, dedicated in this case to culture and tourism. What roles do culture and historical-artistic heritage play in the quality of life of residents? How can an interconnected city like Valencia leverage its cultural heritage to keep attracting visitors? How can we enhance the visitor experience through the digitization of culture? How can the cultural agenda of Valencia be used to stimulate tourism consumption? How can tourism contribute to sustaining Valencia's cultural attractions? Are folklore and traditional festivals sources for creativity in tourism-cultural services? These were the questions that were discussed at that gathering.



## SCHEDULE OF THE DAY

- Ged Brown, Managing Director EMEA, World Tourism Association for Culture and Heritage. "How to address some urban tourism problems in Europe: overtourism and quality tourism".
- Caroline Couret, Founder and Director of Creative Tourism Network® "Creative Tourism: A New Tool for Sustainable Development".
- Round table: "Experiences in cultural and creative urban tourism". Ana Illueca, ceramist, director of the "ADN Cerámica" project, Ana Martí Teston, professor and researcher at the UPV, Manuel Costa, senior director of Operations and External Affairs, Berklee Valencia.



## Creation of artistic mural

Closing out Valencia's year as the Smart Tourism Capital was a project to create a large artistic **mural in the old part of the city**, made by local artists Virginia Lorente and Martín Forés. The process took into account the existence of a playground at the foot of the wall, which made it possible for children to get involved in the mural, **creating a space of freedom of expression**, breaking the strict barrier between urbanism and its youngest inhabitants, who often do not find inclusive and open spaces in which to play. **The official inauguration took place on January 16, 2023.**



