

# The Pont du Gard site



*The pilot site in Occitanie (France)*



The Pont du Gard is an aqueduct built by the Romans in the 1st century AD. Its dimensions are exceptional since, at a height of 49 meters, it is the highest Roman aqueduct in the world.

It is the only example of an ancient 3-storey bridge still standing today.

In 2000, a major development project for the site was launched with the creation of museum spaces, restaurant and shopping areas, and tourist facilities.

**The European Interreg Med "Herit-Data"** project seeks to identify innovative solutions to reduce the negative impact of tourism on historic town centres, as well as on cultural and natural heritage sites.

**A digital platform** will be set up and tested in six pilot sites in Croatia (Dubrovnik), France (Pont du Gard), Bosnia and Herzegovina (Old Mostar Bridge), Greece (Ancient Olympia), Italy (Florence) and Spain (Valencia).



Type: Heritage and natural site  
Location: Vers-Pont-du-Gard (Occitanie, France) Web: [www.pontdugard.fr](http://www.pontdugard.fr)



#### PROTECTION

1840 | Historic Monument  
1985 | UNESCO World Heritage Site  
2004 | Labelled "Grand Site de France"  
2015 | The Gorges du Gardon are designated by UNESCO as a Biosphere Reserve

## WHAT WILL BE TESTED AND WHY?



The flow of tourists will be monitored across the site. The aim is to understand where they go on the site and how many there are at different times of the day. In this way, strategic choices can be determined, including rerouting and distribution across the site.



Customer satisfaction will be monitored so that it can be taken into consideration in adjusting services and on-site orientation.



Data linked to global warming will also be monitored so it can be taken into account in strategic decision-making and choices, on-site visitor orientation and, again, to avoid temporarily overcrowded spaces.





## WHAT IS PLANNED OR IN THE PIPELINE?



Measuring the number of entries/exits and the duration of visits based on the car and coach park data.



Measuring the number of visits to some key locations on the site in order to capture the flow of traffic within the site as well as the flow of visitors who come on foot and by bicycle.



Measuring the number of visitors who arrive via the river by canoe, under the bridge and at the landing points.



Analysing the cashflow data to monitor the number of paid admissions and actual visits to the site.



Using the HERIT- DATA platform to upload data on the Pont du Gard mobile application of the number of visitors counted at the various locations, or the overall number of visitors (to be determined according to relevance). If possible (project), enable geo-tracking data concerning the flow of visitors on the site to be uploaded to the HERIT-DATA platform. This would include monitoring itineraries and being able to propose alternative, less busy routes, sending visitors to other on-site viewpoints or attractions (using a "nudge" approach).



Analysing the evolution of customer satisfaction at certain times of the year in order to take stock and make appropriate decisions to relieve certain overcrowded periods and/or to correct or adjust processes or products offered to visitors.



Anticipate busy times according to planned events and optimize the reactivity of the Pont du Gard and the Region regarding risk reduction. The HERIT-DATA platform includes feedback on tweets sent according to pre-identified keywords.



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## HOW WILL WE PROCEED?

Phase 1: Inventory and needs identification. Methodology. Definition of the intervention framework. (November 2019 to February 2021)

Phase 2: Implementation of the measures. The Herit-Data platform will be configured for the Pont du Gard. The measurement tools will be installed on site and connected to the platform. The mobile application has been developed. The complementary studies have been conducted and the data added to the platform. The team has taken over the platform. (March to June 2021)

Phase 3: Testing and evaluation. The tools and the platform will be tested, and the first data will be analysed and reported. Continuation will be considered in accordance with the results obtained. (July to September 2021)



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