

KM  
0

MOTIVACIÓN



KM  
10

INSPIRACIÓN



KM  
15

EMPRENDER  
EN LA PALMA



KM  
20

COMERCIALIZACIÓN



KM  
30

COMUNICACIÓN



KM  
42



CABILDO  
LA PALMA

**E CAN** FONDO DE  
DESARROLLO  
DE CANARIAS



Gobierno  
de Canarias

**EE**  
LA PALMA



# THE POWER OF **WHERE** in Smart Destinations

El Poder del “DONDE” en los Destinos Turísticos Inteligentes

# TRAVELLER: Before The trip

Where to go?

¿Dónde Ir?



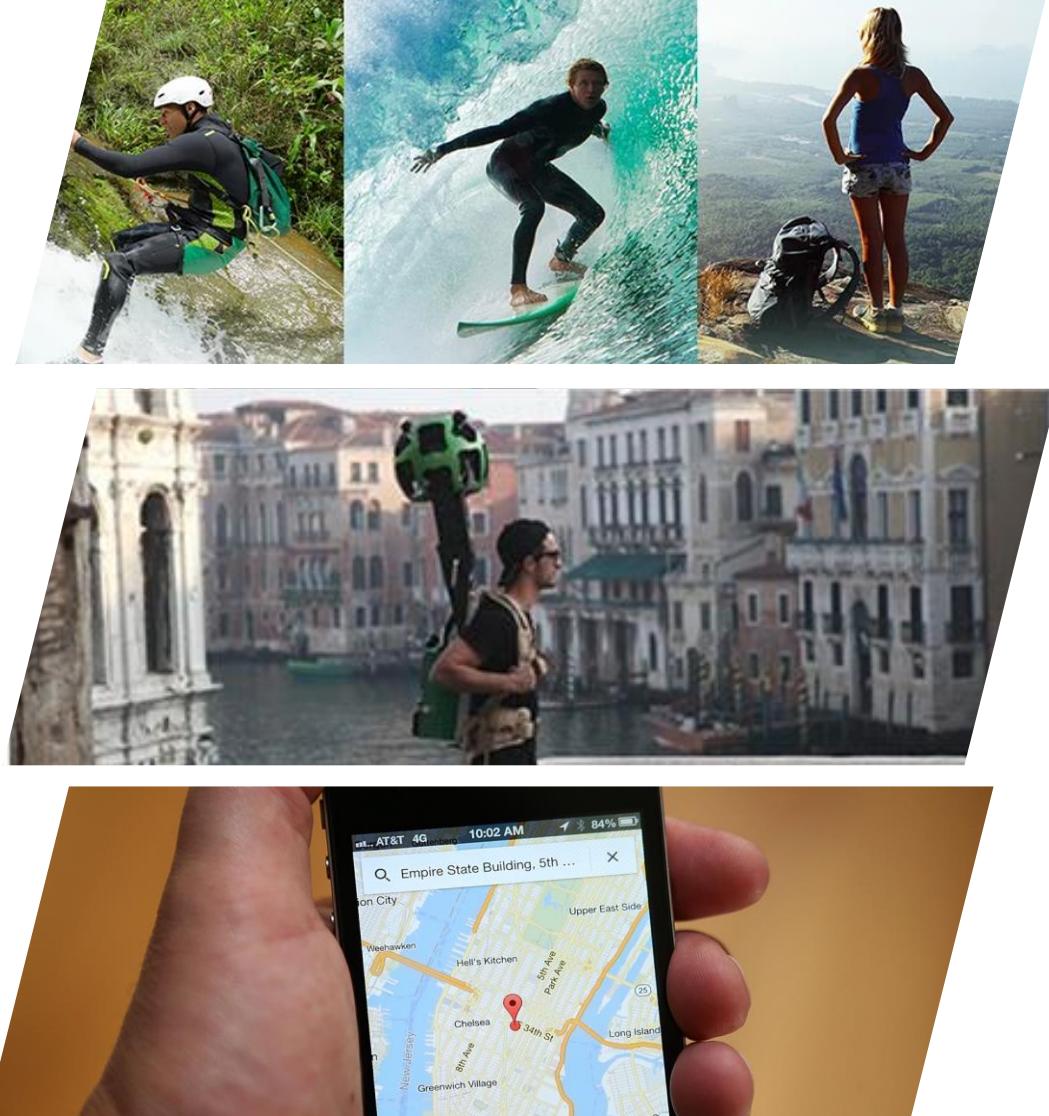
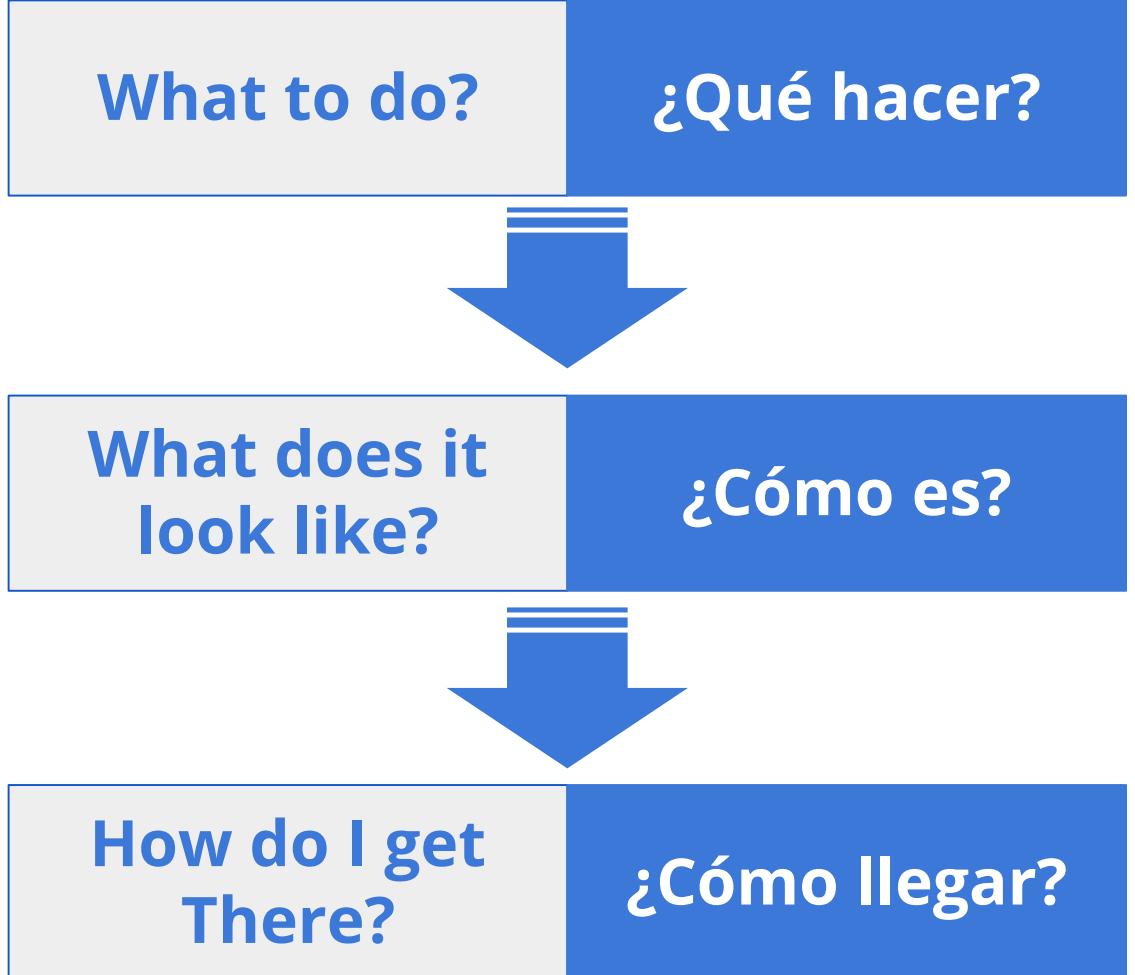
What does it  
look like?

¿Cómo es?



