

INDUSTRY AWARDS CASE STUDY SERIES: *LEADING SMART DESTINATIONS*

WIONGO

OUR STORY

Background:

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 cities are the final result of this broad experience.

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.

Description:

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.

Learnings:

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.

THE SOLUTION

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 biggest 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 previously unimaginable. WIONGO offers to the service sponsor (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

Click to visit a company profile

Video

Upload a video to promote your profile

Social Login

Enable social login for your profile

App Download

Enable app download for your profile



Figure 5. Intelligent advertising make smart decisions

PARTNERSHIPS

During the past five years period (2014-2019) we appreciate the municipal collaboration in the WIONGO project to: Pedro Homar, manager of the Tourism Foundation of Palma , Leire Bilbao, manager of the Tourism Foundation of Benidorm, Tomeu Crespí, responsible for innovation and NNTT Urban Planning Consortium of the Palma and Coordination of the Tourism Area, Smart Office Palma, Tomeu Alorda, coordinator of the Smartcity / SmartDestination work group of the University of the Balearic Islands, Jorge Martín, Head of Innovation and Quality of the Port Authority of the Balearic Islands and with special emphasis on appreciates the work, dedication and enthusiasm of the WIONGO human team (and previous MallorcaWiFi.com team) without which it would have been impossible to achieve these professionalism, success and satisfaction quotas, also special mention to our technological partner CISCO Inc.

This year 2019 we expand our service to another Spain's top tourism destination: Salou, we appreciate the municipal collaboration of all the Salou's staff, Jesus Redon, ITC Head of Salou City council, Benet Presas, Tourism Governing, Juan Carlos Capilla, Managing Director at Salou Tourist Board.

PASSION FOR
PALMA
DE MALLORCA

**Visit
Benidorm**



SALOU
europe's beach

BUSINESS/SOCIAL IMPACT

- We lead the transformation of the Tourist Destinations into Intelligent Tourist Destinations, thanks to the revolution of mobile contextual marketing, the applications of Big Data and the services of the Internet of Things.
- We democratize the technology based on Big Data and Artificial Intelligence so that any company in the public or private sector can understand its customers and offer them high added value services.
- We help to better understand mobility flows (knowledge about urban mobility using Wi-Fi hotspots) to improve management of urban infrastructure and services, reduce public spending and promote the sustainable and intelligent development of tourist destinations.
- We collect information from WiFi devices, process it and convert it into useful information, allowing tourist destination managers to improve both the tourist's experience and the impact of tourism on the environment and the lives of residents.
- We reinvent the customer journey map uniting the physical and digital world to enrich the profile of users through mobile geolocation. We process in real time the data that is obtained raw to give it value and turn it into knowledge. We unite geolocation data using space, time and distance, identifying points of interest and routine and exception situations, to build a journey map of each user.



Figure 6. Palma City Mobility Flows