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TOURISMO

TOURism Innovative and Sustainable Management of flOWs

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



How do we balance heritage preservation with growing tourism pressure in Valencia?



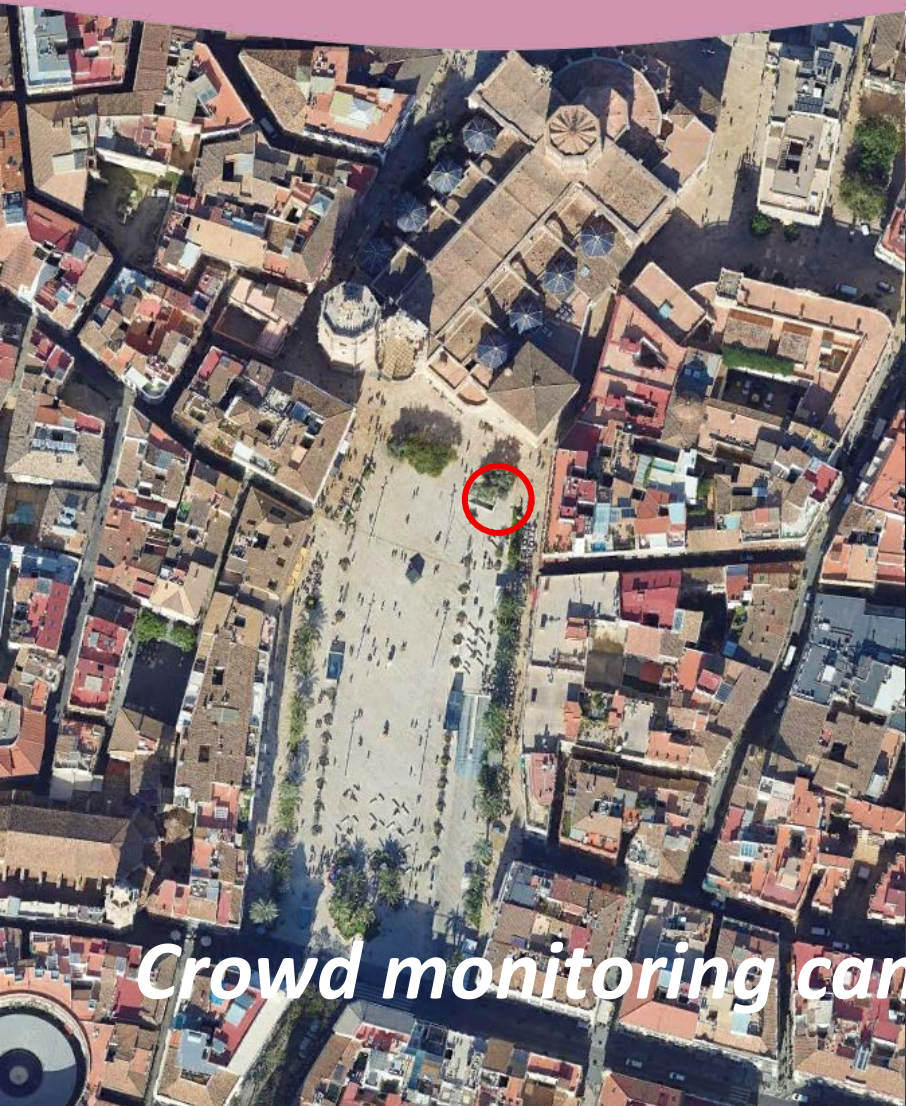
Making it a reality of linking **tourism flow data** with **environmental conditions** inside heritage buildings, providing site managers with practical tools to understand **occupancy patterns, identify critical situations** and support **decision-making**. It has also strengthened stakeholder coordination and promoted a data-driven approach to sustainable tourism management an approach replicable in other heritage contexts across the Mediterranean

Made possible through sensors, a digital platform and continuous stakeholder engagement, it delivered real-time visitor monitoring across public spaces and landmark buildings such as La Lonja

