WIONGO
LEADING SMART DESTINATIONS

EXCLUSIVE
SPONSORSHIP
OPPORTUNITY

SMART TOURISM DESTINATIONS

PLAYA DE PALMA, PALMA, BENIDORM, VALENCIA, SALOU AND BARCELONA

REACH +20 MILLION UNIQUE MOBILE USERS

Every **tourism destination** around the world should **improve** the **competitiveness and sustainability** of its tourism model through research, planning, the development of new tourism products, promotion of the location in markets and established marketing channels and the direct or third-party organisation and implementation of as many activities as required by the destination or the markets for this purpose.

Spain's tourism is currently facing a crucial moment, a new challenge for the future: to effectively implement and consolidate the smart tourism destination model. This challenge aims to **maintain the destination's competitiveness and distinguish it from competitors.**

The concept of **Smart Tourism Destination** stems from the development of Smart Cities, where technology plays a determining role, with the aim of tourism destinations including technology throughout **the entire travel process, in other words, before, during and after the trip**, so as to enhance the tourist's experience.

Technology alone does not make a destination smart but must be accompanied by a process of change at all levels, beginning with the city strategy and smart tourism, which must lead to a new model of destination, one that is innovative, accessible and sustainable. Management is, therefore, the element that transforms a tourism destination, so that it can deal with the changes of a complex tourism scenario, those of its competitors, the tourists themselves and also marketing channels.

Communication among people, organisations and businesses is carried out using mobile devices that are permanently connected to the internet. The basic requirement of a Smart Tourism Destination (DTI for its acronym in Spanish) is to provide a top-quality, public, free wireless connection so that the needs of residents, tourists, businesses and institutions can be met. **WIONGO has 18 years of learning from implementing public Wi-Fi solutions in towns and cities; the success stories of Playa de Palma, Palma, Benidorm, Salou and Barcelona** represent real cases of this extensive experience.

THE WIONGO PROJECT

The overall objective of the project is to make possible the transformation of any tourism destination into a smart tourism destination, **at no cost to the administration or citizens,** through the inclusion of the town/city in WIONGO's Nationwide Smart Destination Rollout, 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, as well as the integration of IoT/big data/mobile marketing services, making the project sustainable from day one, thanks to sponsorship agreements with third parties.

NOMINATION OF THE WIONGO PROJECT

Among the three best urban Wi-Fi deployments in the world by the Wireless Broadband Alliance

The Spanish company WIONGO, together with the City of London and the South Korean telecommunications operator KT, were nominated for the Wireless Broadband Alliance Industry Awards 2018, in the category of Best Connected City Deployment.

CONNECTIVITY, AN ESSENTIAL REQUIREMENT

Communication among people, organisations and businesses is carried out using mobile devices that are permanently connected to the internet.

The basic requirement of a Smart Tourism Destination (DTI for its acronym in Spanish) is to provide a top-quality, public, free wireless connection so that the needs of residents, tourists, businesses and institutions can be met.

WIONGO has 18 years of experience in implementing public Wi-Fi connectivity.

Figure 2. IoT environmental sensor installed in the Port Authority of Palma's headquarters

Figure 1. Wi-Fi access point installed on Paseo del Borne in Palma

SENSORS, MEASURING WHAT IS IMPORTANT

The Internet of Things (IoT) are devices that work autonomously, connected to the internet. These sensors are important for DTIs because they **provide real-time information about the environment, street furniture and mobility flows of tourists, visitors and residents.** WIONGO uses connectivity to strategically install them according to the needs of each destination.

BIG DATA,
THE VALUE OF INFORMATION

The combination of connectivity and sensors provides continuous data about different areas (big data). **To obtain quality information the data must be interpreted and visually related and structured.**

This process provides a high added value for meeting objectives of governance, sustainability, efficiency and cost-effectiveness, essential to society in the 21st century. All this, strictly complying with legislation.
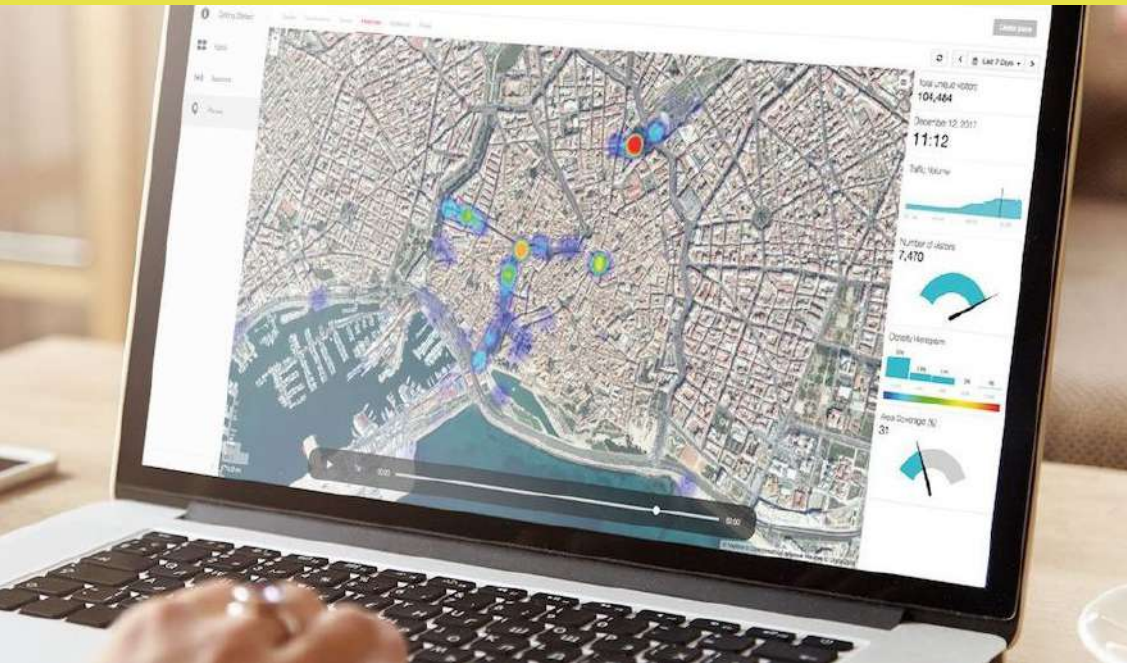

Figure 3. Real-time dashboard heat map of geolocated users in Palma

EXPERIENCE,
THE BEST ADDED VALUE

Mallorcawifi.com is the project (the seed of WIONGO) that made **Majorca** into a **Smart Island** and a **Smart Tourism Destination**, thanks to the largest municipal free wireless internet connection in Europe for tourists and residents. The annual figures speak for themselves:

+ 1300
Wi-Fi and IoT user
access points deployed

+ 10 MILLION
unique users
a year

+ 350 MILLION
connections a year

+ 3500 MILLION
Big data readings
analysed

Figure 4. Smart Island Majorca deployment map

SMART TOURISM DESTINATIONS, SMART ADVERTISING

The combination of a new Wi-Fi advertising media/channel with massive reach that allows a complete and comprehensive **contextual mobile marketing** experience, linked to information processing (big data), which **enables the detection, analysis, segmentation and prediction of mobility flows** of people, makes it possible to increase advertising effectiveness to new, previously unimaginable, levels.