# 06

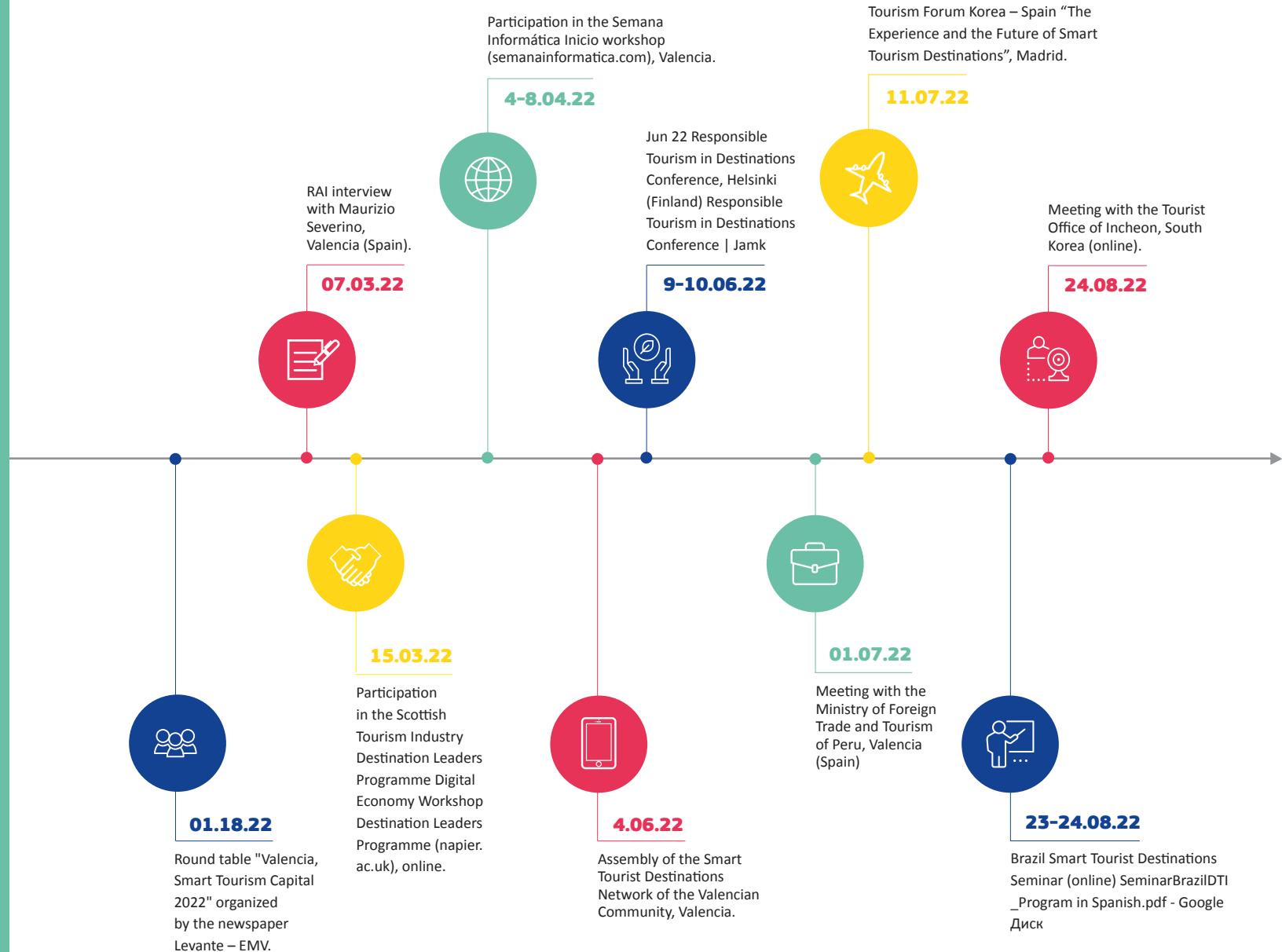
## PARTICIPATION IN IMPORTANT TRAINING AND OUTREACH ACTIVITIES

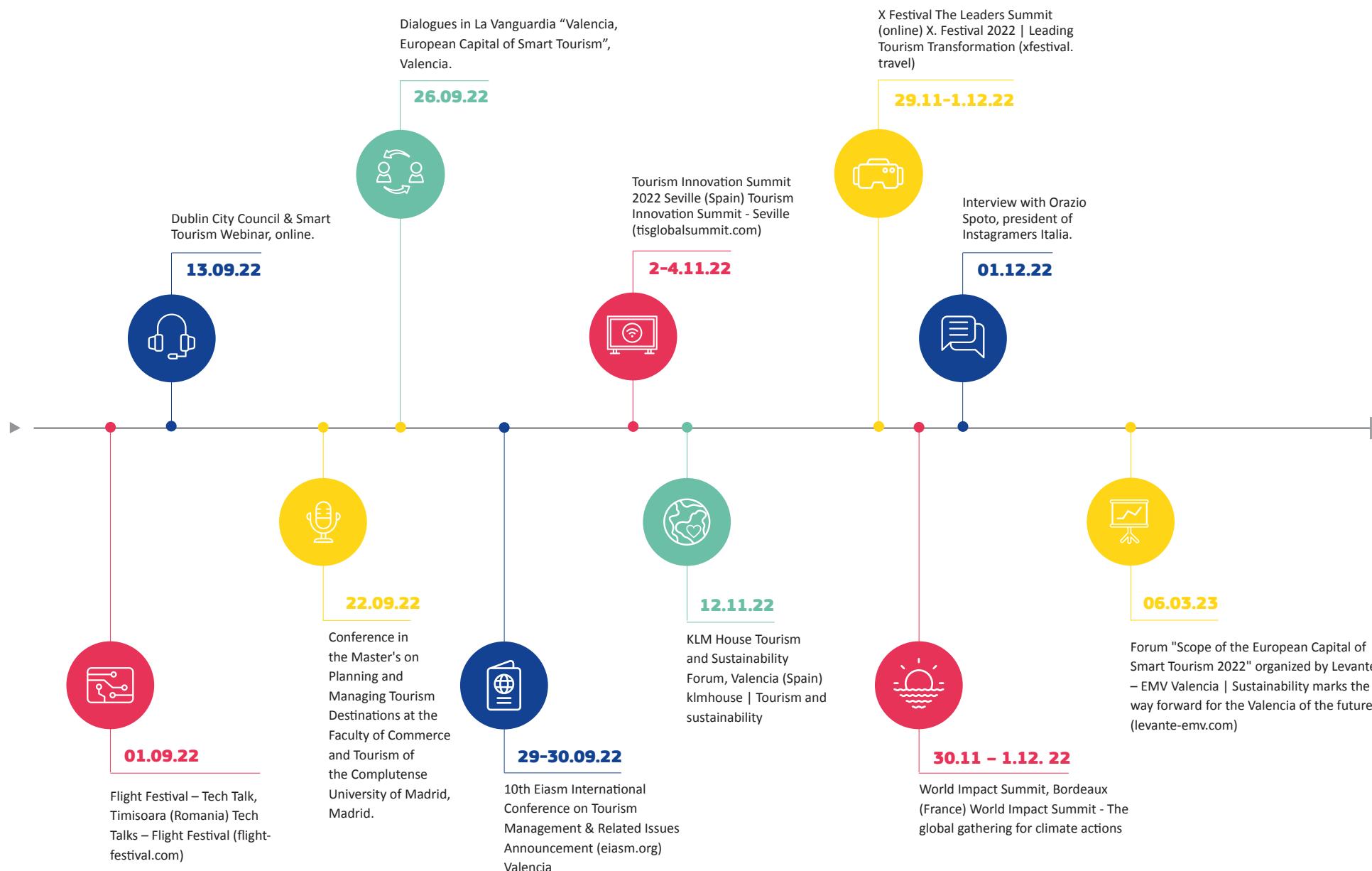
To celebrate Valencia's designation as the European Capital of Smart Tourism, many national and international destinations invited Valencia to participate in different conferences, online and offline training events in order to exchange best practices.

