



Data-driven solutions for smart crowd flow management. Visitor counting with sensors and AI at tourism hotspots.

Date & Time: **9th June 2026. 9am to 3pm. Free, lunch included.**

Venue: **Il-Biċċerija l-Antika**, Valletta Design Cluster, 25 Bull Street, Il-Belt Valletta, Malta.

Many cities across the Mediterranean are struggling against increasing pressure on their infrastructure and environment from, population and tourism growth, rapid urbanisation and the escalating impacts of climate change. Traditional approaches to visitor management are often insufficient to handle these challenges, leading to a growing demand for improved sustainability and management of crowd flows in order to enhance visitor and residents' experiences in over-touristic areas. Visitor counting and management strategies are essential to prevent the overburdening of popular sites, and to ensure a positive visitor experience which preserves the cultural and environmental integrity of these locations. **TOURISMO has implemented a vast array of innovative technologies across eight MED pilot sites with high tourism pressure in order to monitor and manage visitor flows.**

This event brings together experts to explore how advanced technologies - specifically **visual sensors, IoT devices, and edge artificial intelligence (AI)** - are enabling cities to rethink how people and vehicles move through urban spaces and tourist areas. We explore case studies across major EU countries that have applied counting frameworks to analyse foot traffic and make faster decisions, strengthen security and privacy, streamline passenger flow, increase operational capacity and improve service quality. This session will provide valuable insights for city leaders, transport authorities, and technology partners seeking to accelerate their smart tourism strategies.

Key discussion points:

- The growing role of AI and computer vision in traffic and environmental monitoring at hotspots.
- How digital twins enable predictive, data-driven crowd management.
- Challenges and opportunities in scaling AI and sensor technologies within urban networks.
- How cities are using camera and IoT sensor data to improve crowd efficiency.
- Real-world case studies from Europe demonstrating measurable impact.

www.TOURISMO.interreg-euro-med.eu

This event is free but booking is required.
Spaces are limited to 60 pax. Register on
<https://forms.gle/TZqGGHD7zY2HkNbM9>
or by email on info@mrddf.org



Malta
Tourism Authority



il-Majjistral
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Malta Council for the
VOLUNTARY SECTOR

Agenda

Tuesday 9th June 2026

8:30 **Registration and welcome coffee.**

9:00 **Opening.**

Leslie Vella. Deputy CEO. Chief Officer Strategic Development. Malta Tourism Authority.

9.10 **An introduction to the TOURISMO Project.**

Mara Antoniadi. President. Development Agency of the South Aegean Region (READ S.A.)

9.20 **How cities are using thermal cameras and IoT sensors paired with AI to improve tourism flows efficiency and management: TOURISMO Florence pilot and beyond.**

Franca Fauci. Foundation for Research and Innovation. Paolo Nesi. University of Florence, DISIT Lab.

9.45 **Monitoring crowds from cruise port to historic city: the case of Valencia.**

Ana Magdalena Molina. Fundación Santa María la Real del Patrimonio Histórico.

Joan Meseguer Llopis. Fundacion Valenciaport.

10:05 **Challenges and opportunities within urban networks: the Snap4City Platform Best Practices.**

Paolo Nesi. University of Florence, DISIT Lab.

10:35 **Sustainable Visitor Flow Management in Sensitive Island Destinations - The Biševo Island Case.**

Ivo Benzon. RERA SD.

11:00 **Coffee break**

11:30 **Visitor counting on a busy Maltese beach... opportunities for protected areas.**

Brian Restall. MRDDf.

11:45 **Monitoring tourist flows with drones at the Varna Pilot in Bulgaria.**

Todorka Dimitrova. Varna Economic Development Agency (VEDA)

12:00 **Real-time data and smart monitoring in a UNESCO World Heritage site: the case of Rhodes.**

Eleftheria Nikitara. Development Agency of the South Aegean Region -READ S.A.

12:15 **Limassol: A Smart Pilot for Sustainable Visitor Management in the Heart of Limassol.**

Rakis Pieridis. Development Agency of Lemesos.

12:30 **A Tourism Carrying Capacity Limit (TCCL) tool developed in the TO Care Med project to address over-tourism and its impact on our natural and cultural heritage.**

Nicola Camatti. Dep. Economics, University of Venice Ca' Foscari, TO CARE MED.

13:00 **Lunch**

14:15 **TAAS project and 360° Tourism-as-a-Service Framework: From data to co-planning and back.**

Glykeria Myrovali. Centre for Research and Technology Hellas (CERTH/HIT).

14.35 **Libeccio. Destination Management Support System integrating sustainability indicators and Big Data.**

Christos Alexakos, ISI/ATHENA

14:45 **Strengthening Sustainable Tourism Governance through Data-Driven Solutions and Mediterranean Cooperation.** Flora Leroy. Senior EU Programmes Officer, CPMR-IMC.

15:00 **Promoting the design of eco-tourism alternatives for the cruise sector.**

Carolina Navarro Correcher. PORTCREW Project. Fundacion Valenciaport.

15:20 **Panel Discussion and Questions (20 mins.)**