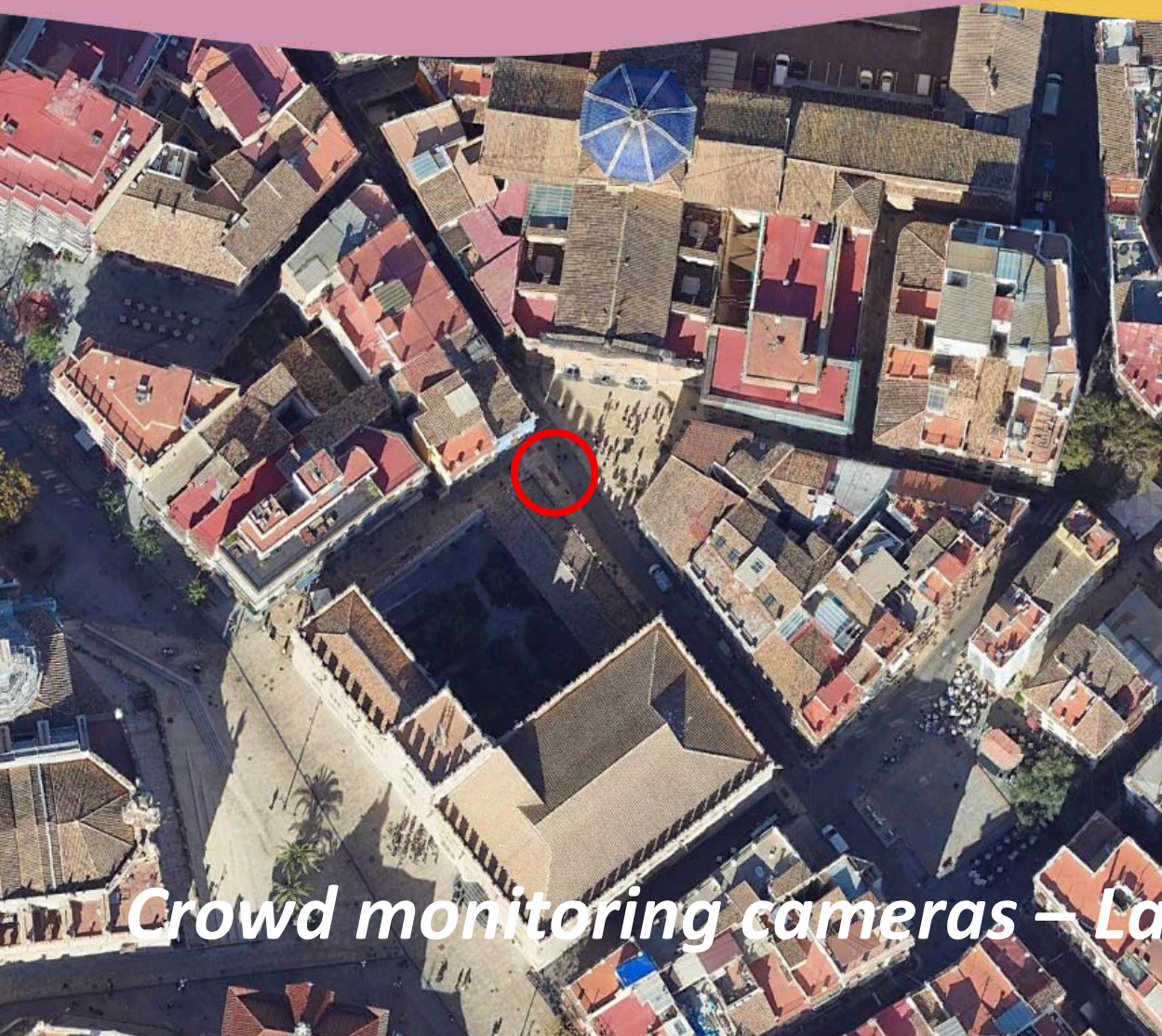


Pilot area

Other tourist excursions (e.g. Albufera)