In total, there were more than 25 meetings. The most notable among them included the participation in the Responsible Tourism in Destinations Conference in Helsinki, the Seminar of Smart Tourism Destinations of Brazil (online), the Conference in the Master's on

Planning and Managing Tourism Destinations at the Faculty of Commerce and Tourism of the Complutense University of Madrid, the participation in the Tousim Innovation Summit in Seville, and the presence at the World Impact Summit in Bordeaux.

## Important training and outreach activities





# 07

## IMPACTS ON MASS MEDIA AND SOCIAL NETWORKS

→ <https://smart-tourism-capital.ec.europa.eu>



# Mass Media balance

Without a doubt, Valencia's year in the spotlight reinforced the city's visibility as a smart destination. With the support of the European Commission's communication agency and our own media, a number of initiatives were carried out in mainstream media outlets. On the following pages you can read some of the most notable publications, which include reports in National Geographic and Voyages & Stratégie, as well as another notable example, namely the participation in the EU Smart Tourism Podcast.

According to our figures, between late 2021 and early 2023, more than 300 articles and reports were generated in the media, reaching an estimated audience of 840,740,000 people.

The most notable markets include Spain, France, Italy and the United Kingdom.

In addition, in 2022 Visit Valencia devoted a significant effort to social media platforms, reaching a total of close to 40 million and highlighting through these outreach initiatives

the main values of the city: sustainability, accessibility and inclusiveness, cultural creativity and digitization. It should be noted that, during the 3rd World Congress of Smart Tourist Destinations, 709 publications were identified, with an approximate scope of 2,083,114 people, according to the analysis of OptimizaData.

**OCTOBER 2021****FRANCE**

- [Valencia, capital europea del turismo inteligente en 2022](#)
- [Un destino en sintonía con los tiempos: Valencia o Smart Tourism](#)
- [La valencia será la capital europea del “turismo inteligente”](#)

**GERMANY**

- [Valencia es declarada la capital del turismo inteligente](#)
- [Donde el turismo inteligente está en casa](#)

**ITALY**

- [Turismo inteligente, Burdeos y Valencia Capitales Europeas 2022](#)
- [València nombrada capital del turismo inteligente 2022](#)
- [Burdeos y València serán las Capitales Europeas de Turismo inteligente 2022](#)
- [València y Burdeos seleccionadas como Capitales Europeas del Turismo Inteligente 2022](#)
- [Capitales Europeas de Turismo inteligente 2022: siete ciudades seleccionadas](#)
- [Burdeos y València son las Capitales Europeas de Turismo inteligente 2022](#)

- [València nombrada capital del turismo inteligente 2022](#)
- [València nombrada capital del turismo inteligente 2022](#)
- [València y Burdeos Capitales Europeas del Turismo Inteligente 2022](#)
- [Capitales Europeas del Turismo Inteligente 2022: estas son las candidatas al título \(uno está en Italia\)](#)

**NETHERLANDS**

- [Valencia is de Smart Tourism hoofdstad van Europa in 2022](#)

**SPAIN**

- [València será la Capital Europea del Turismo Inteligente 2022](#)
- [València celebra su designación como Capital Europea del Turismo Inteligente](#)
- [Inteligencia artificial, robótica, granjas urbanas, envases comestibles o nuevas proteínas, la alimentación del futuro expuesta en ftalks'21](#)
- [València, Capital Europea del Turismo Inteligente 2022](#)
- [València será la Capital Europea del Turismo Inteligente 2022](#)
- [València celebra su designación como Capital Europea del Turismo Inteligente](#)
- [València celebra su designación como Capital Europea del Turismo Inteligente](#)

