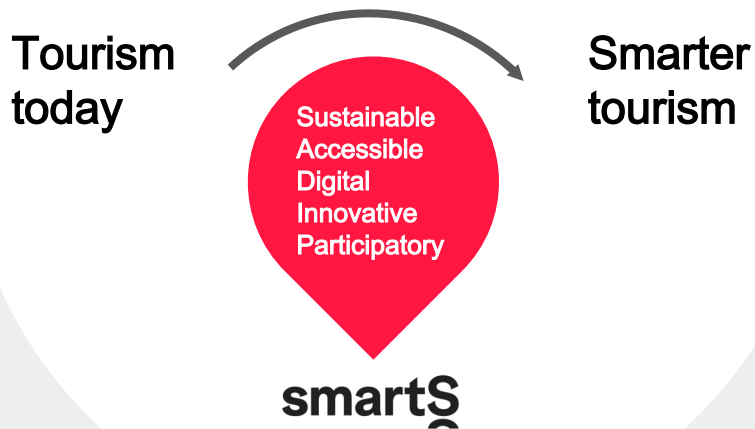


Smart Tourism Office

The Tool to Overcome Challenges.
Density and Tourist Flows Project

Daniel Santana/Pino Canales/Federico Rollán





OUR GOAL

Working on the impact of tourism through
enhancing the visitor experience ,
improving the quality of life of the
resident and the **competitiveness** of
businesses

OVERCOMING CHALLENGES

Tourism Flows. Construction of
indicators. Tourist housing.
Employment.

KNOWLEDGE

Tourism Intelligence
System. Studies with the
University. Information.

SHARE

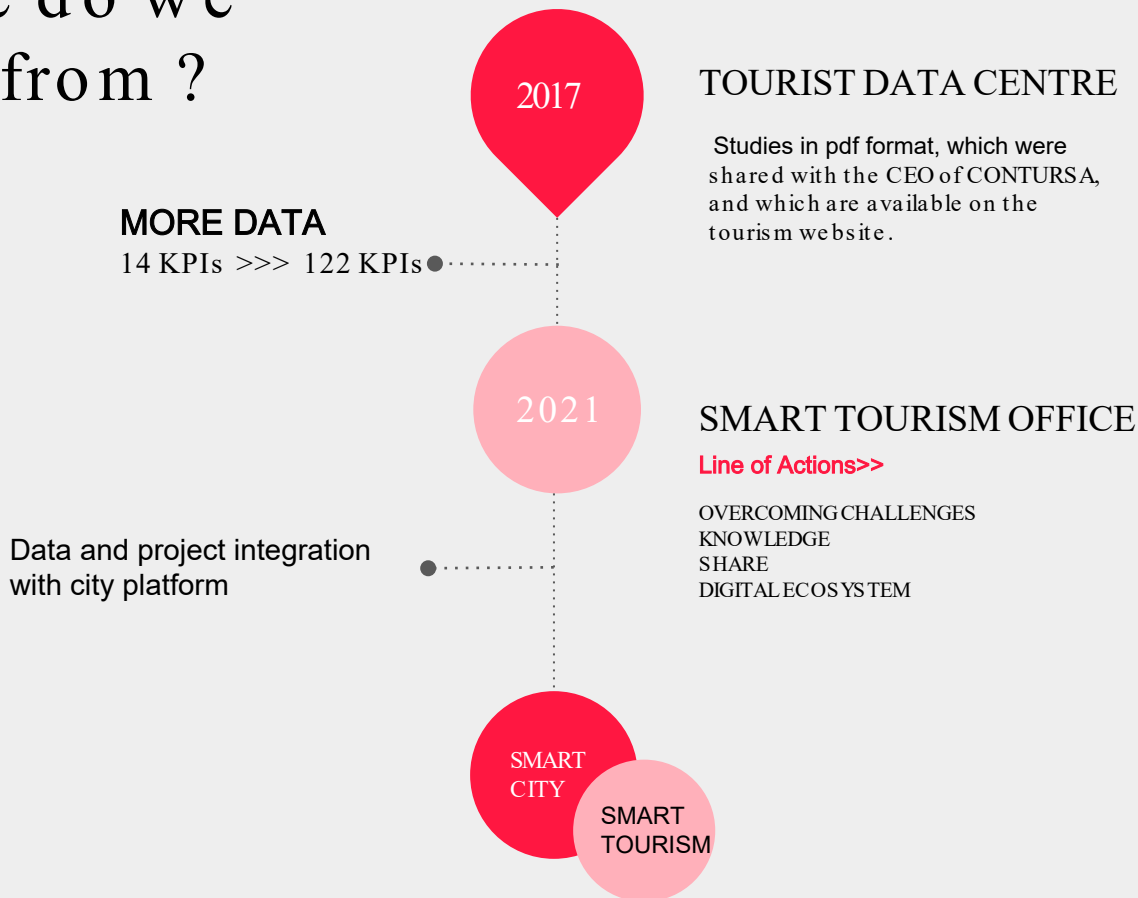
Training for the sector.
Transfer events. Participation
in projects with other
organisations.

