



DURA

Dubrovačka razvojna agencija
Dubrovnik Development Agency

Unlocking the Power of Data to shape the Future of Travel

28.11.2024g.

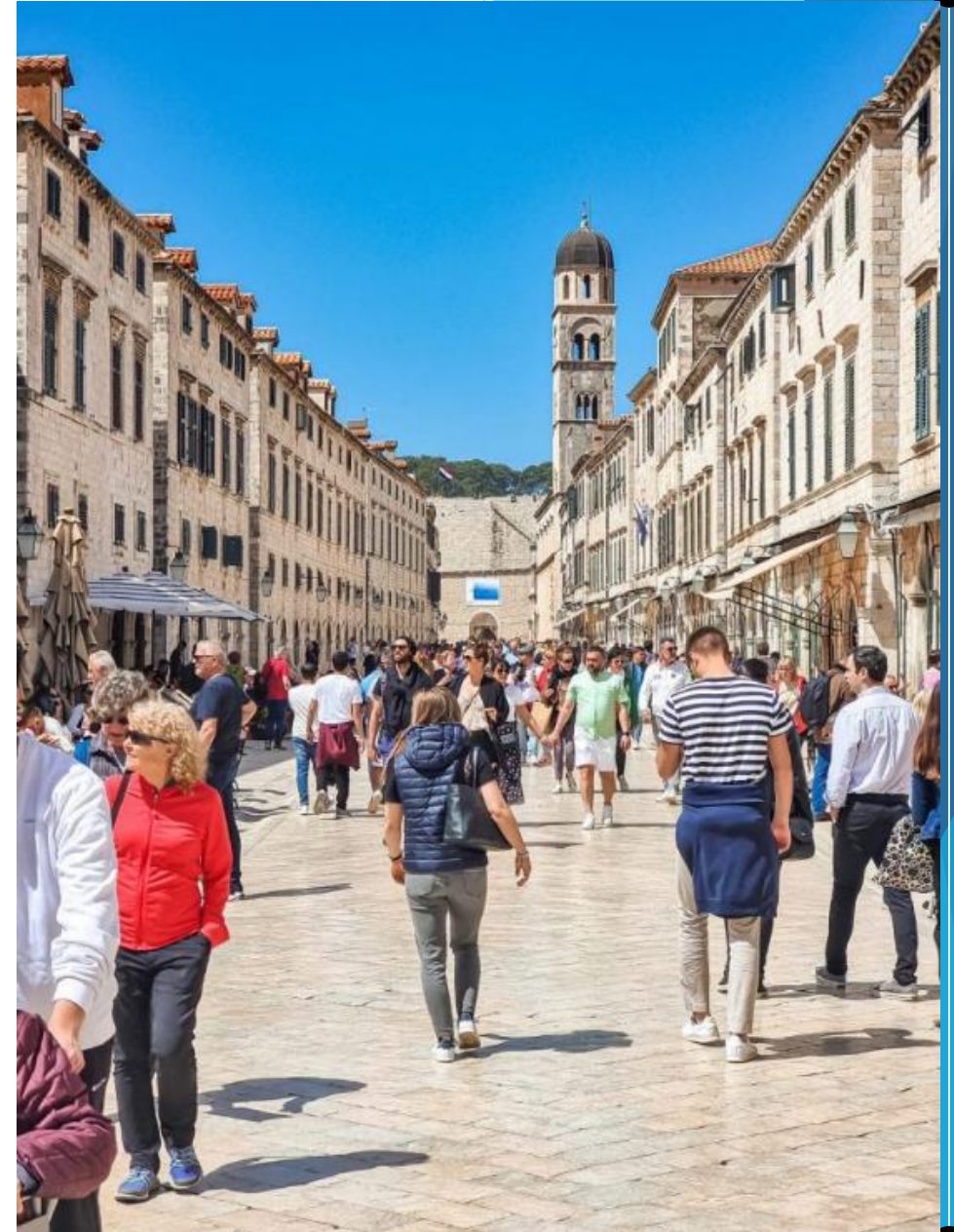
Dubrovnik development agency DURA

- A non-profit organization founded by the City of Dubrovnik.
- The agency serves as a link between the city and other institutions and organizations relevant to sustainable local development.
- It provides technical support in the preparation of project proposals, manages and coordinates projects, and offers support for start-ups, non-governmental organizations, and educational initiatives.



Dubrovnik in a nutshell...

- Dubrovnik is one of the most popular Mediterranean tourist destinations and a UNESCO-protected cultural heritage site.
- The city has around 42,000 inhabitants.
- It is the center of Dubrovnik-Neretva County.
- In 2023, the city saw approximately 1.2 million arrivals.
- Around 85% of all cruise arrivals and 90% of all airplane arrivals occur between May and November.
- There is a growing need for sustainable development and new SMART solutions.



