

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



TOURISM DATA

By extracting and anonymising data from the Movistar mobile network and other sources such as Open Data, they obtain **behaviour profiles and patterns about the population**, information that they can complete and correlate with other data sources to extract differential value.

As a result, they provide clients from a wide range of sectors with a better understanding of their customers and users, helping them improve in their decision making and search for new sources of income, as well as increasing their operational efficiency.

They provide information about tourists' places of origin, behaviour and numbers, both Spanish and foreign, so that tourist bodies can revitalise their offers and make themselves more attractive to tourists.

Benefits:

1. Learning about tourists' places of origin and reasons for travel
2. Understanding Spanish and foreign tourists' behaviour patterns
3. Adapting the services provided to tourist needs
4. Optimising regional marketing campaigns to increase uptake.

Scope of smart destination application

Technology

Solutions for destinations in the following areas



Type of solution