El Poder del “DONDE” en los Destinos Turísticos Inteligentes

# TRAVELLER: During The trip



# TRAVELLER: After The Trip

I went **THERE**

Estuve **ALLÍ**



And it **FELT** like  
**THIS**

Y me **SENTÍ** así



El Poder del “DONDE” en los Destinos Turísticos Inteligentes

# LET'S FIX IT BY GEOLOCATING PLACES

GEO



**INFORMATION:** Travellers will move around if they know where they are going and **where** the action is.

**AWARENESS:** Travellers will go and try local gastronomy and shop for arts and crafts if they **know** they exist and **where** to find them.

**LOCAL INVOLVEMENT:** If Travellers **go** more often to small towns and villages, locals will get used to them and **learn to love them**.

**DESTINATION INTELLIGENCE:** Local administrations will have a clearer picture of businesses out there, **where** they are and **what their needs** may be.

# LET'S FIX IT VIRTUALIZING RESOURCES

VR



**INFORMATION:** Travellers will visit places and do things if they had an immersive experience of them.

**AWARENESS:** Travellers will go and try local gastronomy and shop for arts and crafts if they see the products and places in VR.

**LOCAL INVOLVEMENT:** If Travellers feel inside towns and participate in traditions and culture, they'll want to live the experience for real.

**DESTINATION INTELLIGENCE:** Local administrations will have a clearer picture of what travellers want through search patterns and VR interactions.

# SUCCESS STORIES

El Hierro  
Island  
2014



Adeje Town  
2016



Costa Adeje  
Destination  
2017



# GeHotel a



## El Hierro:

# Primera isla 100% Geolocalizada y Virtualizada

El Poder del “DONDE” en los Destinos Turísticos Inteligentes

A photograph of a couple standing on a balcony with a black metal railing, looking out over a vast, arid, hilly landscape under a blue sky with scattered clouds.

# El Hierro 2013

98 businesses in the map  
0 Virtual Tours

# El Hierro 2014

360+ businesses in the map  
300+ virtual tours  
**100% OF THE TERRITORY**



Let your customers contact you easily

# 1

## GOOGLE MAPS

Localizar su negocio en Google Maps.  
Corregir o actualizar la posición de su negocio.  
Recuperar, eliminar o reclamar una ficha duplicada.  
Verificar o transferir la propiedad de la ficha.

Locate your business in Google Maps.  
Improve or update your business location.  
Recover, delete or reclaim a duplicate listing.  
Verify or transfer the listing ownership.



# 2

## VIRTUAL ADEJE GOOGLE MY BUSINESS

Actualizar sus horarios, descripción y datos de contacto.  
Optimizar su ficha con datos de interés.

Update opening hours, description and contact details.  
Optimise your listing with important info.

# 3

## GOOGLE STREET VIEW™

Un fotógrafo autorizado de Google Street View realizará una fotografía para realizar una visita virtual de su negocio.  
Clientes de todo el mundo podrán ver el interior.  
Consiga más audiencia y dése a conocer compartiendo la visita virtual en sus redes sociales.

A Google Street View trusted Photographer will take a 360 virtual visit photograph of your business.  
Customers from all over the world will be able to see inside.  
Share your virtual visit and get more attention in social media networks.

The background image shows an aerial view of the town of Adeje on the island of Tenerife. The town is built on a hillside overlooking the Atlantic Ocean. In the foreground, there are green hills and rocky terrain. The town itself has numerous buildings with red roofs, some modern apartment complexes and others traditional houses. The ocean is a vibrant blue, and the sky is clear.

# Adeje 2016

267 Businesses in the map  
10 virtual tours

# Adeje 2017

667 Businesses in the map  
300+ virtual tours  
**100% OF THE CITY**

# Costa Adeje 2018

**4900+ Businesses  
5 Months Field Work  
12 x 6 months jobs  
3000+ Virtual Tours**



# VIRTUAL REALITY

# 360 VR PHOTOGRAPHY





360 VR VIDEO 

# 360 VR EQUIPMENT





14 Y 15 DE JUNIO DE 2018

# I MARATÓN DEL EMPRENDEDOR DE LA ISLA DE LA PALMA



FONDO DE  
DESARROLLO  
DE CANARIAS



MOTIVACIÓN