


## MIA - RTDI

*HappyCruise is a research project implemented in the framework of the Single RTDI State Aid Action “RESEARCH – CREATE – INNOVATE” under the priority sectors of Tourism, Culture and Creative Industries. The “RESEARCH – CREATE – INNOVATE” support measure has been launched under the Intervention II – Business Partnerships with Research Organizations, and is financed by the Operational Programme Competitiveness, Entrepreneurship and Innovation 2014-2020 (EPAnEK).*

	<p>The aim of the project was to offer cruise passengers a comprehensive solution that provides personalized security and information to reduce the feeling of insecurity and highlight the competitive advantages of Greek destinations, offering a more comprehensive visit experience based on their interests and the available time while enhancing the Branding of the city and the port. The expected consequences of increasing the sense of security and improving the personalized visit experience include, increase in the number of cruise ships per year, increase in customer traffic to local businesses as well as increase in traffic to tourist attractions.</p>
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**Duration: 7/2018 - 5/2022**

[Website](#)