



MUNICÍPIO DE  
**GUIMARÃES**

Guimarães Tourism, a innovative way of navigating and interact with an historic city

An aerial photograph of a city featuring a prominent stone castle with multiple towers and a red-tiled roof. The castle is surrounded by green lawns and trees. In the background, there are residential buildings with red roofs and a larger white building. A dark circular overlay is positioned on the left side of the image, containing the text 'our vision' and a paragraph below it.

# our vision

*Digital transformation is forcing tourism industry to rethink tourist value and how to meet its needs*



# GUIMARÃES

PORTUGAL

Birthplace of Portuguese nationality, Guimarães is internationally recognized as an example in the rehabilitation and preservation of its Historical Centre. As a result it has been classified as World Heritage by UNESCO in 2001.

With an important role in the Portuguese Tourism, in 2012 Guimarães had the opportunity to show its history and culture as European Capital of Culture 2012 and European City of Sport in 2013.

Guimarães has a clear digital strategy, which combines digital transformation with a culture and leadership poised to drive the transformation. In 2017 Guimarães was awarded with ACEPI Navegantes XXI - Best Digital City Award, the Most Sustainable City in Portugal and the Perfect City Award in connectivity and innovation promoted by Siemens and Vision Magazine.

# Visitor Profile

We use this information to better understand the visitors and gain strategic marketing insights



## Visitor Profile



- Age group between 26 and 65 years, with special incidence between 26 and 45 years;
- With high education;
- Visits Guimarães and others destinations in the north region like Porto or Braga;
- Decides to visit Guimarães as a World Heritage Site;
- Took notice of Guimarães by indication of family/friends, travel agencies and the internet;
- Arrives at Guimarães by car;
- Departs with very high intention of recommendation;
- The main perceptions are the patrimonial and artistic value, associated with the connection to the origin of Portuguese nationality and the security.
- Secondly is Guimarães hospitality and its gastronomy.

# 4 VECTORS

our digital transformation vision in the tourism industry



## Before the trip

Travelers search for information before a trip, compare and check opinions of other travelers, given the possibility of booking tickets and accommodation on their own.



## While arriving

Access to city transports information, attractions and suggestions available on smartphones or tablets with the possibility to tweet or share first impressions on Facebook.



## During the stay

Access to information, audio guides or planned routes through QR codes or Smartphone App, while connected to free Wi-Fi internet, giving tips and suggestions and reviews using these interactive digital showcases.



## After the stay

Follow, review and recommend tourist attractions, and share the all experience in multiple platforms and social networks, with suggestions and recommendations.

## tourism industry

*In tourism, digital adaptation is not optional, is an indispensable condition to be competitive and respond to new visitor demands.*



# WHERE WE ARE

The importance of tourism in Northern Portugal has been improving in the last ten years, as a result of the investments made in the region, both public and private.

2004'

GROSS VALUE ADDED: **15,7%** (OF NATIONAL VALUE)  
GUESTS: **1.838.017**  
SLEEPS: **3.330.650**  
BED OCCUPANCY RATE: **36,8%**

2005'

REVENUE PER  
AVAILABLE ROOM  
**18,3 EUR**

2014  
  
10 YEARS LATER  
We turn global

GROSS VALUE ADDED: **21,5%** (OF NATIONAL VALUE)  
GUESTS: **3.043.900**  
SLEEPS: **5.400.608**  
BED OCCUPANCY RATE: **41,4%**  
REVENUE PER AVAILABLE ROOM: **24,8 EUR**

# WHERE WE ARE

PORTUGAL

OTHERS

ITALY

SPAIN

FRANCE

UK

## ORIGIN

The region experienced a very positive evolution in consumption average per visit between 2011 and 2014.

## VISIT REASON

In 2014, the Brazilian, Spanish, English and Italian market were those that presented a higher average consumption per person and night, thus becoming relevant markets to the increase in average destination spend.

VISITING  
FRIENDS AND  
FAMILY

LEISURE /  
VACATIONS

BUSINESS

STUDY



## SEARCHING FOR INFORMATION BEFORE THE TRIP

More than 90% of users check information on the Internet before reserving a trip or hotel. This translates into a responsive website and even into versions directly envisioned for mobile devices, apps, and useful with quality content creation for the user.

*I AM MY OWN TRAVEL AGENT*

## SEARCHING FOR INFORMATION BEFORE THE TRIP

**Guimarães Turismo platform** is structured in 5 pillars, according to the main experiences offered to the visitor: to know, to stay, to visit, to do and to eat. The visitor can select an experience and visit virtually all the surroundings, accessing existing multimedia guides as well as route planning and photo and video repository.



