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

OUTDOOR DIGITAL TOTEMS TO SUPPORT TOURIST OFFICES

Large screens and totem displays in public streets that complement tourist offices. When the destination's tourist office isn't in a good location, or impact points are needed on the outside, they can pick other, busier spots like squares or avenues to display their publicity. Municipal permission is needed to carry out public works, especially in the case of large LED displays, which are usually installed on roundabouts.

There are many options available:

1. **Wall-mounted screens between 18.5" and 32".** These don't involve public works; they are wall-mounted in tourist offices, town halls and museums, and allow information to be easily shared as they run off interior cables. They also feature USB mobile charging points for tourists
2. **Outdoor digital totems between 32" and 55".** These are either on supports, as they cannot be attached to a wall, or run from ceiling to the floor. They are large interactive screens to reach out to travellers away from the tourist office and thus cover more tourist spots within the destination.
3. **Monopole LED screens.** Large screens, an average of 3 m tall, designed for digital posters.

What information can be displayed on digital totems? They allow tourist attractions to be segmented by traveller type.
- 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

How long will they be in the destination? Make it easy for the tourist to access the most important places to visit in line with the length of their stay and mobility in kilometres.
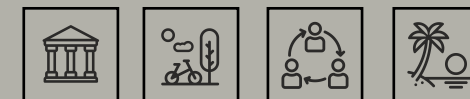- Routes for one, two or three days
- A route around the historic centre
- A route through lesser-know sites
- A route around local leisure facilities
  > Selfie spots and map and info downloads to obtain their data

Maintenance and turn-key installation services are included.

Scope of smart destination application	Solutions for destinations in the following areas	Type of solution
Technology **Governance**		