



The I-SPEED project inspirations

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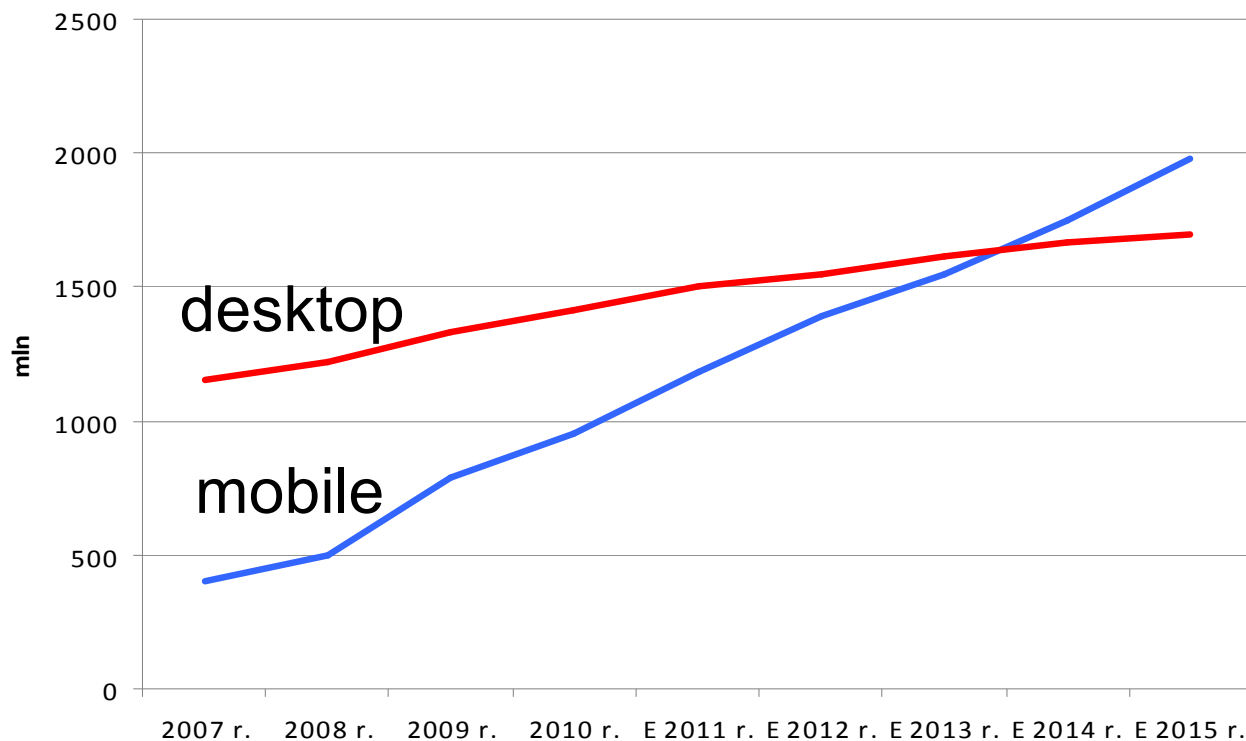
The aim of introducing new ICT solutions in Warsaw is to create a comprehensive tourist information service for domestic and foreign tourists.

Designed solutions will provide comfortable access to useful information for tourists when they are planning a trip to Warsaw, and when they are searching for information being in the city.



The increase in the number of mobile Internet users

Number of desktop internet users vs mobile Internet users worldwide



Source: Morgan Stanley Internet Trends



18/02/10

Information Society Policies for sustainable European Economic Development

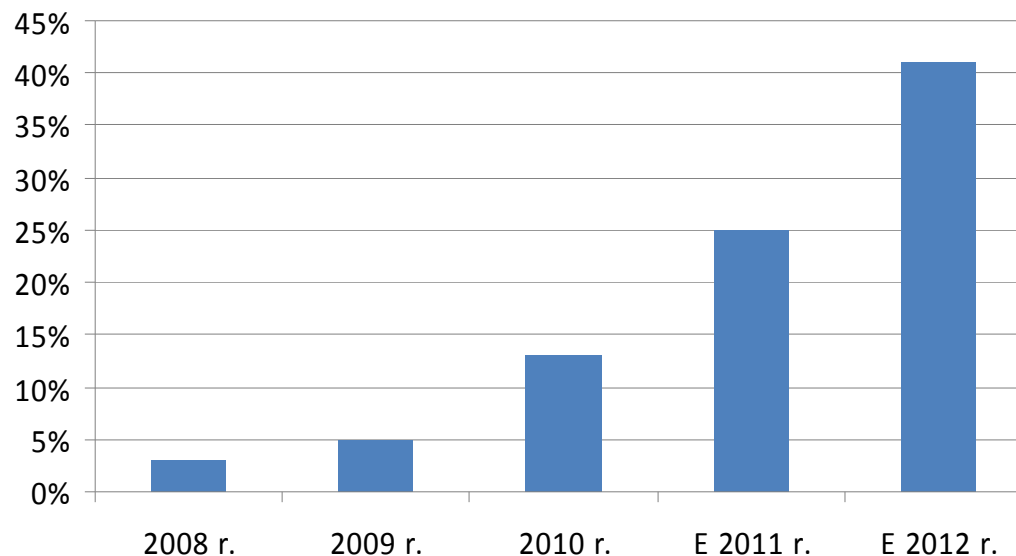




Market penetration of mobile phones in Poland = 125%

38 mln  =  48 mln

The share of smartphones in the market for mobile phones



Source: GFK Polonia /Rzeczpospolita



The most popular ICT tools among the largest cities in Poland and Europe.

- virtual tours (PL)
- connection with the social media sites (PL/EU)
- tourist cards (PL/EU)
- application / guides on smart phones (EU)
- web pages designed for mobile phones (EU)

Based on the analysis of Polish and European cities: Warsaw, Gdansk, Krakow, Poznan, Lodz and London, Berlin, Stockholm, Amsterdam, Paris, Copenhagen, Vienna



Warsaw wants to be a leader in implementations of modern Internet and communication systems to improve competitiveness and sustainability in the tourism industry on the Polish market.

Warsaw wants to set the direction of development of ICT in tourism in Poland.



In order to implement new ICT promotion functionalities for tourists, we need to re-analyse present tools and create a new common content management system of our data base.

In next steps, the common system will allow for savings in new tools development.



The I-SPEED project activities – 2011

Determination of the needs and possibilities of Warsaw

Analysis of ICT used in other cities in Poland and Europe

Redesign of the website
- Conducting usability tests of www.warsawtour.pl



The I-SPEED project activities – 2011

Redesign of the website

- Recommendations project construction site
- New graphic

Reconstruction of information in the CMS (Content Management System)

Adaptation of the website for mobile phones

Accommodation reservation



The I-SPEED project activities – 2012

Applications for smart phones

Facebook Places - the most visited tourist attractions

Ranking the most popular tourist attractions on www.WarsawTour.pl

Explore Warsaw on Foursqare - tourist trails on location-based social network

Virtual Walks - 360 panoramic photos gallery of Warsaw

Personal e-Guide generated on WarsawTour website (inspired by Powys)



The follow up activities – 2013

New Warsaw Tourist Card

- new offer
- distribution system and settlement with distribution network
- sale on the Internet
- electronic monitoring of tourism traffic

QR Code Signs - Tourist attractions signed using 2D barcodes linked to information on website

Ticket Bookings – for events and air-lines



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