

# 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](http://www.iurban.es)



Collaborating member of the Smart Destinations Network



## PHONE BOX TURNED TOURIST OFFICE

### What can I do with the unused phone boxes in my city?

As per the New Law on Communications, Telefónica will stop maintaining the 15,000 phone boxes we all see every day from 1 January 2022.

And how can items like these that have become obsolete be useful?

For two **reasons** that are important when taking any public initiative:

- Making the most of the work already put into the phone box and the electrical connections it already has. The phone box already has an electrical supply and connections to dashboards, saving money, time and effort put into the most tedious part of any outdoor construction that requires an electric current.
- Making the most of the fact that it already has an internet connection. As phone boxes have copper cables, an ADSL connection can be set up.

### And how can the phone box or the space it took up be used?

- Convert the phone box into a digital information point for residents and tourists:
  - Remove the phone and replace it with a 18.5" exterior touch screen to provide 24/7 information, all in just 15 minutes
  - Use it for municipal event and agenda campaigns in key areas within the municipality
  - It could even be used for public Wi-Fi and fast mobile charging with USB ports
- What information can we include?
  - 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 less well-known places
  - A route around local leisure facilities
- The opportunity for the tourist to download all this information to view on their smartphone

Scope of smart destination application

**Governance  
Technology**

Solutions for destinations in the following areas



Type of solution

