Korea’s 1st Smart Tourism City

Incheon Smart Tourism City Project

PATA Gold Awards 2023 Submission Marketing Campaign / Digital Marketing Campaign
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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
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

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**Smart Tourism City**

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

- Tourism Data Platform
  - Audio guide
  - Mobile Stamp Tour
  - Coupon/point
  - Market place (Ez-Market)

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

Incheoneasy app + SKT + public WiFi data
Generating visualized chart through
Analyzing collected data,
provision of open API
Incheoneasy Application

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

- Smart Payment / Coupon
- Mobility Reservation
- AR/VR Time Travel
- Smart Order
- Luggage Services
- Audio Guide *Gamification

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=tzbyyLn29-4
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

Easy 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.
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.
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.
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
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.
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.
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**.

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**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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