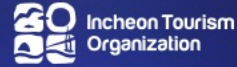





Korea's 1st Smart Tourism City
Incheon Smart Tourism City Project

PATA Gold Awards 2023 Submission **Marketing Campaign** / **Digital Marketing Campaign**





Incheon Smart Tourism City Project



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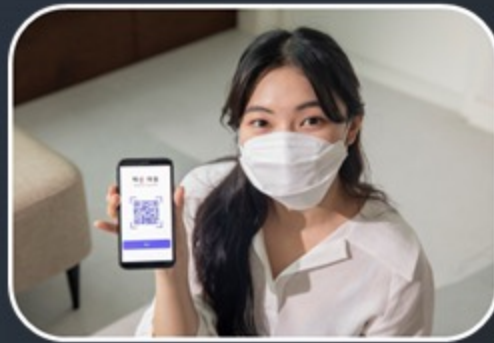
III. Accomplishments

- What's more... (Infrastructure, Local digitalization, Big data)
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Objectives



- 01 Establishment of an **Innovation Foundation** for the tourism industry through **Digital Transformation**
- 02 Facilitation of industry's adaptability to continuous surge in demand for **Customized Smart Tourism**
- 03 **Activation of Regional Tourism** through public-private collaboration and the establishment of a **Smart Tourism Eco-system**



Emphasis on safety



Individual and small group tours



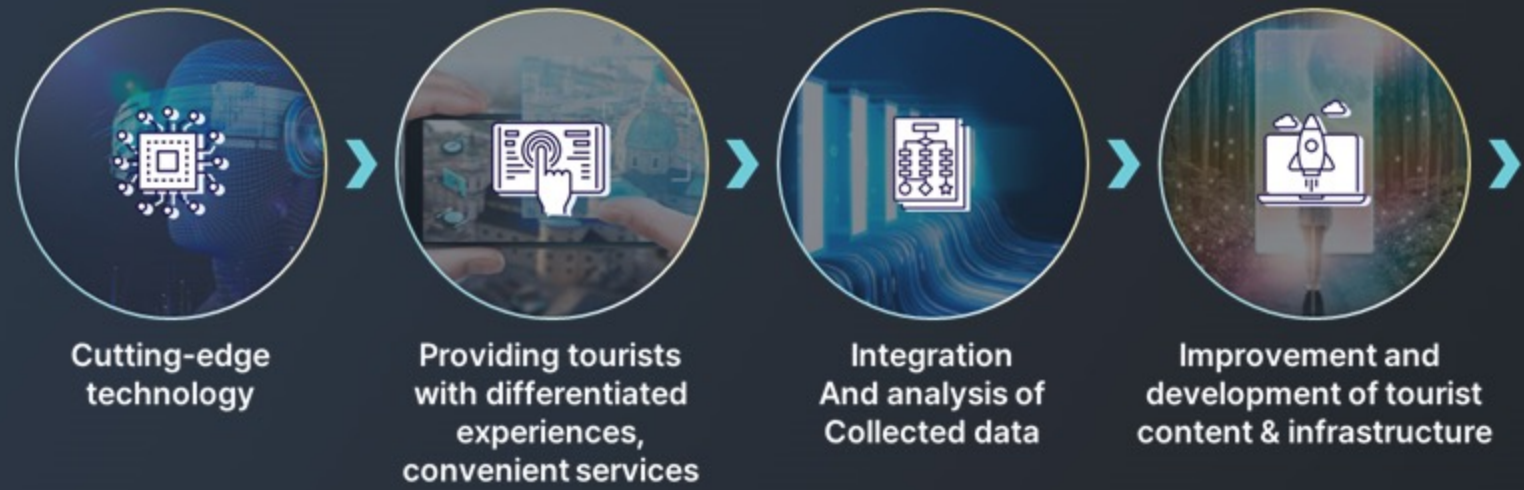
Digital transformation



Smart Tourism City Project

The Project aims to create a smart tourism ecosystem by **consolidating various smart tourism elements** in popular tourist destinations, providing travel convenience, enhancing regional tourism competitiveness, **and fostering a smart tourism environment.**

❖ **INCHEON** has been selected as **the First Smart Tourism City in Korea** through competition with 21 other cities in 2020



Smart Tourism City

Smart Tourism City is A city that provides convenient and differentiated services by grafting cutting-edge smart technologies with tourist services.



