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TOURISMO Final Conference

Data-driven solutions for smart crowd flow management.

Visitor counting with sensors and AI at tourism hotspots.

9th of June 2026

Valletta, Malta

Promoting the design of eco-tourism alternatives for the cruise sector

Carolina Navarro, Fundación Valenciaport

PortCREW- Port-City Regions To Wave Med Cruise Destinations As Smart, Sustainable And Striking Eco-Tourism Systems

- **PortCREW** is an EU Project co-funded by **Interreg Euro-MED** that responds to cruise tourists' growing demand for authentic, accessible, and sustainable inland experiences, by testing an **innovative eco-tourism platform** across five Mediterranean ports in Spain, France, Italy, Slovenia, and Greece.



Total budget

€ 2 028 851



Project duration

33 months



Interreg Funds

€ 1 623 0811



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The PortCREW key objectives

- Promoting smart and sustainable ecotourism in the MED cruise ports.
- Increasing the touristic value of the less-known inland natural areas (and events).
- **New smart platform**, jointly developed, able to collect and valorize eco-touristic destinations.
- **Support cruise managers and public authorities** in providing more targeted tourist information in the cruise terminals.
- Defining more sustainable and local-based **tourist packages** for cruisers.
- Activate **local investments** for testing new replicable solutions.
- **Joint strategies and Action plans** with EU relevance.



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Who we are?

- Knowledge partners



Lead Partner

- Operational partners





The five cities involved in the project

-  Valencia
-  Toulon
-  Koper
-  Ravenna
-  Thessaloniki



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The PortCREW Platform

- The PortCREW platform is an **innovative digital solution** allowing to collect, organize and provide the morning news to the cruisers, informing them about the **eco-tourism activities**, the **less-known places** to visit and their specific historic, cultural and natural values.
- The platform intends to support cruise managers, port authorities and local authorities in providing **targeted and dynamic touristic information** to better tackle **over-tourism situations**.



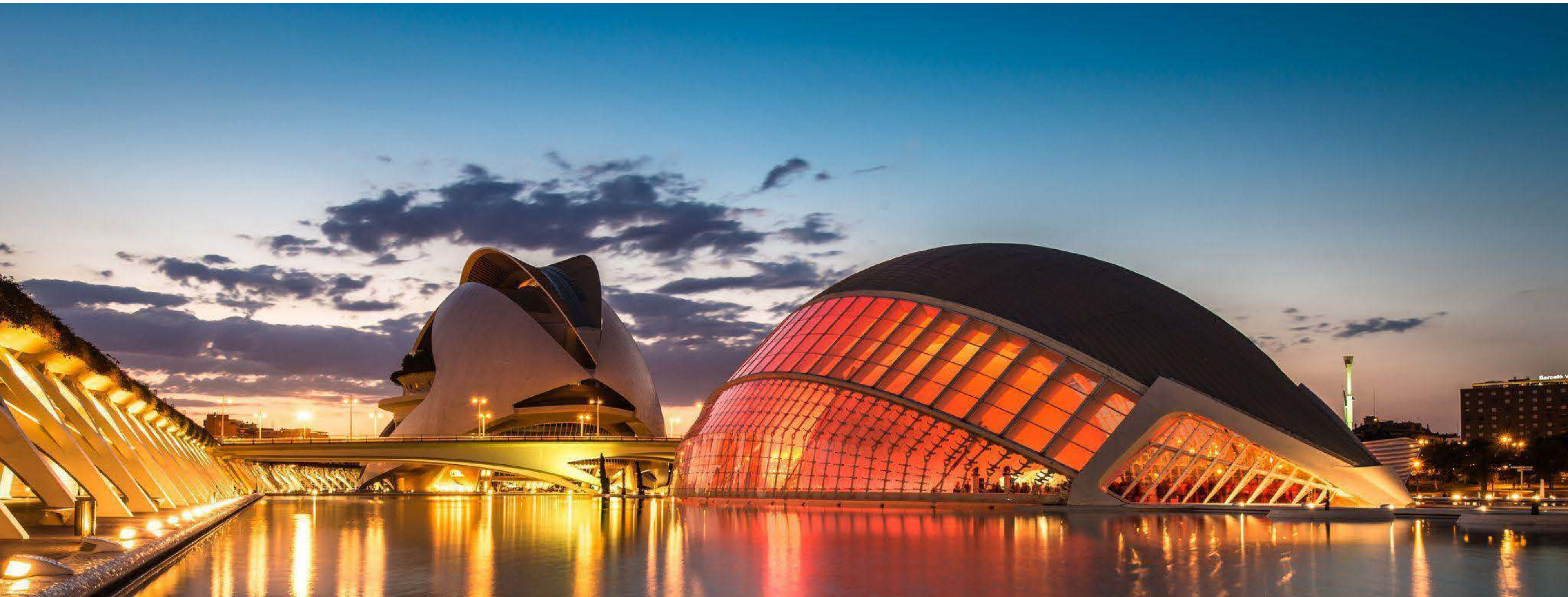
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VALENCIA PILOT AT PORTCREW



