Valencia unveils its Smart Destination Platform to promote more sustainable, innovative and data-driven tourism

On 15 June, the City Council will announce the progress made on the Valencia Smart Destination Platform, a strategic initiative that combines technology, tourism intelligence and sustainable management to enhance the experience of visitors, businesses and residents.

Valencia, June 2026. On 15 June, Valencia City Council will host a launch event for the Valencia Smart Destination Platform (PID Valencia), a strategic project that places the city at the forefront of digital transformation in the tourism sector. The event will bring together representatives from institutions, businesses, tourism sector professionals, partner organisations and stakeholders from the innovation ecosystem to showcase the key developments in this initiative, which is being driven by Valencia City Council in collaboration with SEGITTUR.

The event will take place at La Harinera in Las Naves and will serve to demonstrate how technology, smart data management and innovation can help build a more balanced and sustainable model of tourism, one that is aligned with the needs of the city and its visitors. The Smart Destination Platform forms part of the council's digital transformation strategy and is aligned with the objectives of the Smart Tourist Destinations Network promoted by SEGITTUR.

The official opening ceremony will feature speeches by Paula Llobet, Councillor for Tourism, Innovation and Investment Attraction at Valencia City Council, and a representative from SEGITTUR, who will outline the role that digitalisation plays in improving tourism management and strengthening the competitiveness of destinations.

Next, Ernesto Faubel, head of the Smart City and Data Management Service at Valencia City Council, and José Pinedo, from the same service, will present the strategic vision for the PID València project, an initiative aimed at equipping the city with an advanced technological infrastructure capable of integrating information from multiple sources to improve tourism planning, optimise decision-making and promote more efficient management of public resources. The platform will enable real-time data analysis, the monitoring of key

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indicators and the development of tourism intelligence tools aimed at the administration, the business community and visitors alike.

One of the highlights of the day will be the presentation of several use cases developed within the platform, featuring representatives from GVAM, Vodafone and Ideanto. Among these, the Holy Chalice Immersive Experience stands out: an initiative that uses advanced digital technologies to bring Valencia's historical and cultural heritage to new audiences and enhance its appeal to tourists.

The exhibition will also showcase tools for monitoring and managing visitor flows, designed to anticipate overcrowding and promote a more balanced distribution of tourist activity across the city. These solutions form part of the specific modules included in the development of the platform for measuring visitor flows and the smart management of public spaces.

The event will also include the launch of the project's new website, designed to serve as a key resource for businesses, professionals and organisations involved in tourism. This digital platform will provide access to information, resources, opportunities for participation and tools aimed at promoting digitalisation and collaboration amongst the various stakeholders in the sector.

The programme will conclude with the round-table discussion 'Challenges and Opportunities for PID València', featuring Manuel Herrero, Head of the ICT Department; María José Vivó, from the Valencia City Council's Tourism Department; Tono Franco, from Visit València; and Marta García, from the Heritage Department; moderated by Belén Hidalgo, from Deloitte. During the discussion, the current challenges facing tourism management and the role of technological innovation in building more sustainable, competitive destinations that are tailored to the needs of the public will be analysed.

The Valencia Smart Destination Platform forms part of the initiatives launched by Valencia City Council to move towards a more innovative and sustainable model of tourism based on smart data management. The initiative is being carried out as part of the national programme for the roll-out of Smart Destination Platforms, promoted by the State Secretariat for Tourism through SEGITTUR, and funded by the Recovery, Transformation and Resilience Plan using Next Generation EU funds.

The project will enable the integration of advanced tourism intelligence tools, data analysis systems, visitor flow monitoring, public space management, the digitisation of tourism resources, and solutions aimed at improving the

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experience of visitors, businesses and the general public. Its objectives include strengthening the destination's sustainability, improving data-driven decision-making, driving the digital transformation of the tourism sector, and promoting more participatory and collaborative governance.

The presentation on 15 June marks a significant milestone in the development of PID València and provides an opportunity to share the progress made to date with the local tourism sector. Through this initiative, Valencia City Council is continuing to advance its smart city strategy, strengthening the use of technology, innovation and knowledge to improve public services, create new opportunities for the business community and consolidate a more sustainable tourism model that is better equipped to face the challenges of the future.

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