



**TOURISMO**

**Interreg**  
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## **TOURISMO Final Conference**

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

**Mara Antoniadi**

President of READ S.A. & Regional Councilor of the South Aegean, in charge of European Programmes

9th of June 2026

Valletta, Malta

# TOURISMO - TOURism Innovative and Sustainable Management of fLOWs

*Goal: Develop an innovative monitoring and decision-support system for sustainable tourism management.*

Challenge	Solution	Pilot Testing
Overtourism Pressure	Smart data & ICT tools	8 MED pilot areas
Visitor Concentration	Monitoring systems	Thermal cameras
Resource Management	Decision support platform	Drones & sensors



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## TOURISMO at a Glance

### Duration

33 months

Starting date of activities: 01/01/2024 - End date of activities : 30/09/2026

### Objective

RSO1.1 - Developing and enhancing research and innovation capacities and the uptake of advanced technologies

### Mission

Enhancing sustainable tourism

### Project category

Test project-Thematic Project



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## TOURISMO Partnership

1. Development Agency of South Aegean Region –READ S.A. – **Lead Partner, Greece**
2. University of Florence - **Italy**
3. Foundation for Research and Innovation - **Italy**
4. Valenciaport Foundation- **Spain**
5. Development Agency of Lemesos LTD - **Cyprus**
6. Varna Economic Development Agency - **Bulgaria**
7. Public Institution for Coordination and Development of Split Dalmatia County - **Croatia**
8. MALTA REGIONAL DEVELOPMENT and DIALOGUE FOUNDATION - **Malta**
9. KINNO INNOVATION INTERMEDIARIES - **Greece**
10. Santa Maria la Real Foundation of Historical Heritage- **Spain**



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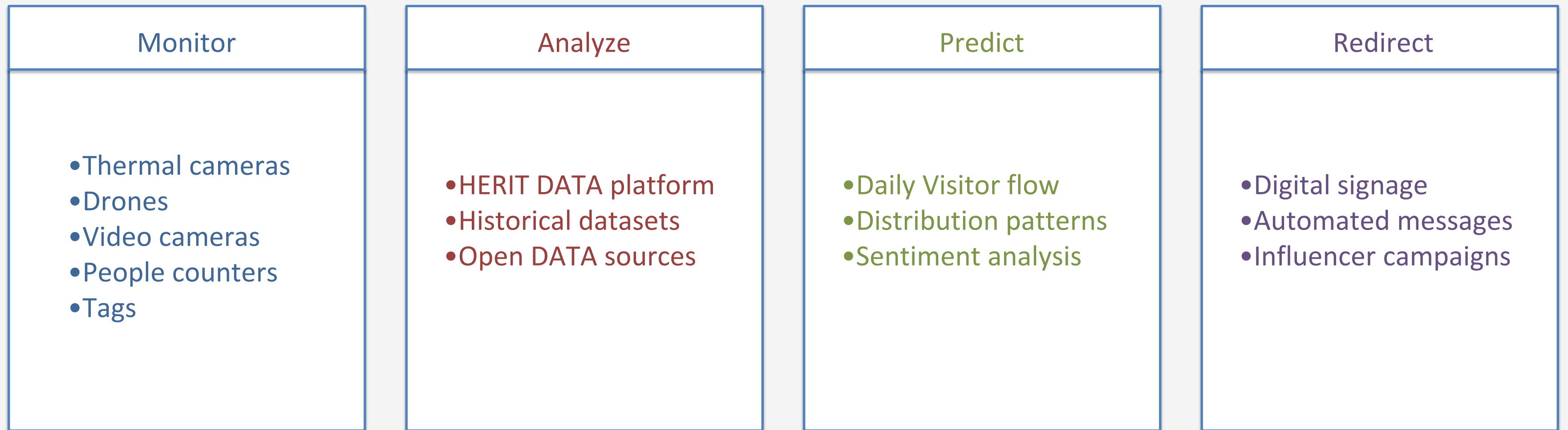
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## How TOURISMO works

Fostering research & innovation for the management of tourism flows in Mediterranean destinations through.



Goal: Improve tourism flow management through monitoring, analytics, forecasting and visitor redistribution strategies.



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## Pilot Areas & Use Cases (Part I)



**Rhodes, Greece** → Heritage protection

**Florence, Italy** → Smart city monitoring

**Valencia Port, Spain** → Cruise flow management

**Limassol, Cyprus** → Port congestion analysis



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## Pilot Areas & Use Cases (Part II)



**Varna, Bulgaria** → Smart Visitor Management

**Biševo Island, Croatia** → Sustainable Natural Site Management

**Golden Bay, Malta** → Visitor Capacity & Forecasting

**Valencia City, Spain** → Smart Heritage Monitoring



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# Target Groups

 Public Authorities |  Tourism SMEs

 NGOs |  DMOs

 Tourism Agencies |  Technology Providers

 Citizens |  Visitors



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# Key Challenges Addressed by TOURISMO

## Inclusive Tourism

Promote accessibility, inclusiveness and digital equity for all visitors.

## Visitor Flow Management

Reduce overcrowding and improve visitor distribution.

## Resident–Tourist Balance

Strengthen positive interactions between visitors and local communities.

## Tourist Engagement

Inform and educate visitors about sustainable tourism practices.

## Stakeholder Collaboration

Bring together authorities, businesses and local stakeholders.

## Innovation & Upscaling

Enhance existing solutions with advanced technologies and new functionalities.



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Making  
the **Mediterranean**  
**Green Transition**  
happen