Project Vision

Incheon aimed at **"Re-creating Smart Jemulpo (old name for Incheon) of the 19th century"** by establishing an efficient environment where tourists can conveniently explore using **a single mobile device that encompasses the five key elements* of smart tourism**

*5 elements : Smart Experience, Smart Convenience, Smart Platform, Smart Mobility, and Smart Service

"Recreation of the Smart Jemulpo of the 19th century"



Online Platform

On · Offline Platform

Enhance the attraction as a tourist destination

Encourage participation of innovative companies

Promote participation of local residents

Project Development

The project **started from 2020**, in collaboration with **9 private consortiums**, with the budget of **KRW 7 billion** in total for creating Incheon smart integrated platform



Project Period

System Development
 : Oct. 20 – July 21
Operation
 : Aug. 21 – Present

Project Area

Incheon Port Area,
 Jung-gu, Incheon
 (537,000m²)

Project Budget

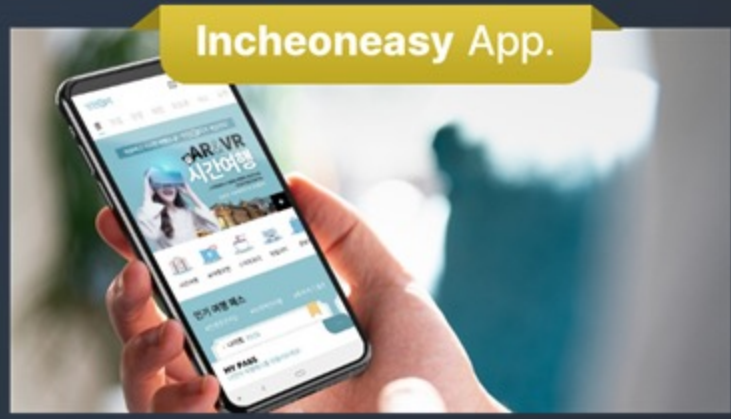
KRW 7 billion

Project Details

Provision of smart tourism experience integrating the whole course of a trip

Project Output

As the result of the project, we successfully **launched 'smart application(Incheoneasy)'**, **created 'Data Platform'**, and **installed 'Smart Infrastructures'** for enhancing smart tourism experience and providing convenience for the tourists



Incheoneasy App.

- AI recommendation
- AR/VR experience
- NFC payment
- Smart mobility
- Smart order
- Audio guide
- Mobile Stamp Tour
- Coupon/point
- Market place (Ez-Market)



Tourism Data Platform

Incheoneasy app + SKT + public WiFi data

Generating visualized chart through
Analyzing collected data,
provision of open API



WiFi, Smart Space

- Public WiFi
- Smart space construction
- Space for O2O experience



Incheoneasy Application

Incheoneasy App. is an **all-in-one application** that provides all the services you need **from planning, during and after your trip**



Visit Us



Time Travel with **Virtual Reality Service**

Tourists can travel **back to 1883 through virtual reality**, experiencing a smart 19th century, meticulously recreated by **combining IT technology and immersive storytelling**



Ghost Docent (AR Quiz)

A person from the past introduces the Related history and culture

+



Real-time Drama

A 2-minute VR movie that makes you Slip into the vivid moment of history

+



Panoramic View

A view which viewers can compare the landscape of the present with that of the past





Time Travel with **Virtual Reality Service**

Targeted for students, we **collaborated with the Incheon City Office of Education** to create smart-themed school trip programs to attract students and teachers to Incheon open port area **to experience our Time Travel ARVR service**

❖ **Despite of COVID 19**, successfully attracted **2,000 students** (AR downloads : 5,300)



