PROXIMITY ENGAGEMENT
SMART TOURISM

Deliver local information and improve tourists experience with a sustainable strategy

The solution is a tourism engagement platform that has proven <u>sustainable</u> and <u>guaranteed</u> results for inbound tourism. Maximize and engage the tourists by targeting the main points activities during their visit.

Relevance and engagement is the Key. A partnership between your organisation and local businesses where the metadata belongs to the local organizations : country -, city- or private organization, will guarantee a sustainable strategy that can be measured in real time.

Main Points

Culture	Events	Activities	Places to visit	Food

Super local and content

For the tourist organizations the main challenge is the content creation and content relevance.

As a tourism organization the main driver for engaging the tourist are the local attractions and businesses:

- **tourist information offices**
- **information about architecture and historical locations and buildings**
- **museums**
- **restaurants**
- **Events - music, theaters, etc .**

These places (private or public actors that belong to your community) want to interact with tourists, and customers, by posting relevant content and targeting the people in the nearby area = relevance.
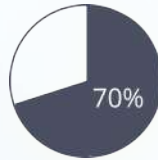
Proven results

The solution can be implemented in a location (country, city, island etc.) in record time.

- In Faroe Islands it had a 70% adoption rate 1 year after implementation!

20%
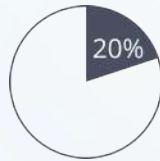
Users* after 3 months

70%

Users* After 1 year

*relative to inhabitants in Faroe Islands

- This platform is the main factor for Văleni, Moldova winning Best Tourism Villages Award 2023 awarded by UNWTO (World Tourism Organisation). Implementation took 2 days !

UNWTO
World Tourism Organization

This is the interface for the Users

- Attract tourists to your location and engage them with interactive content

- Promote all the tourist actors services in one place

- Get relevant feedback from your visitors
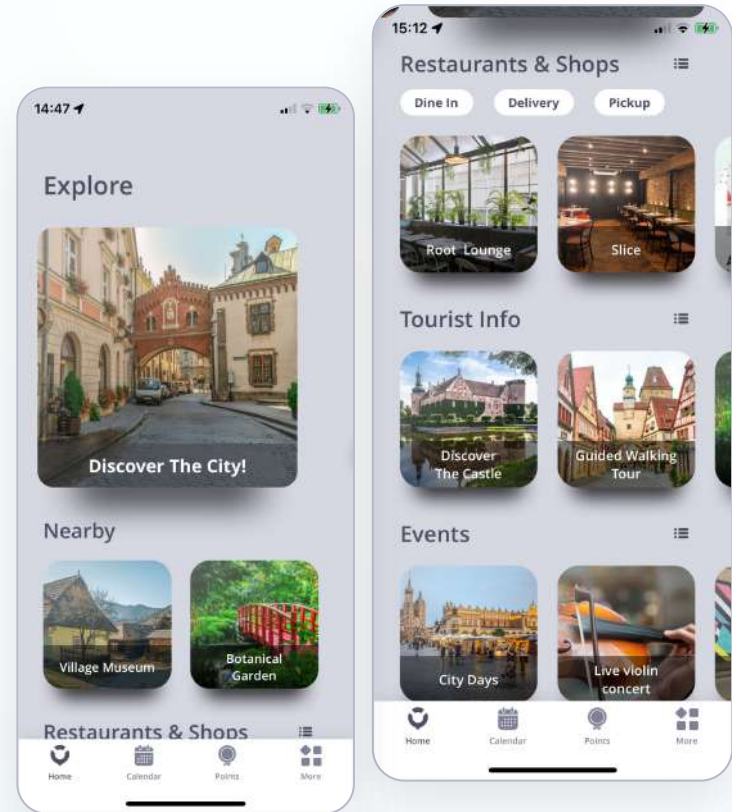
(application screens not Photoshop pictures)

Attractions

Let tourists and citizens discover a fresh side of each attraction

- Promote popular or hidden landmarks.

- Attractions can be rediscovered by people, with important content, images and videos added in the app.

- Tourists and citizens receive information about activities happening nearby: local events in the city, contests etc.

Guided Tours

Help tourists experience the best from their destination

- Tourists receive content about locations they are currently visiting with interesting information, local stories, photos etc.

- Link content for different attractions to create guided tours directly on the mobile app.

- Offer contests with prizes or discounts after getting to the final step of the guided tour.