DIGITAL ECOSYSTEM

Design of the Digital Ecosystem.
Emergence of new applied
technologies. Internal processes

Line of Actions >>

where do we come from ?



What will we talk about?

01

Data for
decision
making

02

City
Challenges

A red-tinted photograph of a city street. In the foreground, a tram with the number 301 is visible. The street is lined with historic buildings, including a prominent corner building with a rounded facade and a fountain in the background. The overall scene is captured in a monochromatic red color scheme.

01 Data for decision making

Data for decision making

01.1 Data for decision making

Data for decision making

Its mission is to improve strategic planning processes with predictive and diagnostic analytics.

Hotel Establishments and Tourist Apartments
Tourist Housing
Air Connectivity
Air Passenger Arrivals
Air Reservations
International Tourism Expenditure
Tourism Sustainability
Visitor Perception and Behavior
Booking Activities at Tourist Attractions (GetYourGuide)
Recovery of Accommodation Demand
Visits to Museums and Monuments

smartS Sevilla
Sistema de Inteligencia Turística de Sevilla

El SIT recopila, transforma, analiza y visualiza enormes cantidades de datos poniéndolos a disposición del sector turístico local.

Apoiados en un modelo de BI (Business Intelligence), los datos recogidos por el SIT mejoran los procesos de planificación estratégica con análisis predictivos y de diagnóstico. Ponemos la inteligencia al servicio de una mejor ciudad.

- Establecimientos hoteleros y apartamentos turísticos
- Vivienda turística
- Conectividad Aérea
- Llegadas de pasajeros aéreos
- Reservas aéreas
- Gasto Turismo Internacional
- Sostenibilidad turística
- Percepción y comportamiento del visitante
- Recuperación de la demanda de alojamiento
- Reserva de actividades en atractivos turísticos (GetYourGuide)
- Visitas a Museos y Monumentos

