

IURBAN

iUrban is a start-up specialising in digitalising tourist offices, enabling them to understand tourists and win their loyalty before, during and after their visits, through the use of screens and websites.

www.iurban.es



Collaborating member of the Smart Destinations Network



INFORMATION THROUGH THE IURBAN TOURIST PLATFORM

Getting to know tourists can win their loyalty. This is the goal of the iUrban platform, which allows **all interactions with tourists before, during and after their visit to be registered and personalised** through a content manager that documents their requests and interactions.

Before:

- Registering of interests and sending tourist information adapted to the tourist's interests:
- Geolocated information
- Cultural heritage, museums, monuments
- Green routes, parks, outdoor activities
- Leisure and shopping. Local gastronomy, craftwork, experiences
- Attractions and events
- Millennial. The most Instagrammable spots, nightlife
- Administrative procedures
- Tourist routes:
 - > Routes for one, two or three days
 - > A route around the historic centre
 - > A route through lesser-known sites
 - > A route around local leisure facilities

During:

Adapting their experience in the destination and registering it in the same manner. Here the use of visual media can be used to impact tourists and win even more loyalty through more immersive experiences:

The same content published on different media under **centralised management**:

- Website
- Digital totems
- QR codes
- Monitoring of the whole activity
- Usage statistics

Monitoring interactions. It provides a multi-channel solution that covers the full customer journey, making it easier to produce statistics and reports on everything that impacts the tourist and the main KPIs of interest, supporting decision-making about tourist attractions:

- The most visited content, overall and by language
- The total and per user number of interactions with the destination
- Points of interest, routes, agendas and events, types of commerce, etc.
- The number of guide and map downloads
- Satisfaction surveys: especially relevant if the user has had a bad experience and provided their contact details, as it provides an opportunity to apologise and ask questions in order to win their loyalty
- The tourist resources consulted: allows monitoring of whether or not tourists used the different QR codes at the points of interest they visited

Scope of smart destination application

**Technology
Governance**

Solutions for destinations in the following areas



Type of solution