Hotels

Deliver the best hotel experience to guests by providing an easy way to request the services they need

- Possibility to order room service by scanning a QR code

- Orders can be sent directly to the restaurant and the bill can be added to the room bill, or paid online

- Quick access to all services offered by the hotel (e.g. cleaning services, spa, activities) and the possibility to order or book directly through the application
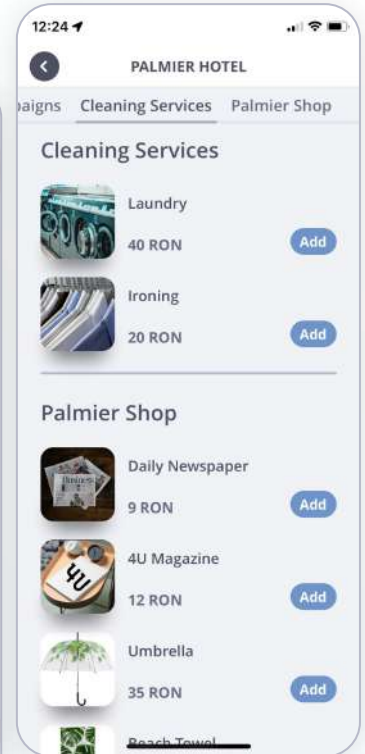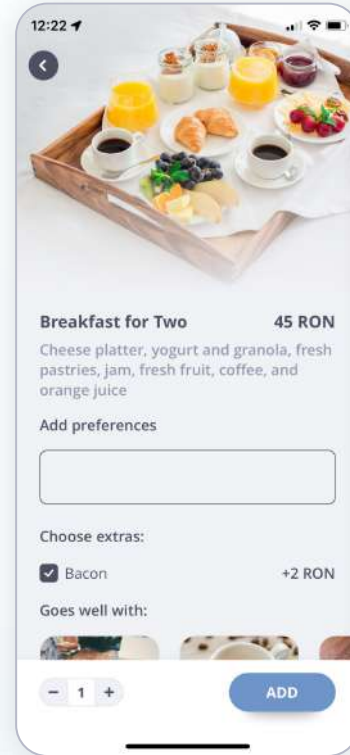
Restaurants

Your restaurants or partner restaurants can use the platform for dine-in guests

- Guests can order through their phone by scanning a QR code that tells the waiter at which table they are sitting

- Guests can ask for check directly from the app

- Reservation requests are easy to send and the confirmation can be received in the user account

- Integration with loyalty programs and vouchers
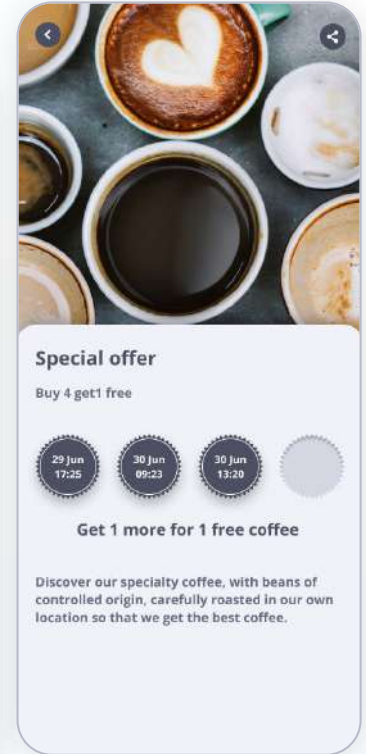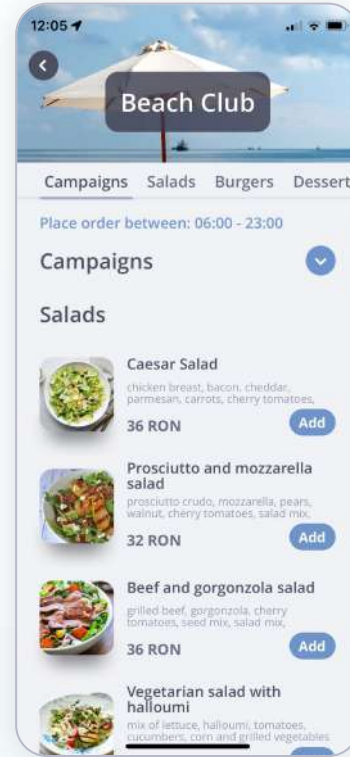
Museums and Galleries

Museum owners can provide art experiences and engage visitors

- Send informative content with text, images, audio and video for nearby artifacts.

- Offer indoor navigation and make it easier for people to organize their visit.

- Offer vouchers with discounts for museum's gift shop or restaurant.

