park. In some places in the city, a system of twenty public information displays has been set up to enable those citizens who do not use the application to see the free parking spaces a few streets earlier and to be able to see which place is available in time.

Find out more at: https://hrturizam.hr/en/u-dubrovniku-pokrenut-jedinstven-sustav-pametnog-parkiranja/

'Dublinked'; Dublin: Dublin's National Open Data Strategy 2017-2022 encourages public bodies to make data available for everyone. Thus, its open data platform called 'Dublinked' hosts over 300 data sets, including many tourism databases that are used to build better tourism experiences by managing data feeds in digital city kiosks so visitors can navigate the city better. Additionally, open data challenges are run, and teams are invited to build helpful city solutions using open travel data sets.

Find out more at: https://www.dublincity.ie/business/economic-development-and-enterprise/smart-cities/dublinked

4.3.2.3 EData collection and sharing for a better tourism experience; Aarhus; Dubrovnik; Rotterdam; València; Florence

'Sustainable urban innovation; Aarhus: With the aim of creating sustainable solutions, 'Smart Aarhus' is an initiative developed in order to create sustainable urban innovation and growth; a model based on involving stakeholders through partnerships. The city is a pioneer of smart city technologies such as using cutting-edge sensor technology to tackle peak traffic and reduce fuel consumption. The experiments and the 'Smart City'-solutions are carried out by the Aarhus City Lab, which connects citizens behaviour with digital measurements, and by using data it makes the city more citizen-friendly. The primary focuses are mobility, parking, waste, digital art & culture, events, exhibitions, interactive installations, incentives for exercise and much more. This innovative approach earned the municipality of Aarhus a prize of 10.000 EUR in 2018 as 'Runner-up' at The European Capital of Innovation (iCapital) Awards, an annual European Union recognition prize awarded to the European cities that best promote innovation.

More about "Smart Aarhus" at: https://smartaarhuseu.aarhus.dk/about-smart-aarhus/

Dubrovnik Visitors; Dubrovnik: The Dubrovnik Visitors service enables the city authorities to monitor the number of people that is currently in the Old Town in the City of Dubrovnik. It gives data about the number of people that entered to the city and based on that information the city authorities can make smarter and more informed decisions concerning the organisation of pedestrian movement around and inside of the Old Town.

Find out more at: https://dubrovnik-visitors.hr

Data collection at the heart of getting to the airport; Rotterdam: 'Mobility as a Service' (MaaS) is a digital service for people travelling to and from the airport, which combines all mobility options and provides the best travel options (even in the middle of the night, when most travel apps no longer offer options). It is a direct result of the Twin City Project and a great advantage for visitors to the city.

Find out more at: https://mrdh.nl/project/mobility-service

Sharing tourism data with stakeholders; València: The city of València offers interested partners and stakeholder a comprehensive and detailed overview of the data is gathers as part of its Tourism Intelligence System (SIT). From passenger demand over the offer and demand of accommodation to the frequency of air traffic in and out of València, the SIT offers a truly detailed insight into the tourism industry of the city. The database is continuously updated and gives potential partners as well as existing partners and stakeholders an opportunity to optimise their offers according to the relevant data.

Find out more at: https://www.visitvalencia.com/en/sit

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HERIT-DATA project; Florence: The city of Florence is also one of the pilot sites of the HERIT-DATA project. The key objective is to develop and test a new management system and AI tools through the collection of existing, and generation of complementary, data (Big Data, Open Data, IoT, data provided through sensors, local systems & cameras, etc.). The treatment of inputs (data) from citizens, visitors, companies, public administrations, and the sites themselves will bring benefits to different stakeholders from an improved quality of life to information for better decision-making.

Read more about HERIT-Data here https://herit-data.interreg-med.eu

4.3.3 Physical and psychological accessibility through innovation

4.3.3.1 Accessing museums digitally; Braga; Izmir; Padua

Braga: In the context of the "Braga Digital" initiative, the municipality defined a specific programme for supporting the creation of new infrastructures in the museums (physical and virtual). Particular attention is devoted to the historic-cultural contents by means of virtual reconstructions, simulations, animations, as well as the publication of real images from each site. The initiative covers the following museums: the Image Museum, the "Escola da se" archaeological site, the "Alto da Cividade" archaeological site, the Idol fountain archaeological site. The Dom Diogo de Sousa and Biscainhos museums will be featured on a dedicated web portal, presenting relevant information for visitors, who want to prepare their visit or go deeper into the information about the museum's contents.

Find out more at: https://ccg.pt/my-product/braga-digital/?lang=en

Izmir: The sanalmuze.gov.tr website has made it possible for interested visitors to virtually access cultural and art activities. Due to the COVID-19 pandemic causing difficulties to experience museums in-person, digital innovations on culture and art now allow locals and tourists to partake in virtual tours in the city's museums. People can have a 360-degree virtual tour of the entire museums and click around to get information about historical background information.

Find out more at: www.sanalmuze.gov.tr