**94 different languages**



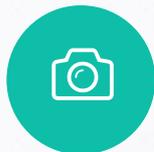
**View comments and recommendations**



**Book hotels, restaurants or buy Guimarães Pass**



**Plan the trip, save the route or use QR Codes**



**Access to events calendar and add them to visitors favorites route/trip**



**Access to photo and video repository or listen/download audio guides**

# SEARCHING FOR INFORMATION BEFORE THE TRIP



A screenshot of a Flickr profile for 'Gulmarães Turismo'. The profile features a header with the name and a 'Seguir' button. Below the header, there are several photo thumbnails, including a street scene and a modern building at night.

A screenshot of a Facebook profile for 'Gulmarães Turismo'. The profile includes a cover photo of a town square, a profile picture, and a bio. There are also buttons for 'Seguir' and 'Ligar-se por e-mail'.

A screenshot of the Foursquare app showing a map of Guimarães, Portugal. A location card for 'Centro Histórico de Guimarães' is highlighted, listing it as a 'Lugar' with a rating of 4.5. The card includes a description: 'Uma das cidades com maior história de Portugal, o centro histórico de Guimarães, está localizada...'.

A screenshot of an Instagram profile for 'Turismo do Porto e Norte de Portugal'. The profile features a grid of various photos showing scenic views, people, and historical sites. The bio includes the text 'Turismo do Porto e Norte de Portugal'.

A screenshot of a YouTube channel for 'Turismo Porto e Norte'. The channel has 765 subscribers and a 'SUBSCRIBER 765' button. The main content area shows a 'Carregamentos' section with video thumbnails for 'Grande Prémio de Motociclismo do Baixo' and 'Abertura Loja Porto Welcome Center'.

A screenshot of a Twitter profile for 'TurismoPortoNortePT'. The profile has 13.3 mil followers and 437 tweets. The main content area shows a tweet with a photo of a person and the text 'TurismoPortoNortePT'.

A screenshot of a social media feed showing various posts, including photos of buildings, people, and scenic views. The posts are arranged in a grid-like format.



# WHILE ARRIVING

**Welcome Center** is more than a tourism office, is a place that welcomes tourists, giving them access to information on tourism, culture, environment, services, mobility, leisure, sports and business, while allowing the visit organization and specific tourist and cultural routes, as well as facilitating the establishment of contacts with other services or companies that provide services.



New technological and interactive resources are one of the biggest innovations in the **Interactive Tourism Office**. Interactive tables, 3D animations, maps and virtual visits are some of the attractions of this inclusive office that provides information to tourists 24 hours a day.

# WHILE ARRIVING

Guimarães Pass is a fun way to visit the city and have the tourist passport "stamped" through stickers and a small passbook, at each visit.



## GuimarãesPass

Visit main cultural spaces with a single card is already possible in Guimarães with this ticket that brings the possibility to visit 11 cultural attractions in 4 days.

“ Get your card, receive a free passport and collect stickers at each visit ”

The attractions covered by this ticket are Guimarães Castle, Paço dos Duques, Museum Route (Santa Casa da Misericórdia / Capuchos Church), Alberto Sampaio Museum, Living Science Center, Vila Flor Palace, Martins Sarmiento Society, International Center of the José de Guimarães Arts, Memory House, Guimarães Cable Car, Castreja Culture Museum and Citânia de Briteiros.

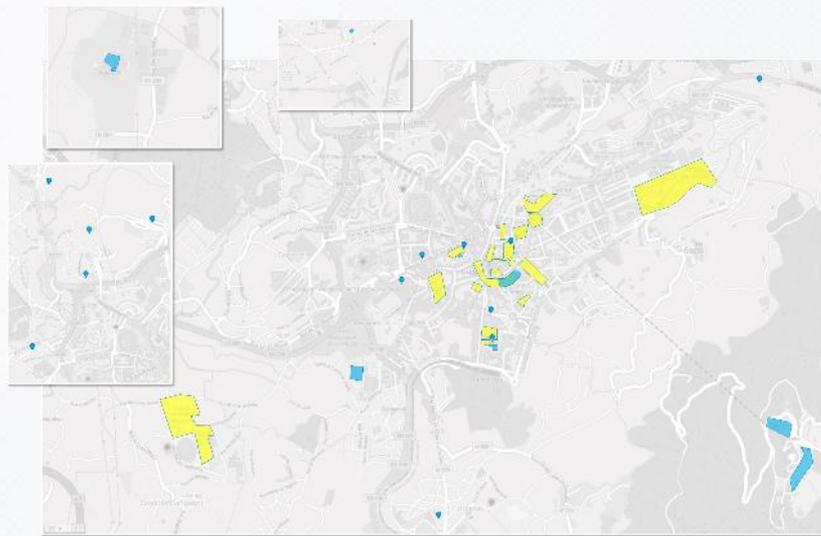


## DURING THE STAY

**Guimarões Mobitur** is a mobile application that uses geo-location and allows to visit the city practically without having to go to the tourist office since it provides all the necessary information for those who are visiting Guimarões, thus assuring total autonomy to the visitor. At any time it is possible to access information about the shows in real time, ticket offices, trips, restaurants, hotels, bars and other information about the city of Guimarões.