**OCTOBER 2021**

- [València celebra su designación como Capital Europea del Turismo Inteligente](#)
- [Valencia, finalista para ser Capital Europea del Turismo Inteligente 2022](#)
- [València, finalista per a ser Capital Europea del Turisme Intel·ligent 2022](#)
- [València es elegida Capital Europea del Turismo Inteligente 2022](#)
- [València, designada Capital Europea del Turismo Inteligente 2022](#)
- [València será la Capital Europea del Turismo Inteligente 2022](#)
- [Valencia, capital del turismo inteligente](#)
- [València es elegida Capital Europea del Turismo Inteligente 2022](#)
- [València celebra su designación como Capital Europea del Turismo Inteligente](#)
- [València celebra su designación como Capital Europea del Turismo Inteligente](#)
- [València, finalista para ser Capital Europea del Turismo Inteligente 2022](#)
- [València, finalista para ser Capital Europea del Turismo Inteligente 2022](#)
- [València, finalista per a ser Capital Europea del Turisme Intel·ligent 2022](#)
- [València, finalista para ser Capital Europea del Turismo Inteligente 2022](#)
- [Valencia, finalista para ser Capital Europea del Turismo Inteligente 2022](#)
- [Inteligencia artificial, robótica, granjas urbanas, envases comestibles o nuevas proteínas, la alimentación del futuro](#)

- [València acoge el congreso turístico británico InteleTravel](#)
- [València acull el congrés turístic britànic InteleTravel](#)
- [València acull el congrés turístic britànic InteleTravel](#)
- [València acoge el congreso turístico británico InteleTravel](#)

**UNITED KINGDOM**

- [Eco-V-Travel en todo el mundo](#)
- [Valencia coronó la capital europea del turismo inteligente](#)
- [Valencia crowned European Capital of Smart Tourism](#)
- [Valencia named as European Capital for Smart Tourism 2022](#)

**NOVEMBER 2021****FRANCE**

- ["Valencia Elegida Capital Europea del Turismo Inteligente 2022 "](#)

**GERMANY**

- ["Donde el turismo inteligente está en casa"](#)
- ["Valencia es la capital europea del turismo inteligente 2022"](#)
- ["València se basa en el turismo inteligente"](#)

**ITALY**

- [Valencia/España: El turismo se vuelve inteligente: cero emisiones en 4 años](#)
- [València nombrada la ciudad turística más inteligente de Europa por la Comisión Europea](#)
- [Valencia, capital europea del turismo inteligente, ideal para todas las estaciones](#)
- [El renacimiento de Valencia, ciudad inteligente, entre la sostenibilidad, la inclusión y las cenas con estrella](#)
- [Burdeos y Valencia son las capitales europeas del turismo inteligente](#)
- [Las dos capitales europeas del turismo inteligente 2022](#)

**SPAIN**

- [València impulsará un 'laboratorio de ideas' con expertos internacionales para promover el Turismo Inteligente](#)
- [València impulsará un 'laboratorio de ideas' con expertos internacionales para promover el Turismo Inteligente](#)
- [València impulsará un 'laboratorio de ideas' con expertos internacionales para promover el Turismo Inteligente](#)
- [València impulsará un 'laboratorio de ideas' con expertos internacionales para promover el Turismo Inteligente](#)
- [València es posiciona "a l'avantguarda" del turisme intel·ligent a Europa](#)
- [València impulsará un 'laboratorio de ideas' con expertos internacionales para promover el Turismo Inteligente](#)
- [El trabajo en red entre lo público y lo privado, vital para el destino turístico inteligente](#)
- [Así celebrará València su capitalidad europea del Turismo Inteligente](#)
- [Valencia se convierte en la capital europea del turismo inteligente](#)

**UNITED KINGDOM**

- [Valencia coronó la capital europea del turismo inteligente 2022](#)

**JANUARY 2022****SPAIN**

- [Valencia estrena 2022 como Capital Europea del Turismo Inteligente](#)
- [València estrena 2022 como capital del diseño y del turismo inteligente](#)
- [22 Ciudades que hay que visitar en el 2022](#)
- [Valencia estrena 2022 como Capital Europea del Turismo Inteligente](#)
- [Los retos de la València capital europea del turismo inteligente](#)
- [Valencia: Capital Europea del Turismo Inteligente 2022](#)
- [València promociona en FITUR su capitalidad europea del turismo inteligente](#)
- [València acogerá el III Congreso Mundial de Destinos Turísticos Inteligentes en 2022](#)
- [València, Capital Europea de Turismo Inteligente 2022](#)
- [València acogerá el III Congreso Mundial de Destinos Turísticos Inteligentes en 2022](#)
- [València acogerá el III Congreso Mundial de Destinos Turísticos Inteligentes en 2022](#)
- [València acogerá el III Congreso Mundial de Destinos Turísticos Inteligentes en 2022](#)
- [València acogerá el III Congreso Mundial de Destinos Turísticos Inteligentes en 2022](#)
- [La Comunidad Valenciana, "un destino turístico inteligente", lleva 186 empresas a Fitur](#)
- [22 ciudades que hay que visitar en 2022](#)

**UNITED KINGDOM**

- [Valencia, Spain: The healthiest city in the world](#)
- [The nine best mini breaks in Europe to book in 2022](#)

