# AI campaign highlights overtourism challenges in Sóller, Majorca



In Majorca, a new artificial intelligence-driven campaign is drawing attention to the island’s challenges with overtourism, focusing particularly on the overcrowding experienced in the town of Sóller. This initiative utilises AI-generated imagery to highlight the impact of increasing visitor numbers from across the European Union.

Known as 'Welcome to Sollerland,' the social media campaign operates primarily on Instagram, where the public can view a series of digitally created images depicting potential future scenarios at well-known locations within Sóller. These images serve as a visual commentary on how overtourism is affecting both residents and popular tourist sites.

One recent post on the campaign's account posed the question, "What will this summer be like in Sóller?" It featured AI-crafted scenes that show the Plaza de la Constitución packed with tourists and rental vehicles. Other visuals depict the iconic Sóller train overwhelmed with passengers, with some images illustrating locals holding placards declaring, "I was from here," seemingly expressing their diminishing presence amidst the crowds. Another image shows a young woman on the train surrounded by tourists absorbed in their smartphones, wearing a top emblazoned with the same phrase.

The campaign also includes a portrayal of an overcrowded beach area, where a young person holds a sign stating, "I used to play here," highlighting how local spaces are becoming increasingly inaccessible to residents.

The initiative has sparked discussion among residents and visitors alike. One commenter shared their observations on the traffic issues encountered in Sóller, attributing the gridlock primarily to drivers stopping and waiting for parking spaces, which in turn caused significant delays. The commenter stated, "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." They also noted the frustration caused by impatient drivers, adding, "And cars holding up everyone behind them all the time. Simple. In typical Mallorcan style, complain but never any relevant action."

In response to the issues presented by overtourism and traffic congestion, Sóller's local council is currently trialling a "non-resident traffic zone" covering approximately 70 hectares. This measure is part of a low-emission zone experiment designed to reduce traffic and environmental impact in the area.

The Chronicle Live reports that this AI-led campaign aims to contribute to the conversation around sustainable tourism and urban living on Majorca, by visually expressing the strain the current influx of visitors places on the community and infrastructure of Sóller.

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> - Directly references the 'Welcome to Sollerland' AI campaign and its focus on traffic congestion caused by overtourism in Sóller, including details about recent parking-related gridlock.
2. <https://www.majorcadailybulletin.com/news/local/2025/04/23/132775/mallorca-holiday-welcome-sollerland-campaign-protest-against-tourism-gridlock/related.html> - Further discusses the AI-generated imagery's purpose and includes contextual information about traffic management challenges in Mallorca.
3. <https://www.majorcadailybulletin.com/news/local/2025/04/23/132775/mallorca-holiday-welcome-sollerland-campaign-protest-against-tourism-gridlock.html> - Reiterates the campaign's use of AI visuals depicting overcrowded scenarios and resident displacement, aligning with the article's descriptions of packed plazas and trains.
4. <https://www.majorcadailybulletin.com/news/local/2025/04/23/132775/mallorca-holiday-welcome-sollerland-campaign-protest-against-tourism-gridlock/related.html> - Includes a resident's commentary about traffic management failures in Sóller, corroborating the article's quotes about parking-related gridlock and lack of official guidance.
5. <https://www.majorcadailybulletin.com/news/local/2025/04/23/132775/mallorca-holiday-welcome-sollerland-campaign-protest-against-tourism-gridlock/related.html> - Mentions broader Balearic protests against hire cars and traffic studies supporting the article's claims about systemic overtourism challenges.
6. <https://www.majorcadailybulletin.com/news/local/2025/04/23/132775/mallorca-holiday-welcome-sollerland-campaign-protest-against-tourism-gridlock.html> - Documents the local council's implementation of parking guidance systems and non-resident traffic zone trials, aligning with the article's low-emission zone experiment details.
7. <https://www.chroniclelive.co.uk/whats-on/travel-tourism/tourists-spain-warned-ai-campaign-31520748> - Please view link - unable to able to access data