Figure 5. Smart WiFi full branding sponsorship on Palma's tourism Chatbot

CRM
OF THE DESTINATION

The main players in tourism destinations (public and private companies) are already aware of the determining role that **technology** plays throughout the **travel process of tourists.** For this reason, the creation of an effective link of public-private collaboration, one that enriches the tourist's experience of the destination, is essential. **The key objectives** are:

ANALYSE

▼

GET TO KNOW

▼

PREDICT

▼

INFLUENCE

Meeting these objectives allows WIONGO to **offer sponsors of the service (tourism foundations, media agencies, brands, public and private organisations)** a **precise measurement** of their **return on investment,** resulting in total satisfaction and making the project completely sustainable.
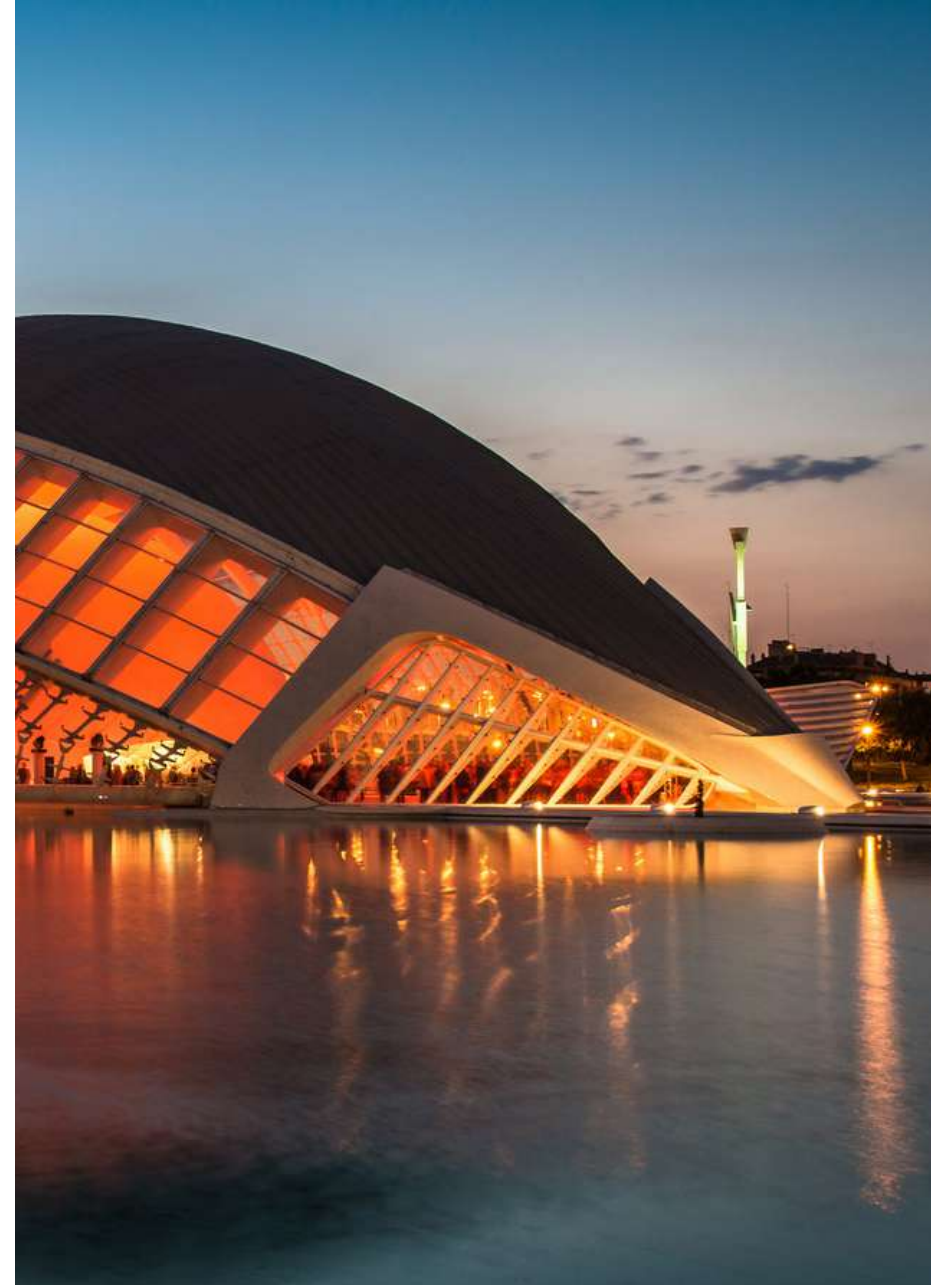
‣ANALYSE

Manage and exploit deployments of Wi-Fi and IoT infrastructures in tourism destinations, obtaining real-time analytics of urban mobility.

›GET TO KNOW

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 in the case of connecting (provided by a quality, entirely free and unlimited access) 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 re-defined.
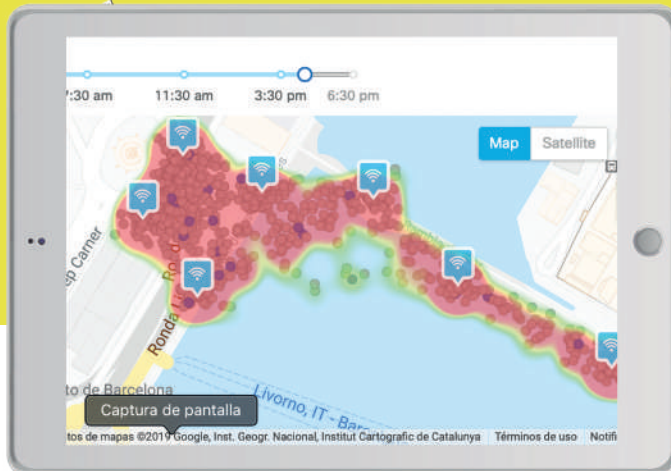
▸ **PREDICT**