**FEBRUARY 2022****BELGIUM**

- [Burdeos y Valencia: Capitales europeas del turismo inteligente 2022](#)

**FRANCE**

- [Temporada turística en Burdeos: la ciudad prepara un verano "smart"](#)

**SPAIN**

- [Ribó: "La Capitalidad del Turismo València 2022 será uno de los motores para la recuperación económica y la creación de empleo"](#)
- [Valencia, Capital Europea del Turismo Inteligente 2022](#)
- [Ribó: "La Capitalidad del Turismo València 2022 será uno de los motores para la recuperación económica y la creación de empleo"](#)
- [La Capitalidad Europea del Turismo Inteligente servirá a València como motor de recuperación y de empleo](#)
- [La Capitalidad Europea del Turismo Inteligente servirá a València como motor de recuperación y de empleo](#)
- [La Capitalidad Europea del Turismo Inteligente servirá a València como motor de recuperación y de empleo](#)
- [La Capitalidad Europea del Turismo Inteligente servirá a València como motor de recuperación y de empleo](#)
- [La Capitalidad Europea del Turismo Inteligente servirá a València como motor de recuperación y de empleo](#)
- [Ribó: "La Capitalidad del Turismo València 2022 será uno de los motores para la recuperación económica y la creación de empleo"](#)

- [València acogerá el III Congreso Mundial de Destinos Turísticos Inteligentes](#)
- [Visit València y Predif firman un acuerdo de colaboración para avanzar en materia de accesibilidad turística](#)
- [Visit València y Predif firman un acuerdo de colaboración para avanzar en materia de accesibilidad turística](#)
- [Visit València y Predif firman un acuerdo de colaboración para avanzar en materia de accesibilidad turística](#)
- [Visit València y Predif firman un acuerdo de colaboración para avanzar en materia de accesibilidad turística](#)
- [Visit València y Predif firman un acuerdo de colaboración para avanzar en materia de accesibilidad turística](#)
- [Visit València y Predif firman un acuerdo de colaboración para avanzar en materia de accesibilidad turística](#)
- [Visit València y Predif firman un acuerdo de colaboración para avanzar en materia de accesibilidad turística](#)
- [Visit València y Predif firman un acuerdo de colaboración para avanzar en materia de accesibilidad turística](#)
- [Visit València y Predif firman un acuerdo de colaboración para avanzar en materia de accesibilidad turística](#)
- [Visit València y Predif firman un acuerdo de colaboración para avanzar en materia de accesibilidad turística](#)
- [Visit València y Predif firman un acuerdo de colaboración para avanzar en materia de accesibilidad turística](#)
- [Visit València y Predif firman un acuerdo de colaboración para avanzar en materia de accesibilidad turística](#)

**UNITED KINGDOM**

- [Descubriendo Valencia a través del turismo inteligente](#)

**FEBRUARY 2022****CANADA**

- [Valencia, Spain, is a European Capital of Smart Tourism this year — here's where to take in the sights and gastronomic delights](#)

**USA**

- [Paella, and other pleasures, in Valencia, Spain](#)

**ITALY**

- [Turismo inteligente, el reto de las capitales europeas Burdeos y Valencia](#)

**MARCH 2022****ITALY**

- [Turismo inteligente: ciudades premiadas en Berlín](#)
- [Ciclismo para mayores de 50 años: la primavera despierta el deseo de hacer cicloturismo](#)
- [Valencia, un anno da capitale mondiale del design. Scopriamola ora, più creativa che mai](#)

**FRANCE**

- [¿Por qué se ha nombrado a Burdeos Capital Europea del Turismo Inteligente?](#)

**NORWAY**

- [Valencia kåret til europeisk «Capital of Smart Tourism 2022»](#)

**APRIL 2022****ITALY**

- [Un viaje sobre dos ruedas](#)
- [Las Vías Verdes de la Comunidad Valenciana](#)

**JULY 2022****ITALY**

- [Burdeos y Valencia capitales europeas del turismo inteligente 2022](#)

**SEPTEMBER 2022****ITALY**

- [Capital Verde Europea 2024: Cagliari y Valencia, finalistas](#)
- [Capitales europeas del turismo inteligente 2023: estas son las siete finalistas](#)

**NETHERLANDS**

- [Ciclismo en Valencia](#)
- [Los 10 mejores países para los nómadas digitales](#)
- [Bicicleta & El ciudad Valencia](#)

**UNITED KINGDOM**

- [Best things to do in Valencia](#)
- [6 European cities with inspiring green initiatives](#)