School Field Trip Promotion Video: www.youtube.com/watch?v=tzbyLn29-4

Time Travel with **Virtual Reality Service**

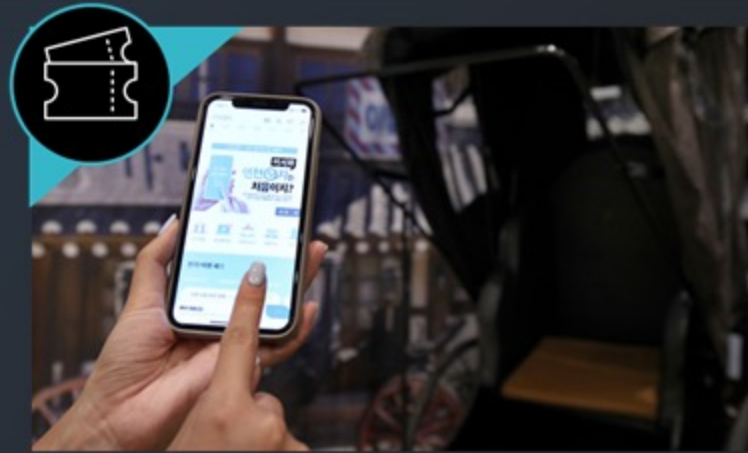
Targeted for families and couples, we **collaborated with local travel agency [Jo-eun tour]** for making smart tourism program, which tourists can enjoy **riding electric cars to explore and experience the past through ARVR** service.

❖ So far, Smart mobility tour program attracted 1,706 users to the area

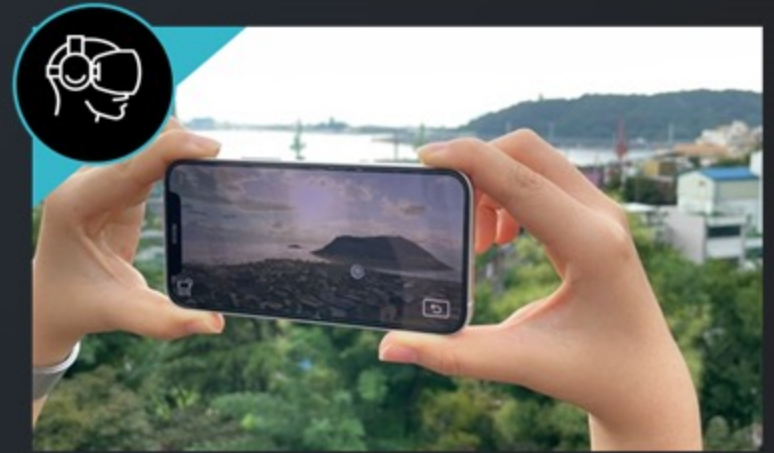
* A Successful case of Partnerships between Public-Private companies for local tourism Revitalization



E-asy Tour Mobility
(Modern-times design)



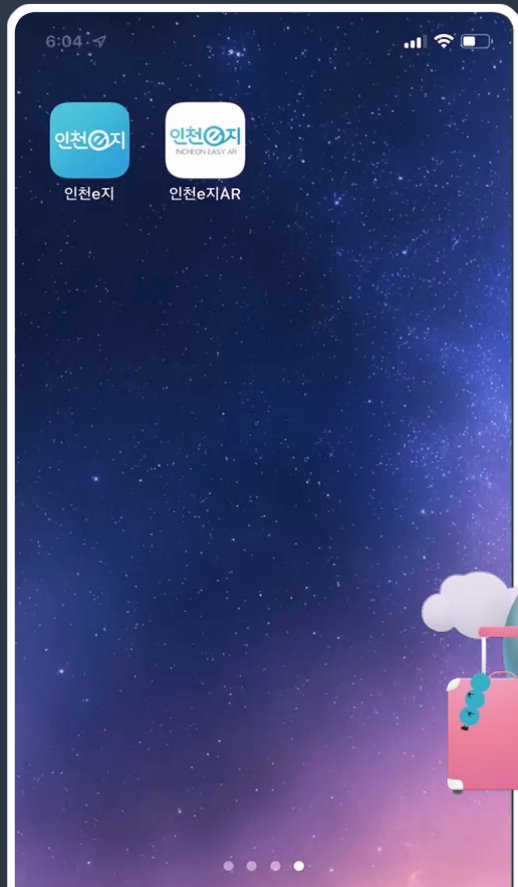
Reservations available at
Incheoneasy App.