Crowd monitoring cameras – Plaza de la Reina



Crowd monitoring cameras – La Lonja



LA LONJA



MUSEO DE LA CIUDAD

Monitored buildings





LONJA DE VALENCIA

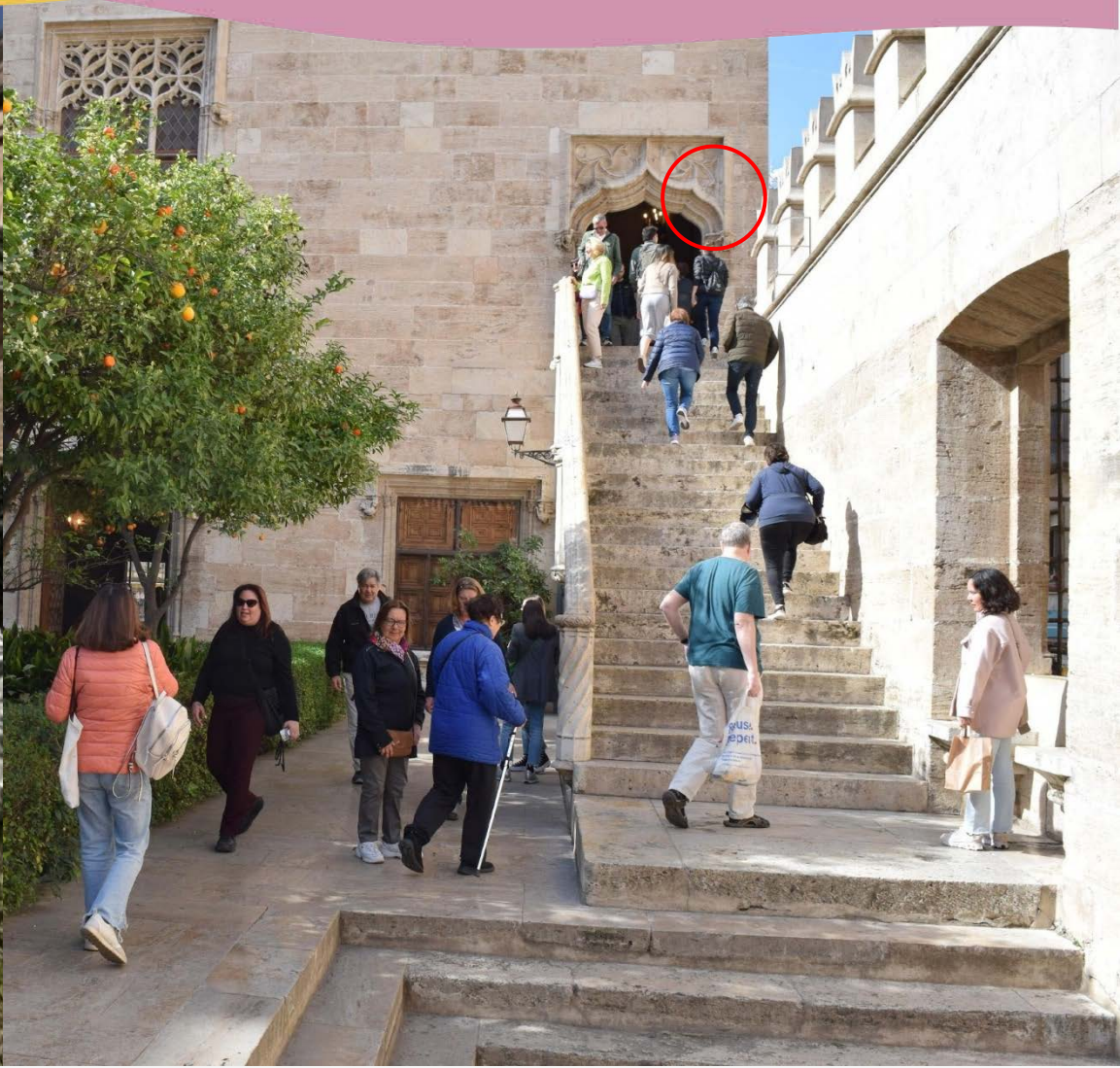
The image shows the interior of the Valencia Cathedral, a large Gothic church. The space is filled with tall, slender, twisted stone columns that support a high, vaulted ceiling. Several ornate chandeliers hang from the ceiling, casting a warm light. In the background, a large dark wooden door is visible. People are seen walking through the nave, and a stroller is in the foreground. The floor is made of dark tiles with a geometric pattern. A colorful, wavy banner is at the top of the image.