**OCTOBER 2022****SPAIN**

- [Burdeos y Valencia capitales europeas del turismo inteligente 2022](#)
- [Valencia, la ciudad sin complejos](#)
- [Los deberes "bien hechos" de València como capital europea del turismo inteligente](#)

**GERMANY**

- [València será la Capital Verde Europea 2024](#)

## NOVEMBER 2022

## SPAIN

- [València acoge el III Congreso Mundial de Destinos Turísticos Inteligentes](#)
- [València acoge el III Congreso Mundial de Destinos Turísticos Inteligentes](#)
- [València acoge el III Congreso Mundial de Destinos Turísticos Inteligentes](#)
- [València acoge el III Congreso Mundial de Destinos Turísticos Inteligentes](#)
- [València acoge el III Congreso Mundial de Destinos Turísticos Inteligentes](#)
- [València acoge el III Congreso Mundial de Destinos Turísticos Inteligentes](#)
- [València acoge la próxima semana el III Congreso Mundial de Destinos Inteligentes con más de mil participantes](#)
- [Valencia acogerá el III Congreso Mundial de Destinos Inteligentes](#)
- [Valencia será el foco mundial de los destinos turísticos inteligentes del 21 al 23 de noviembre](#)
- [Valencia será el foco mundial de los destinos turísticos inteligentes del 21 al 23 de noviembre](#)
- [Valencia será el foco mundial de los destinos turísticos inteligentes del 21 al 23 de noviembre](#)
- [Valencia inaugura mañana el congreso mundial de destinos turísticos inteligentes](#)
- [València acull el III Congrés Mundial de Destins Intel·ligents](#)
- [Valencia inaugura hoy el congreso mundial de destinos turísticos inteligentes](#)
- [Valencia inaugura hoy el congreso mundial de destinos turísticos inteligentes](#)

- [Valencia, foco mundial de los destinos turísticos inteligentes del 21 al 23 de noviembre](#)
- [Valencia, foco mundial de los destinos turísticos inteligentes](#)
- [Ponferrada presenta su modelo de innovación y turismo en el Congreso Internacional de DTI](#)
- [Ponferrada presenta su modelo de innovación y turismo en el Congreso Internacional de DTI](#)
- [I'ALFAS.- El municipio presente en el III Congreso Mundial de Destinos Turísticos Inteligentes que se celebra en Valencia](#)
- [El Gobierno prevé que la Comunitat supere las cifras turísticas de 2019 en algunos mercados](#)
- [Turismo asegura que la recuperación turística se mantendrá para finales de año en la Comunitat](#)
- [València se convierte en foro mundial de debate sobre el modelo de turismo para el siglo XXI](#)
- [El Gobierno prevé que la Comunitat Valenciana supere a fin de año las cifras de 2019 en algunos mercados](#)
- [Colomer subraya que el fin de crear un Destino Turístico Inteligente es que "la experiencia sea más confortable y más feliz"](#)
- [Turismo asegura que la recuperación turística se mantendrá para finales de año en la Comunitat](#)
- [La Diputación asiste en Valencia al III Congreso Mundial de Destinos Turísticos Inteligentes](#)
- [Los retos del turismo del siglo XXI se debaten en València](#)

**NOVEMBER 2022**

- [Desarrollan en el metaverso una nueva oficina de turismo virtual de la ciudad de València](#)
- [El modelo de los Destinos Turísticos Inteligentes como ejemplo de sostenibilidad y convivencia](#)
- [València estrena oficina de turisme virtual al metavers](#)
- [València sienta las bases de las necesidades del nuevo turismo: sostenible e inteligente](#)
- [Un equipo de la UPV desarrolla en el metaverso una nueva oficina de turismo virtual de la ciudad de València](#)
- [Un equipo de la UPV desarrolla en el metaverso una nueva oficina de turismo virtual de la ciudad de València](#)
- [Desarrollan en el metaverso una nueva oficina de turismo virtual de la ciudad de València](#)
- [València se convierte en foro mundial de debate sobre el modelo de turismo para el siglo XXI](#)
- [Un equipo de la UPV desarrolla en el metaverso una nueva oficina de turismo virtual de la ciudad de València](#)
- [Antoni Bernabé \(Visit València\): «El debate de la tasa turística está superado, al menos en el ámbito del turismo urbano»](#)
- [Cinco parques para conocer Valencia en clave verde](#)
- [Valencia será la Capital Verde Europea 2024](#)
- [Ribó hace un llamamiento a la colaboración público-privada para promover un turismo "inteligente y sostenible"](#)