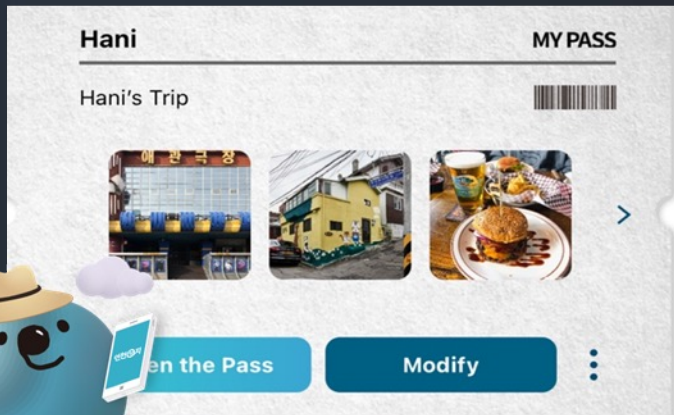
Stop at each location for
AR-VR experience

Incheoneasy App. for **Smart Convenience**

A.I recommendation service **analyzes your travel type** (like MBTI) and **provides you with personalized itineraries**, which you can modify according to your preference



“ *Make your own PASS(itinerary) or AI can recommend one for you!* ”



A simple questionnaire with 10 questions to grasp the user's taste of trip



3 courses are recommended according to the user's taste



Customization of the recommended course available



Incheoneasy App. for Smart Convenience

Smart Mobility Service enables users' easy reservation and payment **via incheoneasy app.** with diverse options of mobility from Incheon sightseeing tour bus to private limousines



Sightseeing Bus

&



Private Limousine

&



Wolmi Seatrain

&



E-easy Tour Mobility



Incheoneasy App. for **Smart Convenience**

With Incheoneasy App., tourists can **make payment by simply tapping smartphones** to installed payment terminal via NFC(Near Field Communication) method.
Also, **mobile coupons are downloadable** for discounts nearby your location

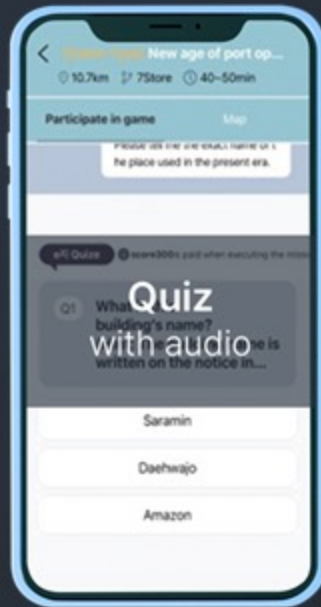
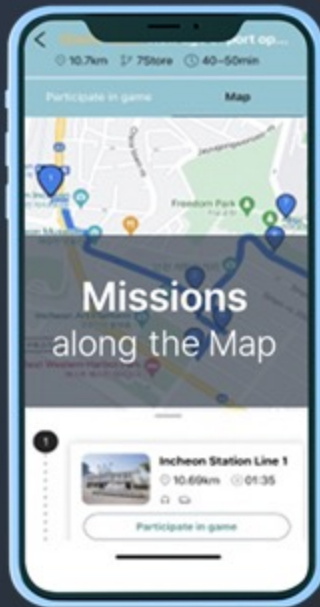


Mobile Coupons
Downloadable Coupons for discounts

One Touch Payment
NFC Payment available at affiliated store

Incheoneasy App. for Smart Convenience.

A **Storytelling-based audio guide service** which users can earn points by completing missions along the map. Later, these **points can be used** in local restaurants or cafes **as a reward**



Earn Points
for completing the mission



Incheoneasy App. Marketing

1. Promotion Materials for Increasing Recognition

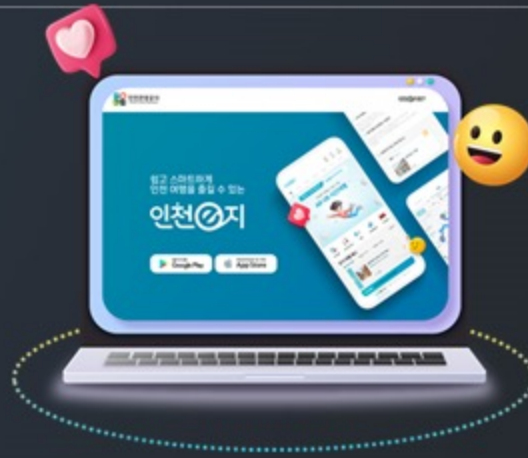
Diverse promotion materials, brochures, website, video etc.. were **made for raising awareness of Incheoneasy App.** and its branding as the first smart tourism app. In Korea



Application Store

Ready to Download in
Googleplay/ Applestore/ Onestore

[Go to download](#)



Website

Official website
to introduce services

[Visit Website](#)



Promotion Video

Short video with CM Song
"Take it easy, Incheoneasy"

[Play Video](#)



Incheoneasy App. Marketing.