Connect the digital world to the physical world and analyse loyalty data (connection to network, repetition) based on Wi-Fi, together with survey data and interactions with information, gamification, augmented reality and/or contextual marketing campaigns provided by interconnection with the Wi-Fi network (via captive access portal to the service).
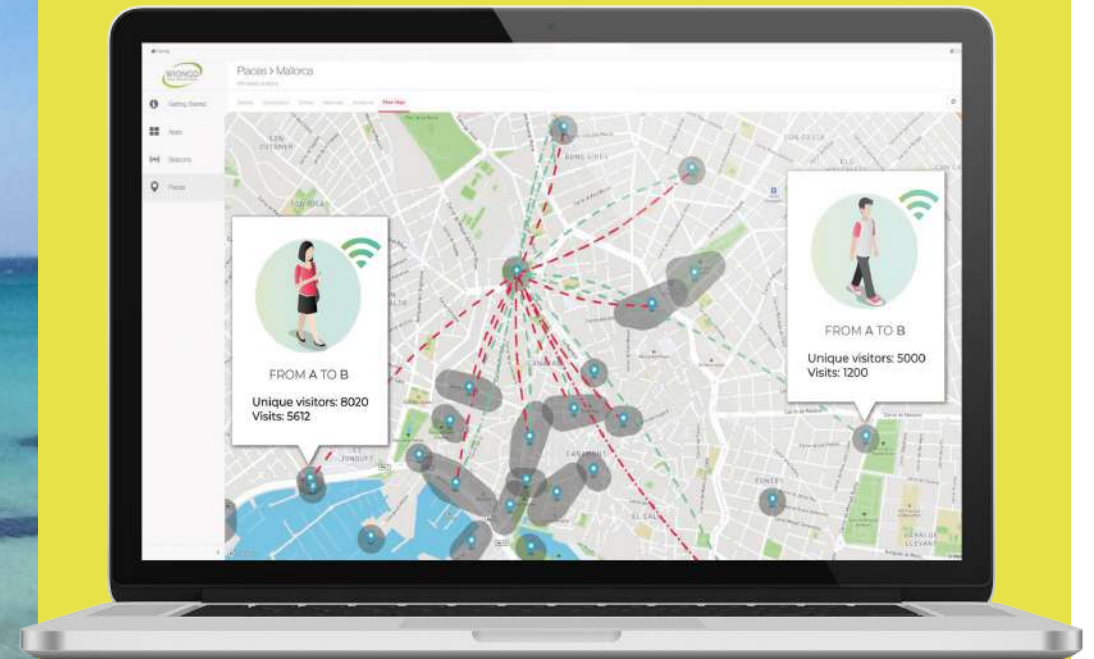
›INFLUENCE

Influence tourist behaviour thanks to the exclusive communication channel that provides interconnection with the Wi-Fi network (via captive access portal to the service) and handling of information obtained (**CRM of the DESTINATION**) allowing subsequent **PUSH** communications (in the case of interaction with apps), and/or **SMS**, instant messaging using WhatsApp, Messenger, etc. (in the case of obtaining a mobile number) and/or vial **MAIL** marketing (in the case of mail opt-in obtained from the user by direct action or interaction with social login, Wi-Fi access with social networks), all in strict compliance with the latest GDPR regulations.
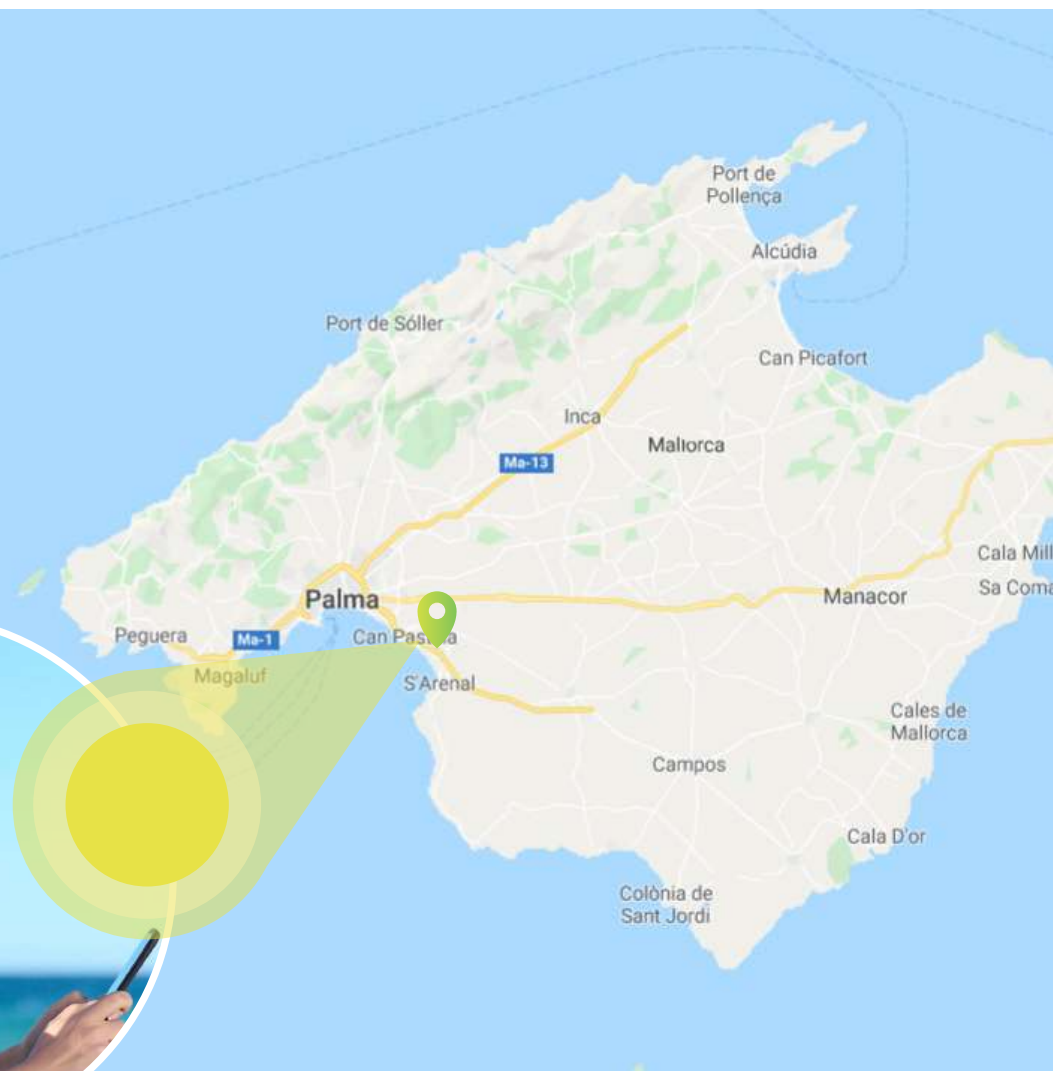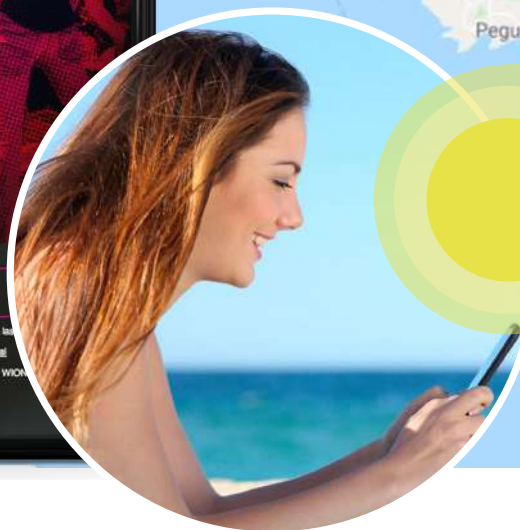
Among many other aspects, our platform allows SPONSORS to:

