



PortCREW

Interreg
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Newsletter 1/2025



PortCREW - Port-City Regions To Wave Med Cruise Destinations As Smart, Sustainable And Striking Eco-Tourism Systems





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1. The PortCREw project in a nutshell



Total budget

€ 2 028 851



Project duration

33 months



Interreg Funds

€ 1 623 081

PortCREW (Port-City Regions To Wave Med Cruise Destinations As Smart, Sustainable And Striking Eco-Tourism Systems) is an EU Project co-funded by Interreg Euro-MED that responds to cruise tourists' growing demand for authentic, accessible, and sustainable inland experiences, by testing an innovative eco-tourism platform across five Mediterranean ports in Spain, France, Italy, Slovenia, and Greece.

The cruise sector continues to be one of the fastest-growing sectors of tourism. The Mediterranean basin in particular, has long been a magnet for tourists worldwide and in 2024 it was the second cruise destination at the world level. However, the rise of mass tourism has brought both opportunities and challenges to the ports and destinations of the MED regions.



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Starting from these considerations, the PortCrew project's strategic objectives are:

- Tackle overtourism/seasonal tourist peak problems in MED cruise small and middle-size cities.
- Valorise inland natural and cultural assets as cruise ports' decongestion strategy.
- Increase social acceptability of the cruise sector in MED cities thanks to more balanced touristic flow management at territorial levels.
- Favour a better inclusion of cruise tourism sustainable management measures in local/regional urban, touristic and transport planning/strategic tools.
- Create a new transnational tool for the provision of dynamic and interoperable touristic information in the MED cruise terminals.





1.1 What we do

PortCREW aims at promoting smart and sustainable ecotourism in the MED cruise ports by increasing the touristic value of the less-known inland natural areas and events. This will be possible thanks to a new smart platform jointly developed able to collect and rank eco-touristic destinations. This platform intends to support cruise managers and public authorities in providing more targeted tourist information in the cruise terminals and in defining more sustainable and local-based tourist packages for cruisers.



The PortCREW platform is an innovative digital solution allowing to collect, organize and provide the morning news to the cruisers informing them about the events of the day, the eco-tourism activities, the less-known places to visit and their specific historic, cultural and natural values. The platform intends to support cruise managers, port authorities and local authorities in providing targeted and dynamic touristic information to better tackle over-tourism situations.



1.2 The five pilot actions

Valencia

Testing the PortCREW platform to diversify tourist offerings, reduce congestion, and tailor packages for families and people with disabilities. A new electronic totem at the cruise terminal will provide tourist information.

Koper

Promoting destinations beyond the city center and sustainable access. Smart benches at the terminal will share eco-tourism info and offer electric bike charging.

Toulon

Advancing sustainable cruise tourism through eco-tour labeling, low-impact transport, and improved onshore services. Includes info totems, charging points, and links with local networks.

Thessaloniki

Integrating PortCREW with the Smart City Pass to provide cruise travelers with tailored, sustainable experiences and seamless digital-physical engagement.

Ravenna

Using PortCREW to deliver geolocated, personalized info for independent cruisers, showcasing lesser-known eco-friendly sites and building tailored tour packages via info-totems.



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2. About us: the project partners

The Institute for Transport and Logistics (ITL) is a nonprofit body founded on 17th December 2003. Its purpose is to contribute to the development and promotion of logistics and transport systems in the Region Emilia-Romagna through research, consultancy and training activities.

[Visit the website](#)



The Hellenic Institute of Transport (HIT) is part of the Centre for Research and Technology Hellas (CERTH), a non-profit research organization based in Thessaloniki, Greece. HIT focuses on applied research in transportation. Its mission is to support policy-making, enhance infrastructure, and promote sustainable mobility through innovation and collaboration with national and international partners.

[Visit the Website](#)



FIT Consulting is an Italian consulting firm specializing in sustainable mobility and innovation. Founded in 1997, it offers technical-scientific services in transport, logistics, and urban development. Its expertise is based on experiences in fundraising and technical and scientific assistance for the development of innovative projects and services in the transport sector, funded in different EU Programmes.

[Visit the Website](#)



The Valenciaport Foundation for research, promotion and commercial studies of the Valencian Region is a hub for research, promotion, and commercial studies supporting the logistics and port sector of the Valencian Region, fostering innovation, sustainability, and global competitiveness.

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The Var Chamber of Commerce and Industry is a public institution of the State supporting regional economic development through a wide range of specialist services. The CCI du Var manages the commercial terminals in the ports of the Rade de Toulon. As such, it is responsible for operating the Toulon Côte d'Azur terminal.

[Visit the website](#)



The Port of Koper, managed by Luka Koper d.d., is the only commercial port of Slovenia and a core node in three EU TEN-T Corridors. Luka Koper has a long and consolidated experience in participating and managing EU projects co-funded by several EU Programmes, both Interreg and CEF.

[Visit the Website](#)



ForwardKeys an Amadeus company is a leading company that provides data-driven solutions for the tourism sector worldwide. Our expertise empowers our customers, such as Destination Management Organizations (DMOs), to make informed decisions. It brings significant value through proficiency in the knowledge of tourism sector and dynamics, and public engagement capabilities.

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3. Updates on project activities

First in-person meeting of the PortCREW consortium in Ravenna



The PortCREW Consortium, coordinated by ITL (Institute for Transport and Logistics Foundation), successfully kicked off its first in-person Project Meeting on the 22nd and 23rd of September in Ravenna.

The meeting brought together all the partners involved in the project to discuss future project activities, milestones and joint strategies for upscaling towards a new generation of smart and sustainable ecotourism in the cruise ports.

WE used this meeting as an opportunity to discuss the actions and strategies to be implemented in the coming months to implement 5 Pilot Actions in the PortCREW cities involved in the project: Valencia, Toulon, Thessaloniki, Koper and Ravenna and Emilia-Romagna Region.

But that's not all: the aim of the meeting was also to share experiences, knowledge, good practices and to create synergies and establish possible collaborations with other European Projects that share the same vision as PortCREW Project. During the meeting, participants engaged in productive discussions to develop pilot actions and improve stakeholder involvement.



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4. Latest news

PortCREW Online kic-off meeting, 4th June 2025

The PortCREW online kick-off meeting was held on 4th June 2025. The KoM was introduced by the Institute for Transport and Logistics, the lead partner of the project. All the partners participated in the meeting and contributed to the startup of all the foreseen technical activities. The Project Officer, Mr. Axel Rodriguez Garrote participated in the meeting and he summarised the key roles and objectives of the Interreg MED Programme.

PortCREW participated in Euro-MED Sustainable Tourism Community Annual Meeting in Tirana

On October 1st – 2nd 2025, the PortCREW lead partner ITL (Institute for Transport and Logistics) participated in the Euro-MED Sustainable Tourism Community Annual Meeting in Tirana. This event, organized by the Community4Tourism project, brings together Thematic Projects and Governance Projects from the Interreg Euro-MED Programme, along with institutional actors and experts to discuss cooperation and the future of sustainable tourism in the Mediterranean.

It was a great opportunity to meet, share and exchange ideas with other Euro-MED projects, in particular in relation to being aware of the ongoing actions to tackle the problems of a more sustainable tourism and cruise sector.





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5. Contacts

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THE PORTCREW PROJECT
IS NOW LIVE!**



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