

Smart City Tourism

Disrupting with IoT, AI & ECommerce



**Hewlett Packard
Enterprise**



meylah
.com










Fall City, WA

The world has changed

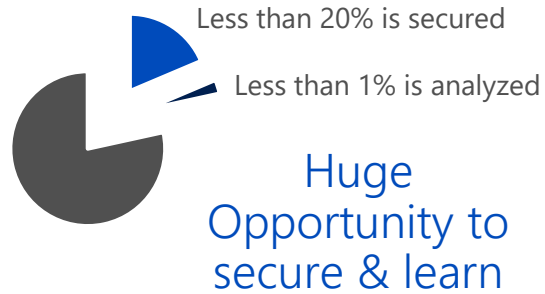
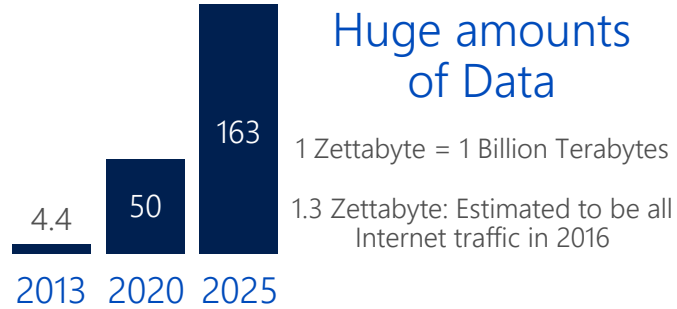
Access to Technology

-  Drones
2007 – \$100K
2013 – \$700
-  3D Printing
2007 – \$40K
2014 – \$100
-  Industrial Robots
2007 – \$550K
2014 – \$20
-  DNA Sequencing
2000 – \$2.7 BN
2007 – \$10 M
2017 – \$50
-  Solar
1984 – \$30
2014 – \$0.16
Cost per kWh

Source: World Economic Forum

1 million/hour new devices coming online by 2020

Data Growth



60% computing in the public cloud by 2025

IoT



73% of companies survey are actively investing in IoT



\$100M average increase in operating income among the most digitally transformed enterprises


Cyber Threats

 **Cybercrimes**
2 Billion records compromised in the last year

99+ DAYS between infiltration and detection

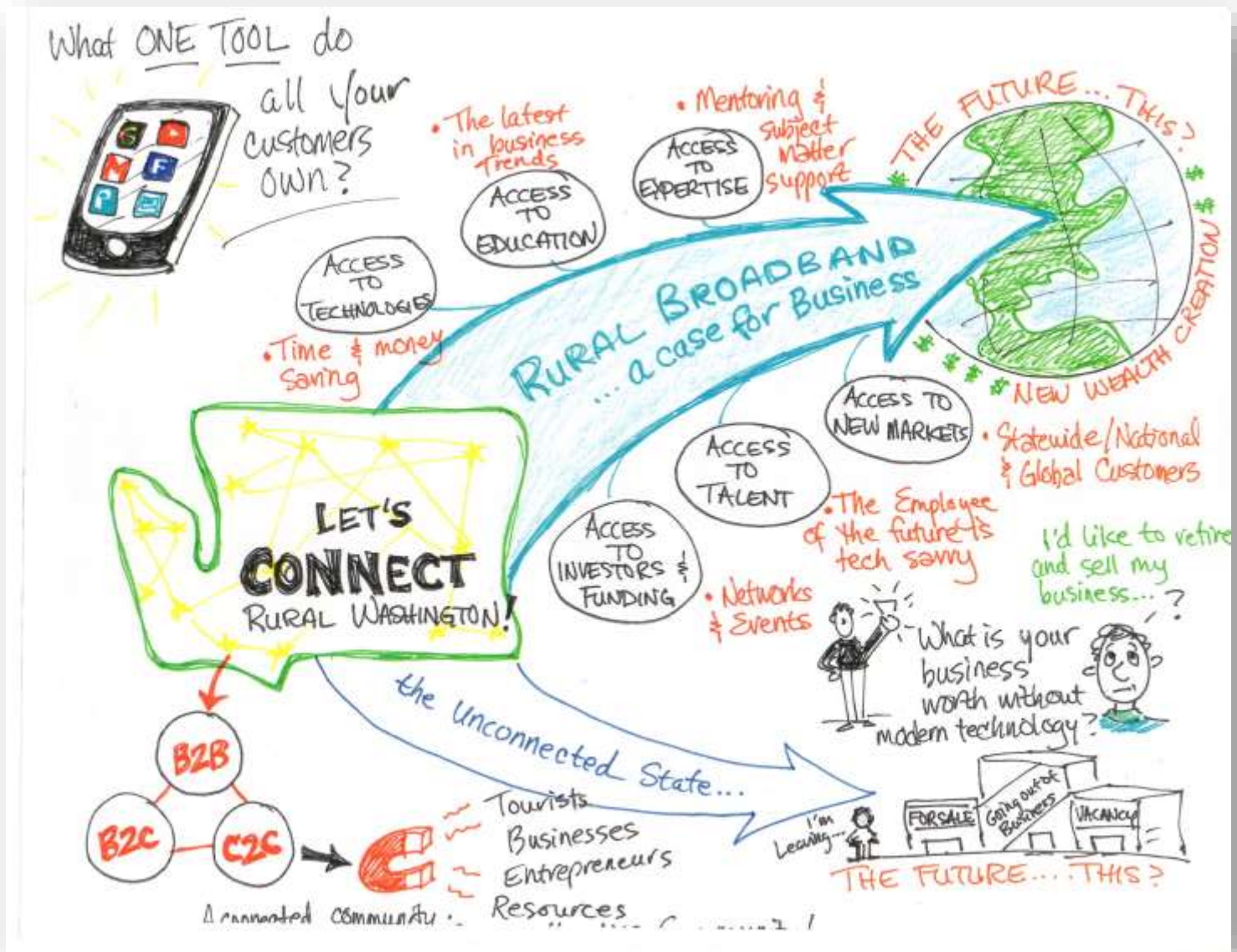
\$17 MILLION of cost/business impact per breach