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Valencia as a cruise destination

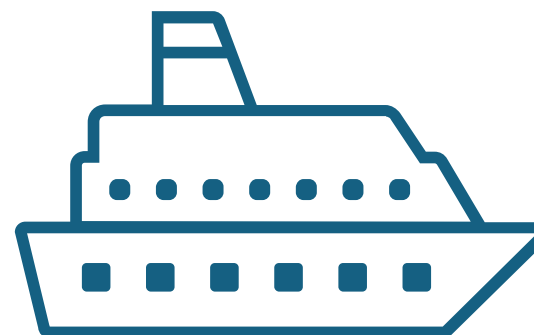


Located in the Mediterranean sea (**1.6** million inhabitants; metropolitan area).

Every visit to Valencia is a chance to experience a unique way of life: open, welcoming, and full of a very special light

The cruise port of Valencia is **4.5** km from the city centre.

799,050 cruise passengers



298 cruise calls



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2025 Data

The Cruise Strategy

has evolved in response to the needs of our clients and destinations

1

Balance seasonality:
Reduce congestion during peak season and distribute activity throughout the year.

2

Decentralize visitor flows:
Avoid concentrations across both time and space

3

Measure and communicate environmental sustainability actions and economic impact:
Prioritize data and evidence over opinions

4

Social sustainability:
Diversify tourism products, train new local tourism operators and suppliers, and expand tourism across the region.

5

Shift the communication focus:
From volume to social impact.



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Where do cruise passengers go and what do they visit?



84,5% of cruise passengers: remain in the urban area of Valencia

15,5% % of cruise passengers visit another municipality in the Province



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Valencia pilot Objective

Designing new excursions adapted to the new cruisers' needs, in particular people with certain degrees of disability, families and new generations of travellers to the Valencia Province



To **collaborate with our city as a tourist destination** (Province of Valencia) and with the cruise industry (tour operators and shipping companies).



To **develop and promote a range of excursions that take place outside** the most popular tourist areas.



To help **relieve congestion in areas with the highest tourist numbers**



To promote **social sustainability** in relation to cruise ship traffic in the city.



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Valencia Pilot Methodology



1

Analysis of the current situation

2

Designing new excursions in Valencia Province

3

Testing- FamTrip



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1 Analysis of the current situation

305 interviews to cruise passengers

The questionnaire of the interview was designed to gather detailed information about the behaviours, movements, and experiences of cruise passengers during their visit to Valencia.

7 Bilateral Meetings with cruise stakeholders

- Public Authorities: Regional Provincial Government and Port Authority of Valencia
- Shipping companies and International Cruise Association
- Tour Operadors



