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## PRESS RELEASE

# Lyon, named European Capital of Smart Tourism 2019

Last Monday evening in Brussels, Lyon was named “European Capital of Smart Tourism 2019” by the European Union, a title it shares with Helsinki.

Lyon's bid, jointly submitted by the Métropole of Lyon and the ONLYLYON Tourism & Conventions, was considerably strong. Awarded for the very first time by the European Union, this title honours the attractive, dynamic and accessible city of Lyon's efforts to boost smart tourism thanks to outstanding accomplishments in digital innovation, environmental friendliness and the quality of life of its residents.

"For several years now, the city of Lyon and all those involved in the tourism sector in the region, have been committed to smart tourism, and have been intent on providing a top quality welcome and offers. This prize acknowledges the collaborative achievements that have enabled Lyon to become an increasingly attractive tourist destination, both for business and leisure activities," says David Kimelfeld, President of Metropolitan Lyon.

Defended in Brussels on Monday 24th September in front of a jury made up of European Commission experts, Lyon's bid, which was in competition with those of 48 other cities, tied with Helsinki ahead of 8 other finalists: Brussels (Belgium), Ljubljana (Slovenia), Nantes (France), Malaga (Spain), Palma de Majorca (Spain), Poznan (Poland), Tallinn (Estonia), and Valencia (Spain).

"This prize rewards all the endeavours made by Lyon over the past years, but more importantly, it will prove a tremendous launching pad for the city. It will enable us to pursue our innovations, and implement new actions towards helping to shape tourism in the future!" says Jean-Michel Daclin, President of the ONLYLYON Tourism & Conventions.

As the winner of this title, Lyon will benefit from support in matters of communication and promotion, which will include the making of videos, the installation of a sculpture and tailor-made promotional activities.

In 2016 Lyon had already been awarded the title of European Leading City Break Destination during the World Travel Awards, and in 2018 it also won the European Commission's Access City Award, which showcases cities that make life more accessible for disabled people in particular.

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