- Ask for feedback from visitors with polls
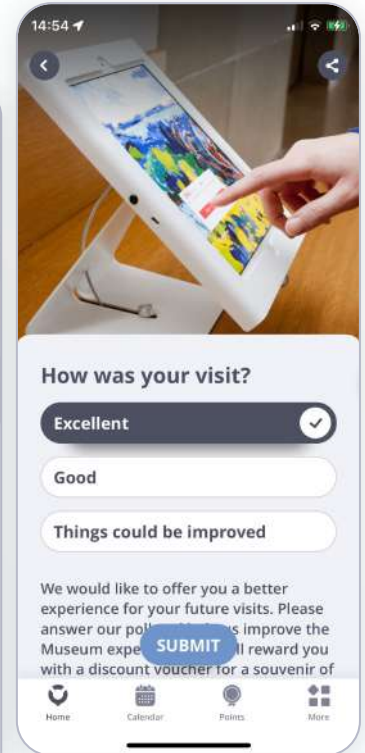
Events and Activities

Help tourists discover fun activities and events at their destination

- Display all the events in an easily accessible calendar. The events can be filtered by date

- Show the location, distance and directions to each event on an interactive map

- Create a campaign for each event in the calendar with all the necessary information
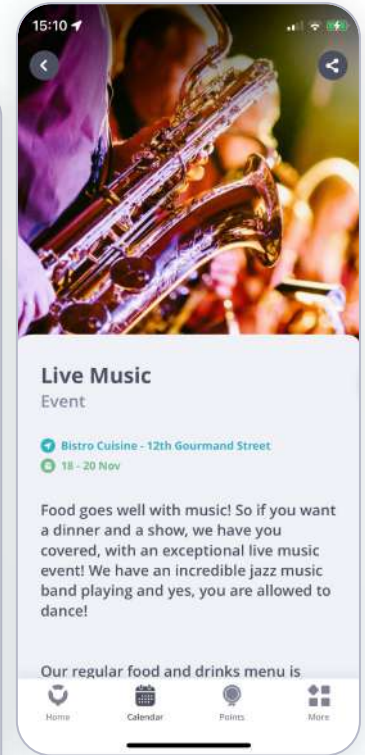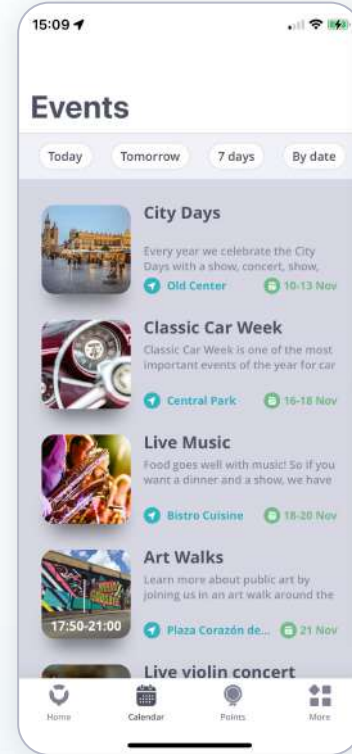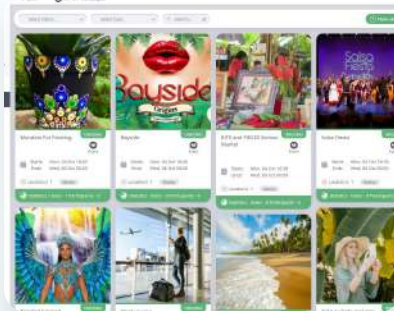
How it Works?

1
Define locations

Choose indoor or outdoor locations where you want to reach your guests. These will be mapped with beacons or geolocations.

2
Create content

Access cloud-based Zoniz content management system to create proximity campaigns using predefined templates.

3
Users receive relevant content

People receive the content on the phone via a mobile app, according to their current location.

4
Analyze Audience & Statistics

Get real-time statistics with campaign results and audience behavioural data.

Case Study - Faroe Islands

In 2018 we have implemented a new solution in Faroe Islands that would promote points of interest and involve businesses to promote themselves.

We created a custom application on the platform, integrated with other services. The app featured all the important points of interest on the islands with a short history, bus schedules and routes, festivals and sports championships promoted their activities in the calendar and have created fun contests, restaurants offered vouchers to attract customers and even gas stations created loyalty campaigns for those who explored the islands by car.