PERSONALISE THE SERVICE'S WELCOME PAGE

Our service allows the complete personalisation of the Wi-Fi login process of any visitor

Welcome pages and social login options can be made-to-measure, providing:

✔ **Complete control**
of the amount of information to be collected on starting the session and obtaining the desired free Wi-Fi connection.

✔ **Complete personalisation**
of the captive access portals to the service, which can be differentiated according to SSID (virtual Wi-Fi network), geolocated zone, language, time slot/day, operating system, access device, etc.
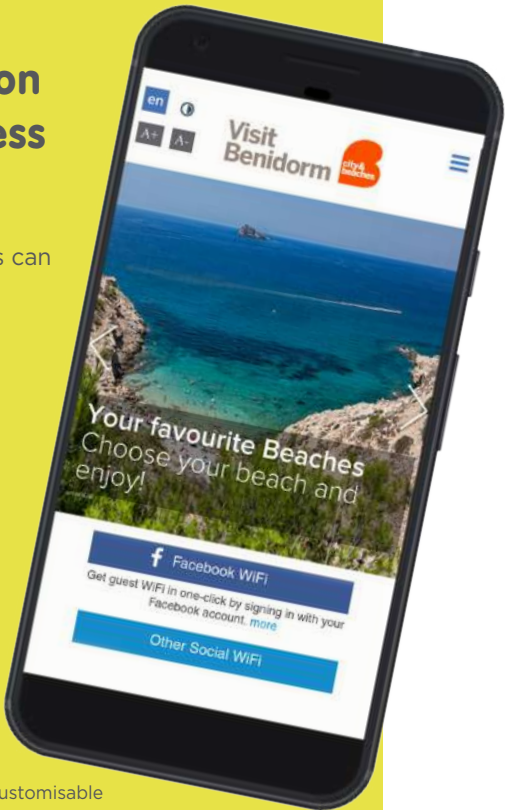
Figure 6. Example of captive access portal, 100% customisable

GROW THEIR DATABASE (CRM OF THE DESTINATION)

Add thousands and up to millions of new subscribers to marketing lists

When users log on to our free smart Wi-Fi networks, they expressly accept to opt-in to marketing. Our platform automatically collects their name, age, gender, location and Facebook interests and those of other social networks and adds them to the CRM of the DESTINATION.
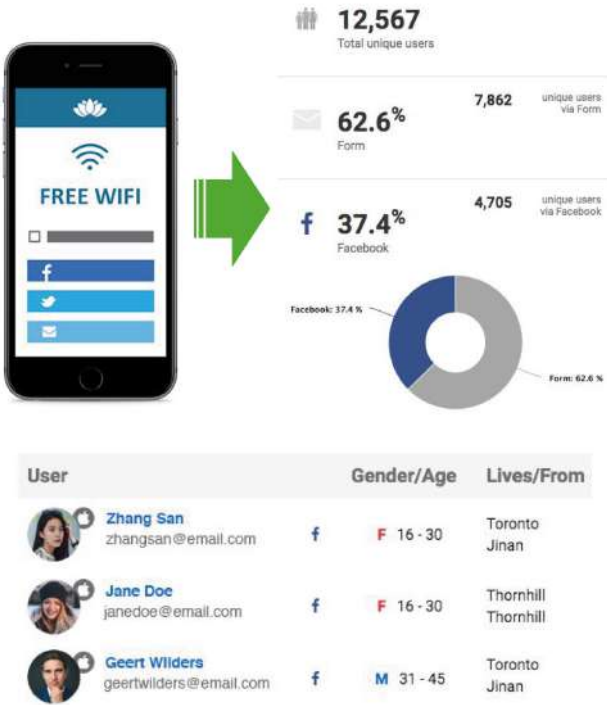
Figure 7. Practical example of the CRM of the DESTINATION

OBTAIN OWNERSHIP OF THE DATA

All of the data (big data, CRM of the DESTINATION) collected by the platform will be the property of the SPONSOR

and comply with privacy laws worldwide. **WIONGO offers 100% ownership of the data** and will never sell or share the information with third parties without the sponsor's permission.

OBTAIN DEMOGRAPHIC REPORTS

Obtain demographic, interest and location information for potential customers

Create up-to-date reports on the demographics of visitors, including age and gender, as well as the cities or postcodes of where they live, websites and social networks they like and other details.