Sevilla.
Passion for You

NO8DO
AYUNTAMIENTO DE SEVILLA

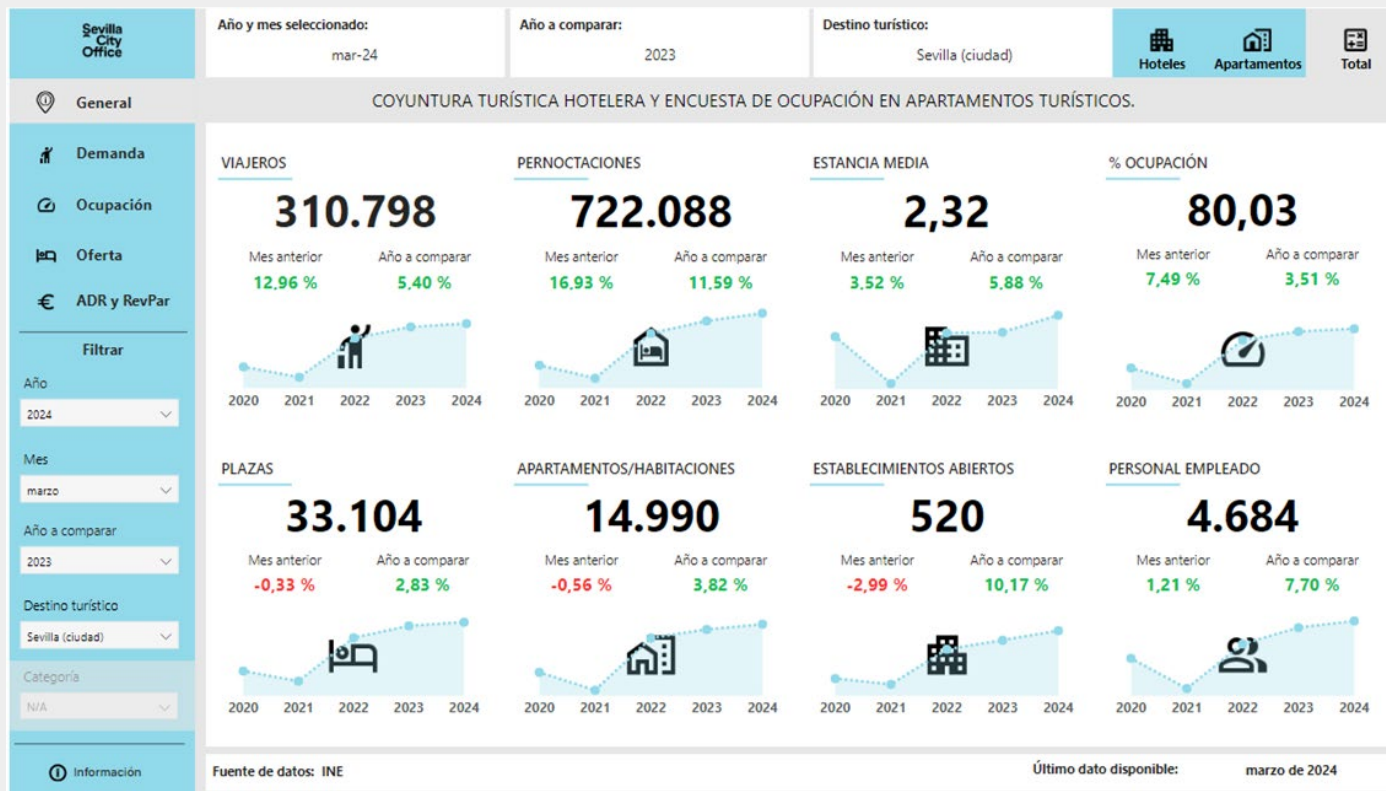
All dashboards are published and available for free on our website.



Data for decision making

Monthly reports on the markets and on the current situation as a whole are published.

The screenshot shows the 'smart\$' website interface. At the top, there is a navigation bar with the logo 'smart\$' and the text 'Ayuntamiento de Sevilla'. To the right of the logo, there are links for 'Sevilla', 'Servicios', 'Medios', 'Medios', 'Inicio', and a search icon. The main heading is 'Informes'. Below this, a sub-heading reads: 'La Smart Office pone a disposición del público informes periódicos de los principales mercados turísticos'. A large image of the Guggenheim Museum Bilbao is featured. The content is organized into sections for each month, with a yellow background for the 2024 months. Each section includes a title (e.g., 'Marzo 2024'), a sub-heading 'Haz click para descargar el informe que te interesa', and a grid of links for various markets: 'Informe Mensual', 'Mercado Alemán', 'Mercado Americano', 'Mercado Británico', 'Mercado Español', 'Mercado Francés', 'Mercado Italiano', and 'Mercado Portugués'. The same structure is repeated for February 2024, January 2024, and December 2023. The December 2023 section also includes a link for 'Informe anual 2023'.



Sevilla
City
Office

General

Demanda

Ocupación

Oferta

ADR y RevPar

Filtrar

Año
2024

Mes
marzo

Año a comparar
2023

Destino turístico
Sevilla (ciudad)

Categoría
N/A

Información

Sevilla
City
Office

Información

GET YOUR GUIDE

Filtrar

Año

2023

Consultar informe

Mensual

Año 2023

Gasto medio por viajero

27,80

T.V. Interanual: **-3,28 %**

Días antelación reserva %

0 días antes	17,80 %
1 día antes	22,12 %
2 a 3 días	14,73 %
4 a 7 días	11,55 %
8 a 15 días	11,89 %
16 a 31 días	11,37 %
32 o más	10,54 %

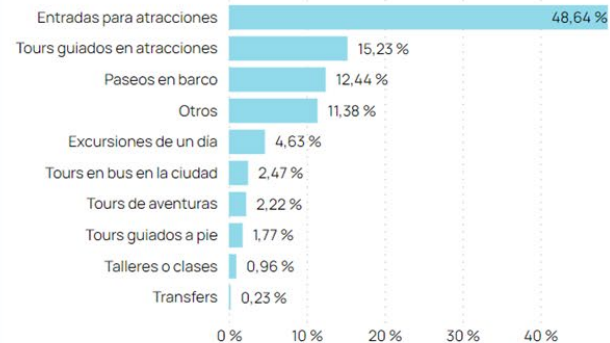
Top 10 de % reservas por recurso turístico y gasto medio €

