

TELEFÓNICA

A telecommunications company based on a comprehensive range of services and on the quality of connectivity provided by the best fixed, mobile and broadband networks. It offers a different experience in line with the company's own values and the protection of customer interests.

www.iot.telefonica.com/es/



Collaborating member of the Smart Destinations Network



DIGITAL TOURIST CARD

Telefónica has developed a commercial service to offer its customers a **digital tourist card**. The aim is to provide tourists with a centralised way to perform a range of actions or requests from their own smartphones, or with a single physical card. Its main objective is to provide a simple, attractive service for tourism management and **promotion in cities, grouping and facilitating access to services for visitors and tourists**.

The solution includes different factors to maximise and facilitate its distribution. The most common formats are app or card. Traceability is possible through the use of blockchain.

One of this service's key features is its **capability to adapt to or integrate with the systems customers already use**.

By using this solution, tourists are able to use their card (physical or virtual) for many purposes, for example as a:

- Public transport pass
- Form of identification
- Payment method, with discounts on all services for visitors
- Means of access to cultural services (libraries, museums, theatres and more)
- Means of access to sports services
- Way to promote local business.

Clients are therefore able to understand visitors better, and evaluate which services they are using in real time. They are able to personalise these services, and adapt them to tourist demand and preferences, increasing the city's ability to predict future trends.

Scope of smart destination application

Technology

Solutions for destinations in the following areas



Type of solution

