

SMART TOURIST DESTINATIONS: THE KEY TO TRANSFORM YOUR CITY INTO SMART DESTINATION PALMA & BENIDORM CASE STUDIES

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Summary: The communication between people, institutions and companies is done through by smart phones that are permanently connected in Internet. The fundamental requisite in a Smart Tourist Destination (STD) is providing free public wireless connectivity WIFI with the best quality for residents, tourists, companies and institutions to satisfy this general requirement. WIONGO accumulate 17 years of acknowledge implanting municipal solutions with free WIFI connectivity, the successful cases of Palma and Benidorm are the final result of this broad experience.

Keywords : Smart Tourist Destination, Connectivity, BigData, IoT, Sensors, Access Points, Beacons, Wi-Fi, Information, Network Intelligence, Cloud, Smart Platform, Travel Smart, Travel Intelligence, Geopositioning, Digital Tourism Experience, Digital Tourism, Digital Services , Digital Mobile Mobile Marketing, Smart Destination, Tourists, Residents, Companies, Institutions, Urban Environment, Ecosystem, Mobility, Governance, Efficiency, Profitability, Sustainability.

INTRODUCTION

All the Smart Destination should **improve** their **competitive and sustainability** of your tourist model through the investigation, planification, the development of new tourist products, the municipal promotion in their markets and the channels of commercialization that are established, and the direct realization and organization through third parties, and how many activities you need at the destination in the markets, for the previous purpose.

Our National Tourism, face a crucial point, a new challenge facing the future: effectively implement and consolidate the model of smart tourism destinations. A challenge that seeks to **maintain the competitiveness of the destination and the differentiation of competing destinations**.

The concept "Smart Tourist Destination" emerges from the development of smart cities (Smart Cities) where technology plays a decisive role, since what is intended is that tourist destinations incorporate technology throughout the **tourist's travel cycle, this is; before, during and after the trip**, so that the tourist's experience is enriched.

Technology does not turn a destination into an intelligent one, it must be accompanied by a process of change at all levels, starting with the city strategy and the tourist intelligence that should lead towards a new model of innovative, accessible and sustainable destination. The management is therefore the element of the transformation of the tourist destination to face the changes of a complex tourist scenario, both of the competitors, of the tourists themselves, and of the marketing channels.

WIONGO PROJECT

The general objective of the project is to enable the transformation of any tourist destination into an intelligent tourist destination, **without costs for the administration or the citizen**, thanks to the inclusion of the municipality/s in the WIONGO Smart Destination National Deployment of Pilots, which includes the wording of the Smart Destination project, the installation and deployment of the free Municipal Wi-Fi Network that serves as a base / technological platform, its maintenance and management, as well as the integration of the IoT / BigData / Mobile Marketing services, which allow the sustainability of the project , from the first day, thanks to the advertising sponsorship agreements managed with third parties.

The Connectivity, indispensable condition

The communication between people, institutions and companies is done through mobile devices that are permanently connected to the Internet. **The fundamental requirement of a Smart Tourist Destination (DTI) is to provide high quality free public Wi-Fi connectivity** so that residents, tourists, companies and institutions can satisfy this need. WIONGO accumulates 17 years of experience implementing public Wi-Fi connectivity.



Figure 1. Wi-Fi Access Point installed in Paseo del Borne from Palma City

Sensors, measure the important

The Internet of Things (IoT) are devices that work autonomously connected to the Internet. These sensors are important in the DTIs because they provide information in real time about the environment, urban furniture and the mobility flows of tourists, visitors and residents. WIONGO takes advantage of the connectivity to install them strategically according to the needs of each municipality.



Figure 2. IoT Environmental Sensor installed at the Palma Port Authority Headquarters

BigData, the value of the information

The combination of connectivity and sensors provides data continuously on different areas (BigData). **In order to obtain quality information, we must interpret the data, relate it and structure it visually.** This process provides a high added value to achieve Governability, Sustainability, Efficiency and Profitability objectives, so necessary in the society of the XXI Century. And all this, strictly complying with current regulations.