UNESCO World Heritage Site (1996)

Masterpiece of late Gothic (built between 1482 and 1533)

732.394 visitors in 2023

City Council of Valencia (owner)



La Lonja crowd monitoring cameras



MUSEO DE LA CIUDAD



Restored 19th-century Palace

Exhibitions include archaeological objects and temporary exhibitions

26.942 visitors in 2023*

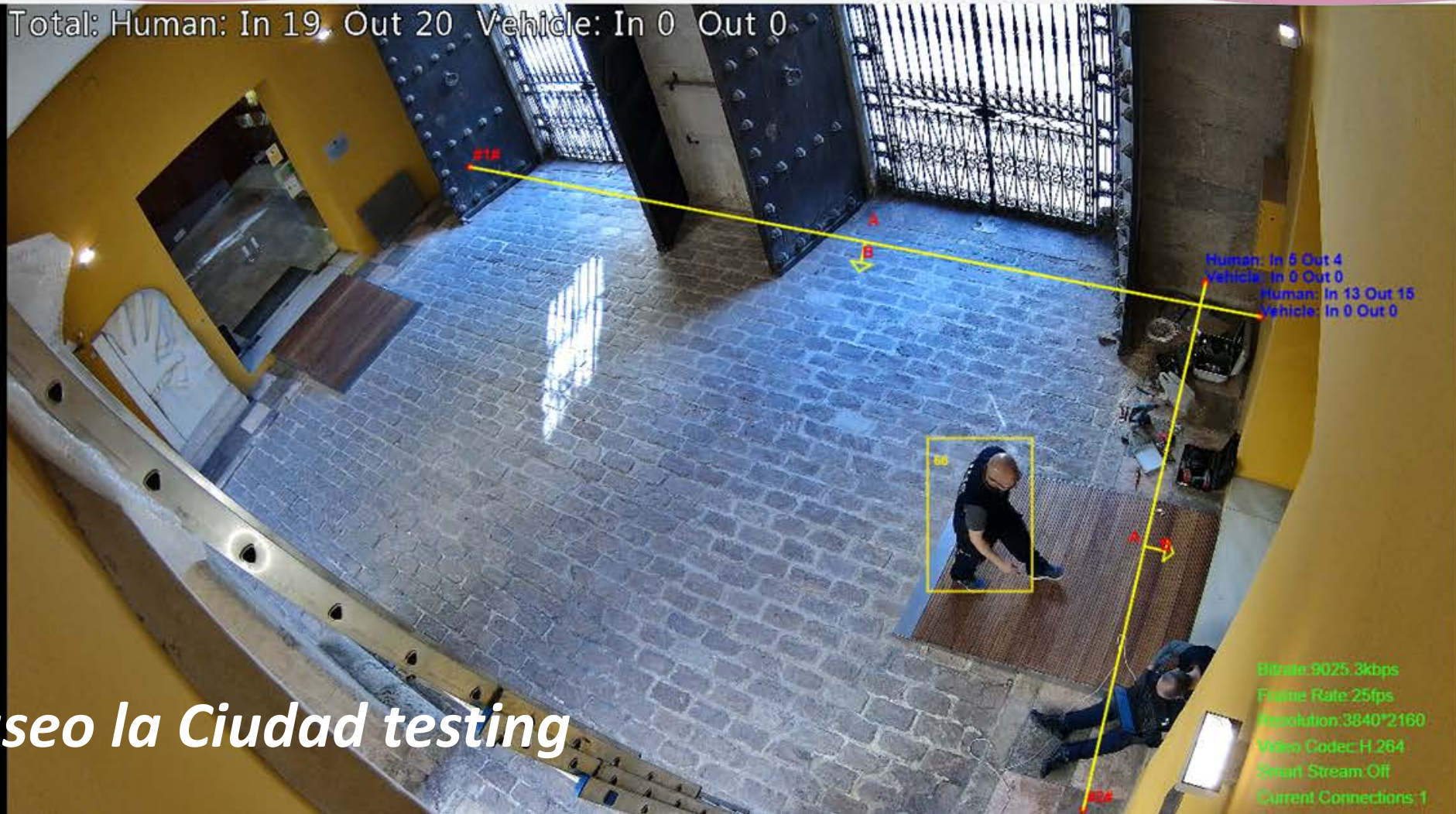
Owner: Valencia City Council



Museo la Ciudad crowd monitoring cameras

Stream Pinned

Total: Human: In 19 Out 20 Vehicle: In 0 Out 0



Human: In 5 Out 4
 Vehicle: In 0 Out 0
 Human: In 13 Out 15
 Vehicle: In 0 Out 0

Bitrate: 9025.3 kbps
 Frame Rate: 25fps
 Resolution: 3840*2160
 Video Codec: H.264
 Smart Stream: Off
 Current Connections: 1

Control panel with various icons and sliders:

- Search icon
- Fullscreen icon
- Refresh icon
- Zoom in/out icons
- Volume icon
- Light icon
- Temperature icon
- Power icon
- Star icon
- Button: Por def

Museo la Ciudad testing

10 ENTRADA LA LONJA ⊖				
	MÍNIMO	MEDIO	MÁXIMO	ACUMULADO
VISITANTES	1138 PERSONAS/DIA 15/08/2025 00:00:00	2116 PERSONAS/DIA	3228 PERSONAS/DIA 19/07/2025 00:00:00	131184 PERSONAS/DIA
SALIDAS	0 PERSONAS/DIA 01/07/2025 00:00:00	0 PERSONAS/DIA	0 PERSONAS/DIA 01/07/2025 00:00:00	0 PERSONAS/DIA

11 CONSULADO DEL MAR ⊖				
	MÍNIMO	MEDIO	MÁXIMO	ACUMULADO
VISITANTES	0 PERSONAS/DIA 26/08/2025 00:00:00	1734 PERSONAS/DIA	2605 PERSONAS/DIA 19/07/2025 00:00:00	107525 PERSONAS/DIA
SALIDAS	0 PERSONAS/DIA 26/08/2025 00:00:00	1512 PERSONAS/DIA	2259 PERSONAS/DIA 19/07/2025 00:00:00	93758 PERSONAS/DIA

Data management

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more ...

Stakeholder Engagement

- **Regular meetings** with:
 - Valencia City Council
 - Managers of La Lonja and Museum of the City
 - Heritage Service Office
 - SEGITTUR
- Presentation of **data and results** to heritage and tourism managers.
- Use of **the monthly automated reports** generated by the monitoring system to support decision-making and information exchange among stakeholders.
- **Workshops and working sessions to discuss the results** obtained and potential visitor flow management measures.



Scaling-Up

- Integration of pilot data into the **Snap4City platform**, open to the public.
- **Guides and toolkits** developed for reuse and transferability.
- **Methodologies for heritage preventive conservation** validated and transferable across the Mediterranean.
- A concise **visual handbook** for destinations, municipalities and tourism SMEs.

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Making
the **Mediterranean**
Green Transition
happen