Figure 8. Example of a demographic report by specific location

KNOW YOUR CUSTOMERS

Our platform reveals the visits and behaviour of your potential customers
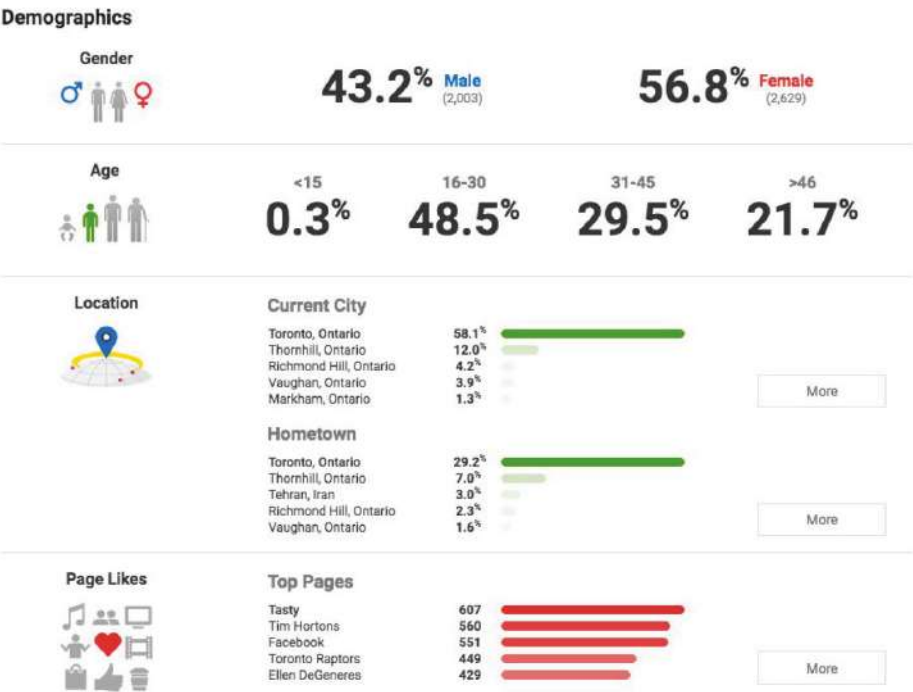
The information contained in the CRM of the DESTINATION provides a detailed, global view of each potential customer, which can at the same time be used for personalised marketing and promotional activities with specific objectives.

User Profile

Park Geun-hye
parkgh@naver.com
416 123 1234

Female
15 - 30

Lives in Toronto, ON
From Phoenix, AZ

Last Login
4:50 PM Mar 10 2017
Facebook

3
Repeat Visits
To your location
from 28 Sep - Now

Top Liked Facebook Pages

Page	Category
Beyoncé	Musician/Band
BBC News	Media/News Company
Harry Potter	Book

Figure 9. Example of user profile according to specific criteria

CARRY OUT REAL-TIME CAMPAIGNS AND EVENT PROMOTIONS

Use our tools for ultra-targeted emails, SMS marketing and event promotions

Interact with your customers at the exact time necessary for the campaign, at the moment they open a specific site, whilst they are on the site or just after they have closed it.

Maximise your return by communicating with customers at the best time and place.

Figure 10. Practical example of the mail marketing tool

CARRY OUT MORE INTELLIGENT ON-LINE ADVERTISING CAMPAIGNS (RE-TARGETING)

Use our integrated advertising platform to target audiences on Google, Facebook, Instagram, Twitter, YouTube, etc. and to optimise the purchase of media

We provide a behavioural re-targeting platform for the physical world. As visitors logoff the specific sites, you can continue showing them your adverts on-line on Google, Facebook, Instagram, Twitter, YouTube, etc.

After the campaign, the impact can be measured, as can the increase in visitor numbers and the number of visitors who return to the specific sites.

OBTAIN HOT-SPOT MAPS AND BEHAVIOURAL PATTERNS

Understand what sites your customers have logged on to and how long they were on for, even if they are not connected to the Wi-Fi

The anonymous information of user mobility flows and the associated analyses are captured, even when users are not connected to our Wi-Fi service.

Obtain reports on visits, waiting times, the routes most used and mobility flows with heat maps that provide predictive forecasts and automatic alerts.
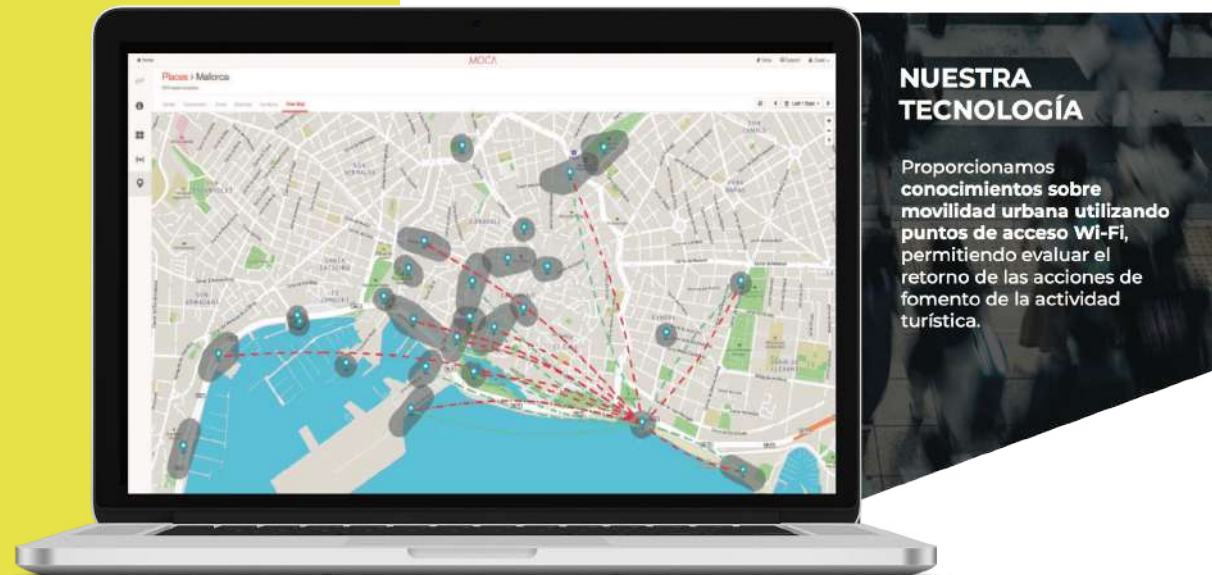
IDENTIFY YOUR EXACT AUDIENCE

Use the powerful filters on our platform to manage all of the CRM of the DESTINATION's information

Focus on a specific audience.

Create highly-segmented user lists based on specific criteria to obtain the greatest return on your marketing activities.

MAXIMISE YOUR ROI

Analyse your return on investment by knowing your potential customers and their mobility flows

WIONGO enables you to evaluate the exact return on your marketing activity investment.

We go further than the number of times a site is accessed or the clicks made, understanding the real number of customers who access your specific sites, **before, during and after** you have carried out your campaigns.

Unlike other solutions, this valuable feature is exclusive to our service, thanks to the deployment of our network infrastructure in the municipal street furniture.

OPPORTUNITY FOR SPONSORS OF THE SERVICE

For any business (public or private) interested in **mobile marketing** as a strategy for mass reach, brand recognition and interaction with every tourist who visits Spain, as well as with residents and visitors to the deployed destinations, our service for the **EXCLUSIVE SPONSORSHIP OF SMART TOURISM DESTINATIONS** could become the perfect ally. Following are some of the key aspects:

OPPORTUNITY
REACH
+20 MILLION
UNIQUE MOBILE
USERS EXCLUSIVELY!

