

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.

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Collaborating member of the Smart Destinations Network



SMART TOURIST ROUTES

A SaaS solution to **create and recommend tourist routes** using artificial intelligence, adapted to each person.

It connects user preferences with resources that already exist in the tourist destination, focusing on tourist satisfaction.

Travellers have access to a website/app, where they can:

- Consult the opinions of other travellers, the highest rated locations and routes, and the essential characteristics of different destinations
- Share their opinions and save favourites
- Receive people flow notifications
- Purchase products and book events.

The **tourist destination** has access to:

- All the information about the destination (culture, gastronomy, etc.) in one digital location
- Connection with relevant variable information (opening hours, prices, etc.)
- Integration with platforms and hardware
- A website with relevant historic and real-time data on how travellers interact with their destination.

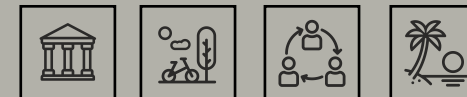
Local businesses have access to:

- A way to sell their products or services online via the platform
- A way to showcase and promote local products.

Scope of smart destination application

**Technology
Governance**

Solutions for destinations in the following areas



Type of solution

