

WIONGO LEADING SMART DESTINATIONS

WIONGO has 20 years of experience in deploying municipal solutions for public Wi-Fi/IoT connectivity.

www.wiongo.com



Collaborating member of the Smart Destinations Network



WIONGO SMARTWIFI / DESTINATION CRM / CONTROL OF CAPACITY AND MOBILITY FLOWS

The overall objective of the WIONGO project is to transform any tourism destination through the inclusion of the municipality in WIONGO's Nationwide Smart Destination Roll Out, which includes the design of the smart destination project, installation and deployment of the free municipal smart Wi-Fi network - the technological base/platform - its maintenance and management and the integration of IoT/big data/mobile marketing services, making the project sustainable from day one, thanks to sponsorship agreements with third parties. The key objectives of WIONGO are:

- **To analyse:** manage and exploit deployments of Wi-Fi and IoT infrastructures in tourism destinations, obtaining real-time analytics of urban mobility

- **To learn:** obtain complete visibility of the tourist's route through audience analysis based on Wi-Fi and IoT, without the user even connecting to the internet and/or, if they do connect, obtain a complete demographic and interest profile thanks to interaction with social networks and/or Facebook/Google services, discovering behaviour patterns that lead to new business opportunities and allow the tourism strategy to be redefined
- **To predict:** connect the digital world to the physical world and analyse loyalty data based on Wi-Fi, together with survey data, gamification, augmented reality and/or contextual marketing campaigns provided by the interconnection with the Wi-Fi network
- **To influence:** influence tourist behaviour thanks to the exclusive communication channel that provides interconnection with the Wi-Fi network and the processing of information obtained (the destination's CRM), allowing subsequent push and/or text, WhatsApp, Facebook Messenger, etc. messages and/or email marketing, all in strict compliance with the latest GDPR regulations

Scope of smart destination application

Technology

Solutions for destinations in the following areas



Type of solution