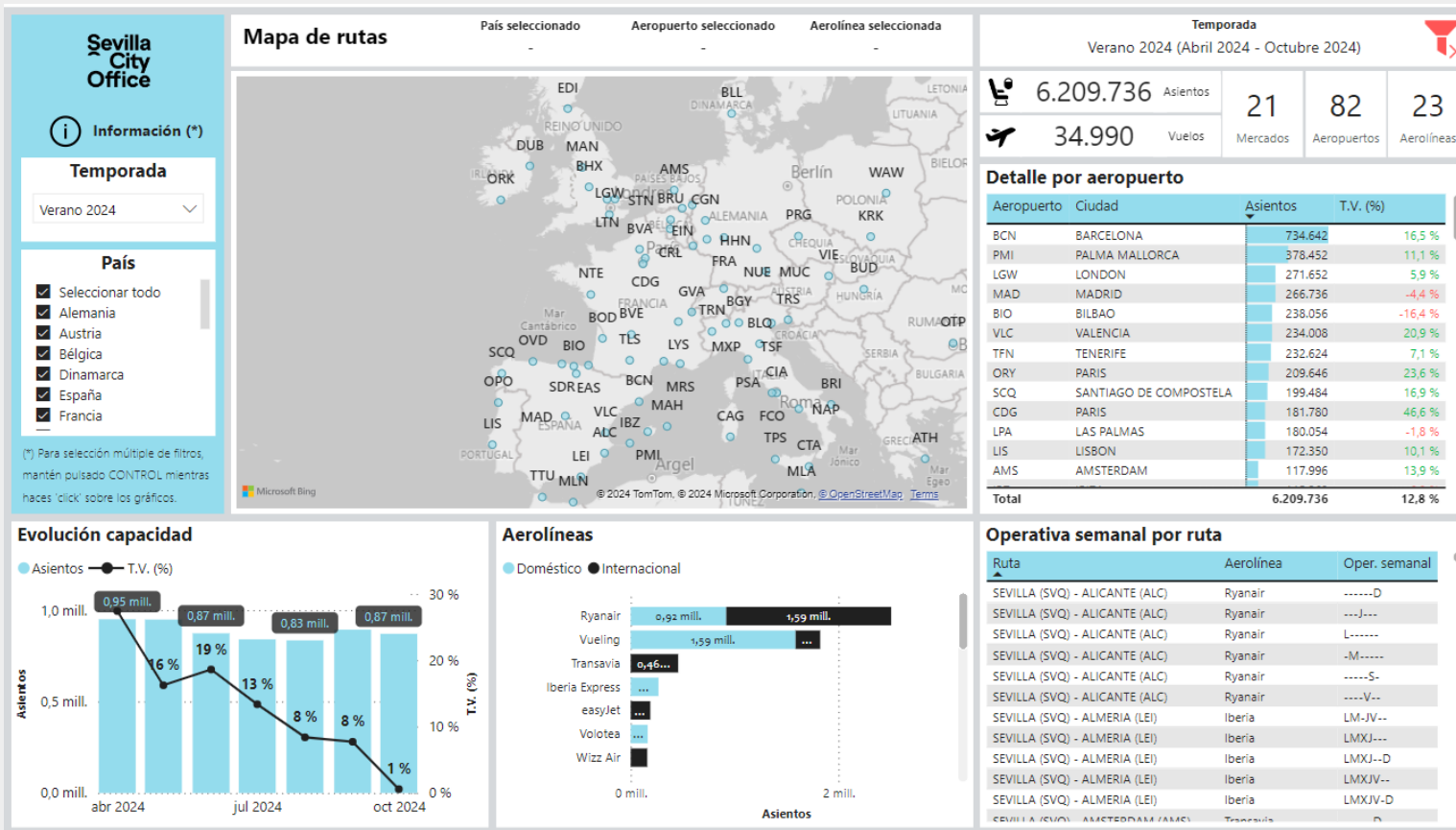


Reservas por país de origen



Reservas por actividades





Next Steps
Work on obtaining the city's data within the city, and not purchasing it from external companies



Cohesion

Training

Digitalization

02 City Challenges

Density and Tourist Flows

We are not the
smartest, but
we surround
ourselves with
those who know
best.