32% of businesses reported to be affected by cybercrimes

 **Data breaches**
63% of confirmed data breaches involve weak, default, or stolen passwords

 **Shadow IT**
>80% of employees admit using non-approved SaaS apps for work purposes

A Case For Change



An aerial photograph of a city at sunset. The sun is low on the horizon, casting a golden glow over the sky and the city. A prominent skyscraper stands in the center, with a bright light reflecting off its facade. A river flows through the city in the foreground. The overall scene is a mix of urban architecture and natural beauty.

Our Hypothesis:
Can we drive economic development by
connecting smart city assets with tourism?

THE TRAVEL INDUSTRY

One of the main drivers of the US economy

A nighttime photograph of a city skyline, likely New York City, viewed from across a body of water. The buildings are illuminated with various colors, and their lights reflect on the water's surface. The sky is dark with some clouds.

**\$2.3 Trillion
Revenue**

**15 Million
Jobs**

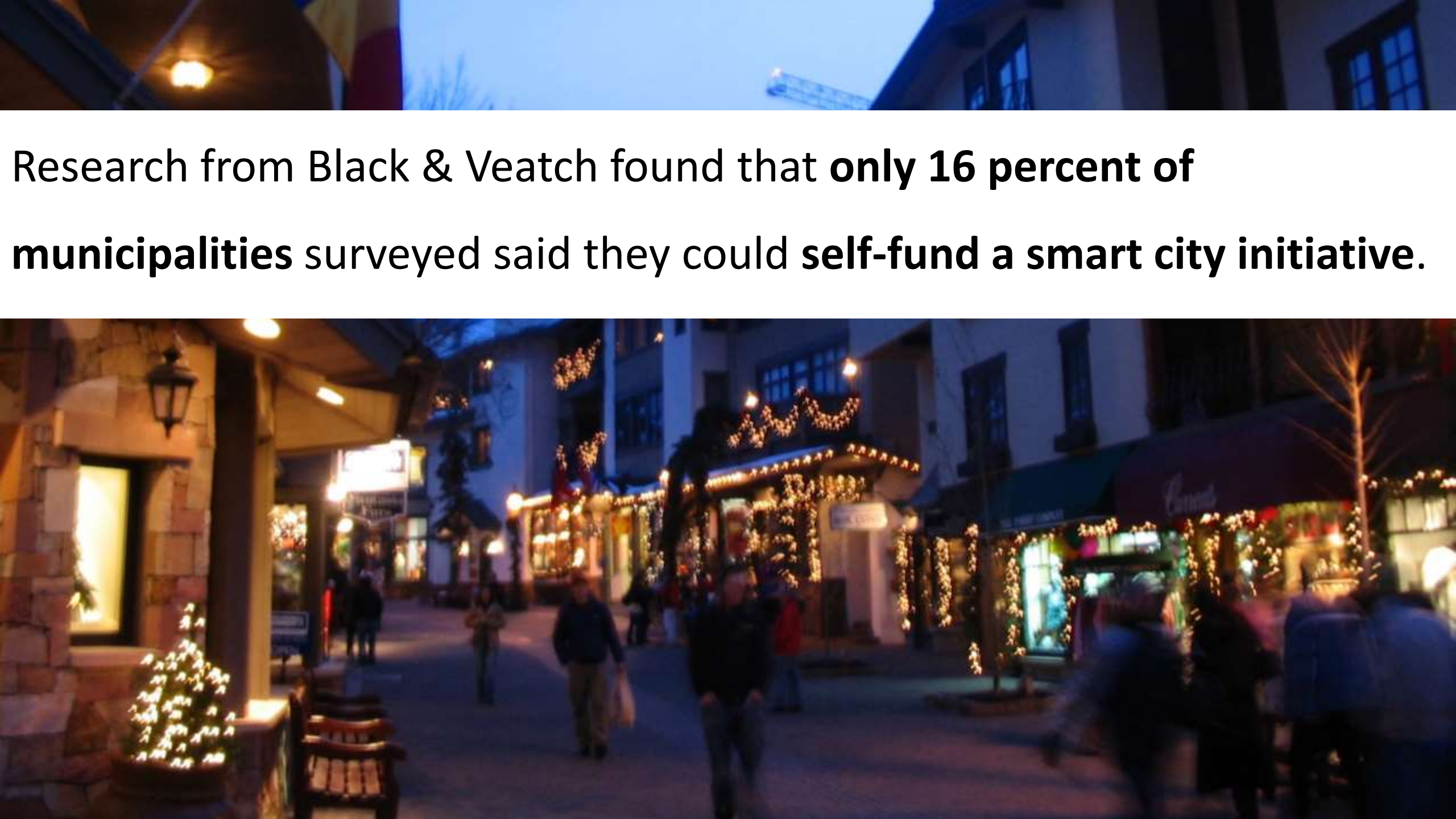
The exponential growth of connected infrastructure: Every day more public infrastructure gets connected. Each piece of infrastructure is producing data. This asset class is growing exponentially across Buildings, Parking Garages, Parking Meters, Streets, Street Lights, Trash and Recycling and garbage trucks





