



Good Practice In Focus

A key focus of the 2nd Smart Tour newsletter is “**Vacanze in Salute**”, a good practice from the **Municipality of Jesolo**, one of the project partners, developed in cooperation with ULSS 4 Veneto Orientale. Active across Bibione, Caorle, Eraclea, Jesolo, and Cavallino-Treporti, the model adapts healthcare services to the needs of high-season tourism by combining tourist healthcare, nursing services, emergency support, dialysis for visitors, prevention, multilingual communication, and cooperation with local authorities and tourism operators.

By reducing pressure on emergency services and improving care for tourists, residents, seasonal workers, and chronic patients, the practice strengthens the area's profile as a safe, health-conscious Smart Destination. The relevance and transferability of the practice are further highlighted by the **Interreg Europe Policy Learning Expert**:

“The modular design of the practice allows gradual adoption, starting with coordination mechanisms and shared data systems. By linking healthcare provision to destination reputation and economic sustainability, it offers a replicable model that enhances both public service performance and tourism competitiveness.”

The significance of this good practice is further highlighted by its selection among the finalists of the **ECTN Awards**, recognising its contribution to safer, more inclusive, and health-conscious tourism destinations.

For more information, visit: <https://www.interregeurope.eu/good-practices/smart-tourism-vacanze-in-salute-healthy-holidays-in-veneto-region>

Project Partners



Explore the latest news, activities, and key achievements of the Smart Tour project!



MAY 19-21, 2026

3rd Interregional Thematic Workshop – Côtes d'Armor, France

Smart Tour's 3rd Thematic Workshop was held in Côtes d'Armor, bringing together partners and stakeholders to explore tourism statistics, sustainable indicators, digital innovation, and visitor flow management.

[Click here for the Event Overview](#)

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

- **Tourism Statistics & Sustainable Indicators:** strengthening evidence-based destination management through shared data, monitoring tools, and approaches for measuring sustainable tourism.
- **Digital Tools & Visitor Experience:** exploring how research, innovation, and new technologies can improve visitor services, broaden audiences, and support smarter destination planning.

Study visits to Ecocounter, Cité des télécoms, and Ploumanac'h complemented the sessions, linking policy work with practical local solutions.



European Capitals of Tourism 2027 Competition

Europe's next Capitals of Tourism are on the horizon! The 2027 competition invites cities across Europe to showcase how they are shaping smarter, more sustainable and inclusive tourism.

The initiative recognises destinations that stand out in accessibility, sustainability, digitalisation, cultural heritage and creativity, while offering winning cities increased European visibility and stronger destination branding.

Tuzla and Lake Balaton participating as candidate destinations. Their applications reflect a shared ambition to advance smarter, greener and more competitive tourism models across Europe.

[Click here for more information](#)



Upcoming Events

4th Interregional Thematic Workshop

Lake Balaton, Hungary | Hosted by Lake Balaton Development Coordination Agency

Focus: TPT Topic 2 (Regulatory support for multimodal travelling) and TPT Topic 26 (Tourism Services for visitors and residents alike).

COMING
SOON

On the Spotlight

Municipality of Jesolo

The Municipality of Jesolo is a leading coastal destination in the Veneto Region, known for its dynamic tourism offer, strong hospitality sector, and commitment to improving the visitor experience. As one of Italy's most popular seaside destinations, Jesolo works to balance tourism growth with quality of life, accessibility, sustainability, and innovation.

Through its participation in European cooperation projects, the Municipality promotes smarter and more inclusive destination management. Its work supports digital transition, sustainable tourism services, stakeholder cooperation, and good practices that strengthen Jesolo's position as a safe, attractive, and future-oriented Smart Tourism Destination.

[Discover more](#)

Côtes d'Armor Destination

Côtes d'Armor Destination is the Tourism Development and Attractiveness Agency of the Côtes d'Armor, supporting the promotion and sustainable development of the region as a welcoming destination for visitors, residents, and new talents. Working with tourism professionals, local authorities, and regional stakeholders, the Agency provides tools, resources, market observation, and guidance to strengthen tourism activity and enhance the image of the territory.

Its work focuses on analysing tourism trends, supporting key sectors such as group tourism, business tourism, hiking, and leisure, promoting the destination at national level, and encouraging responsible tourism practices. Through initiatives linked to observation, digital tools, accessibility, sustainable mobility, and tourism responsibility, Côtes d'Armor Destination contributes to a more attractive, inclusive, and future-oriented tourism model.

[Explore Côtes d'Armor Destination](#)

In Action

Policy Tools for Smart Tourism

The transition towards smarter tourism destinations depends not only on innovative practices, but also on the policy instruments that guide long-term tourism development in each partner region. From the Pafos Regional Strategic Tourism Development Plan and the Côtes d'Armor Destination Plan, to the Bremerhaven Tourism Concept, the Lake Balaton Regional Development Programme, the Regional Programme 2021-2027 of Crete, the Sibiu Tourism Plan, the Veneto Region Strategic Plan for Tourism, and the Ivano-Frankivsk Tourism Development Programme, these instruments provide the basis for advancing more sustainable, accessible, digital, resilient, and competitive destinations.

Through this project, partners aim to further embed smart tourism approaches into these frameworks, including digital visitor services, data-driven governance, sustainable mobility, accessibility, climate adaptation, innovation, and stronger stakeholder cooperation. In this way, the project supports the transition of participating destinations towards smarter and more inclusive tourism models.

[Click here to discover more about policy instruments.](#)



Explore Good Practices

Discover the good practices collected through the Smart Tour project, showcasing practical ways to make tourism destinations smarter, more sustainable, accessible, and resilient.

From digital innovation to inclusive services and improved destination governance, these examples offer inspiration for regions across Europe.

[Click here to read more](#)

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