



I-SPEED

Information Society Policies for European Economic Development

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“Experiences from the Transfer Process”

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Chosen Best Practice

Hedmark Gold Card with the objective to:

- Offer discounts to visitors
- Map based
- Analysis to better understand how our visitor moves around Powys
- Offer “value for money” experience for our visitors
- Increase the competitiveness of Powys

Development of Product

Numerous points for consideration:

- Contact method with the visitor – SMS or App?
- Poor and unreliable 2g and 3g service throughout Powys
- Current staff resources within the team
- More discerning visitor
- Expensive technology linked to one type of smart phone only reducing target market even further.

Solutions

- Discovered a Welsh based company called Geoshow who specialise in technical solutions. They have researched and developed App software that can be used:
- Online
- Offline
- With GPS
- Without GPS
- Multi platform
- Multi handset

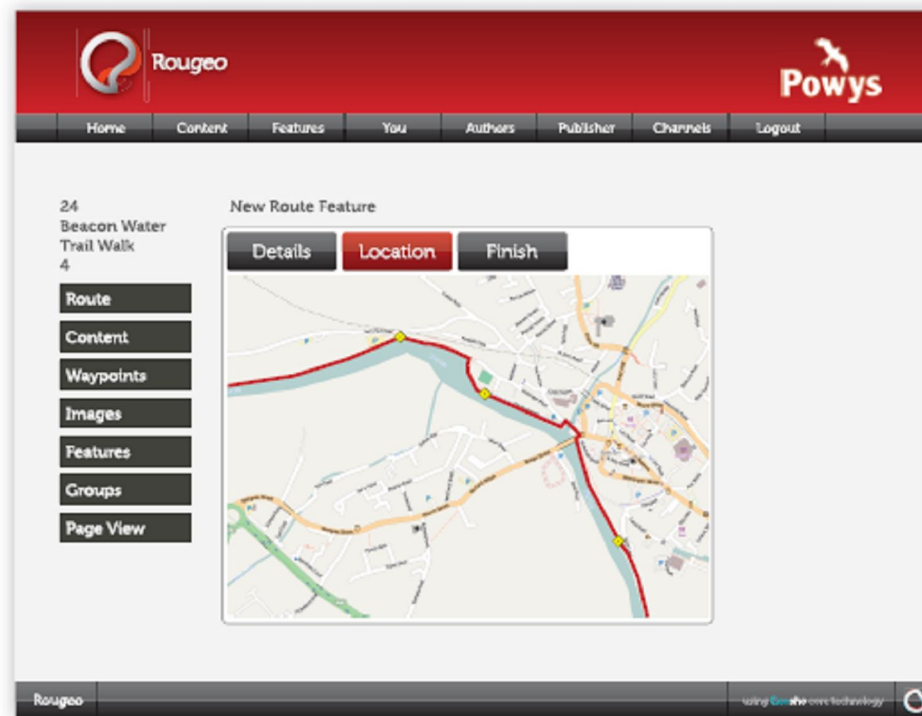
Product: Walking App



Objective of the App

- Professionally Generated route mapping device
- Offer discounts to visitors
- Interactive marketing device – create a “relationship” with the visitor
- Visitor information - prior to and on arrival
- Tool to aid community regeneration
- Easy to use, informative, and fit for purpose (even though we are creating a marketing tool, it must still function and be recognisable as an etrail)
- Reaffirm “Sense of Place” – highlight cultural, heritage, wildlife, flora, fauna, etc
- Visitor research
- Analytics package
- Minimise level of staff resources required to continue to use the facilities eg pulling in from existing data feeds etc
- One Stop Shop for all visitor needs
- Visitor will be able to take and upload their own images, video and it could become an interactive holiday diary/photo album, plot their own individual route.

Functionality



Marketing

- Mechanism to offer trade discounts to visitors with the ability to record when vouchers are redeemed
- Highlight local events
- Highlight local accommodation providers
- Highlight local activity providers
- Highlight local attractions/services
- Highlight local eateries
- Highlight local businesses
- Ability to “turn off” the above by theme as required by the visitor
- Ability to search by theme by the visitor
- When updates are made available, the updates need to be identifiable rather than “empty”
eg 3 updates available – visitor discounts
- Interaction with Facebook
- Ability to link through to other websites to access further information
- “High visibility” within search engines to include foreign search engines



Visitor Information - prior to and on arrival

- “How to use” guide for user to ensure maximum benefit (This might be a pdf printable version, on opening the app or as you use the App i.e. hover over button for explanation?)
- Ability to print out the full walking trail via PDF (with ability for user to add or take away layers where required, eg with or without accommodation providers)
- Navigational
- Provide information/images/video footage relating to culture, heritage, wildlife, flora, fauna as points of interest en route
- Provide information referring to nearby villages/towns and their facilities/services
- Encourage a “sense of place” and also a respect and understanding of the area.
- Provide weather reports, alerts. We want the visitor to feel “cared for” and valued.
- Length of trail, type of trail, suitability for user, links to public transport

Visitor Research

- Demographic of visitor (where possible) This could even be as simple as providing a “search” facility in the App that would indicate their interests. i.e. most popular searches – activities, eateries, pubs that would be like a series of layers according to the users interests.
- User feedback option via facebook
- Differentiate pre and on arrival downloads
- Ability to interact directly with the visitor.

