# Activists use AI to highlight overtourism challenges in Sóller, Majorca



In Majorca, Spain, activists have launched a new and sophisticated campaign using artificial intelligence (AI) with the aim of discouraging excessive tourism, particularly from EU holidaymakers. This initiative targets the town of Sóller, a well-known destination on the Balearic Island, where local residents and authorities have been battling the pressures of overtourism.

A provocative Instagram profile titled "Welcome to Sollerland" has appeared recently, drawing attention for its striking use of AI-generated images. The account seeks to highlight the negative effects of the overwhelming influx of tourists in Sóller by presenting a dystopian vision of the town’s key landmarks and everyday scenes. This effort is designed to spotlight issues such as overcrowding and environmental degradation caused by the tourist boom.

On the Instagram page, one post from just four days ago posed the question, “What will this summer be like in Sóller?” This was accompanied by AI-rendered images depicting the Plaza de la Constitución packed with tourists and hire cars. The visuals also show the famous Sóller train overcrowded with passengers, capturing a man holding a sign stating “I was from here,” surrounded by the throng. Another image portrays a young girl on the overloaded train, visibly isolated amidst visitors absorbed in their phones, her t-shirt also bearing the “I was from here” slogan. The final image in the series shows a child on a crowded beach holding a sign that reads, “I used to play here.”

The campaign has prompted reactions from the local community. One resident commented on the situation in Sóller, remarking that recent traffic gridlocks were largely due to cars stopping to look for parking spaces. The resident suggested that better traffic management by local authorities could alleviate the problem but lamented, “In typical Mallorquin style, complain but never any relevant action.”

In response to the challenges posed by visitor numbers and environmental concerns, the Sóller council is implementing a "non-resident traffic zone" that will span approximately 70 hectares. This manoeuvre is part of a broader experimental low emission zone initiative aimed at better controlling traffic flow and reducing pollution in the area.

This innovative use of AI by activists marks a new chapter in the ongoing conversation about tourism management on the Balearic Islands, reflecting the complex efforts to balance local quality of life with the economic benefits brought by visitors. The campaign and policy interventions in Sóller demonstrate practical and technological approaches being deployed to address the impacts of overtourism.

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

## References

* <https://www.majorcadailybulletin.com/news/local/2025/04/23/132775/mallorca-holiday-welcome-sollerland-campaign-protest-against-tourism-gridlock.html> - Confirms the AI-generated 'Welcome to Sollerland' campaign protesting tourism overload in Sóller, including traffic gridlocks and parking issues.
* <https://www.majorcadailybulletin.com/news/local/2025/04/23/132775/mallorca-holiday-welcome-sollerland-campaign-protest-against-tourism-gridlock/related.html> - Supports claims about traffic congestion in Sóller during peak periods and broader Balearic protests against overtourism, including traffic management challenges.
* <https://www.majorcadailybulletin.com/news/local/2025/04/23/132775/mallorca-holiday-welcome-sollerland-campaign-protest-against-tourism-gridlock.html> - Details the specific AI-generated images used in the campaign, such as overcrowded landmarks and 'I was from here' protest signs.
* <https://www.majorcadailybulletin.com/news/local/2025/04/23/132775/mallorca-holiday-welcome-sollerland-campaign-protest-against-tourism-gridlock/related.html> - Includes resident complaints about traffic management in Sóller and critiques of local authorities' inaction, aligning with quotes in the article.
* <https://www.majorcadailybulletin.com/news/local/2025/04/23/132775/mallorca-holiday-welcome-sollerland-campaign-protest-against-tourism-gridlock.html> - References traffic management initiatives like parking availability signs on Palma-Sóller roads, corroborating municipal efforts amid congestion.
* <https://www.majorcadailybulletin.com/news/local/2025/04/23/132775/mallorca-holiday-welcome-sollerland-campaign-protest-against-tourism-gridlock/related.html> - Highlights broader Mallorca tourism tensions, such as seasonal traffic restrictions (e.g., Formentor road), paralleling Sóller's planned low-emission zone.
* <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