Figure 3. Dashboard Heat Map Geolocated from Palma City Users in Real Time

Experience, the greatest added value

The project that has turned Mallorca into a Smart Island and Smart Tourist Destination, the free Municipal Wireless Internet connection for tourists and residents of Europe. The numbers speak for themselves:

- + 1,300 Wi-Fi Access Points + Beacon + IoT deployed.
- + 350 Million connections per year. + 10 Million Unique Annual Users (different WiFi devices).
- + 3,500 Million annual BigData readings captured, stored and analyzed.

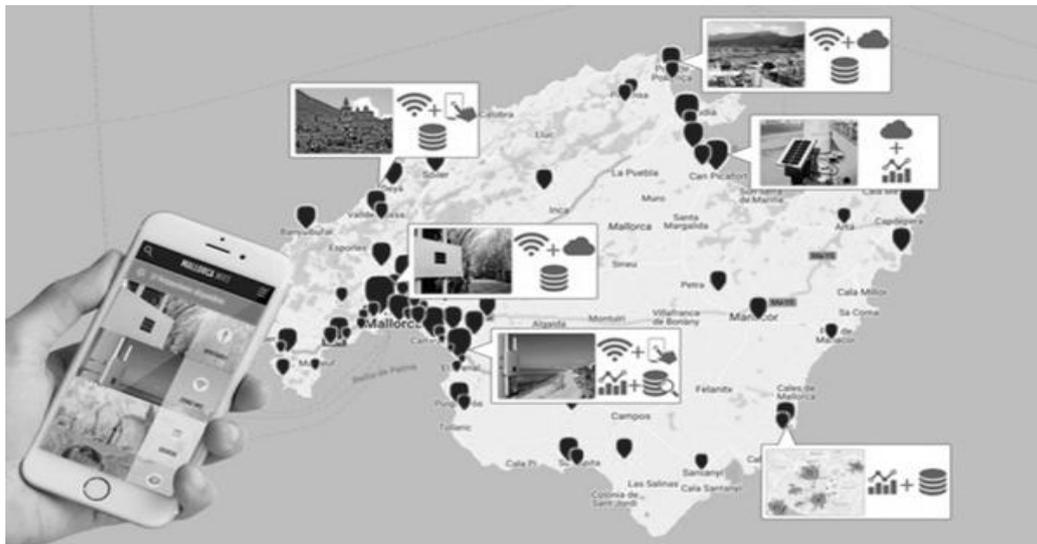


Figure 4. Deployment of the Mallorca's Smart Island map

Smart Tourist Destinations, make intelligent advertising

The combination of a new mass media / Wi-Fi advertising channel that allows to offer a rich and complete experience of **mobile contextual marketing** linked to the information processing (BigData) **that allows to detect, analyze, segment and predict the mobility** flows of people make it possible to increase advertising effectiveness to new heights hitherto unimaginable. WIONGO offers the sponsors of the service (local, national and international companies) an **exact measurement** of their **return on investment** which results in their complete satisfaction, which, in turn, enables the complete sustainability of the project.

Full Branding
 Convierta al usuario de la SmartWiFi de Benidorm en cautivo de su marca.

Con nuestra opción Full Branding, el equipo de WIONGO se encarga de combinar las múltiples SSIDs WiFi disponibles en modalidad de **patrocinio exclusivo** para alcanzar a la cantidad de **usuarios únicos garantizados** que se contrate.

Este servicio incluye la planificación, **desarrollo a medida** y despliegue de tecnologías punteras para su campaña (integración a medida con el ChatBot turístico de Benidorm, con una App móvil, con cualquiera de nuestras integraciones básicas o con un mix combinando todo lo anterior). También incluye la instalación de equipos WiFi CISCO de gama profesional en su establecimiento, cuya recogida de información integraremos en nuestro procesamiento BigData para reportarle una medición exacta de su ROI.