A study from ABI Research found that smart city technology could save enterprises, governments and Citizens globally over \$5 trillion annually by 2022. Cities could save as much as \$4.95 billion per year.





Research from Black & Veatch found that **only 16 percent of municipalities** surveyed said they could **self-fund a smart city initiative**.





>65% of local merchants are **not** digital commerce ready.

They **cannot** attract local or global customers to transact with them
which **impacts sales tax & local employment.**

Smart Cities Initiatives neglects **tourist engagement & location neutral employee & business owners** as a **strategic levers** which is among top 10 employment drivers for economic growth.



A sunset over a body of water with a small boat in the foreground. The sky is a mix of blue, purple, and orange, and the water reflects the colors. A small boat is in the foreground, and a structure is visible in the distance.

THE NEW REALITY EMERGED

Public WIFI

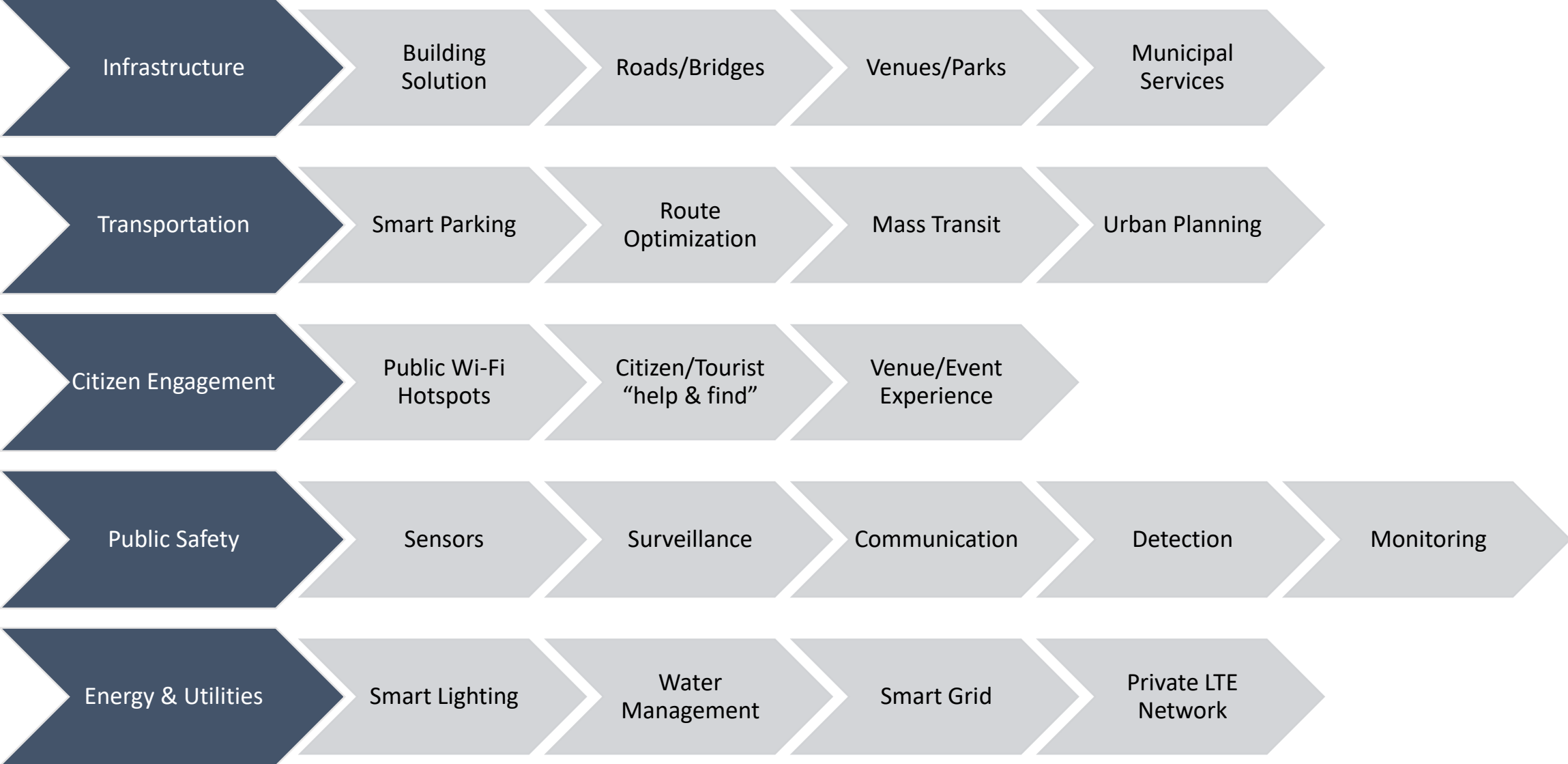
The Modern Tourist

Public Private Partnership

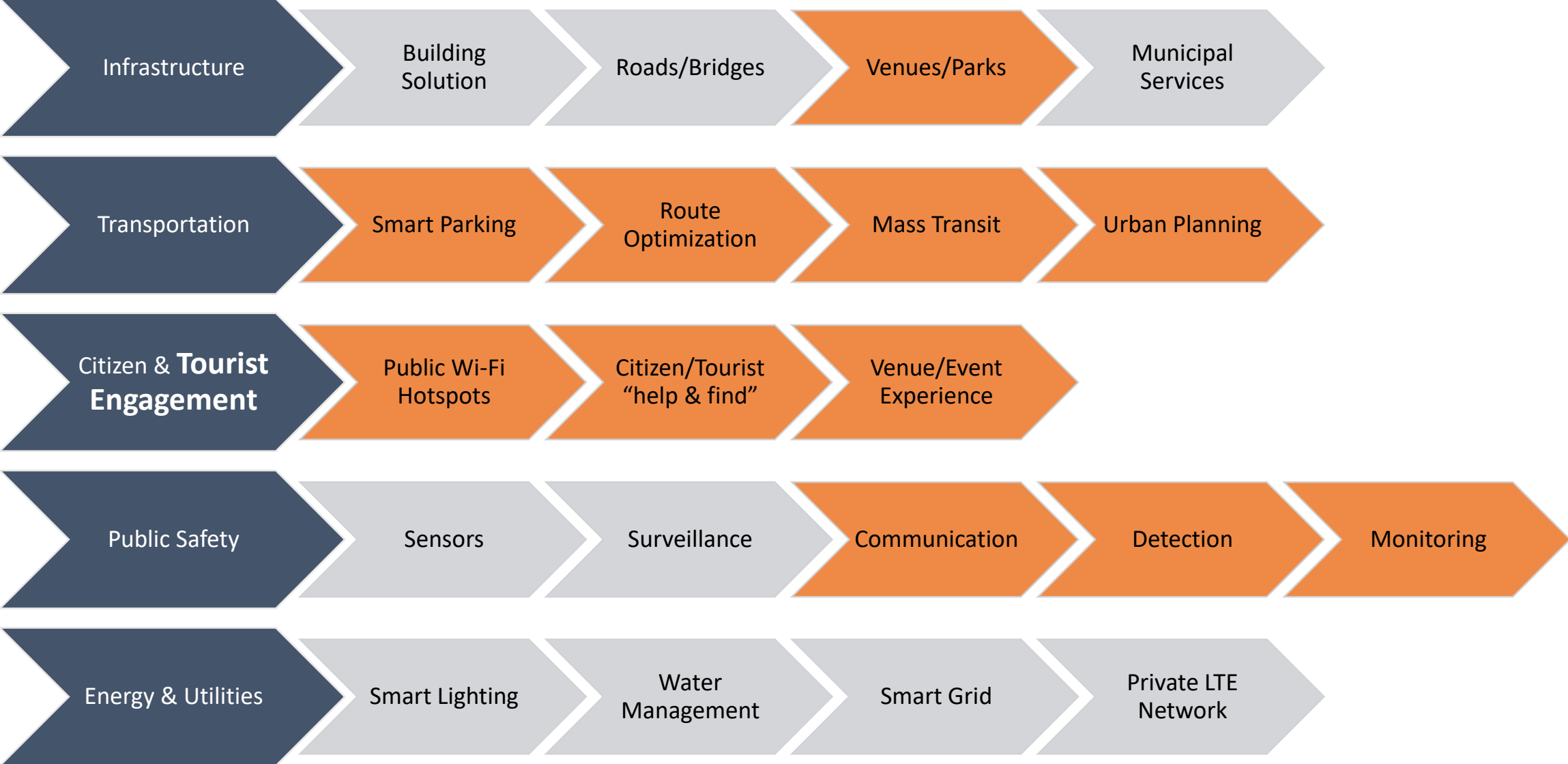
Digital Transformation

Creating Demand For Merchants

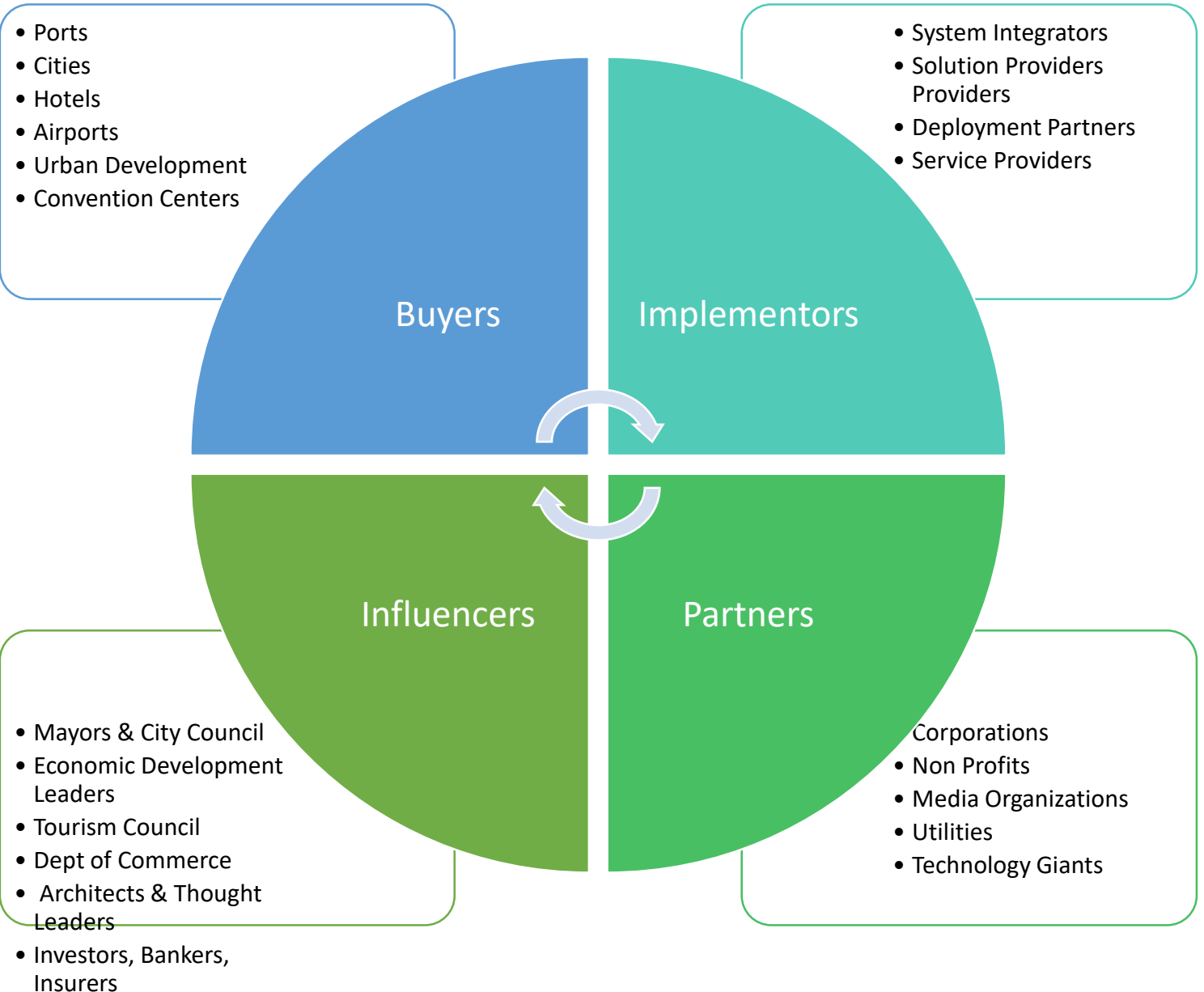