Analytics

- Number of vouchers opened and then redeemed – sales conversion rates categorised by theme, area etc. Need to prove the success to be able to “sell” advertising space and also to develop advertising template to ensure maximum appeal to the user eg. Are adverts with images/website links more successful than without
- Exact routes taken by visitor will be viewable by us to determine most popular points of interest of trail.
- The user can “like” certain images, points of interest, adverts, attractions, videos in a similar manner to facebook. Allows us to understand what the user likes, what is most popular, style of writing, style of images.
- Link to Facebook – how many favourites added to FB profiles and if possible how many subsequent downloads
- How many times did a user view the App prior to use
- How does the user “use” the App after use? i.e. How many offsite and onsite views of the APP? (Ability to assess and continue to monitor if we have created a product that is of use; pre, on and post arrival)

Analytics Continued

- How many updates are accessed and viewed and does this have a direct effect on traffic to the main website?
- Does the App provide all necessary information or do visitors regularly link through to main for further info?
- Number of visitors per day using the trail
- Number of repeat visitors
- Number of trails downloaded per individual user/device
- Downloads – most popular download site, type of device downloaded onto,
- How many use the App offline, with/out GPS
- Currently investigating a realistic formula to calculate economic impact of each “use”?
- Length of time spent on trail.

Voucher Discounts

- Discounts will be offered to the visitor via QR codes.
- A box will appear with basic information such as details of the attraction, website address, image, discount details and a QR code
- User will show the QR code to the proprietor on arrival
- The proprietor will scan the code using a simple QR reader app on a smart phone developed by Geoshow. The proprietor will be prompted to answer simple questions such as number in party, amount spent.
- This will allow both ourselves and the proprietor to analyse take up of the discount, the success rate and the economic gain.



The screenshot shows the Facebook profile for 'Powys County Council / Rougeo'. The page header includes the Facebook logo, a search bar, and navigation links like 'Home'. The profile picture is a blue and orange kingfisher. The cover photo features the 'Powys Rougeo' logo and a scenic view of a river. The main content area displays three posts:

- Post 1:** A photo of kayakers on a river. Text: "Here are some pictures from our route along the River Usk from Brecon taken by our world class resident photographer Paul Serdham." Source: paulserdhamphotography.com. Interaction: Like, Comment, Share. Monday at 14:22am - 01.
- Post 2:** A map of the Brecon Water Trail. Text: "The new route map for The Brecon Water Trail is out now. This is the one on our wall but you can download a full version at www.powys.gov.uk or pick one up at any of our information centres." Interaction: Like, Comment, Share. Monday at 14:22am - 01.
- Post 3:** A small photo. Text: "Tim Allen walked the route today, what an amazing setting we would highly recommend a visit." Interaction: Like. Tuesday at 08:36am - 01.

At the bottom of the page, there is a 'Like' button and a 'Like' count of 12. The footer contains copyright information: 'Facebook © 2011 - English (US)' and various utility links: 'About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help'.

Facebook – Phase 1

- User will have ability to add the App/Trail as a favourite to their Facebook page which will automatically include a link to download the App.
- We will know how many favourites have been added to Facebook and how many subsequent downloads.
- Our Facebook page will utilise i-frames of the exploremidwales.co.uk website enabling the user to download the App directly from facebook without having to leave the site.

Facebook Phase 2

- When the user uploads a comment to their own facebook page it will simultaneously add the comment to our page allowing us to “see” the user and their comments
- Provides an opportunity to interact with the user utilising a medium that they trust and are comfortable using and expressing an opinion
- Reduces the need for collating visitor databases with Data Protection issues.



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Where are we right now?

- Working closely with Geoshow, The Brecon Beacons National Park, Countryside Council for Wales to develop an innovative and effective “method of delivery” for tourism with useable functionality.
- Identification of the trails:
- 2 x trails in the south of the county
- Waterways based fully accessible walking trail approx 6 miles in length. Brecon – Talybont
- Heritage based trail – Henry Vaughan, major welsh poet of the commonwealth period.
- 2 x trails in the north of the county utilising the Leaping Stiles product.
- Heritage town based trail approx 2 miles, Llandrindod Wells, Victorian Spa Town
- Rural circular walk approx 6 miles



What next?

- Over the next 4 weeks, the walks will be walked, mapped, images taken, interaction with the trade to provide discounts
- Full test of App – video content, audio, online, offline, with/without GPS, various smart phones, download rates etc
- Finished product due to launch April in conjunction with British Waterways 200th Anniversary of the canal and launch of new Leaping Stiles website.

The Future.....

- We are piloting a “method of delivery” not an etrail.
- This is a marketing tool
- If successful, this “method of delivery” can and will be used to deliver other service areas such as Visitor transport, location based visitor information, major events such as the Royal Welsh Agricultural Show, Brecon Jazz, Hay Festival etc
- Enhance further product development such as horse, cycle, food, art, wildlife, heritage tourism, accommodation, Duke of Edinburgh, etc etc.
- We anticipate that websites over the next two years will start to become the secondary source to access tourism information and App’s, developed in this way, will become the primary source.

Thank you

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