# Innovative AI campaign highlights overtourism challenges in Sóller, Majorca



An innovative social media campaign employing artificial intelligence has been launched in Majorca as part of efforts to highlight and address the challenge of overtourism on the Balearic Island. The initiative, named 'Welcome to Sollerland', seeks to dissuade EU holidaymakers from visiting the town of Sóller by showcasing the negative effects of excessive tourism through AI-generated imagery.

The Instagram account associated with the campaign has sparked debate by presenting a series of digitally-created images forecasted to represent the town’s current summer conditions. These images include crowded scenes at prominent locations such as Plaza de la Constitución, where tourists and hire cars congest the area, and the well-known Sóller train, depicted as overcrowded with passengers.

One striking image illustrates a man amidst a crowd, holding a sign that declares "I was from here," while another features a girl on the overloaded train wearing a T-shirt with the same slogan, seemingly symbolising the perspective of local residents impacted by heavy tourism. Additionally, a recent image shows a child on a packed beach holding a sign stating, "I used to play here," further emphasising the changes brought by the influx of visitors.

The campaign’s Instagram post posed the question, "What will this summer be like in Sóller?" accompanied by these visual portrayals to engage audiences and prompt reflection on tourism’s impact.

Local sentiment has been mixed, with some residents acknowledging the traffic issues caused by tourists. One local commented on the situation, saying: "I drove into and passed Sóller a few times last week. The gridlock was mostly caused by cars stopping and looking/waiting for parking spaces. If local authorities would guide traffic better there would not be an issue. As it happened there was nobody to be seen. And cars holding up everyone behind them all the time. Simple. In typical Mallorquin style, complain but never any relevant action."

In response to the challenges posed by overtourism, the Sóller council has introduced a "non-resident traffic zone" covering an area of roughly 70 hectares. This initiative forms part of an experimental low emission zone aimed at managing traffic and reducing environmental impact within the town.

The campaign’s use of artificial intelligence marks a new approach in local activism against overtourism, seeking to leverage technology to communicate the pressures faced by communities in Majorca.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.majorcadailybulletin.com/news/local/2025/04/23/132775/mallorca-holiday-welcome-sollerland-campaign-protest-against-tourism-gridlock.html> - This article discusses the 'Welcome to Sollerland' campaign, which uses AI-generated images to highlight the issues caused by overtourism in Majorca, specifically mentioning traffic problems and the use of AI technology to depict future conditions.
2. <https://www.majorcadailybulletin.com/news/local/2025/04/23/132775/mallorca-holiday-welcome-sollerland-campaign-protest-against-tourism-gridlock/related.html> - This related news article provides additional context on the broader tourism challenges in Majorca, including traffic studies and restrictions, which supports the campaign's focus on addressing tourism-related gridlock.
3. <https://www.noahwire.com> - This source is mentioned in the original text as the origin of the information about the 'Welcome to Sollerland' campaign, though it does not directly provide additional details online about the campaign.
4. <https://ia601201.us.archive.org/20/items/they-say-i-say-5th-edition/They%20Say%20I%20Say%205th%20Edition.pdf> - This PDF does not directly relate to the 'Welcome to Sollerland' campaign but provides a broader context on analyzing and presenting perspectives in social discussions, which could be relevant to the campaign's goal of engaging audiences.
5. <https://www.dol.gov/agencies/owcp/FECA/regs/compliance/DFECfolio/FECAcirculars> - This document does not relate to the 'Welcome to Sollerland' campaign or tourism in Majorca; it pertains to U.S. worker compensation programs.
6. <https://www.justice.gov/archives/sco/file/1373816/dl?inline=> - This PDF also does not relate to the 'Welcome to Sollerland' campaign or tourism in Majorca; it discusses a report on Russian interference in the 2016 U.S. presidential election.
7. <https://news.google.com/rss/articles/CBMilwFBVV95cUxNSlgxai14c3RDNVpDbHllZU9qeTRNbmI5R0ctNVI3UUlfRjJlazl2ME9WVC1FaGtRQy1xN19kM1VpbTBTczJkOUVKMVZEYkxVMDZCZlFKckFYYXN4WW4wdVZLdVJaR3lOaFVUbURlYzB4OHlnNDRiU3pqMkhBNTgyTTgzblJYUkFYLU9DSEZNRmRkNTZzV0o0?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data