

# Better information and better distribution of visitor flows across Crete

An independent, multilingual information service, in the public interest.

crete.direct is an independent information platform about Crete, in **22 languages**. We have done what no one else had done: **bringing the island's entire intercity bus network together into a single tool** (both KTEL networks), with timetables, fares and a journey planner. It is today the most consulted part of our service.

**22**

languages

**292**

bus routes aggregated

**-74%**

of our traffic on bus info

**1<sup>st</sup>**

unified planner for the island

## The situation

Crete welcomes more than 6 million visitors a year and will open the new Kastelli airport in 2028 (~18 M passengers/year). Yet information on intercity public transport remains **fragmented, barely multilingual and invisible to major search engines** — Google Maps offers no intercity bus routing in Crete. Just as managing tourist flows becomes a priority, **no tool connects ridership data to transport supply** to anticipate and distribute the load.

## What we propose

To put our work and our audience at the service of the Region and its partners, in the public interest. The public service remains **free**.

### Specifically, we request a meeting to explore:

- a **data partnership** on the bus network (timetables, routes), to improve traveller information and build an open digital reference of the Cretan network;
- **recognition of crete.direct as an information and flow-intelligence partner** within the region's mobility and tourism agenda;

- a joint reflection on public-transport access to the future Kastelli airport and on smoothing seasonality.

## Why us

- We have already done the aggregation work no one else undertook.
- We reach visitors in their own language, before and during their stay.
- Our approach is transparent, privacy-respecting, and aligned with public objectives of sustainable mobility and flow management.

We would be honoured to present crete.direct and discuss a collaboration.

### **Kami**

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