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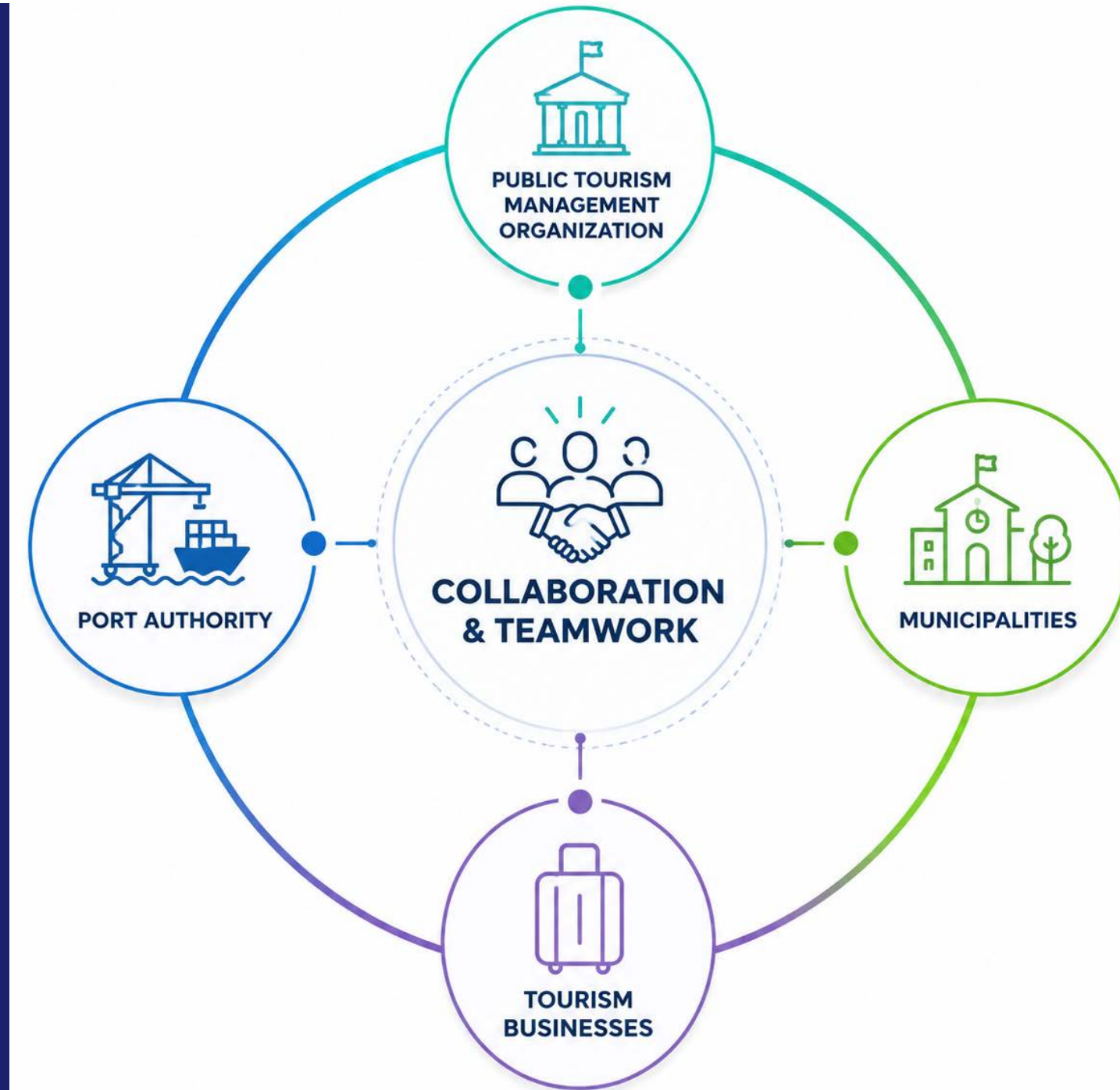
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2 Designing new excursions in Valencia Province

- **Training for local stakeholders** (local councils and tourism businesses) interested in developing specific tourism products for cruise passengers.
- **Designing and developing new excursion** options tailored to the needs of today's cruise passengers, particularly those with disabilities, families and the younger generation of travellers.
- **Organisation of a familiarisation trip- FAMTRIP-** for tour operators and cruise lines to present and validate the new offering.



● Training for local stakeholders: Regional Workshop



Workshop
Regional
Turismo de Cruceros:
Una oportunidad para crear nuevas excursiones en la Provincia de Valencia

Te invitamos a participar en esta jornada formativa en la que conoceremos las claves del turismo de cruceros en Valencia, de la mano de los principales profesionales del sector. Una iniciativa orientada a impulsar a destinos y empresas en el diseño y desarrollo de nuevos productos turísticos, capaces de atraer a los cruceristas hacia nuevos enclaves, experiencias diferenciadoras y propuestas de alto valor añadido.