- [Cita mundial del turismo inteligente en València](#)
- [Valencia acoge el III Congreso Mundial de Destinos Inteligentes](#)
- [València acoge el III Congreso Mundial de Destinos Inteligentes para debatir los retos del turismo del siglo XXI](#)
- [Valencia acoge el III Congreso Mundial de Destinos Turísticos Inteligentes](#)
- [Valencia acogerá el III Congreso Mundial de Destinos Inteligentes](#)
- [València sienta las bases de la necesaria evolución a un nuevo turismo sostenible e inteligente](#)
- [València perfila el modelo de turismo que viene: sostenible e inteligente](#)
- [El modelo de Destino Turístico Inteligente desarrollado por València ha multiplicado su valor añadido](#)
- [Valencia se convierte en foro mundial para debatir sobre el modelo de turismo del siglo XXI](#)
- [Cadena de valor | Turisme i destins intel·ligents](#)

**UNITED KINGDOM**

- [From Valencia to Bordeaux, these European cities are redefining the future of travel](#)

# 08

## LEGACY AND FUTURE OF THE SMART TOURISM CAPITAL



[SmartTourismCapital.eu](http://SmartTourismCapital.eu)

VALÈNCIA 2022

**Its year as Smart Tourism Capital shone the international spotlight on the city of Valencia as a tourist destination and on how tourism activity is managed.** Our policies and practices have been studied and analyzed by the media, policy makers and specialists from other destinations, as well as by experts and members of the Academy. As a result, it has been determined that there is a real process of change for dealing with the problems that tourism generates in urban environments. There have been debates and research, like the ones in the Palacio de Congresos, at the 3rd World Congress of Smart Tourist Destinations, that lasted nearly three days. The city's efforts to control phenomena - such as the proliferation of tourist rentals, overcrowding and gatherings, pollution, or the difficulties of internal mobility, all of which are very topical issues in cities with tourism appeal throughout Europe - have been recognized.

