

HERIT DATA PROJECT



GOZO, MALTA



Best practice,
case study

EXISTING NEED/ISSUE

Gozo is an island in the Maltese archipelago known for its beautiful natural and cultural wonders. Its Mediterranean climate and geographical composition correlate the destination to sun and sea, meaning that the largest concentration of visitors takes place in the summer months, hence creating an issue of seasonality. In addition, the number of overnight stays compared to the number of visitors was another issue. While visitors who chose to stay more than one night in Gozo tend to have respectable long stays, 87% of visitors are same-day visitors from mainland Malta.

DECISION MAKING PROCESS

In order to mitigate the issue, the Ministry for Gozo spoke with stakeholders and conducted research to better understand the different segments of Gozo's tourism demand.

METHODOLOGY

The research was conducted through discussions with stakeholders, the analysis of data from national statistics, and from a semantic analysis of source markets already present in the destination. It was determined that Gozo's topography and coastal settings allow for a strong adventure tourism brand. Data showed that such enthusiasts tend to enjoy longer stays in the destination. Apart from that, activities related to adventure tourism are enjoyed throughout any period during the year, curbing seasonality challenges. Another important segment related to the research is historical and cultural factors which are also enjoyed in any season of the year.

MEASURES TAKEN

Once the Ministry identified the average length of stays related to adventure tourism, while acknowledging the opportunities available in Gozo, several actions were taken. These include the development of a Diving Master Plan, the availability of marketing support grants and the development of a scheme that is in the pipeline to support operators in their purchase of eco-friendly adventure tourism related equipment. Finally, an interactive mobile app, that gives an experience in coastal and country hiking is also being developed.

Entity behind this case study: Ministry of Tourism for Gozo

HERIT DATA
Pilot site



PONT DU GARD, FRANCE



EXISTING NEED / ISSUE

Pont Du Gard does not experience "overtourism" as other destinations within the Herit Data project. The site receives between 850,000 and 1.000.000 visitors per year up to 4,000 per day. Nevertheless, the site has multiple access points (by bicycle, on foot, by car, by canoe etc.). Herit Data project allows the site to prevent "overtourism", helping site managers to reflect on how to manage flows before these have a negative impact on the site and on the visitors' experience. The current need is to guide visitors and facilitate their orientation on the site.

DECISION MAKING PROCESS

The main reason that motivated the decision makers to take action was the need to know who the visitors are and where they come from in order to understand their needs. The decision was also taken due to preservation and economic concerns. Once the site was involved in the Herit Data project, the decision-making process started with the definition of objectives and needed data, and a research on existing data sources. Also, there were some key questions that had to be answered in this process such as funding and materials needed.

METHODOLOGY

The methodology was designed after a long research and applies on-site solutions such as eco-counters (people and bicycle sensors), plate number reading system in the car park, cameras on the main key spots for visitors, a live webcam to see how many people are on the river banks (especially in summer) and canoe counting. Data is collected from the above-mentioned solutions and other data sources such as demographic statistics. Data is collected every 15 minutes from the new generation eco-sensors, every day from the already existing eco-sensors, in real time from the webcams, once a day from the cameras and every 3 months for information on the visitor satisfaction. This data is accessible on the Snap4City platform to be analysed through an app or a dashboard.

MEASURES TAKEN

One of Pont du Gard's pilot actions was to analyse the already existing data, the existing tools, as well as the staff capacities. Following this analysis, measures have been taken: tools have been added, a project team has been created and a permanent responsible for observatory and data analysis has been identified, who will be able to manage all the visitors' information all year round. In order to enhance the sustainability of the action, the project has been inscribed into the UNESCO Management Plan of Pont du Gard. This helps the site to better plan its activity, detect problems, adopt actions to correct flows and work on visitor satisfaction. These measures taken should reinforce proximity links to local businesses and partners.

Entities behind this pilot site: Region Occitanie, PontDuGard management team and National Heritage Office (Ministry of Culture)

For more information on the project, click [here](#)