FEB
-
28
-
2026

DE 8:30 – 15:00H

Sala Neptuno
Autoridad Portuaria de Valencia
Avda. Muelle del Turia s/n
46024 Valencia

Organizado por:
FUNDAZIONE VALENCIAPORT
AUTORIDAD PORTUARIA DE VALENCIA
Diputació de València

Con la colaboración:
MSC

Financiado por:
PortCREW
INTERREG
Co-financiado por el Fondo Europeo de Desarrollo Regional

Training session to explore the key aspects of cruise tourism in **Valencia**.

This initiative is aimed at helping destinations and companies in the design and **development of new tourism products**, capable of attracting cruise passengers to **new locations, unique experiences, and high value-added offerings**.



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Training for local stakeholders: Regional Workshop



- **45 attendees:** local tourism boards, tourism departments of municipalities within the province of Valencia, as well as tourism companies.
- **Top-rated experts** from the Port Authority of Valencia, Valencia Provincial, Cruise Shipping Company and Tour-operator.
- **Specific contents** regarding cruise industry, needs of the cruise lines and touroperator and how to design a cruise excursion



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Designing and developing new excursion



13 Experiencias en los huertos de Valencia

A pocos minutos del puerto, la **Huerta Norte** le invita a un viaje sensorial por las fértiles tierras que han alimentado a Valencia durante siglos. Pedalee por tranquilos caminos bordeados de arrozales, huertos y fragantes cítricos, descubriendo las raíces del patrimonio culinario de la región.

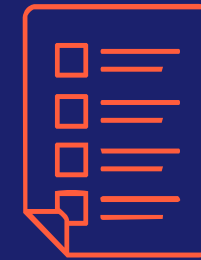
Disfrute de una auténtica experiencia de «**horchata y fartons**», degustando la cremosa «leche vegana» elaborada a partir de **chufas**, acompañada de los dulces y delicados pasteles que han deleitado a los lugareños durante generaciones. Visite los cultivos, aprenda sobre el cultivo tradicional y sienta la conexión con el pasado agrícola de Valencia.

O pasee por los **naranjales, limoneros y mandarinos**, inhalando el embriagador aroma de la fruta madura. En temporada, recoja sus propios cítricos y prepare una **receta tradicional valenciana**, experimentando de primera mano los vibrantes sabores del Mediterráneo.

Esto es **más que una visita guiada**: es un viaje a través del color, el aroma y el sabor, una oportunidad para pedalear, explorar y saborear los auténticos sabores de Valencia directamente desde su origen. Desde los exuberantes campos de la Huerta hasta la dulzura de la horchata recién hecha, cada momento da **vida a la esencia de Valencia**.



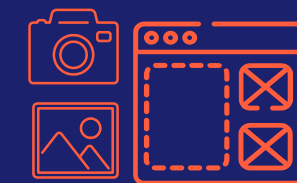
Tema / Tipo de experiencia	Punto de llegada (donde el autobús deja a los pasajeros)
Gastronómica Naturaleza Aventura	Centro de Valencia
Tipo de excursión	Cómo llegar al punto de partida de la excursión
Moderada	En autobús
Nivel de dificultad física	En bicicleta
Media	Cómo se desarrollará la excursión
Apto para personas con movilidad reducida	A pie
Si	En bicicleta
Apto para familias / niños	Distancia desde el puerto (Km/tiempo aproximado)
Si	En autobús: 5-12 km / 30-45 min.
Disponible durante todo el año	A pie: No apto
Todo el año	En bicicleta: 1,5-5 km / 10-20 min.
Duración aproximada de la actividad	Possibilidad de combinar con otras actividades
Sin incluir transporte: 3-5 horas Incluyendo transporte: 3,5-5,5 horas	Si



Interest from the destination



PortCrew team consulting/guiding services



Development of the commercialization material



Famtrip



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The Province of València unveiled



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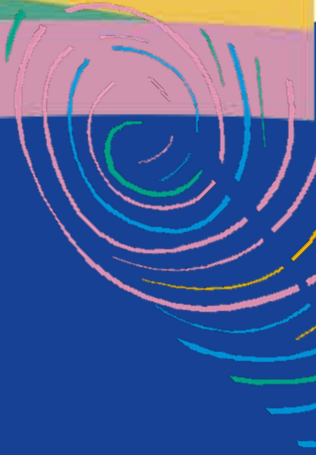


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Making
the **Mediterranean**
Green Transition
happen

