

NEXUS GEOGRAPHICS

Nexus Geographics is a company specialised in geolocation with 20 years' experience. They are experts in intelligent maps, geographical information and innovative technology.

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MAPPING YOUR WORLD

SAFE BEACHES: BEACH CAPACITY MANAGEMENT SYSTEM

Safe Beaches is a solution that has been developed due to the impact of Covid-19 on some tourism destinations where the beaches are one of the main tourist attractions. Tourism is a key sector and the beach areas have high pressure, concentration and risk. The challenge is to accompany tourists and keep them informed so they can enjoy the destination safely.

The "Safe Beaches" solution **aims to**:

- Provide tools to be a **safe destination**
- **Avoid concentrations** and risk situations in public spaces
- Come up with a **sustainable solution** in record time

Safe Beaches, offers a complete solution without the need for large investments at municipal level.

The solution provides useful citizen, tourist and management tools to know the occupancy level. They receive:

- **Citizen/tourist** app for Android and iOS platforms, where tourists can check flags, the occupancy and the condition of the beaches
- App for **informers** (lifeguards) to report the status of beach flags and occupancy levels

- **Dashboard** for internal or public use: Information about beaches on the web, capacity history, etc.
- **Automatic notifications option**, for safety inspections in the event of risk of overcrowding
- Cloud-based municipal maps platform which digitalises the beaches

This solution was implemented in Palma de Mallorca during summer 2020, and received an award from the Association of Information, Communication and Electronic Technologies Companies (AMETIC) for best tourism and security digital solution.

There is the possibility of integration with other types of sensors (counting cameras, Wi-Fi, etc.) if an infrastructure already exists.

Benefits include:

- Improving the information the city provides to tourists
 - It is always useful to find out the degree of occupancy, regardless of the pandemic situation
 - Projects an image of a serious, reliable destination that is concerned about its visitors.
- A sustainable project that comes with the option for supra-municipal expansion
- A very powerful maps platform which is applicable to other municipal initiatives.

Scope of smart destination application

Technology
Covid-19
Innovation

Solutions for destinations in the following areas



Type of solution