SMART WI-FI NETWORKS THAT SIMPLY WORK

It may seem obvious but in reality, unlike others, our deployed Wi-Fi networks are operative and effective. WIONGO has sector-leading experience, works exclusively with hardware made by leading manufacturer CISCO and uses the top marketing integration platforms in the world.

ACTION

Reach, interaction, user influence (tourists, visitors and residents) of the free municipal Wi-Fi service (long-term concessions, business/service with 18 years' experience, recognised solvency, national and international awards) deployed in top national tourism destinations (Barcelona, Salou, Valencia, Benidorm, Palma, Playa de Palma). Possibility of tailor-made deployments at other destinations.
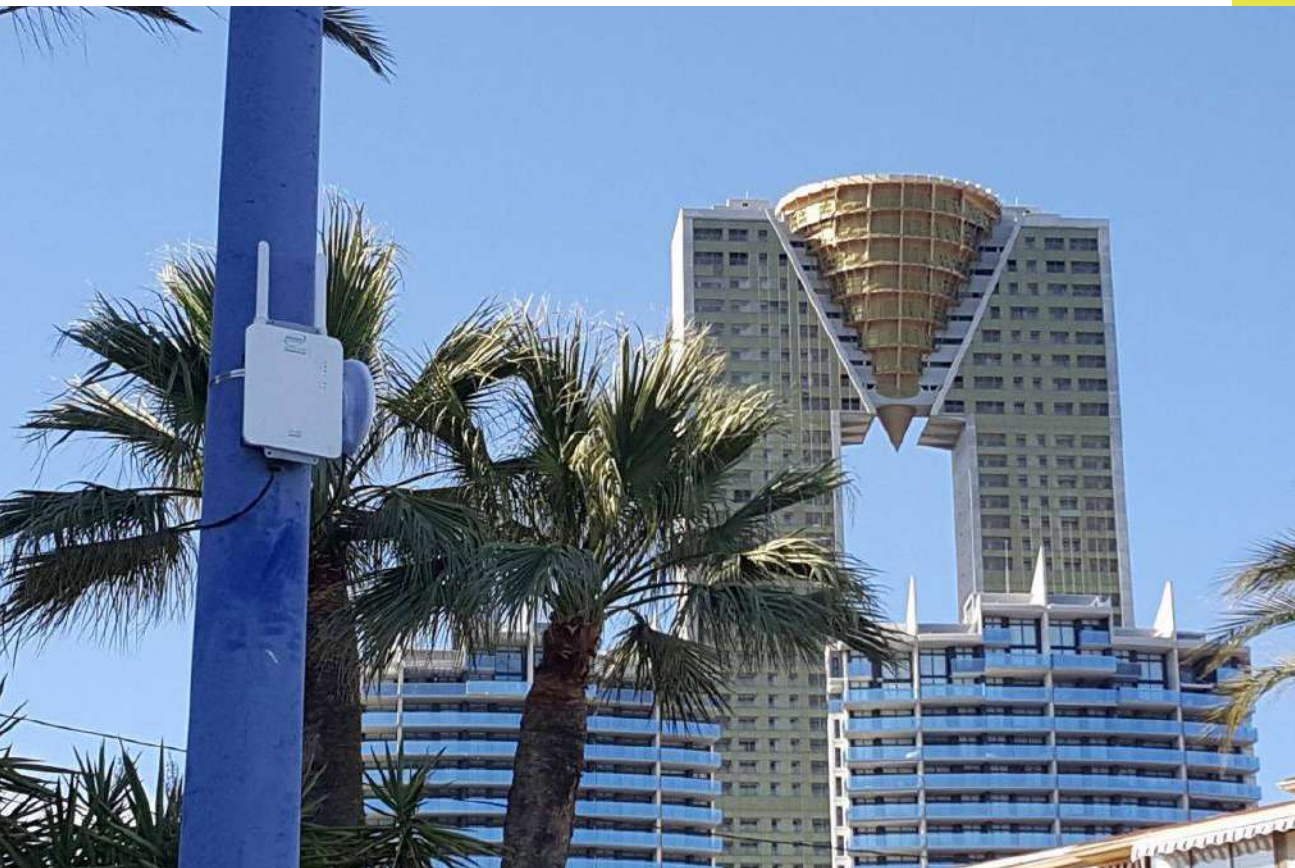
DATA

The entire data of users (CRM of the DESTINATION) will be 100% property of the sponsor, uniquely and exclusively, so that any type of subsequent segmented marketing actions can be made possible.

WHERE AND HOW

Tailor-made service with complete exclusivity for the area and/or destination, with the possibility of a year or a three-year contract.
+info: **https://youtu.be/ee9FfrLcTUU**

PROFILE OF OUR SMART WI-FI
SERVICE USERS

USER PROFILE ACCORDING TO AGE OF GLOBAL TRAFFIC

- ▶ 65+ YEARS **4%**
- ▶ 55-64 YEARS **11%**
- ▶ 15-44 YEARS **14%**
- ▶ 45-54 YEARS **14%**
- ▶ 25-34 YEARS **34%**
- ▶ 35-44 YEARS **23%**
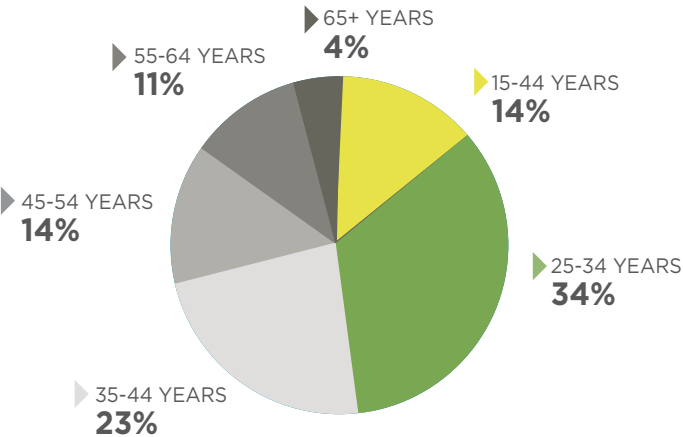
USER PROFILE ACCORDING TO GENDER OF GLOBAL TRAFFIC

