



# Isfahan: The Tourism Capital of Asian Cities in 2025



## A Treasure Trove of Ancient Iranian History and Civilization

Isfahan, a treasure trove of ancient Iranian history and civilization, is a city where art and culture are woven into its very fabric. Dating back thousands of years, Isfahan served as the capital of Iran during the Buyid and Seljuk empires and under Safavid rule. Every corner of Isfahan, from its magnificent mosques and palaces to its traditional bazaars and historical bridges, tells a story of past glory. With its breathtaking architecture and exquisite handicrafts, this city is renowned not only in Iran but throughout the world as a historical, cultural, and artistic destination, annually welcoming many tourists captivated by its beauty.

افتخارات گردشگری اصفهان  
اصفهان پایتخت گردشگری  
شهرهای آسیایی در ۲۰۲۵  
ترکیب جذابیت‌های تاریخی و جاذبه‌های مدرن





### **Asia for Citizens, Convergence for a Better Life**

The Asian Mayors Forum (AMF) was established in 2008 with the support of the Asian Parliamentary Assembly, under the motto "Asia for Citizens, Convergence for a Better Life." The forum's members include nearly 120 cities from 39 Asian countries, with Iran having the largest share of members. One of these members is the beautiful city of Isfahan.

## An Idea for Selecting Asian Capitals

Following this successful experience in 2024, the Asian Mayors Forum launched the call for Asian Capitals for 2025. Based on this call, member cities of the Asian Mayors Forum submitted their special activities in the three fields of tourism, environment, and culture. Subsequently, the necessary judging and review of these activities were conducted.



In 2024, the forum took an initiative: naming three cities—Shiraz as the Environmental Capital, Ghobeiry in Lebanon as the Cultural Capital, and Hamadan in Iran as the Tourism Capital.

## Another Honor for Iran and Isfahan

The judging results brought another honor for Iran and Isfahan. The city of Isfahan was awarded the title of Tourism Capital of the Asian Mayors Forum for 2025 among 40 participating cities, recognized for its achievements in tourism and promotion of urban attractions, thanks to its historical and modern appeals. The creative events organized by Isfahan Municipality's Tourism Department, alongside the city's historical attractions, were among the most significant reasons for achieving this success.

### Capital of Tourism

The city of **Isfahan, Iran**, has been selected as the Capital of Tourism for its unique blend of historical charm and modern attractions.



## Isfahan: An Inspiring City for Tourism

Asian Capitals serve as inspiring examples of innovation and excellence in their respective categories. The Asian Mayors Forum (AMF) hopes that their recognition will foster greater cooperation in culture, environment, and tourism across Asia.



Launch news and information headquarters after the memorial statue awarding and opening ceremony.

## **Executive Measures During the Year of being Asian Tourism Capital**

The selection of Isfahan as the Tourism Capital of Asian Cities in 2025 presents a unique opportunity for "Nesf-e Jahan" (Half the World) to further showcase its potential and reveal another facet of the city of turquoise domes to the world. Key actions in this regard are proposed as follows:

Form support, content production, advertising, events, financial, and ceremonial committees.

Appoint an Asian Cities Tourism Ambassador.

Establish a secretariat for Asian Cities Tourism events within the Tourism Department.

Develop an event calendar based on Isfahan's, national, and Asian tourism occasions, as well as thematic events.

Produce high-quality tourism products and content about Isfahan.

# ISFAHAN 2025

TOURISM CAPITAL OF ASIAN CITIES

