

SMART CITIES

Tourism Management

HOW CAN TELEFÓNICA TECH HELP?

We offer visitors relevant and up-to-date information about their destination, improving their experience and helping institutions to plan sustainable tourism development.

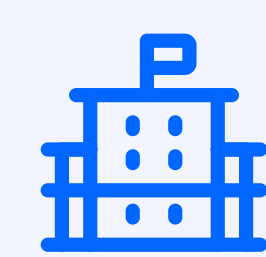
The tourism sector is preparing to exceed pre-pandemic levels, boosting business profits, the development of urban infrastructures and the need to minimize environmental impact.

Our solution provides visitors with quick and easy access to tourist information, while institutions can take advantage of the data generated to make strategic decisions and anticipate the demands of the sector.

WHO IS THIS SERVICE FOR?



Town halls: They should seek to digitalize their tourist information points to improve the visitor experience and boost local tourism.



Urban managers: They should be interested in integrating digital services and offering up-to-date, relevant, and accessible information to optimize interaction with tourists.

OUR VALUE PROPOSITION

Our service

The Tourist Management solution is designed to **digitalize all the services and tourist information** offered by tourist offices, municipalities and town halls, improving the visitor experience.

The platform allows for the centralization and management of all information of interest to tourists, facilitating its display on devices such as totems, interactive lecterns, tablets, and other digital media. In this way, it provides quick, convenient, and up-to-date access to the most relevant data about the destination.

What does it allow you to do?

This solution will allow you to:

- › **Signposting of places of cultural interest:** Access to descriptions, multimedia content, addresses, opening times, prices, and capacity in real-time.
- › **Creation of personalised itineraries:** Designed according to the preferences of tourists, they include detailed descriptions and audiovisual content to enrich the experience.
- › **Interaction with visitors:** Provides automatic and customized information, improving the connection with users.
- › **Promotion of the destination:** Generates interactive content to distribute multimedia information through different channels and increase the visibility of the destination.

Benefits

Digitalization of services and information

Transformation of the content of tourist offices and municipalities, improving accessibility and personalizing the visitor experience.

Workload release

Automation of tourist services, available 24/7, allowing staff to focus on tasks with greater added value.

Easy and intuitive

It is designed with a user-centered approach, guaranteeing simple and efficient use for visitors.

Cost reduction

Elimination of paper content, reducing operating costs and contributing to a positive environmental impact.

Telefónica Tech's differential value



Adaptation to customer needs

The solution combines devices and technologies with optional information modules, offering customization that adapts to the specific needs of each customer.



End-to-end solution

Telefónica Tech provides a comprehensive service with global logistics and installation capabilities, backed by its own platform that integrates all the solutions needed to digitalize spaces and optimize operations.



Proprietary platform

An exclusive development platform that unifies the tools needed to digitalize spaces, analyze businesses in depth, understand customers, increase sales and improve operational efficiency.



Big Data from the Telefónica Tech network

We take advantage of the exclusive data from our mobile communications network to enrich our knowledge of the customer with key information (gender, age, sociodemographic profile, income level, etc.), offering unique added value in the market.

BUSINESS MODEL

The Tourist Management service **includes all the hardware and software** necessary for device management and data visualization, as well as system deployment and configuration.

The solution can be easily integrated with the customer's existing analysis and visualization platforms, providing flexibility and adaptability to meet the specific needs of each project.

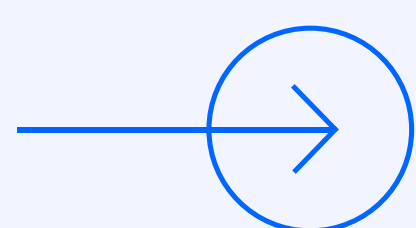
RELATED PARTNERS



RELATED SERVICES

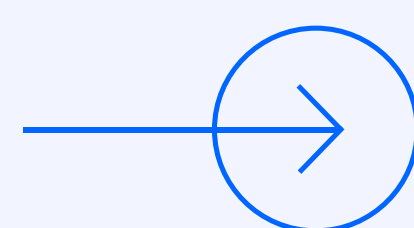
Smart Parking

Accurate, real-time information on city parking zone occupancy. This solution enables better management and planning of available resources, enhancing operational efficiency and improving citizen satisfaction.



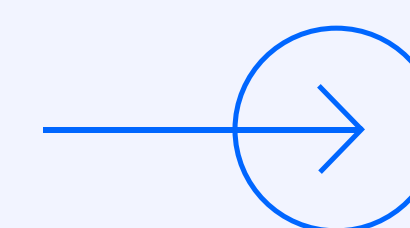
Air and Noise Quality

We assist you in implementing more sustainable urban planning, reducing pollution, and keeping citizens informed at all times about the environmental quality of their surroundings.



AI & Data Consulting

We design a master transformation plan centered around data, guided by your business priorities. Based on these priorities, we build a technological ecosystem of IoT and Artificial Intelligence, enabling your company to leverage the potential of these new technologies to generate new revenue streams, optimize costs, or reduce risks.



Contáctanos para empezar la transformación digital de tu organización.

