

Newsletter

Smart Tour

Interreg
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Smart Tour



In Focus

Smart Tour is a European collaboration shaping travel that is effortless, responsible, and genuinely welcoming. Guided by **Smart Tourism – Smart Destinations: Accessibility, Sustainability, Digitalisation, Cultural Heritage & Creativity**, it unites cities and regions to turn shared priorities into everyday practice.

Partners co-design practical policies and tools that connect people, place, and culture, aligning visitor services with community needs. Shared data and a common dashboard steer decisions, while workshops and study visits bring solutions to life—helping partners coordinate actions and deliver lasting improvements for residents and visitors alike.

For more information, visit: <https://www.interregeurope.eu/smart-tour>

At a Glance



9 partners

Greece, France, Germany, Hungary, Cyprus, Romania, Italy, Ukraine, Bosnia and Herzegovina.



5 pillars

Accessibility, Sustainability, Digitalisation, Cultural Heritage & Creativity



EU Transition Pathway to Tourism

12 TPT topics selected for action.



Shared Governance

1 Common dashboard and quarterly forums for joint decisions.

Project Partners



Discover the latest updates from the **Smart Tour** project.



MAY 21-23, 2025

Kick-off Meeting & Thematic Workshop – Heraklion, Greece

Smart Tour officially launched in Heraklion, bringing together all 9 partners to align on objectives, methodology, and policy focus.

[Click here for the Event Overview](#)

The meeting featured a thematic workshop structured around two core strands:

- **Governance & Data:** strengthening coordinated destination management through shared monitoring tools and evidence-based policy approaches.
- **Coordinated Management & Visitor Information:** improving digital services, accessibility of information, and integrated destination planning.

[View the Workshop Abstracts](#)

Study visits to local Good Practices complemented the sessions, linking policy work with on-the-ground solutions.



NOV. 18-19, 2025

2nd Interregional Meeting & Thematic Workshop – Jesolo, Italy

Smart Tour moved from plans to practice in Jesolo, where partners compared the “state of play”, stress-tested Good Practices, and brought the discussion to life through the project’s 2nd study visit.

Two spotlight themes shaped the exchange:

- **Digitalisation of tourism SMEs and destinations:** practical ways to strengthen services, skills, and digital readiness at destination level.
- **Sustainable & smart mobility:** solutions for low-carbon access, better connections across modes, and smoother, more inclusive movement for visitors and residents (intermodality, accessibility, active travel).

[Click here for the Event overview](#)



On the Spotlight

Heraklion Development Agency

The Heraklion Development Agency helps shape sustainable growth and innovation in Heraklion, Crete—where everyday life, living heritage, and the visitor experience meet. Working closely with public and private stakeholders, it turns strategy into practical initiatives that strengthen the local economy, support communities, and foster new ideas with long-term value.

Actively involved in national and European programmes, the Agency supports entrepreneurship, rural development, and community-focused projects that add long-term value to the region. [Discover more](#)

Tourism Board of the City of Tuzla

The Tourism Board of the City of Tuzla is the city's official destination management organisation, promoting Tuzla as a distinctive destination shaped by its salt heritage, vibrant culture, and unique attractions—most notably the Pannonian Lakes, the only urban salt lakes in Europe. Through events, heritage experiences, and visitor services such as its Tourist Information Center, it helps travellers discover and enjoy the city to the fullest. [Explore Tuzla](#)

As Smart Tour's **discovery partner**, the Board brings Tuzla's on-the-ground experience into the interregional exchange on sustainable and smart tourism, while strengthening its EU cooperation and project delivery capacity.



Upcoming Events

3rd Interregional Thematic Workshop

Perros-Guirec, Brittany (France) | Hosted by Côtes d'Armor Destination

Focus: TPT Topic 3 (tourism statistics & indicators) and TPT Topic 15 (R&I for digital tools and services in tourism).



Stay connected

<https://www.interregeurope.eu/smart-tour>

In Action

Practical approaches from partners

Smart Tour showcases Good Practices that turn local strengths into smarter, more sustainable destinations. Examples from the partnership include **Tuzla's** industrial salt legacy reimaged as the Pannonian Lakes, and Crete's Wines of **Crete**, linking digital tools, wine routes and rural development—showing how authentic local assets can drive regeneration and competitiveness.

Several practices have also been highlighted through Interreg Europe's expert selection process—among them **Pafos**, **Balaton Uplands**, and **Experience Bremerhaven**. Pafos (European Capital of Smart Tourism 2023) stands out for integrated work across the smart tourism pillars; Balaton Uplands tackles seasonality through heritage reuse and year-round experiences; and Bremerhaven demonstrates participatory, science-informed destination management connecting sustainability, digitalisation and inclusion.

[Click here to discover all good practices](#)



Smart Tour at European Tourism Day

Smart Tour took its message to the European stage at **European Tourism Day**, sharing how destinations can turn the tourism transition into practical, place-based action.

[Click here to read the story](#)



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