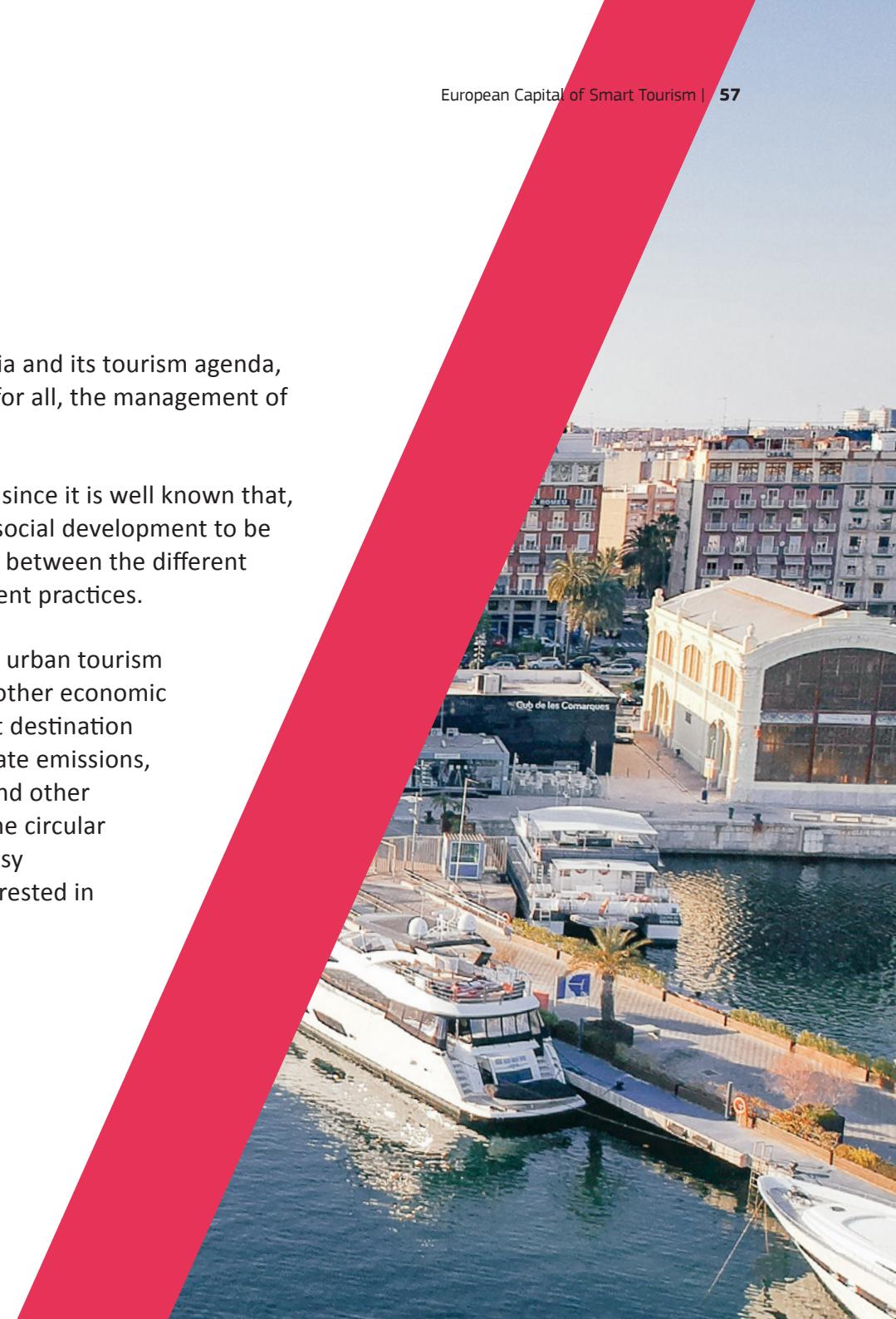


2022, therefore, was a public examination of the progress made by Valencia and its tourism agenda, involving factors such as tourism sustainability, inclusiveness and tourism for all, the management of cultural heritage, digitization, efficiency and governance.

There are major challenges, such as improving public-private cooperation, since it is well known that, in this economic activity that is tourism, success requires both spheres of social development to be closely linked. Likewise, there must be constant improvements in relations between the different levels of public administration in order to optimize budgets and management practices.

Important problems that the European Commission notes as challenges to urban tourism must also not be overlooked. Economic well-being, the effects induced in other economic sectors and the brand reputation that entails being an international tourist destination must be reconciled with policies to provide housing, control and compensate emissions, distribute income equally, sustainable mobility, monitor crowding, noise and other related effects, protect local culture and heritage, regulate and promote the circular economy. Undoubtedly, these are complex issues that have no single or easy solution, considering that we live in very open societies full of citizens interested in traveling, and the experiences this entails.

The city of Valencia must continue to generate data that leads to better analyses and diagnoses. The Smart City Office and the Tourist Intelligence System of the Visit Valencia Foundation must, together with employment, environment, urbanism and other observatories, continue to generate scorecards and indicators that provide a better understanding of how tourism works and its effects, in order to paint a complete picture.





Undoubtedly, digitization in the broad sense will be the technology that will better reduce friction and the undesirable effects of tourism. The efficiency that the use of sensors, automation and artificial intelligence will bring (the Fourth Industrial Revolution) makes us optimistic about the medium term, without forgetting the ethical and inclusivity challenges, to name two, that this technological leap entails.

**The naming of Valencia as European Green Capital 2024 will continue to make the city an example to be followed by public experts in sustainability and new green policies,**

which closely reflect the most advanced urban development strategies in Europe. The city's model, which is committed to sustainable mobility, green squares and areas, renewable

energies, the 2030 Climate Mission and local farming, follows the path that the most proactive and profitable travelers also want to travel, in every sense, in the long term.

The Visit Valencia Foundation, together with the Department of Tourism and the city's remaining departments, will continue to work to promote smart tourism or responsible tourism. Once a capital always a capital, which is why Valencia will continue to be consistent and lead by example in the European Union and with those who decide to become familiar with it, through social dialogue and seeking maximum consensus.

# 09

## MEDIA AND MATERIALS





# 10

## REFERENCES AND LINKS OF INTEREST

- [Smart office City of Valencia: \(link\) Smart City Valencia - Valencia Smart City \(valencia.es\)](#)
- [Valencia City Council Missions Valencia 2030 | A model of innovation governance: Valencia 2030 Missions \(missionsvalencia.eu\)](#)
- [Visit Valencia Official Tourism Website of the city of Valencia | Visit Valencia](#)
- [TIS of visit Valencia TIS: Tourism Intelligence System | Visit Valencia](#)
- [Reports and plans of Visit Valencia Strategic plan Visit Valencia | Visit Valencia Foundation \(visitvalencia.com\)](#)
- [Bordeaux Tourist Office. Accueil | Bordeaux Convention Bureau \(bordeaux-tourisme.com\)](#)
- [DG Industry, European Commission. An EU initiative to reward innovative and smart tourism in European Cities! \(europa.eu\)](#)
- [VALENCIA - European Capital of Smart Tourism 2022 \(europa.eu\)](#)
- [3rd STD World Congress https://www.smartdestinationsworldconference.org/](https://www.smartdestinationsworldconference.org/)

# 2022, the year of Valencia.

European Capital of  
Smart Tourism.

VALÈNCIA  
[visitvalencia.com](http://visitvalencia.com)

AJUNTAMENT DE VALÈNCIA  
REGIDORIA DE TURISME