Assess: Tourism excluded from Smart City



The New Reality: Smart Tourism Powers Smart City



Smart City Tourism Ecosystem



How will this get funded?
Who will fund it?

Tourists Challenges

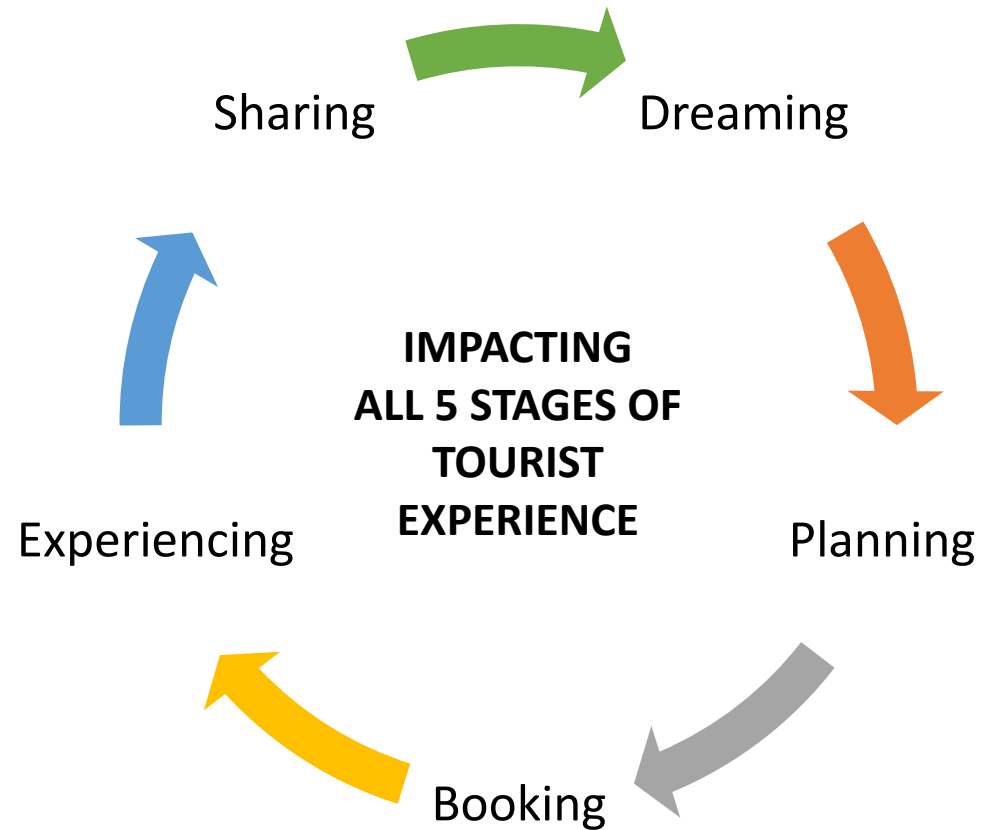
- **Planning:** Lot of time consumed to plan an itinerary before and during visit to towns/cities
- **Digital Access:** No predictable Wi-Fi or broadband access so enable it
- **Security:** Unable to find safe, secure & accessible parking and resources so make it easy to help and find them
- **Online Retailing:** Tourists cannot transact online with local merchants so make them accessible



