

**PRESS RELEASE**

**Kick-off meeting of CI – NOVATEC Project**

Customer Intelligence for inNOVative Tourism Ecosystems

**Press release 4 July 2018**

*The Kick-off meeting of the project CI-NOVATEC - Customer Intelligence for inNOVative Tourism Ecosystems, co-funded for 867.000 euro by the Interreg V-A Greece-Italy Programme 2014-2020, will be held on 5-6 July in Patras (Hotel Astir Palace).*

The **Region of Western Greece** is the lead beneficiary of this project in cooperation with two greek partners, the **University of Patras – Department of Electrical and Computer Engineering** and the **Region of Epirus** and two Italian partners the **Apulia Region – Department Economy of Culture, Tourism & Territory** and the **Chamber of Commerce of Bari**. Associated partners are the **Chamber of Achaia** and the **Chamber of Commerce of Brindisi**.

CI-NOVATEC project, financed under Priority Axis 1 – Innovation and Competitiveness, with a budget of about 867 thousands euro focuses on Local Tourism Clusters (LTCs), which consist of geographically concentrated SMEs, providing services to the same customer i.e. the arriving visitor, and may belong to various market sectors i.e. Tourism, Creative Industry, Agrofood, Commerce, Leisure, Transportation.

This project aims to develop a mobile application and a data management system, by using ICT tools to collect visitor data and applying Big Data Analysis in order to categorize, analyze and conceptualize them.

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*Interreg V-A Greece-Italy Programme is an European Territorial Cooperation Programme that aims to help public institutions and local stakeholders to develop cross-border projects and pilot actions and to create new policy, products and services, with the final goal to improve the citizens' quality of life. Strategically, the programme will enhance innovation in a number of fields such as blue growth, tourism and culture, agro food and cultural and creative industries. Interreg V-A Greece-Italy Programme aims to get maximum return from EUR 123 million financed per 85% by European Regional Development Fund (ERDF) and per 15% by the 2 member states through a national co-financing.*