IOT Powering Smart Tourism Destinations

Barry Rogers: Smart Tourism Manager Dublin
Harnessing Data for Smart Tourism Destinations
Lessons from Dublin
"Smart Tourism is a model for supporting innovation and driving positive transformation within destinations. It uses technology, data analysis and digitalisation to build more accessible, sustainable and equitable destinations, ultimately creating more inclusive prosperity for locals and better experiences for visitors."
Agenda

Context, Environment, Infrastructure, Partnerships, Platforms, Applications
THE END OF TOURISM AS WE KNOW IT
Data Environment

IOT | Counters | Credit Cards | CSO | Open Data | Arrivals
---|----------|--------------|-----|-----------|--------
Accommodation | Seats | User Generated | Transport | Industry

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Process

Data Sources → Processing → Data Space → Modelling → Applications, Platforms, Reporting

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Dublinked: Open Data for the Dublin Region

Where can you find information on noise levels in the city? Or locations to lock your bike?
Learn about where you live, work and play using Dublin’s open data.

543 datasets
Partnerships

Sensors/IOT

Open Data

Partnerships
Platforms

CULTURE NEAR YOU
DUBLIN

EXPLORE YOUR OPTIONS

I want to: ....explore my options
near: choose a location

KNOW WHAT YOU WANT?

Let's go →
Data for 44 locations found.

Location: Grafton st/Monsoon


Busy Hour Weekday: 13h (with median count of 6,268 pedestrians).

Busy Hour Weekend: 14h (with median count of 5,412 pedestrians).

Evening Traffic: 13% (traffic between 19h and 00h). Rank: 41 (of 44 locations).

For scenario ‘Busiest locations’, locations are ranked by Median Daily Count.

Note: The location dropdown is sorted by rank.
Applications – Infrastructure

Google Maps

Fáilte Ireland
Challenges

- Noise
- Processes
- Data Readiness
- Procurement
Collaboration – Data Partners
Thank you!

Find more:
https://smartdublin.ie/smart-tourism/