Malaga has been named the European Capital of Smart Tourism 2020. This distinction, awarded by the European Commission, is given in recognition of the work done in various fields to turn the city into one of Europe’s benchmark tourist destinations. Thanks to the transformation carried out in recent years, Malaga is now a leading destination in terms of accessibility, sustainability, digitalization, cultural heritage and creativity.

EUROPEAN CAPITAL OF SMART TOURISM 2020

Malaga has been incorporating the concepts of sustainability, innovation and culture into its strategic plans for years. Today the city offers everything the traveler and resident need.

Malaga’s commitment to the Smart City is about to celebrate its tenth anniversary and, during this time, important improvements have been made to consolidate the provincial capital as a smart city that connects with its citizens and promotes energy efficiency, sustainable mobility and urban connectivity, as well as strongly encouraging technological entrepreneurship and promoting synergies between companies and the public administration in order to continue building towards this objective.

WHY MALAGA WON?

Malaga has been moving forward in the digitalization of public services, the use of new technologies in the urban environment, environmental protection actions, improvements in the welfare and quality of life for citizens, mitigation of the effects of climate change and promotion of efficiency in the use of resources, as well as progress in waste management.

Likewise, the mobility strategy is marked by sustainability and multimodality in transport, bringing significant economic, environmental and health benefits. In addition, many projects have been launched in the field of energy. Together, these have demonstrated that Malaga is a city committed to the Sustainable Development Goals (SDGs).

EUROPEAN CAPITAL OF SMART TOURISM

Malaga, Spain

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• Central Office. Plaza de la Marina, 11
• Visitor Reception Centre Ben Gabirol. Calle Granada, 70
**DIGITALIZATION**

Malaga City Council has gone much further than just implementing electronic processing of administrative procedures. It has advanced in the building of numerous electronic services that can be accessed directly by the interested parties. The city has also launched a Strategic Plan for Technological Innovation 2018-2022 with the aim of making Malaga an innovative, technological and smart city.

The mission of this strategic plan is to facilitate the relationship of citizens with their City Council by delivering efficient, sustainable and quality services through the application of new technologies. The city thus becomes a space for innovation that allows optimal management, generates benefits, improves the quality of life of citizens and public institutions, and preserves natural resources.

**ACCESSIBILITY**

Malaga is an accessible city. In 2018, the European Commission recognised the city for the work carried out in the area of accessibility in the framework of the European Capital of Smart Tourism 2019. In fact, in recent years Malaga has been equipped with the most intelligent, innovative and inclusive solutions in terms of accessibility. These include the ‘Enjoy the Beach’ project, promoting accessibility on the coast for people with reduced mobility, the fleet of fully adapted city buses and the project ‘Accessible City Malaga’, which offers cultural and tourist routes adapted to all audiences.

**CULTURE AND HERITAGE**

Malaga looks back at more than 3,000 years of history, from its Phoenician origins to the beautiful, friendly and cosmopolitan city that today enamours tourists from all over the world. It was years ago that Malaga first made its commitment to culture and today it is a benchmark model and one of the most dynamic cities in Europe. All this is the result of a city project that has become a reality.

Malaga’s cultural offer has increased notably in recent years, investments have been made in museum and cultural facilities. One of the determining aspects on which this commitment to cultural dynamism and heritage conservation is based is the revitalisation of the Historical City Centre. The city’s legacy of historical heritage – with monuments such as the Alcazaba, Gibralfaro Castle and the Cathedral – has been further enriched by a wide variety of museums and exhibition centres.