

What is the Tourism Intelligence System (TIS)?

TIS is Telefónica Tech's smart tourism solution designed to help municipalities manage tourism in a sustainable, efficient, and data-driven way. Based on **Smart Steps** technology, it transforms large volumes of information into strategic knowledge, facilitating informed decision-making that improves the visitor experience, protects the local community, and enhances the economic value of the destination.

Key features

- Advanced visitor behavior analysis**
 Mobility patterns, length of visit, and places visited.
- Segmentation by tourist value**
 It identifies the profiles that bring the most value with the least impact.
- Impact assessment of events and campaigns**
 It measures return and improves planning.
- Integration of multiple sources**
 Mobility, weather, consumption, social media, collaborative economy, etc.
- Accessible visualization**
 Customizable dashboards with heat maps, flows, and more.

Modular architecture adapted to each type of municipality

The platform has a modular architecture that adapts to the needs of each territory, regardless of its size, resources, or digital maturity.

- Tourism**
 How many people visit us? What are they like?
- Mobility**
 How do people move around our municipality?
- Accommodation**
 What are the hotels and apartments we offer like?
- Other modules**
- Social listening**
 What is the opinion people have of our municipality and points of interest? And of our competitors?
- Spending**
 How do people spend their money?
- Area Connectivity**
 What is the activity of the nearest airports?

Small or medium-sized municipalities

Quick and affordable implementation with preconfigured reports. No major investment or specialized personnel required, allowing you to get results from day one.

Advanced tourist destinations

Robust platform with multiple source integration, customized dashboards, and the ability to handle large volumes of information.

Complex ecosystems

Possibility of creating tourist data spaces that are interoperable with other systems, complying with specific regulations and promoting inter-territorial collaboration.

Benefits

Public administrations

- Replace assumptions with real evidence
- Optimize investments and resources
- Improve coordination between departments

Local population

- Reduce the negative impacts of tourism
- Preserve identity and heritage
- Generate sustainable economic opportunities

Visitors

- Less congested experiences
- Offers that are more aligned with their interests
- Greater satisfaction and spending

Why Telefónica Tech?

Telefónica Tech transforms data into decisions and destinations into smart tourist references through robust technology, strategic vision, and a constant commitment to innovation.