Calvià, municipio inteligente

CALVIÀ Smart municipality
The Goal is to:

Turn Calvià into a smart municipality by using all available technology to:

- Improve the quality of life of the citizens (SMART CITY)
- Improve the experiences of tourists (SMART DESTINATION)
What is Calvià?

A municipality in Mallorca, with:

- Inhabitants: > 55,000 inhabitants
- Surface: 145 km² (18 population centres)
- Visitors: 1.5 M visitors a year
  - > 230 hotels (60,000 beds)
  - > 15,000 parking spaces
  - > 60,000 tourist residences

Leading tourism municipality in the Balearics (ranked 4th in Spain).
Second largest municipality in the Balearics concerning population.
Cross-cutting model: Middleware

The project needs a central platform, ‘middleware’ that allows for communication among the different environments and systems to be used in the project and/or those that can be usable in the future. It is foreseen that the platform be ‘cloud’ contracted with the subsequent adjustment of the investment in the functionalities and the required processing capacity.
Element 1: Tourism

Calvià’s economic activity is based on tourism. Most of the developments implemented in a smart city project focused on tourism will generate direct and indirect benefits on the resident population.

Projects in Tourism:
- Calvià Smart Destination App
- WiFi available on beaches and along promenades.
- Autonomous measuring of the quality of the water at beaches.
- Monitoring of occupied spaces in municipal car parks.
Development of a ‘phantom brand’ app that will be free of charge for customers and suppliers. It would offer hotel services (check-in/out, contact with the hotel...), information on activities available in hotels as well as in the municipality and offers published by hotels and complementary suppliers.

Calvià would offer municipal and useful information for tourists (routes, cultural programmes, if necessary, access to the Local Police force, Taxi service, etc.)

Both the municipality and the hoteliers would obtain quality information from the end user to then implement an analysis of the trends (big data) and also create segmented promotion campaigns.
Element 1: Tourism

WiFi on Beaches and along Promenades

Improve and expand the WIFI system on Beaches, making it possible to offer connectivity to the people in the area. This is especially important in the case of foreign visitors who do not have ‘roaming’ programmes.

As well as connectivity, the system will also offer tourism advertising services, access to safety and security services or geolocation advertising (places near to the connection point will be advertised).

Initially they will be set-up in Magalluf, Peguera, Palmanova and Santa Ponça.
Intelligence is the ability to choose the best option when presented with different possibilities.

La inteligencia es la capacidad de elegir, entre varias posibilidades, la opción más acertada.

Damos un paso adelante?

Shall we go one step further?