

**SEGITTUR**  
turismo e innovación

# **Growing experiences in the Smart Destinations initiative**

Madrid, 23rd October 2019





## Red DTI

Red de Destinos Turísticos Inteligentes

(Smart Destinations Network)

- 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



## 73 Destinations, 16 institutions, 16 partners committed





- 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



- 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)



**AENOR**  
Asociación Española de  
Normalización y Certificación

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la Innovación y las Tecnologías Turísticas, S.A.M.P.



## 2018 UNWTO Innovation Award in Research & Technology

### Local services



### Stats



### GDS



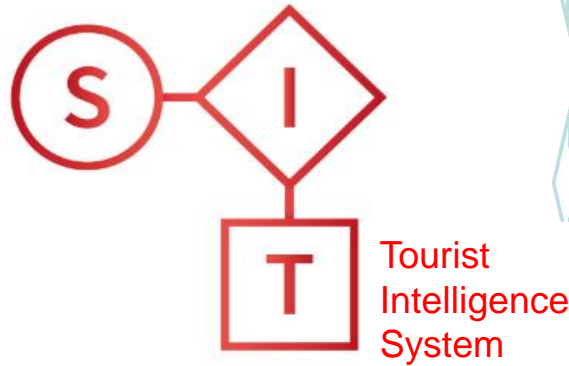
### Devices & sensors



### Internet of things



### Payments



### Social Networks

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



# [Digitur

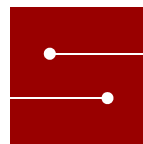
- Cooperation with EXCELTUR, spanish Alliance for Excellence in Tourism.
- Objective: boost digitalization in spanish Destinations along with the private sector.
- Running initiatives :
  - Identify common issues faced by Destinations.
  - Best practices & technological solutions around the world for Destinations management (available Q2 2020)



5G EVE

## 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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**THANK YOU VERY MUCH  
FOR YOUR ATTENTION**

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