

# HERIT DATA PROJECT



## BRUGES, BELGIUM



Best practice,  
case study

### EXISTING NEED/ISSUE

From a marketing and management point of view, there was a need to get a better view of the visitor volumes in the historic city center of Bruges. The data used until then were limited (only arrivals and overnight stays), incomplete (not all accommodation types were covered and the survey was based on a sample) and ineffective, because they were obtained only months later.

### DECISION MAKING PROCESS

Under the motto 'to measure is to know', Visit Bruges partnered with a mobile data provider. A high-performance measurement system was set up to obtain data for defined visitor profiles, their origin and length of stay. After an extensive research and analysis, tourism experts and data analysts were involved in setting up the measurement system.

### METHODOLOGY

The data is obtained via the cell tower network of the provider. The data model is based on algorithms in which the obtained data is interpreted and aggregated. The data model was continuously refined and optimized by comparing data with other data sources. The data obtained is indicative and it is only used to reflect trends and evolutions.

### MEASURES TAKEN

The data model provides a set of valuable indicators to manage traffic and direct marketing efforts. The data is combined with other data sources to get the most complete picture possible about the impact of tourism in the city. The insights obtained have contributed to the new tourism strategy of Bruges, which is not aimed at 'more' but a 'better' tourism:

[https://issuu.com/visitbruges/docs/strategic\\_vision\\_memorandum\\_tourism\\_2019-2024](https://issuu.com/visitbruges/docs/strategic_vision_memorandum_tourism_2019-2024)

Entity behind this case study: *Visit Bruges*

HERIT DATA  
Pilot site



## MOSTAR, BOSNIA AND HERZEGOVINA



### EXISTING NEED / ISSUE

Mass tourism remains on a small scale in Mostar compared to other destinations, but it increases every year. The main issue is that all visitors are concentrated in the old bridge which is Mostar's UNESCO cultural heritage site. Mostar wants to be prepared for the arrival of all tourists and to improve their data collection capacity. Indeed, Bosnia lacks tourism-related and in Mostar there are no big data systems. This situation affects mainly local residents, who have to avoid the main sites of attraction in the city during summer but also visitors, who cannot have a proper bridge experience.

### DECISION MAKING PROCESS

Due to both economic concern and social complaint, decision makers decided to take action. This decision came after almost two years of identifying the concern, and the HERIT-DATA project was a good opportunity to address some of the issues identified. The participatory process consisted on various study visits, meetings, a promotional event, a seminar and a workshop with local stakeholders to present the main ideas, problems and possible solutions. Based on the results of these actions, criteria were developed to select the indicators to be measured.

### METHODOLOGY

The solution implemented within HERIT-DATA is not holistic, as the project provides a small contribution to the broader set of actions needed in the Mostar pilot site. As such, Mostar stakeholders decided to focus on one specific element. Two different counting cameras were therefore installed at the entrance and next to the bridge. They obtain data every 15 minutes and send them to the Snap4city open internet platform. Then this data can be analysed by decision makers as the platform provides dashboards.

### MEASURES TAKEN

Based on the data, Mostar is looking to expand its tourism offer i.e. developing numerous alternative itineraries in order to redistribute flows and to make the visit to the Old Bridge more comfortable and pleasant. Mostar is also looking to propose to build a new tourism infrastructure, in order to provide alternative viewpoints to see the Old town of Mostar and the Old bridge, in addition to the current ones. Mostar is already willing, and has plans to apply a ticketing system but they would rather use other measures beforehand. Regarding crowd management, Mostar is willing to propose a limited time to be spent on the bridge and to control the speed of flows, as well as guiding flows by using alternative routes and different sites to visit.

Entities behind this pilot site: The city of Mostar, Herzegovina-Neretva Canton Tourism Board, Stari Grad (Old town) Agency, Centre for Spatial Research.

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



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