Sevilla.
Passion for You

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MABRIAN
FULLCYCLE TRAVEL ANALYTICS

 **turbosuite**[®]

Cámara
Sevilla

 **BOSCH**

 **esri**
THE SCIENCE OF WHERE™


gálgus


UNIVERSIDAD
**PABLO
OLAVIDE**
SEVILLA

Andalucía


UNIVERSIDAD DE SEVILLA
U


ASET
turismosvq.com

**GET
YOUR
GUIDE**

OUR GOAL

Relieve congestion in the Santa Cruz neighborhood and redirect flows to other areas of the city.

Boosting other tourist hubs in the city (northern area, Nervión, Triana, Macarena, etc.).

Improvement of the quality of the visitor's experience and the quality of life for residents.



Analyze the impact:

Analyze the impact of measures through the indicator system

Prototype solutions:

Prototype solutions with companies, the university, and the city council's interdepartmental commission.

Analyze the reality:

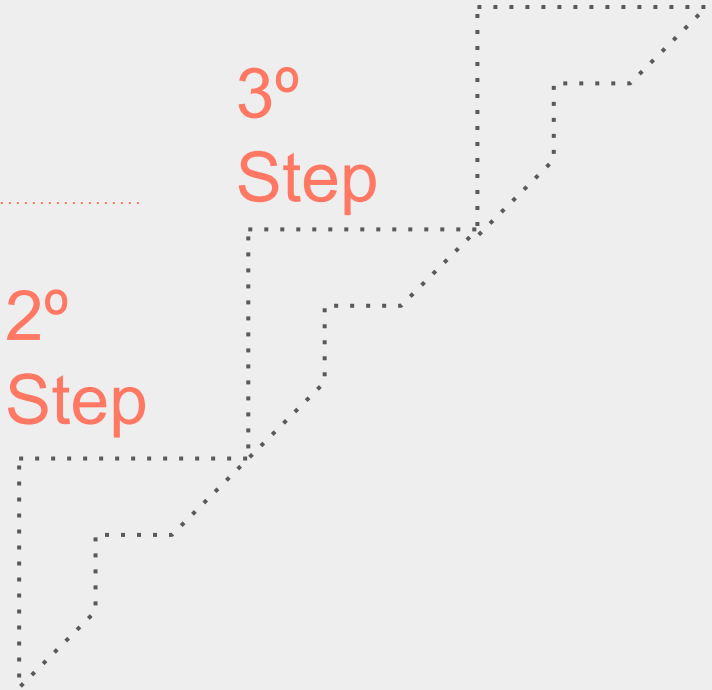
How many tourists go? How long do they stay? Where do they move? What is their experience?

3
Steps

1°
Step

2°
Step

3°
Step



What's Happening?

Analyze the reality

We combine technologies to analyze how they can help us achieve our objectives (mobile network operators, Wi-Fi tracking, sensor cameras). Experimental project in which companies and universities collaborate.

Our objective is to manage the destination to improve the quality of life of residents and the visitor's experience.



Which is the reality?

Why we use three technologies?

Mobile Operator
The only entity capable of identifying whether individuals within view are residents or visitors.



Density and tourist flows

Optical Sensor
People Counter within its angle of Vision



Wifi Tracking
Count devices, not people.

Wifi Tracking
They can see whether or not someone passes through the various access points (APs).



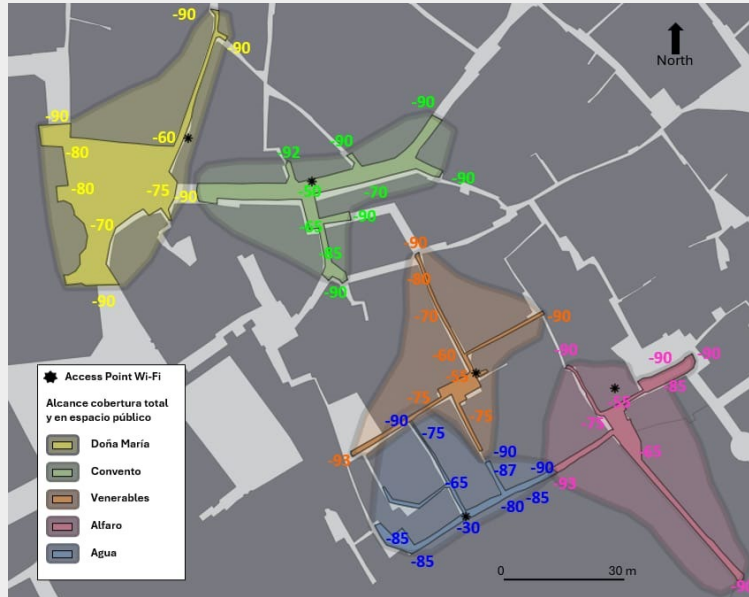
Mobile Operator
The operator cannot track movement between streets; it analyzes large areas.