- ▶ MALE **48.7%**
- ▶ FEMALE **51.39%**
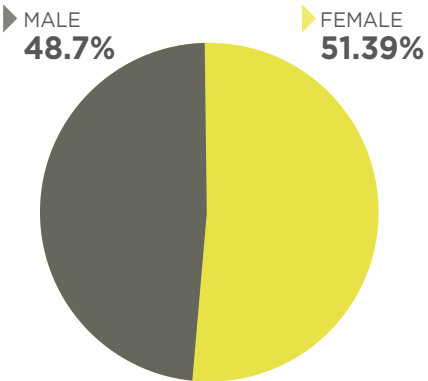
USER PROFILE ACCORDING TO DEVICE STATUS OF GLOBAL TRAFFIC

- ▶ XIAOMI **6.7%**
- ▶ SONY **2.2%**
- ▶ HUAWEI **11.2%**
- ▶ APPLE **48.3%**
- ▶ SAMSUNG **30.3%**
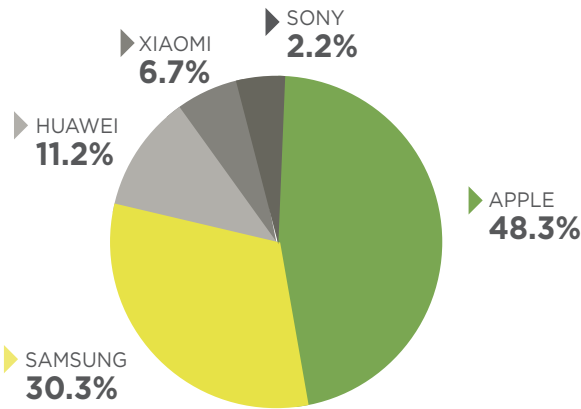
USER PROFILE ACCORDING TO NATIONALITY OF GLOBAL TRAFFIC

Nationality	
GERMANY	
UNITED KINGDOM	
SPAIN	
EU	
USA	
FRANCE	
SWITZERLAND	
HOLLAND	
LATIN AMERICA	
ITALY	
AUSTRIA	
ASIA	
PORTUGAL	
RUSSIA	
CHINA	

0%   10 %   20 %   30 %   40 %
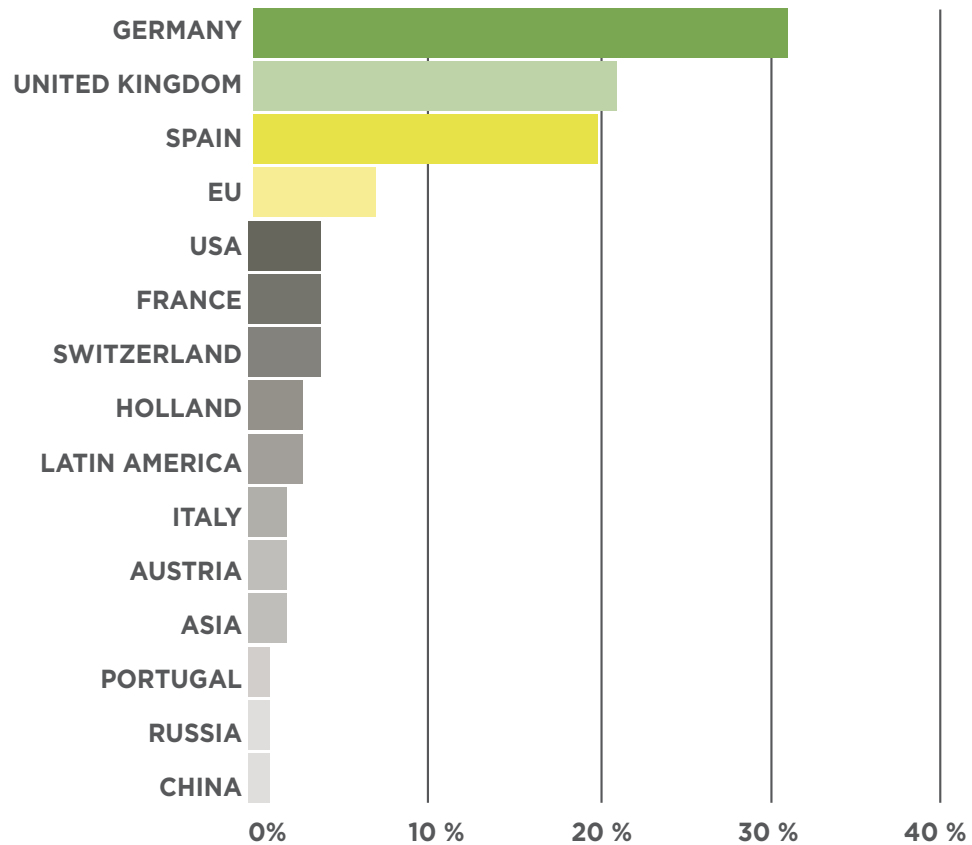
USABILITY

Unparalleled user experience

We offer an unrivalled user experience, without forced clicks, offering an instant internet connection from the start, thanks to a usability concept designed to facilitate the service without intrusion (all non-HTTP traffic is allowed without access login: consulting emails, use of instant messaging, social networks, Google maps, etc., as is access to specific apps to enable immediate PUSH services) allowing the user to interact with the destination and so that their device establishes a prior step of trust with the network, leading to future automatic reconnections.

Associate your brand with our free, top-quality municipal Wi-Fi service (average of 150MB/s per connected user, without broadband or app use limits, with peaks of close to 1GB/s thanks to the new 802.11ax standard that allows a 5G experience with new Wi-Fi 6 devices), on offer in all strategic urban areas with a high volume of tourists.

Connection to unlimited internet (APP active / Wi-Fi login)

Non-HTTP traffic permitted (app inactive/no Wi-Fi login)

Off-line

EXCLUSIVE SPONSORSHIP OF SMART TOURISM DESTINATIONS

We propose a completely disruptive model, in which WIONGO commits to install, maintain, manage and update smart Wi-Fi networks using its remote and/or in-person technical service, so that the operability and functionality of the same are maintained, at no additional cost to the **SPONSOR**. This way the sponsor **has at its disposal a Wi-Fi access system** to internet and broadband services with a high added value and high availability, without the need of a municipal licence, telecommunications licences or investment and without the risk of obsolescence. All this in compliance with relevant legislation and connected to an advertising platform that allows the management, **advertising and marketing** of their products and/or services (own, associates and/or third parties) so as to **maximise their return on investment and meet their strategic objectives.**

The sponsorship service is **COMPLETELY EXCLUSIVE to the SPONSOR,** meaning that NO other marketing campaign of other companies or clients can co-exist on WIONGO's smart Wi-Fi networks, except for those destined to provide, where necessary, services for emergency purposes (police, fire brigade, health services, etc.) in the case of a natural disaster, situations of extreme emergency that threaten the lives of citizens and/or tourists and force majeure.

