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**IoTWeek**

Aarhus,  
17-21 June 2019



# IoT & TOURISM

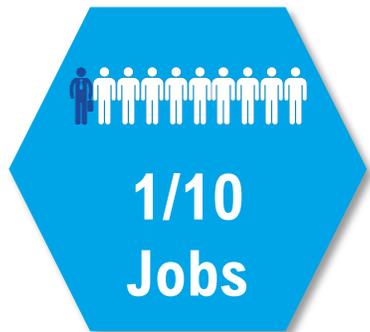
Tourism, the New Paradigm for the IoT Ecosystem. Closing the Circle with One of the Most Vibrant Sectors of European Economy

# WHY TOURISM MATTERS

# IoT

- Cultural Preservation
- Environmental Protection
- Peace & Security
- Jobs Creation
- Economic Growth
- Sustainable Development

## Tourism Worldwide Economic Impact



Source: UNWTO, 2018



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# TOURISM REFERENCES

- Europe is a world reference in Tourism
- The Balearic Islands are the cradle of Tourism (associated technology companies)

## Tourism in Europe

713 MILLION  
INTERNATIONAL  
TOURISTS



## Tourism in the Balearics



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# TOURISM'S OBJECTIVES (I)



- Ensure the sustainable development of the tourist environment.
- Increase the tourists experience quality in the destination.
- Facilitate the interaction and integration of the tourism sector with its environment, increasing as such the destination's competitiveness at global level.



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# TOURISM'S OBJECTIVES (II)



- Improve the quality of life of citizens.
- Foster smart, green and integrated transport in the destination.
- Improve the leadership of destinations through comprehensive and efficient management.



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TOURISM IS DIGITAL &  
EUROPE IS A REFERENCE

TOURISM IS NOWADAYS  
ONE OF THE MOST  
POWERFUL INDUSTRIES

- Tourism evolves faster than any other sector
- Faster technological changes mean that technologies arrive before than in other sectors



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# INTERNET OF THINGS

More and more M2M connections

Reduction of sensorization and computing costs

Organizations are betting on IoT



**5K-Mill**  
2014



**24K-Mill**  
2024



**22\$**  
1992



**1,4\$**  
2014

**<50cts**  
2024

**95%** of companies will bet on the IoT in a period of three years

**60%** have increased their IoT investment since 2012



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# SMART DESTINATION

SMART DECISIONS

ANALYZING

MONITORING

BIG DATA

DATA SERVER

## CITIZENS SERVICES

- Health
- Education
- Information
- Social Services
- Communication
- Accessibility
- Security

## CITY SERVICES

- Administration
- Waste Management
- Energy
- Transport
- Water
- Infrastructure
- Culture & Leisure

## BUSINESS

- Shopping
- Industry
- e-Commerce
- Apps & Social Media

## TOURISM

- Culture
- Gastronomy
- Sport
- Nature, Fauna & Flora
- Religion
- Art
- Hospitality
- Complementary Services



# TOURIST IS DIGITAL

There are millions of **sensors** coexisting in the destinations with the tourists, who are themselves human sensors

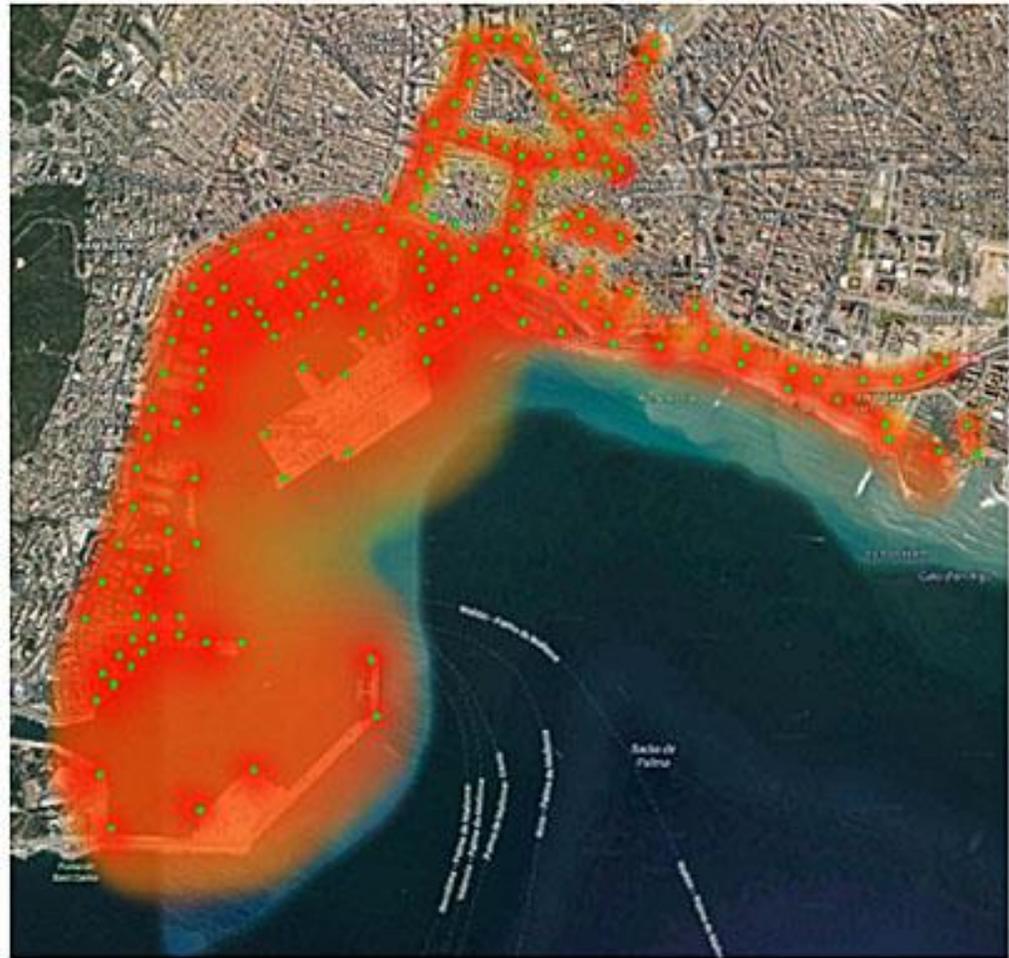
## What IoT is for and how it is used in the tourist destinations?



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**BIG DATA BIG DATA BIG DATA BIG DATA BIG DATA**



### Monitor

- Overview
- Map & floor plans**
- Access points
- Clients
- Traffic analytics
- Packet capture
- Event log
- Air Marshal
- Splash logins
- Login attempts
- Location heatmap
- Summary report
- PCI report

### Configure

### Organization

### Help

### Map of clients per access point

Place APs on map

Edit floor plans



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# STRATEGIES



- Innovation
- Technology
- Accessibility
- Sustainability



- Digitization
- Cultural Heritage and Creativity
- Accessibility
- Sustainability



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Hanna Niemi-Hugaerts



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