Wifi Tracking Location and Presence Analytics

It takes advantage of the signals emitted by smartphones, tablets, and laptops when they are not connected to a network. These signals are called "Probe Requests," and devices emit them when searching for nearby networks.



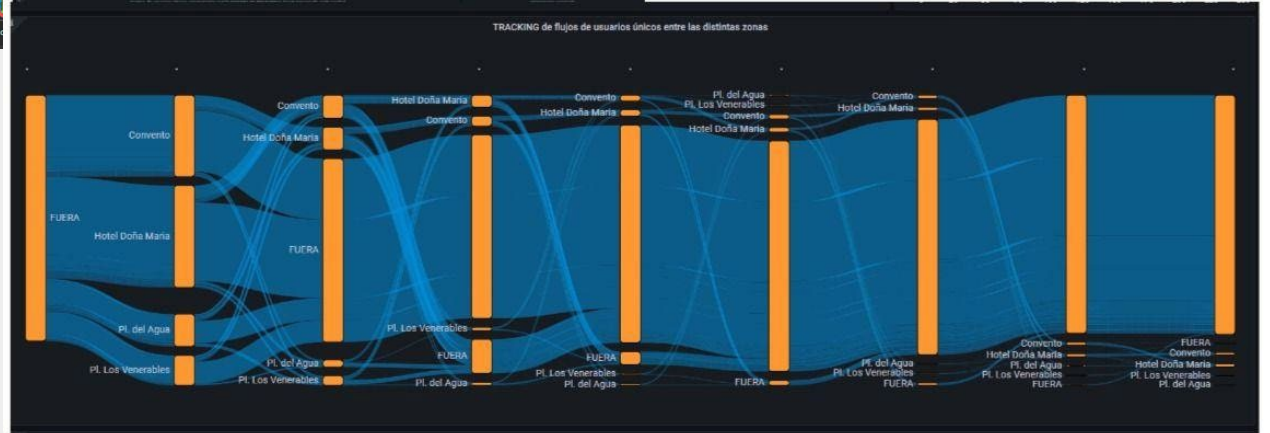


Wifi Tracking Location and Presence Analytics

This is a study on the signal strength of devices. The closer to the access point (AP), the stronger the signal. It is greatly influenced by the thick walls of old buildings.

We use unidirectional APs installed at heights over 5 meters.