2. Promotions & Events for Increasing App. Users(downloads)

Continuous event promotions for **attracting incheoneasy users by providing benefits or rewards** for using incheoneasy's diverse smart functions (mobile stamp tour, coupons, NFC payment etc ...)

❖ **Mobile Stamp Tour at "Incheon Culture Night Festival"**
 Earn mobile stamps at each tourist spots and get FREE coupons
 (participated by 3,000 people)

Incheoneasy App. Marketing

3. Character Marketing

Incheoneasy Character, **Easy Kk-u**(이지꾸) was invented as a **messenger for easy accessibility of the smart technologies** and **gaining friendly impression** among the MZ generations



Easy Kk-u = Incheoneasy



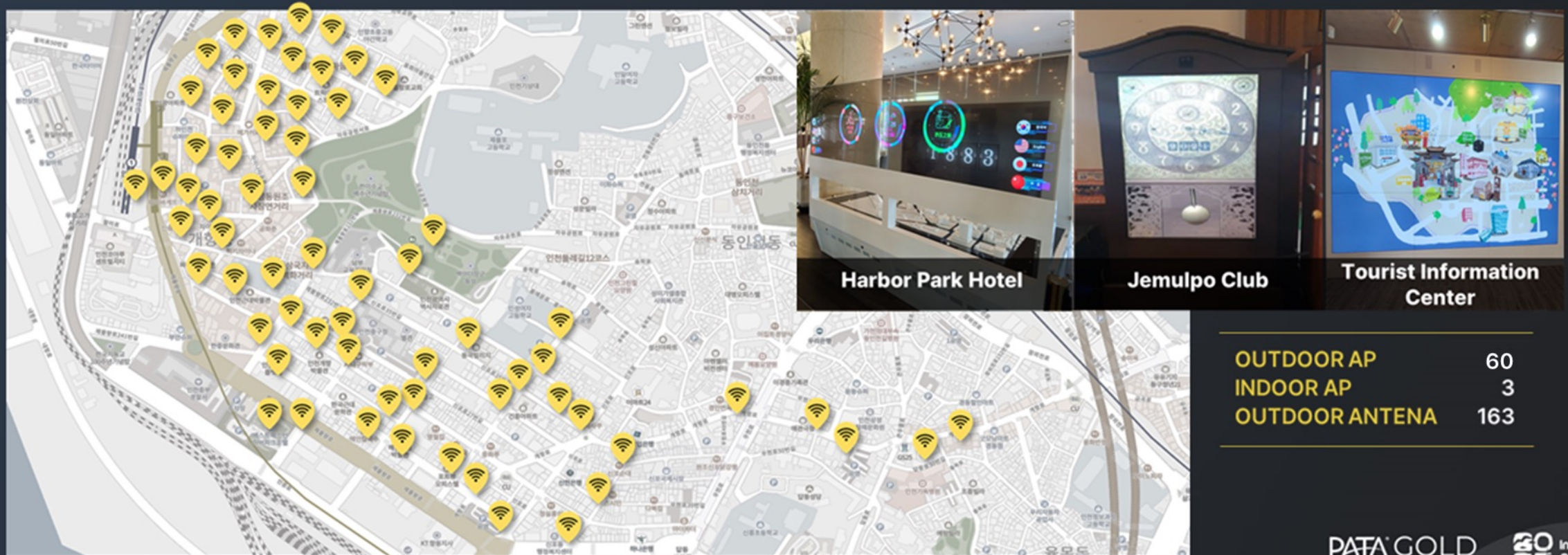
Emoticon Launching



Easy Kk-u Branding (goods & booth event)

What's More: Smart Infrastructures

For providing **5G free internet connection**, 63 WIFI were installed in the area,
 As well as **Smart Kiosk** for connecting offline to online(o2o) marketing



What's More: Local Digitalization (con.)