Magical Theme Park Trip Organizer

A grid of 12 small, colorful organizers arranged in two rows of six. Each organizer appears to be a calendar or a checklist for planning a trip, with various colored boxes and text.

Smart City Tourism IoT leverages cloud computing technologies to create a modern experience where citizens & tourists can visit, work, live and play.



Introducing Smart City Tourism Solution For Your Town/City

Mission:

To advance travel industry's social impact to help people and places thrive by leveraging 21st century technologies.



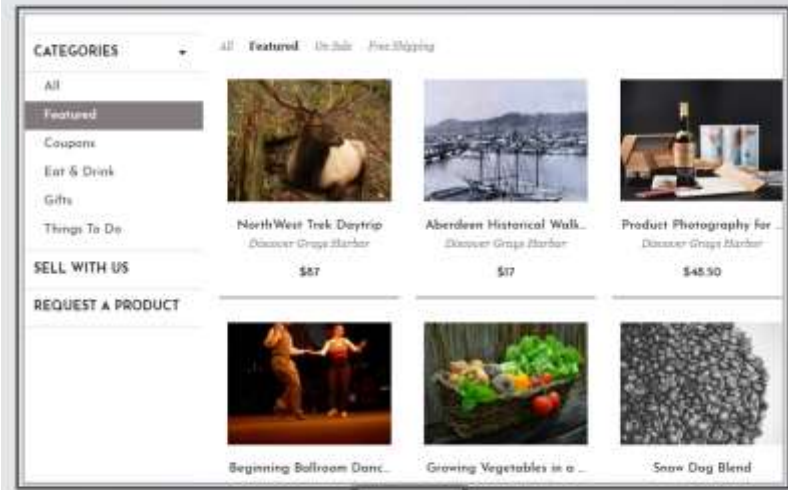
Shawn Maxwell Norbert Reil
Kap Sharma Mayor Rob Bearden
John Butler Pramod Vinay Bud Klosterman
Molly Bold Stuart Catlin Ted Marx
Kunal Pole Manju Nath Raymond P
Tom Trout Vinay Kumar Steve Busby
David Ewton Ram Dutt Joseph Williams
Yanick Pouffary Julie Monihyan Douglas Brainard
Geetha Ram Kiran Modak Malik Saadat Gil Rene
Smart City Tourism IOT
Karla Guarino Ashok Rajgopal Paul Manfred
Jeff Bachus Anne Nelson **Chaitra Vedullapalli**
Lin Nease Mike Kuptz Marty Duey
Kevin Goodrich Jay Virdee
Scott Guettinger Vijay Joglekar
Phil Burtscher Dru Garson Jonelle Kreiner
Tony Lassiter Chris Glider **Joe Meyers**
Aman Azad
Darlene Johnson
Rodion Naurzalin



SMART PARKING



SMART ITINERARY



ONLINE RETAILING



ARUBA WIFI ACCESS

Smart City Tourism IoT Solution



“Technology to accelerate economic development, connectivity & engagement”

Economic Impact

Increase Revenue Opportunities

- Suggest **local places** to visit to enhance local services, jobs and taxes through **smart itinerary**
- Increase tax revenue to improve the life of the local population who serve the visitors

Digital Access

Increase Visitors and Spending by Repeat Tourists

- **Public Wi-Fi access:** Provide **Aruba wifi hotspots** to Visitors to engage with local businesses and services
- **Online Retailing:** Creating demand for local businesses to do business with them online or offline
- Access to events, offers, and help and find resources

Digital Commerce

Participate in digital economy

- Connect buyer with local seller on the **Smart Online retailer** module
- Activate digital marketplace for local merchants to access local and global customers.
- Use all the data that is coming in for better planning with **MS AI based analytics**

Security

Provide safe parking & citizen engagement solutions

- Efficiently organize the parking spaces, tolls and payments with **HPE Smart parking**
- Allow tourists to easily find safe parking and citizen services using their mobile phone.