02.1 Density and Tourist Flows



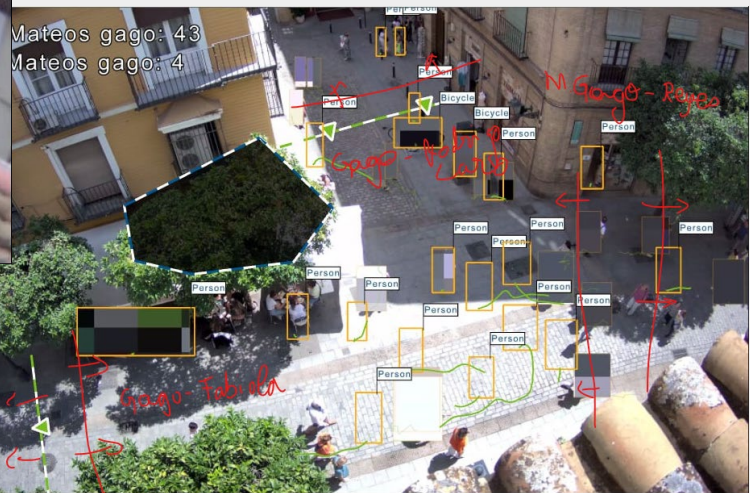
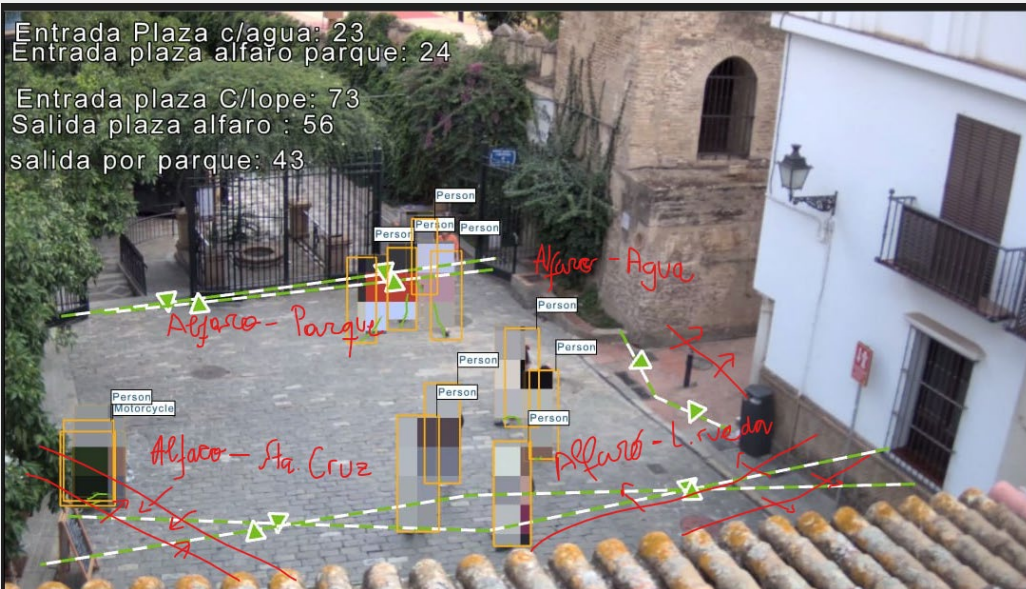


OPTICAL SENSOR

Data capture, no video, is displayed. The camera identifies learned patterns. The development of sensor technology is constantly evolving to respond to future analysis.



02.1 Density and Tourist Flows



What's Happening?

Relevant
aspects to
consider in
terms of data
protection

Prepare a thorough impact analysis before deployment.

Work with highly secure and trustworthy providers.

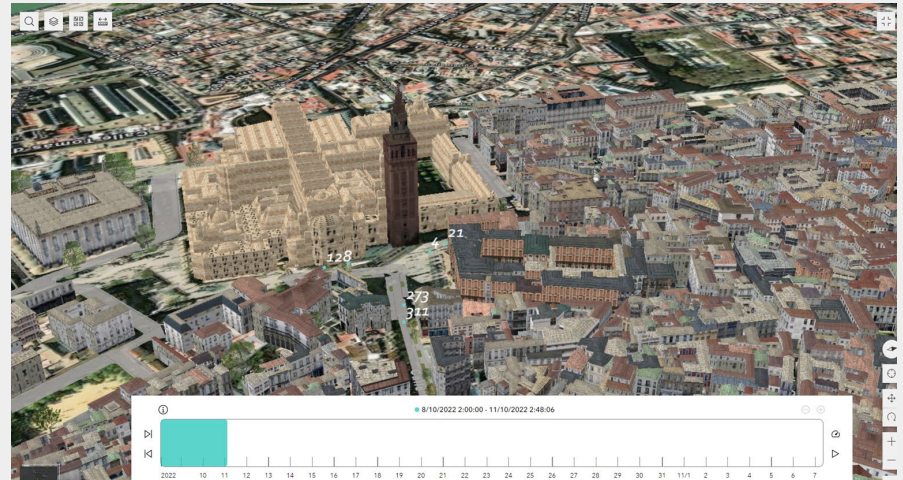
It is mandatory to set a start and end time for daily analysis.

Demonstrate legitimacy for the common good.

Mark the area with signs that communicate the project.

Digital Twin

We have created a digital twin of the Santa Cruz neighborhood so that everyone can work with the same data in a more visual way and potentially develop predictive models in the future.



NEXT STEPS

Field work to identify device errors depending on installation height, lighting conditions, etc.

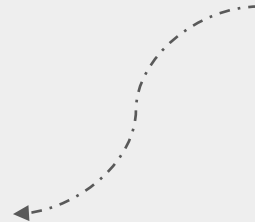
Identify the flow analysis performed on individuals.



Work on a formula that determines how many people are present when including these three data points.



Include all the data in a digital twin to work with it.



Gather the commission to discuss possible solutions.

#Sharing is smart



SEVILLE 2023