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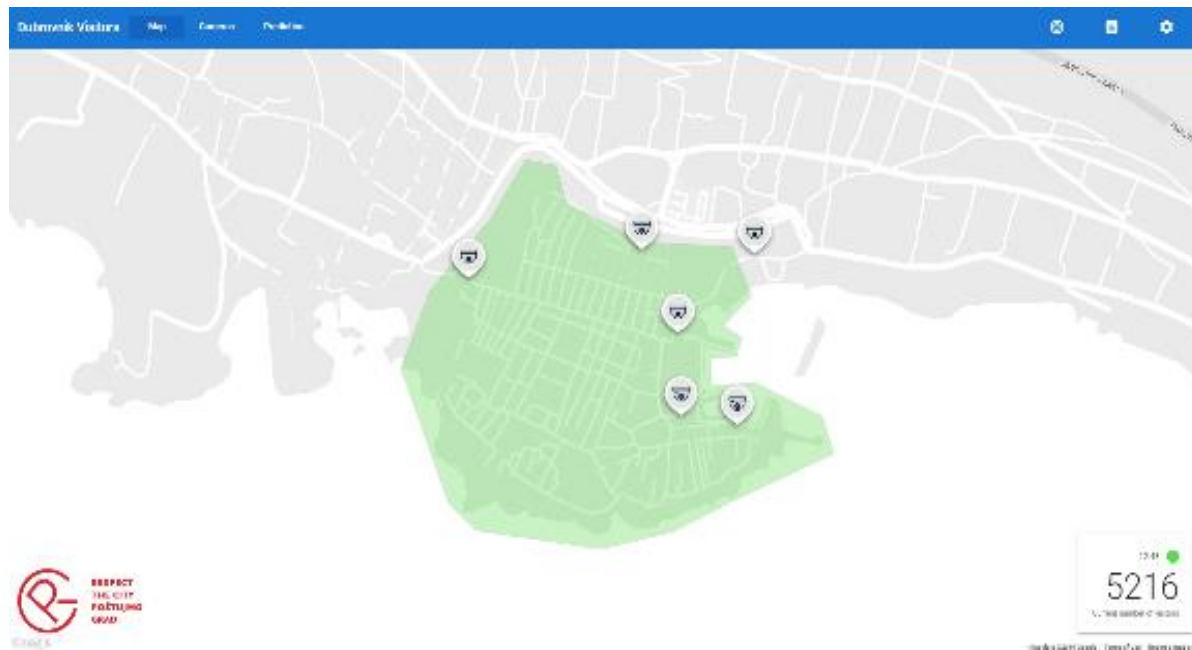
Continuation of developing SMART and SUSTAINABLE TOURISM through:

- Campaign Respect the City, EU funded projects
- Implementation of the Management Plan for the historical centre of Dubrovnik
- Synergies between all relevant stakeholders
- Quality over quantity; long term plans for urban development
- Smart city strategy 2024. and implementation of SMART solutions with DURA



Dubrovnik Visitors system

- A tool that collects information about the actual number of people within the historic core as well as their behavior in different parts of the day.
- The visitor counting system consists of six counting cameras placed in the historic core.
- Data collected from the cameras is updated every 15 minutes (GDPR compliant).



System for predicting number of visitors

- Platform based on machine learning application estimates the number of people in the historic core and contact zone of Dubrovnik on the selected day

Predviđanje broja posjetitelja

Uputi klijentima, na predviđanje broja posjetitelja, koje koriste algoritmi za predviđanje broja posjetitelja u historijskom jezgri Dubrovnika, koji se temelje na podacima o posjetima u historijskoj jezgri Dubrovnika na odabrani dan. Ovaj podatak može biti koristan za planiranje događaja i usluga u historijskoj jezgri Dubrovnika.

Za predviđanje broja posjetitelja algoritam koristi različite parametre kao što su broj ljudi u historijskoj jezgri Dubrovnika, broj događaja i brojevi posjetitelja u historijskoj jezgri Dubrovnika, vremenske prilike (temperatura, vlažnost i brzina vjetrova).

Algoritam za stišno utječe se na svakim novim podatkom o posjetiteljskom protoku, na predviđanje tako s vremenom postaje sve točnije.

NAPOMENA: Zbog novonastalih okolnosti uzrokovanih pandemijom COVID-19 moguće su odstupanja u predviđanjima.

RESPECT THE CITY POSTUJMO GRAD

datum predviđanja
9. kolovoza 2023.

kol 2023

kol 2023						
	1.	2.	3.	4.	5.	6.
7.	8.	9.	10.	11.	12.	13.
14.	15.	16.	17.	18.	19.	20.
21.	22.	23.	24.	25.	26.	27.
28.	29.	30.	31.			

Gužva

U povijesnoj jezgri Dubrovnika očekuje se gužva zbog velike broj ljudi koji se događaju na odabrani datum. Predviđamo da Vam posjet starog grada koji je poznat po svojim prekrasnim ulicama.

Capitalization on the people counting system

Data Collection & Insights

- Data-driven insights informed visitor patterns, peak times, and overcrowding hotspots.
- Based on this data, the city can make better and more informed decisions about managing pedestrian traffic in and around the historic center, as well as find more efficient ways to organize deliveries and supplies to the area.

Carrying Capacity Study

- Used the data to evaluate the maximum sustainable visitor numbers while balancing infrastructure, resident sentiment, and tourism quality.
- Developed tolerance scenarios (low, medium, high) to manage different levels of visitor intensity.
- Identified infrastructure bottlenecks.



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Capitalization on the people counting system

Policy and Planning

- Adopted recommendations for sustainable tourism policies, including daily visitor caps and long-term urban development strategies.
- Improved collaboration between stakeholders to align tourism with local community needs.

Outcome

- Enhanced visitor experience - Improving visitor experience by balancing capacity with quality services.
- Protected heritage, and ensured sustainable tourism growth.



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Thank You!

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