To promote the digitalization of the local area, a **series of education sessions targeted for local Merchants** were conducted for emphasizing importance of smart tourism and digital technologies. Especially, we formed '**Smart Tourism Youth Committee**', comprised of young **local entrepreneurs in the area** to empower and support them to play a facilitative role in educating older merchants for digital transformation

Incheon Tourism Organization

Smart Tourism Youth Committee

Local Merchants (Old generation)



Education sessions for Locals



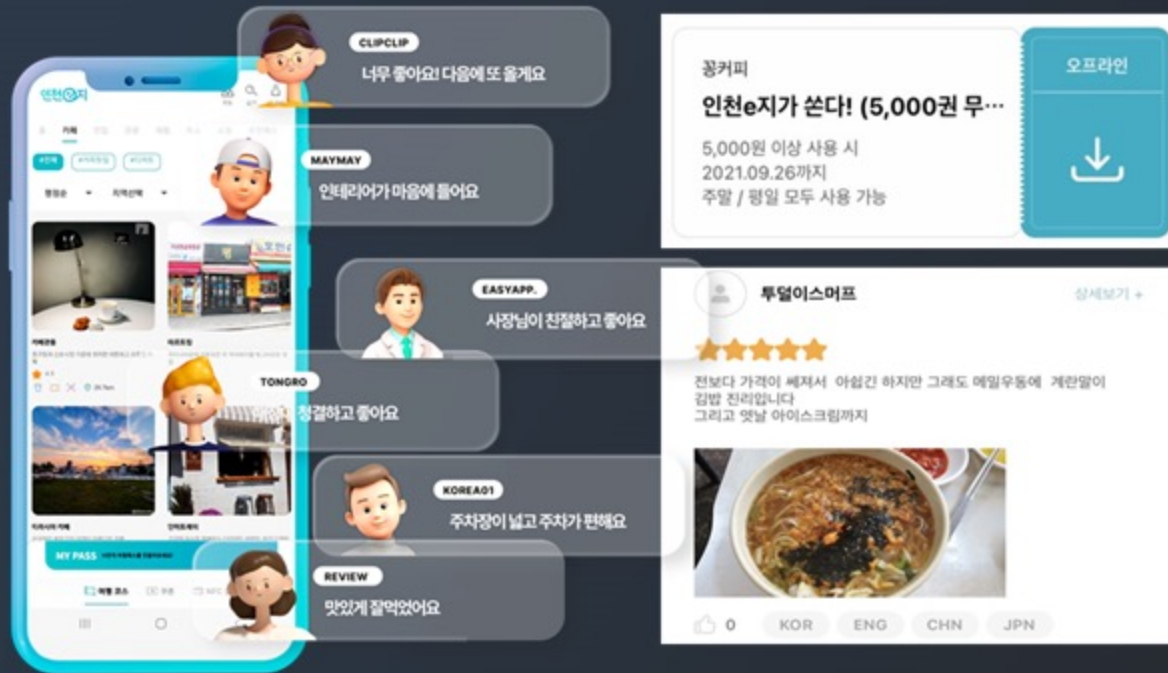
Smart Tourism Youth Committee



Youth Committee Programs

What's More: Smart Infrastructures

By providing online(mobile) channels(incheoneasy app.) for promoting small-sized shops and providing financial supports for the coupons, we help to revitalize the local economy



16,000 Local Shops Information and
 75,000 Customer Reviews



Online Discount Promotions for Local shops



What's More: **Big Data Analysis**

Based on the big data collected from App. & Wifi users, we **analyze and visualize the data for bringing insights for marketing strategies and tourism policies**

Collection of data
(App. Data, WIFI etc...)

Refinement and saving of data

Analysis / simulation

Visualization / dashboard



Tourism Policy



Target Marketing
Utilize visitor Type,
Movement pattern etc..



**Data Sharing
Via Open API**



Major Accomplishments

Global Attention

"Incheon Smart Tourism City Attracted Global Attention"

- Digital Study Tour from Senegalese Delegation
- Cooperations with Valencia (European Smart Capital City)
- Case Presentation at UNWTO, ASEAN, Korean-Spain Forum, The Tourism Sciences Society of Korea etc ...



1st in Awards

"Incheon App ranked 1st in Smart App. Awards in Korea"

App. Downloads : 130,000

- 1st Ranking in Smart App. Award in 2022



Smart Tourism City in the Future

Incheon will expand the Smart Tourism Service
to all regions of INCHEON

From the start of Incheon Smart Tourism City Project,
**Korea will nurture
50 Smart Tourism Cities by 2027**





Thank You

Incheon Smart Tourism City Project

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