Clic to Visit
 Haga clic para visitar el sitio web de su empresa.

Video
 Muestre la máxima atención al cliente.

Social Login
 Conecte su perfil de usuario con su perfil de usuario.

App Download
 Conecte su perfil de usuario con su perfil de usuario.

Figure 5. Intelligent advertising make smart decisions

CASE STUDIES

The two Smart Destination cases, carried out, managed and fully exploited by WIONGO, most outstanding to date, at the National level, are those carried out in Palma (Illes Balears) and Benidorm (Alicante), since they undoubtedly represent a real technological challenge by the large volume of traffic and users to cover in the strategic areas of great tourist influx of these two tourist destinations TOP NATIONAL exception, notwithstanding the above, here we detail the most relevant case studies made at the municipal level in recent years, among our more than 300 Smart projects carried out both with private companies and with public institutions:

- SmartWiFi PdP, Municipalities Palma / Lluçmajor (Illes Balears), Playa de Palma Tourist Consortium, 2014 - present
- SmartWiFi Palma, Palma Municipality (Illes Balears), Palma 365 Tourism Foundation, 2016 - present
- SmartWiFi Intermodal, Palma Municipality (Illes Balears), Serveis Ferroviaris Mallorca Consortium, 2016 - present
- SmartWiFi Valldemossa, Valldemossa Municipality (Illes Balears), Valldemossa City Council, 2017 – present

- SmartWiFi PortsIB, Several Municipalities Mallorca (Illes Balears), Ports of the Balearic Islands, 2017 - present
- SmartSens IoT Port de Palma, Palma Municipality (Illes Balears), Port Authority of the Balearic Islands, 2017 - present
- SmartWiFi Benidorm, Benidorm Municipality (Alicante), Visit Benidorm Tourism Foundation, 2018 - present
- SmartWiFi Mazatlán, Mazatlán Municipality (Sinaloa - Mexico), Mazatlán City Council, 2018 - present

RESULTS & CONCLUSIONS

The ways of directing this initiative, towards the Tourist Destination, have a strong positive economic/ social impact on the local economy, highlighting the following conclusions about the experience of the results obtained:

- The cost / opportunity of a Tourist Destination not to be competitive in terms of free Internet connectivity service for residents and tourists, loss of tourist competitiveness against destinations that do offer it.
- The economic impact of being able to demonstrate clear variables based on clear data of the mobility flows of people (being able to demonstrate how many people pass through certain places and therefore analyze their needs, their economic repercussion in the whole social / economic structure, their value to undertake certain investments and / or allocate certain resources).
- The social / environmental impact of knowing the environmental status of the destination, air / water quality, pollution, harmful values, to cross with the information of people's mobility flows and predict their behaviors in adverse weather conditions, etc.
- The economic impact of being able to communicate to residents and tourists in an innovative way the range of products and services of the destination, of the region (tourist information of public character / services, private information of commercial nature of products and services offer, marketing of companies private that ultimately make up the economic fabric of the destination).
- The social / economic impact of being able to measure the impact and management of the flow of people in large-scale events, which allows planning actions in terms of security, evacuation management, capacity planning, alternative entry / exit routes, etc
- The social impact of offering a free Universal Internet access service without limitations of any kind to all layers of the population regardless of their socio-economic situation, breaking the digital divide of the population, access for people in a state of social exclusion.
- The media / political impact of selling the destination as an innovative destination, such as a SmartCity / SmartDestination without costs for the municipal coffers, without squandering public money, economically sustainable from the first day, backed by the highest quality components and prestige of the leading manufacturers global and of an experience, leader in the sector, verified.
- The positive social impact due to keeping the population informed about the impacts of government work in their favor, as well as the impact generated by a positive and educated attitude towards the visitor / tourist. With the correct Apps and a proactive subliminal content, the problems of pedestrian traffic, transport, social work, prioritization of needs, etc., will be sifted and will show a balance and equity between the different socio-economic sectors of the city, municipality, destination .

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