Puertos del Estado and Segittur sign a collaboration agreement to promote digital transformation in the port and tourism sector

- **The signed action protocol includes data exchange for a better knowledge and measurement of the flows of passengers who make use of Spanish ports**

07-01-2024 (State Ports Public Body). The president of Puertos del Estado, Álvaro Rodríguez Dapena, and the president of the State Mercantile Society for the Management of Innovation and Tourism Technologies (SEGITTUR), Enrique Martínez Marín, have signed an action protocol for the promotion of digitalization and data exchange in the port and tourism sector.

The protocol includes a collaboration that will ultimately promote the economic, scientific, digital and sustainable transformation of Spanish ports and coastal tourist destinations, helping to improve the experience of tourists arriving in Spain by sea without forgetting the population of port cities.

Specifically, the development of a joint work program for the exchange of data from passenger traffic in Spanish ports is proposed, for a better knowledge and measurement of flows, within the framework of the work promoted by the Smart Tourist Destinations initiatives, the Tourism Intelligence System, the current DATAESTUR and the future Smart Destination Platform (PID). which will contribute to the improvement of the available tourist knowledge and intelligence.

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AVDA. PARTENÓN, 10
FIELD OF NATIONS
28042 MADRID
TEL: 91 524.55.17
FAX: 91 524.55.04

This agreement responds to Puertos del Estado's commitment to innovation and digitalization, set out in the Strategic Framework in lines 7 and 8, smart and synchronous ports, and innovative ports, which contemplates the digital transformation of Spanish ports at all levels.

SEGITTUR is the body that, through the Secretary of State for Tourism, is responsible for promoting research, development and innovation (R+D+i) in the Spanish tourism sector, by carrying out tourism promotion activities and supporting the marketing of tourism products and services, as well as the collection, processing, communication and dissemination of information relevant to the promotion and support of development and innovation in the tourism sector.

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