



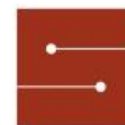
GOBIERNO
DE ESPAÑA

MINISTERIO
DE INDUSTRIA, ENERGÍA
Y TURISMO

SECRETARÍA DE ESTADO
DE TURISMO

Transformación digital en el sector del turismo

Carlos Romero Dexeus
Director de I+D+i SEGITTUR



SEGITTUR
turismo e innovación

REDEFINING THE DIGITAL TRAVELLER EXPERIENCE UNDER HIGH MOBILITY ENVIRONMENTS



MICE TRAVELLERS

MEETINGS + INCENTIVES +
CONFERENCE + EXHIBITIONS



CRUISE TRAVELLERS



- ✓ HIGH CONCENTRATION OF TRAVELLERS
- ✓ HIGH CONTENT CONSUMPTION (4k, 3G0V)
- ✓ MORE ACCURATE LOCATION (INSIDE)
- ✓ "DEVICE 2 DEVICE" COMMUNICATION
- ✓ PRIVATE VIRTUAL NETWORKS
- ✓ SECURITY COMMUNICATIONS
- ✓ MASSIVE COMMUNICATION
- ✓ ANALYTICS

INDEPENDENT TRAVELLERS

BACKPACKERS + BUSINESSMAN
+ CULTURAL TRAVELLERS



- ✓ PERSONALISED SERVICES
- ✓ CONTEXTUALIZED CONTENT
- ✓ "KEEP IN TOUCH" TECHNOLOGIES
- ✓ GUIDE SERVICES
- ✓ REAL TIME TRANSACTION SERVICES

SMART TOURIST OFFICE

