

Smart Tourism – Simplified

Smart Tourism, in essence, is about leveraging technology to make tourism more enjoyable, convenient, personalized, and sustainable. It involves personalization, connectivity, information accessibility, sustainability, data analysis, and interactive experiences. These aspects are aimed at enhancing the tourist experience, improving the efficiency of tourism operations, and contributing to sustainable development and leading tourism towards the Society 5.0.

Ecosystem of Data

Sharing data within the smart tourism platform's ecosystem is crucial for several reasons. It allows national organizations, destinations, businesses, attractions, and local shops to gain a comprehensive understanding of their audience. By knowing who the visitors are, where they come from, what they do, and what they want, stakeholders can tailor their offerings to meet the needs and preferences of their audience. This personalization enhances the visitor experience, leading to increased satisfaction and loyalty. And this is only possible when sharing and managing many sources of data.



Moreover, the value of data increases exponentially when shared within an ecosystem. Each piece of information contributes to a larger, more detailed picture, enabling more accurate predictions and strategic decision-making. This collaborative approach not only benefits individual stakeholders but also strengthens the entire tourism industry. It fosters a culture of knowledge sharing and mutual growth, making the industry more resilient and adaptable to changing trends and circumstances.

Creating value locally

Supporting local businesses by shifting revenues from global products is a valuable and sustainable initiative in the tourism industry. This approach aligns with the principles of Smart Tourism, which leverages technology to enhance tourist experiences, improve operational efficiency, and contribute to sustainable development. Our platform assists public tourism entities in understanding their regions, leading to measures that prevent overcrowding, reduce waste, enhance tourist experiences, and protect the environment. This shift towards responsible and sustainable tourism not only supports local businesses but also promotes a balanced and respectful relationship with the environment and local communities.

Audience and customers

When approaching new opportunities, we typically seek to engage with major public and private actors in the tourism industry. The public actors often need to cater to the needs of private players which creates dependencies that we use to design trusted value chains. In our most successful cases we have been part of the early startup process and helping design the complete solution.

Private Segments

- Accommodation Providers:
- Transportation Services
- Travel Agencies and Tour Operators
- Food and Beverage Providers
- Attractions
- Event and Conference Organizers
- Travel Technology Companies
- Retailers

Public Segments

- Ministry and Chambers of Commerce
- Municipalities (Smart-City)
- National Tourism organization or ministry
- Destination Marketing Organizations
- Regional Tourism organization
- Local Tourism organization

Our Approach

NTT DATA Business Solutions has through their Smart-Tourism and dedicated resources, made it possible for both minor and large stakeholder in tourism to developing and improving their local business, as well as adding context to national trends and market developments.

The overall strategy of being close to the customers and clear communication has proven NDBS to establish themselves as a trusted partner and truly caretaking the industries technological developments into a new era.

Our approach means we have a unique opportunity to drive the Smart Tourism platform and assets to new opportunities worldwide. We typically engage with smaller region before we can expand to a national level.

How It all Started:

Our smart tourism platform was born in 2020, with a groundbreaking PoC on a small Scandinavian island. This was a joint venture between Dansk Kyst- og Naturturisme,

VisitDenmark, Copenhagen Business School, Aalborg University, and NTT SmartX technologies.

The PoC was built using over 60 data sources, cloud technologies, AI, IoT, vision recognition, and digital humans. This allowed us to capture and analyze a wealth of data, providing valuable insights into the tourism industry.

The project marked the beginning of our smart tourism platform, setting the stage for a new era of sustainable and responsible tourism.

Press release:



<https://www.visitdenmark.dk/corporate/om-os/nyheder/noeglektorer-i-dansk-turisme-gaar-sammen-om-national-dataplatform>

Use cases:

Visitor forecast

The slide is titled 'Visitor Forecast'. On the left, there is a 'Use-case' section with text explaining that the use case is for forecasting visitor spending in popular tourist destinations by combining network data with credit card transactions. On the right, there are two line graphs: 'Long term Visitor Forecast' showing a multi-year trend and 'Daily forecast' showing a daily cycle. The NTT DATA logo is visible at the bottom right.

National Dashboard:

The slide is titled 'National tourism dashboard'. On the left, there is a 'Use-case' section listing key metrics and data examples such as visitor monitoring, consumer patterns, and attractions. On the right, there is a screenshot of the dashboard interface, which includes a map of Denmark, several data charts, and a list of metrics. The text describes the dashboard's capabilities in providing insight into tourism-related data.

Feature Impact Analysis

The slide is titled 'Feature Impact Analysis'. On the left, there is a 'Use-case' section explaining that feature impact analysis is used to identify key drivers of revenue, visitors, and crowding. On the right, there are two bar charts: 'Effect from Dark holidays' and 'Effect of #weekdays'. Below the charts, there are three typical questions that can be answered using the analysis.

live monitoring visitors

Use-case



The optical sensor provides a new way of providing detailed information about how visitors and locals move around in micro-environments (e.g. local events, bars etc.)

The sensor is capable of distinguishing visitors from different traffic categories (cars, vans, trucks, bike cycles, pedestrians), as well as their movement direction and speed.

live monitoring visitors using optical-sensors

The real-time information provided by the optical sensor can also be used by local businesses to respond quickly to changes in visitor behavior. For instance, if the sensor detects an increase in pedestrian traffic due to a local event, a business could offer promotions or extended opening hours to attract these additional visitors.

Live visitor impact dashboard



Powered by momentum

Our platform is at the forefront of this transformation, shifting the focus of the tourism industry from 'more is more' to 'less is more'. We assist public tourism entities in understanding their regions, which leads to measures that prevent overcrowding, reduce waste, enhance tourist experiences, and protect the environment. This is a significant shift towards responsible and sustainable tourism. Smart Tourism is powered by the momentum.ai platform

Momentum is built on Azure and is powered by Snowflake (logos?)