**Guimarões Wi-Fi**, is a wireless mesh network (WMN) that offers free access, accessible to citizens and tourists.

With 23 hotspots it covers the main areas of the historic center and its surroundings.



# DURING THE STAY

There are two ways of adapting to digital transformation: being reactive (incorporating technologies and processes that respond to consumer needs); or being proactive, offering new unexpected possibilities that take the customer's digital experience to a new level.



01

## Guimarões à Boleia

A free car sharing platform that enables visitors to gain short-term access to transportation on an as-needed basis.



02

## Biodiversity GO

Based on the concept of gamification and citizenship-science, BioGO aims to involve the entire community, both in the conservation and promotion of the natural heritage of Guimarões, contributing to the construction of the Biodiversity database of Guimarões.

# DURING THE STAY

Guimarães Tourism is not just adding offline functions in mobile format, it is also creating experiences and new business models designed specifically for the mobile channel.



## 03.

### Uber in Guimarães

Uber helps visitors get a ride at the push of a button in a convenient way to get a safe, reliable and affordable ride, paying without using cash.



## 04.

### Digital Mupies

Aiming to offer a wide variety of contents and tourist information, this digital mupí, acts as an interactive tourism office, connected to all the other tourist offices in Northern Portugal, 24/7.



# AFTER THE STAY

Comment on the visited attractions

Become a fan of tourist attractions

Recommend to friends

Complete a satisfaction form

Receive newsletters with suggestions

Leave suggestions and comments





**DIGITAL  
TRANSFORMATION<sup>2</sup>LB**

*Tapping into the potential of open innovation and using digital technologies as a driver for tourism sector innovation and local businesses is one of the key factors.*



Guimarães strategy to deliver digital transformation to local businesses is to use digital technologies based on open innovation as a driver for tourism industry sector

## 01. **Tapping into the potential of open innovation**

Guimarães is moving forward and addressing issues related to smart innovation by creating an open data framework and space to experiment innovation and digital transformation, providing tourism data to local businesses that want to optimize or implement innovative projects.

## 02. **Using digital technologies as a driver for tourism sector innovation**

Guimarães intends to enable local businesses to get a better understanding of the new opportunities offered by the digital revolution through the use of digital solutions to meet tourism challenges. This initiative serves to raise the awareness of local businesses managers on digital technologies. Mindful of this awareness, they will be better equipped to design projects in support of the digital transformation of local businesses.

## BIG DATA / DATA ANALYSIS

The possibilities offered by the new technologies for the generation and capture of data, which predict and reflect the behavior, preferences and movements of tourists, are fundamental to get to know them better and to be able to feed back information, processed with big data tools and data analytics, tourism products and services.

## OUR DIGITAL AMBITION

## MOBILE

Mobile is consolidated as the preferred channel for tourist services. Today Visitors demand new products and tourist services to be consumed in their mobile devices, being an opportunity for the creation of new business models. The m-Commerce and the last minute purchases have become frequent. In addition, mobile connectivity is demanded free of charge in all types of tourist establishments.

## CLOUD COMPUTING

The bet in platforms based on cloud computing facilitates the management of seasonal businesses, the management of organizations with dispersed headquarters and the strategies of growth and internationalization. They put technology at the service of the business instead of limiting it.

## IOT-T INTERNET OF THINGS IN TOURISM

The Internet of Things, can be used to promote the digital transformation of the sector. Currently the first incursions are taking place in the development of applications in the world of tourism and mainly by large hotel chains and theme parks. Wearables devices, smart wristbands and beacons are the main technological elements of the applications, to which the sensors could be added as part of the global concept of smart cities.

# EMPOWER THE USE OF DIGITAL TRANSFORMATION



## **SCT** **TOURIST SMART CITIES**

The commitment to develop tourism is generating a boost to the application of advanced technologies, also known as smart tourist destinations, smart cities, our ambition is to incorporate many of the new technologies in our smart tourism vision.

## **SOCIAL** **NETWORKS**

In their different kinds and levels, they are widely applied to the world of tourism, assuming an outstanding two-way communication channel with customers and a tool for tourism companies and institutions to know what works (or doesn't) on their products and services, receive alerts and act in advance.

## **COLLABORATIVE** **ECONOMY**

The collaborative economy has a large field of action in the world of tourism. It has already given rise to a large number of marketplaces and new businesses, creating a new ecosystem of activity in which the value is transferred from companies and professionals to individuals and small businesses and in which the reputation becomes a fundamental asset of the business.

## **INNOVATION**

Other technologies that are taking stage in the tourism sector are geolocation, virtual reality or augmented reality. They contribute to improve the provision of services, to increase the customer experience and to enhance personalized and proximity marketing.

# Thank you



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