All neatly packaged & delivered by Meylah, Microsoft, HPE and other partners as a “SAAS” service

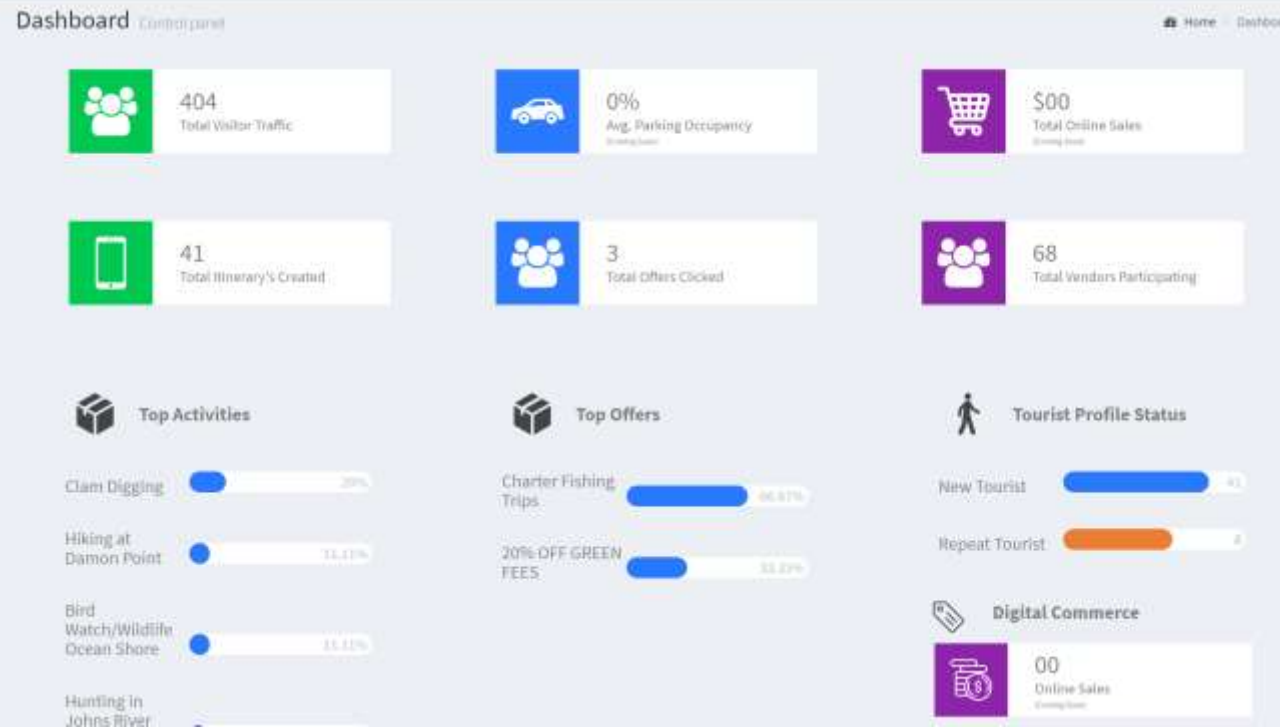
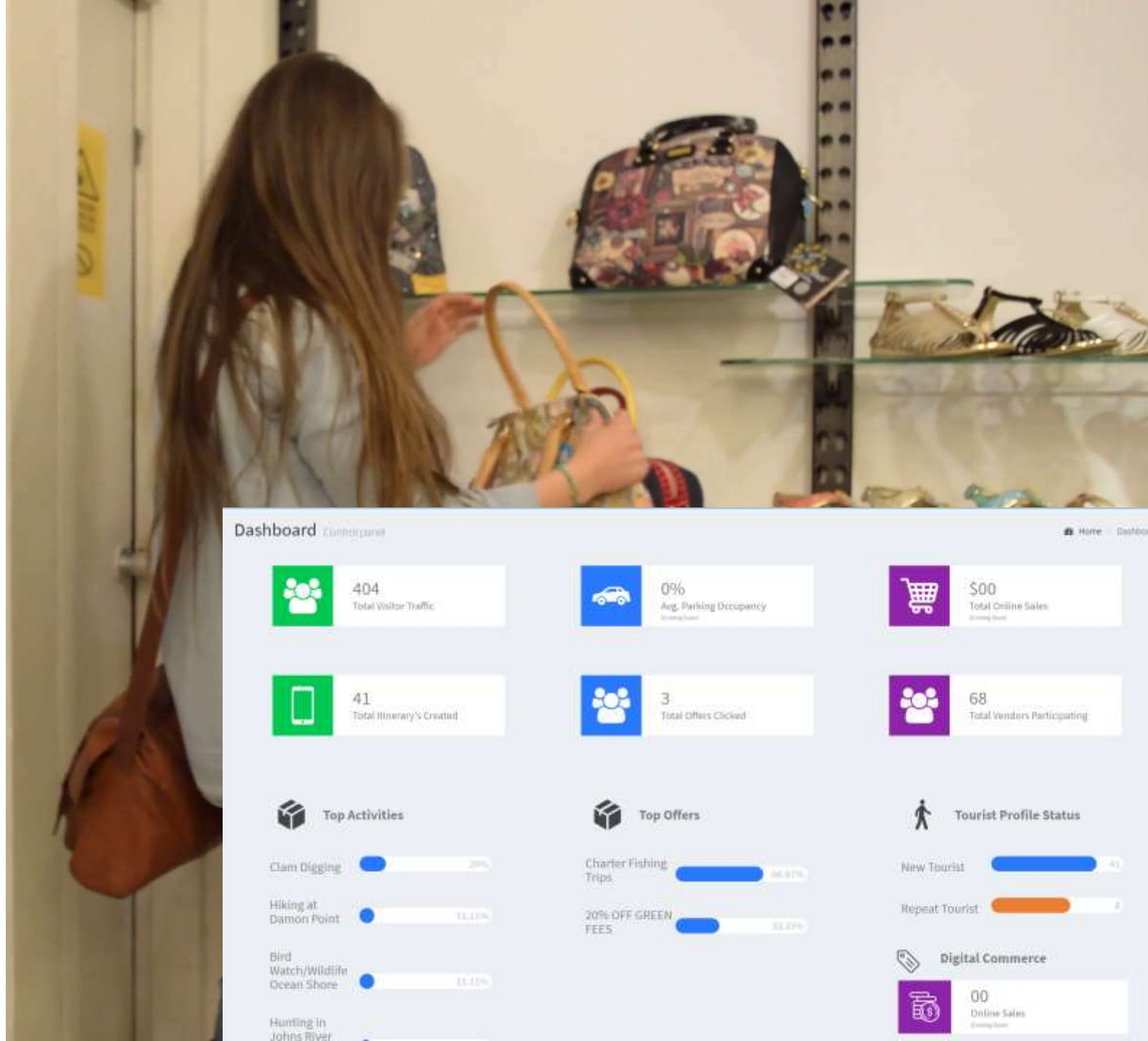


