Growing experiences in the Smart Destinations initiative

Madrid, 23rd October 2019
1. Smart Destinations Programme in Spain

32 destinations
Smart Destinations Network was established in February 2019.

**Objectives:**
- Maintain a common high competitiveness level.
- Contribute to Destinations digital transformation process.
- Maximize coordination between Public Administrations.
- A place where Destinations share experiences.
- Relevant information for Destinations is exchanged & shared.
- Promote the use of new management tools.

**Members:** 105

**Next steps:**
- Self diagnosis tool
- Training for DMOs
1. Smart Destinations Network

73 Destinations, 16 institutions, 16 partners committed
1. Smart Destinations methodology: evolution

- Improve methodology: new KPIs to be included in Sustainability pillar during 2020, related to:
  
  - Circular Economy & Tourism
    - Research by experts on “Circular Economy and Tourism”
  
  - Climate Change & Tourism
1. Smart Destinations methodology: evolution

- Sustainability pilot project
  - 28th October, agreement to be signed
  - **Objective**: measure environmental sustainability KPIs
  - Carbon footprint
  - Water consumption
  - Waste management
UNE178501 standard
Smart Destinations Management System: Requirements
(published on April 2016)

UNE178502 standard
KPIs & Tools for Smart Destinations
(published on June 2018)

UNE178503 standard
Smart Destinations: Semantics for Tourism
(to be published 4Q 2019)

UNE178504 standard
Connected, digital & Smart hotel
(IoT node for hotels)
(to be published 4Q 2019)
3. Tourist Intelligence System

2018 UNWTO Innovation Award in Research & Technology

- New user interface.
- New information sources:
  - INE
  - AENA
  - Holidays databases
- New destinations:
  - León
  - Monfragüe
  - Benidorm
  - Almería
  - Basque Country

Local services

- Devices & sensors

- Stats

- Social Networks

- Payments

- Internet of things
Cooperation with EXCELTUR, Spanish Alliance for Excellence in Tourism.

**Objective**: boost digitalization in Spanish Destinations along with the private sector.

**Running initiatives**:
- Identify common issues faced by Destinations.
- Best practices & technological solutions around the world for Destinations management (available Q2 2020)
5G European Validation platform for Extensive trials

- European Project for determining possible 5G Use Cases in Tourism
  - No results yet.
  - Testing an application for MICE tourism
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