HOW TO IMPLEMENT DYNAMIC TAX PRICING AND PRICE CEILING MONITORING TO PROMOTE SUSTAINABLE TOURISM

APPLICABLE INDUSTRY:

Tourism

SECTOR:

Cities & Governments

USEFUL FOR:

Directors of Tourist Operations

MAIN PRODUCT:

Smart Cities powered by OneMind

OneMind ᵂ
THE INTELLIGENT IOT SOLUTION BUILDER

What are your biggest challenges in terms of sustainable tourism growth?

The sudden tourism boom has helped increase our tourism revenues, however if we are not able to manage the influx of visitors, we are concerned that it will have a negative impact on the local environment and culture. There are islands that have had to be shut down for months just to give the destination a chance to undergo rehabilitation. There are cities wherein the local population is forced to move out of the city because the prices of the local housing have sky-rocketed given the demand of the tourists.

What are you currently doing to fix the issue?

Right now, we are manually gathering data on tourist arrivals and converting them into reports, but we have no real-time view of tourism statistics. We have also implemented higher taxes and visitor policies in the tourist destinations, but this has resulted in the establishments increasing the pricing of goods and services, which hurts the local population instead of managing the volume of visitors.

How does it work?

Smart Cities powered by OneMind provides your Tourism Operations Center with a mobile application and web client that enables the local tourism department to have real-time reports on tourist arrivals and spending and insights on how to implement dynamic tax pricing according to tourist volumes. It can also provide alerts on areas where the prices of establishments breach designated thresholds or areas where there may be unaccredited accommodations in operation.

I need to find a way to promote sustainable tourism without putting the local environment and culture at risk.

Let us help you fix the problem.

The software solution **Smart Cities powered by OneMind** can provide you with real-time reports, insights, alerts and response plans to help you manage your tourism operations.

What are the subsystems that you can integrate?

Tourist arrival statistics by airline, bus, ship

Tax pricing and average spending per destination

List of accredited establishments and crowd heatmaps per area

Activities & events calendars

Environmental data for air and water pollution

Maps and weather

Traffic conditions
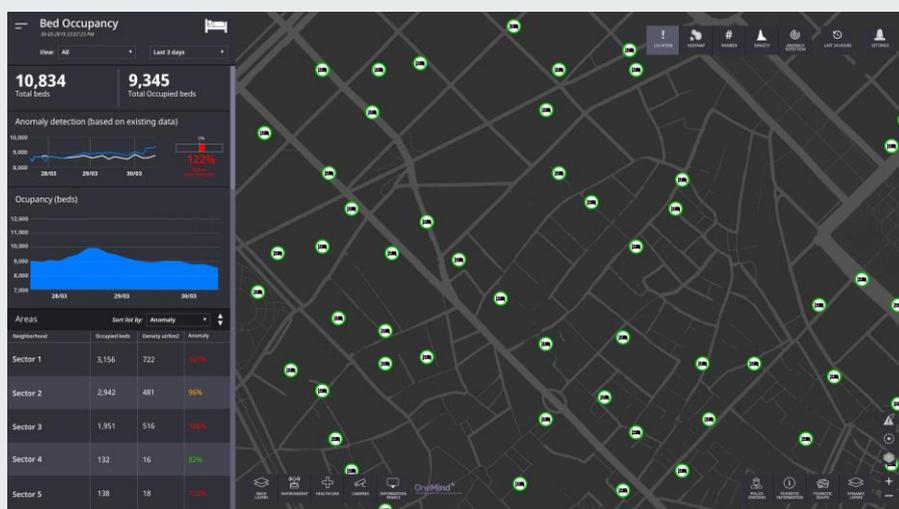
Digital government platforms

Image 1: A sample map showing the locations of the different accommodations.

Image 2: A sample heat map showing areas where there is an anomaly between the available beds on record vs the total beds occupied.

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