How will ROI be measured?



Economic Outcomes

- Increase Visitors
- Increase spending by repeat tourists
- Increase sales tax & LTAX revenue
- Increase sales for local merchants
- Parking
- Advertising
- Permits
- Shared Savings



Summarizing Cities Value Proposition

- Lodging tax
- Sales Tax (online + offline)
- Disposable spend by new citizens
- Attract and Retain Tax Paying Businesses

Economic Development



- Increase adoption of municipal services
- Reduce parking support services
- Detection and Monitoring

Operating Savings



- Monetization of data
- Advertising revenue
- Subscription Revenue for special services

Other Revenue



Intrinsic Value:

Secure & Connected

New Commerce

Engagement

Satisfaction

Growth

Multiple Sources Of Funding: Become Creative



Where can it be applied?



Examples:

- Tourist Cities
- Pilgrim towns and locations
- Temple /Church towns
- Medical Tourism spots
- Business convention cities
- Music convention cities
- Casinos and Gambling towns
- Unique pockets with large cities, like older downtown areas
- University towns
- Places of historic importance
- Hunting and sports related places
- Celebrity focused

Customer Success Story

Grays Harbor County is a county in the U.S. state of Washington. As of the 2010 census, the population was 72,797. The county seat is Montesano, and its largest city is Aberdeen. The county is named after a large estuarine bay near its southwestern corner.

Opportunity: Grays Harbor seeks to innovate around Smart Tourism to become among the Top 10 tourist spots in WA state

Type: Deployed

Success Criteria:

- Increase local business online sales, greater awareness of tourism attractions, sales tax revenue and others.
- Provide Go-To-Market online retailing marketplace solution to enable retailers and merchants to attract new customers locally & globally.
- Increase tourists and their spending by enabling mobile solutions to access local products/services, safe parking and connect to digital network via Wi-Fi.

Simple Solutions That Matter:

- Smart Itinerary Builder: Tourists can build their personalized itinerary to meet their needs.
- Parking Management: Allow tourists to easily find safe parking using their mobile phone.
- Online Retailing: Activate digital marketplace for local merchants to access local and global customers.
- Public Wi-Fi access: to help visitors access digital network while enjoying their experience.

<https://www.smartcitytourist.com/graysharbor/>



DISCOVER GRAYS HARBOR

3 OFFERS

26 EVENTS

5 RESTAURANTS

44 ACTIVITIES

90 PARKING SPOTS

BUILD YOUR ITINERARY

Trip planner allows you to build one of a kind experience to get the most out of your Westport Visit.

VISIT THE MARKETPLACE

Our marketplace features all the products that make Grays Harbor unique. Take a look at all the amazing products we carry.

FIND VIP PARKING

Using the kiosk or our app puts you first in line for the best parking spots. Get the inside scoop on the best parking spots.

Demo



How to get started: Gateway to create local jobs!

1. Understand your smart city initiative and strategically integrate smart tourism
2. Build a case for change with your ecosystem
3. Connect with us to explore ways to realize your smart city visions



Ways to engage:

1. Schedule a discovery session if you want to adopt smart tourism
2. Currently seeking partners, investors & advisors to drive this change



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