

*Ivano-Frankivsk, February 12, 2026*

## Press release

### Smart Tour: from launch to active international cooperation

A set of events took place in Ivano-Frankivsk as part of the launch and implementation of the international Smart Tour project, aimed at developing smart and sustainable tourism through cross-border cooperation. The project is being implemented as part of the Interreg Europe Program, which is funded by the European Union and unites partners from European countries to implement modern approaches to tourism management.

The first stage of the project implementation was a kick-off meeting of partners, during which the overall concept of the project, its strategic goals, and expected results were presented.



The partners exchanged experiences on joint management of tourist destinations, crisis communication, digital solutions for travel, sustainable development, and new formats of tourist mobility.



The next step was a press conference in Ivano-Frankivsk, during which representatives of the city authorities and the project team presented Smart Tour to the public and the media.



The importance of introducing digital tools in the field of tourism, developing innovative services, increasing the city's tourist appeal, and strengthening international partnerships was emphasized.



One of the most important parts of the project was the first meeting with stakeholders, which brought together folks from the tourism industry, community organizations, educational institutions, experts, and local government.



Participants discussed opportunities for implementing the concept of smart tourism, identified key industry needs, and outlined areas for further cooperation. This format ensures the integration of local experience into the international context of project implementation.



As part of the ongoing implementation of Smart Tour, a second partner meeting was held in Jesolo (Italy) to coordinate current activities, exchange experiences, and agree on the next steps. The partners analyzed the tasks completed, discussed tools for digitizing tourism processes, and identified joint steps to achieve the planned results.



**Interreg  
Europe**



Co-funded by  
the European Union

**Smart Tour**

*For more information about the project and media inquiries, please contact:*

*Department of Investment Policy, Projects, International Relations, Tourism, and City  
Promotion of the Ivano-Frankivsk City Council*

*Contact person: Lidiia Cherevko*

*Position: Head of Project Management*

*Phone: +380986347650*

*Email: [intercities.if.huskroua@gmail.com](mailto:intercities.if.huskroua@gmail.com)*

*Website: <https://invest-if.com>*

*Smart Tourism - Smart Destinations: Accessibility, Sustainability, Digitalisation, Cultural Heritage & Creativity (Smart Tour) project is implemented under the Interreg Europe Program, funded by the European Union. The contents of this publication are the sole responsibility of the author. The management of the Interreg Europe Program is not responsible for any information contained in this publication.*