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CATALOGUE OF TECHNOLOGICAL SOLUTIONS
FOR SMART TOURIST DESTINATIONS
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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

iurban.es
..... Interactive Machines

Collaborating member of the Smart Destinations Network

iUrban
miembro colaborador
Red DTI

DIGITAL TOURIST OFFICE

Digitalising the tourist office to interact with the tourist before, during and after their visit:

How much does the tourist office spend on printing? Maps, posters, marketing campaigns, etc. And all in different languages. Digitalising all this information has two key objectives:
• Saving paper
• Gaining a better understanding of tourists' interests.

Before:
• Conversational websites and chatbots to send the tourist personalised information
• Adapt the tourist's experiences during their stay in two key ways:
  > What interests the visitor? Segmenting tourist attractions by traveller type
  > 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.
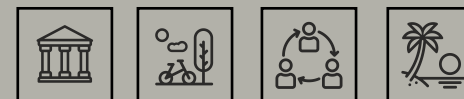
During their visit:
• Interactive media to avoid queues
  > Interactive lecterns: installed horizontally or vertically. Easy to install and with no visual impact due to their size - they are usually under 32" high

> Interactive digital totems: designed to increase the impact of campaigns with which no one is interacting. These are between 32" and 55" high
> Wall-mounted touch screen monitors: these are cheaper than digital totems, but are more limited in terms of installation as the computer, cable and screen must be attached to a wall.
• Making a visual impact to prolong stays
  > LCD video wall screens. The most common are 2 x 2 m and consist of four 46" screens. This is the cheapest option and also allows different content to be shown on each screen. As they are modular, they adapt to any space
  > LED video walls. These are much higher quality, and are particularly recommended for tourist offices which receive direct sunlight and where screen visibility may be poor due to reflections. They can also cover any surface with 50 x 50 cm panels, with none of the gaps that LCD video walls can have.
• The opportunity to download all this information to and monitor it on their smartphone

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