One year after the implementation, 70% of the islands' inhabitants were using the app.
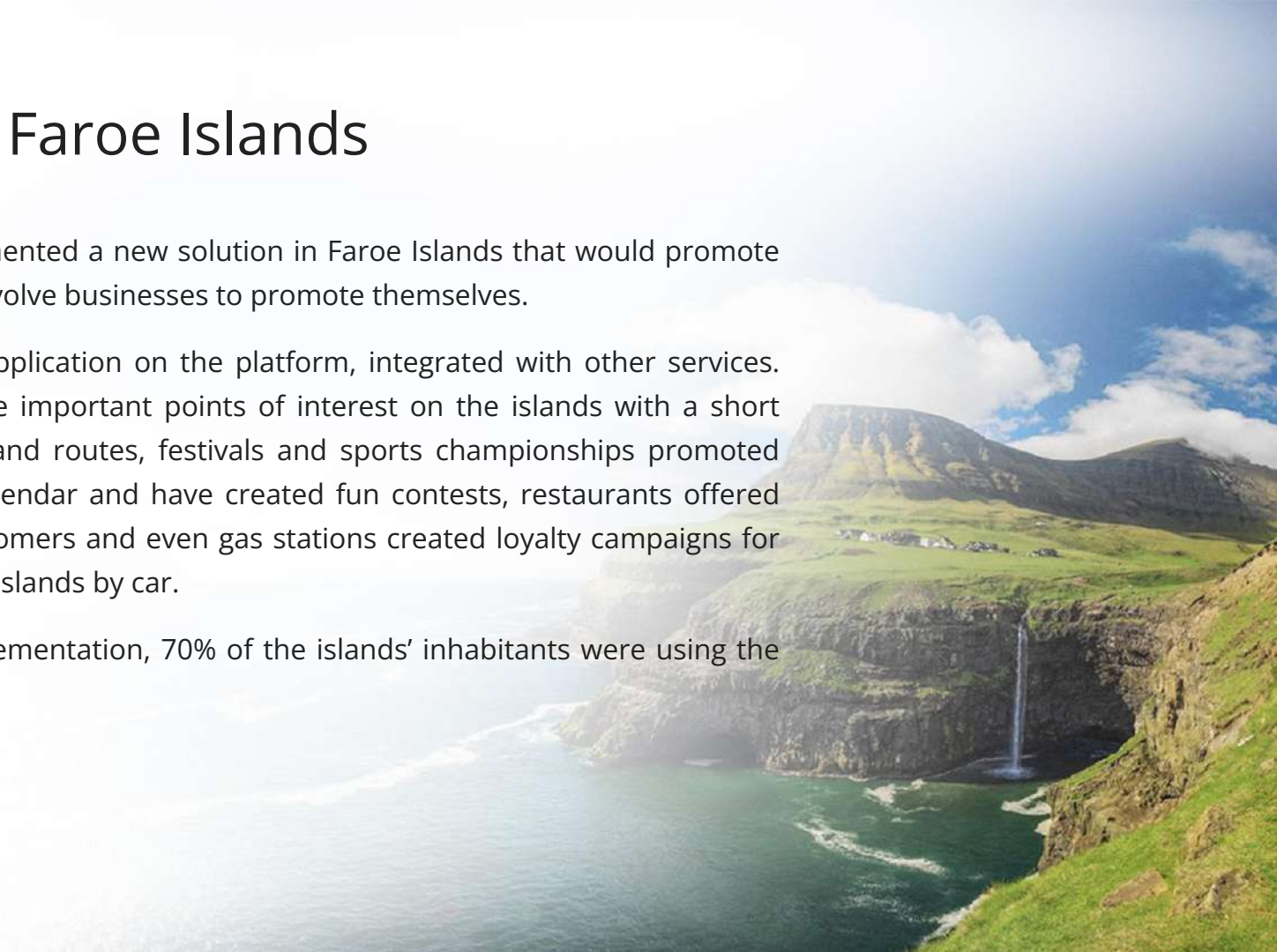
Case Study - Alba Iulia (Romania)

The municipality of Alba Iulia was looking for a solution that would help them promote the tourist objectives and events in the city. The customized app was launched in 2017, within the integrated smart city project in Alba Iulia.

On the app, tourists get access to important information about all parts of the Citadel and other attractions and historical buildings. The info gets loaded on the app as they get in the right location. Besides the historical details about the points of interest, in each campaign they can also see a map with the location and surroundings.

Case Study - Văleni (Republic of Moldova)

The municipality of Văleni wanted a solution that would help them guide tourists to all their local attractions and promote the small businesses in the region: guest houses, museums, souvenir shops etc.

Together, we have implemented the platform in the region to display information and maps to all the tourist spots, including a virtual guided tour that takes the visitor along a very well known trail (Petru Rareș trail) and unlocks new information as they reach each landmark.

We have also created accounts for each of the guest houses, so they can share their history, menus and special offers, all easily accessible in the same location.

One year after implementation, Văleni has won the Best Tourism Villages Award 2023 by the World Tourism Organization.

Summary

The platform is a **proprietary** solution that provides your organisation **with exclusive metadata** and information about the users. AI and Insights is the norm today and we are the only large open solution on the market. We provide your organisation and actors in your community with real time data about:

- The tourist/visitor : who, from where, when and what the tourist has been interested and interacted with during the stay

- Who are the local actors that have been interacting with the tourist: Tourism centers, museums, events, food, culture and POI.

We will help you understand and promote your community to the tourist and give you the tools to improve both your inbound and outbound marketing.