

TECNALIA RESEARCH & INNOVATION

The largest applied research and technological development centre in Spain. They work with companies and institutions to improve competitiveness and people's quality of life, and to achieve sustainable growth. Their mission is to turn technological research into prosperity.

www.tecnalia.com



Collaborating member of the Smart Destinations Network



TOURISM INTELLIGENCE PLATFORM - HODEIAN

HODEIAN is a tool for **understanding flows, visitor profiles and consumption habits based on data analysis**. Its objective is to be a decision-making aid for public/private tourism managers, tourism resources and any commercial establishment that may be related to tourism

For this, HODEIAN is based on three different data types:

1. System for monitoring expenditure in commercial establishments in the territory

Aggregate and anonymised statistics of transactions made with cards and POS (dataphones) of a bank are provided. This information creates a virtual map to analyse customer consumption habits and improve customer awareness.

2. System for tracking the movements of visitors (tourists and same-day visitors) through mobile operators

Visitors' movements through the territory are captured through a mobile operator fully anonymously.

It provides knowledge on behaviour patterns of the visitor in each of the areas that make up the territory, knowing the area where they spend the night before the visit to an area (incoming), area of overnight stay the following day (departures), etc., relative percentages of same-day visitors to the total number of visitors, etc.

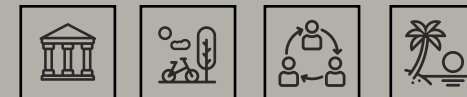
3. People counting system via sensors

It allows knowledge of people flow in a very specific area over time, enabling the analysis of the impact of the flow control actions in that area, such as the promotion of cultural events by the local administration, overcrowding in that area at peak times, etc.

Scope of smart destination application

**Technology
Governance**

Solutions for destinations in the following areas



Type of solution