In short, the SPONSOR will have at their disposal throughout the contract, **100% of the annual traffic available on deployed smart Wi-Fi networks** (100% of the inventory of unique users connected to the Wi-Fi service, 100% of the marketing integrations implemented, 100% of all interactions, 100% of all the data collected for marketing actions they wish to carry out). All this provides flexibility, a dynamic nature and absolute control of all of the network control parameters that affect the provision of the end service to users, by the SPONSOR (and their associates).

Clients who already trust in our services

PRACTICAL CASES

Five of the most prominent practical cases of Smart Destinations integrally implemented, managed and exploited by WIONGO are those of PALMA and PLAYA DE PALMA (Balearic Islands), BENIDORM (Alicante), SALOU (Tarragona) and BARCELONA. These destinations are without a doubt a real technological challenge, given the large volume of traffic and users that need coverage in these strategic areas, where there are large concentrations of tourists and being exceptional national tourism destinations. Below are the details of the most relevant practical cases implemented at a municipal level over the past few years, from among more than 300 of our smart projects:

SmartWiFi PdP
Municipalities of Palma/Llucmajor (Balearic Islands)
Playa Palma Tourism Consortium
2014 to present day

SmartWiFi Palma
Municipality of Palma (Balearic Islands)
Palma 365 Tourism Foundation
2016 to present day

SmartWiFi Intermodal
Municipality of Palma (Balearic Islands)
Majorca Rail Services Consortium
2016 to present day

SmartSens IoT Port de Palma
Municipality of Palma (Balearic Islands)
Balearic Islands Port Authority
2017 to present day

SmartWiFi Benidorm
Municipality of Benidorm (Alicante)
Benidorm Town Council
2018 to present day

SmartWiFi Mazatlán
Municipality of Mazatlán (Sinaloa – Mexico)
Mazatlán City Council
2018 to present day

SmartWiFi Salou
Municipality of Salou (Tarragona)
Salou Town Council
2019 to present day

SmartWiFi Barcelona
Municipality of Barcelona
Barcelona Port Authority
2019 to present day

RESULTS OBTAINED
CONCLUSIONS

The way of steering this initiative towards Tourism Destinations has a significant and positive economic and social impact on the local economy. The following conclusions about the experience, taken from the results obtained, are of note:

• The cost/opportunity for a tourism destination of not being competitive with regard to free internet connection services for residents and tourists, loss of tourism competitiveness compared to destinations that do have this to offer.

• The economic impact of being able to demonstrate clear variables in clear databases of people mobility flows (being able to demonstrate how many people visit certain places and therefore analyse their needs, the economic repercussions on the entire social/economic structure, its value for undertaking certain investments and/or committing specific resources).

• The social/environmental impact of knowing the environmental conditions of the destination, quality of air/water, pollution, etc., by crossing it with information on people mobility flows and predicting their behaviour in severe weather events, etc.

• The economic impact of being able to communicate with residents and tourists in an innovative way about the range of products and services available at the destination, the region (tourism information/services of a public nature, private information of a commercial nature about products and services available, etc.).

• The social/economic impact of being able to measure the impact and management of people flows at large-scale events, allowing the planning of security activities, management of evacuations, alternative entry/exit routes, etc.

• The social impact of offering a free universal internet access service, without any limitations, to all levels of the population, regardless of their social-economic situation, breaking the digital divide and providing access to people in a state of social exclusion.

• The media impact of selling the destination as an innovative destination, as a Smart Destination, without the need for municipal funding, economically sustainable from day one, guaranteed by the proven experience of a leader in the sector.

• The positive social impact of keeping citizens informed of the impacts of work by the local authorities, as well as the impact created by a positive and educated attitude towards the visitor/tourist. With the right actions, problems for pedestrians, transport, social work, prioritisation of needs, etc., can be filtered and a balance and equality can be created among the different social and economic sectors of the city, town or destination.

Meeting these objectives allows WIONGO to offer sponsors of the service (tourism foundations, media agencies, brands, public and private organisations) a precise measurement of their return on investment, resulting in total satisfaction and making the project completely sustainable.

ACKNOWLEDGEMENTS

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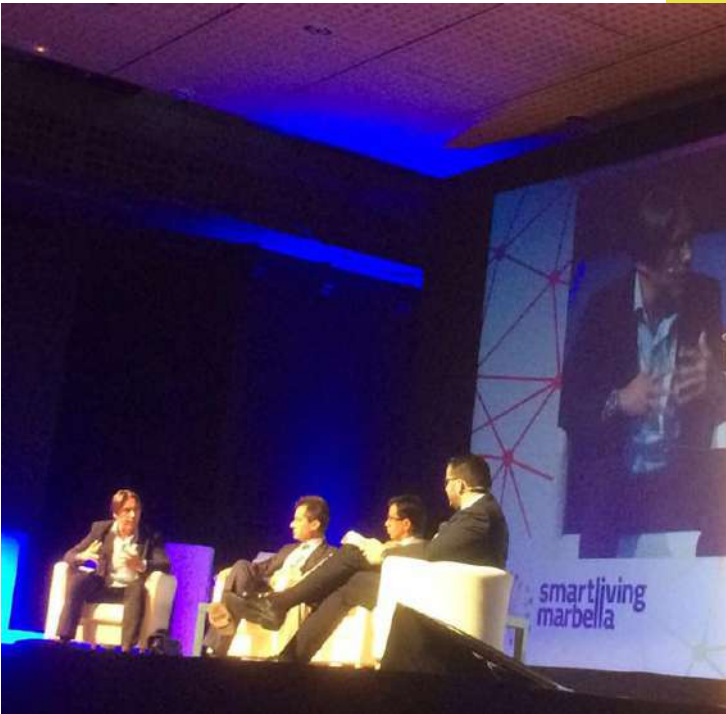 **http://bit.ly/2pIqyw5**

NOMINATION OF THE WIONGO PROJECT AMONG THE THREE BEST URBAN WI-FI DEPLOYMENTS WORLDWIDE BY THE WIRELESS BROADBAND ALLIANCE

The Spanish company WIONGO has been nominated for the Wireless Broadband Alliance Industry Awards 2018, in the category of Best Connected City Deployment.
https://bit.ly/33E1qW9

The Spanish company WIONGO positions itself internationally thanks to its Wi-Fi deployment in Majorca, competing with London.
https://bit.ly/35CmJcp

WIONGO is on the Electronic Communications Networks and Services Operators registry and is authorised by the CNMC to exploit Electronic Communications Services and Wireless Internet Access Services at a national level (Exp. 2009/935).

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