

CASE STUDY

Mallorca

MOCA™



Why MOCA?

"We lead the transformation of the Tourist Destinations, into Intelligent Tourist Destinations, thanks to MOCA, the revolution of mobile contextual marketing, the application of Big Data and the services of the Internet of Things."

Mauricio Socías Prats
CEO & Founder de Wiongo

MALLORCA



Mallorca is the largest island in the Balearic Islands, which are part of Spain and it is located in the Mediterranean. It has a population of 800K residents and nearly 14 millions of international tourists visited Palma de Mallorca in 2017 which is why it is called 'pearl of the Mediterranean'.

Palma is appealing year round with an explosion of new trendy restaurants, luxury boutique hotels, fashionable bars, people watching cafe terraces, international shopping boutiques and popular nightclubs not to mention it's dynamic yachting industry, urban beaches, waterfront promenade, and extensive cultural scene including top quality Museums and art galleries, traditional local festivals and live music concerts.

SOLUTION

Mallorca is one of the largest deployments of Internet connectivity on an urban area in the adapting the tourism offer to specific needs and preferences of the world, particularly in Tourist Destinations. Wiongo serves tourists, visitors and residents of the island of Mallorca using more than 1,300 Wi-Fi access points.

MOCA is being used by Wiongo to process, analyze and visualize historical and real-time data on urban mobility using Wi-Fi access points and distinguishing between tourists and residents. It allows DMOs (destination manager officers) to boost competitiveness, understand tourism mobility and also it contributes to increase the benefits to visitors by tourists.

RESULTS

Through MOCA, Wiongo is able to access historical data on demographics, tourist location and behavior, and mobility flows of people between wifi networks allowing accurate measurement without precedents.



+1300

WiFi +IoT Zones



+350 Mill.

Connections



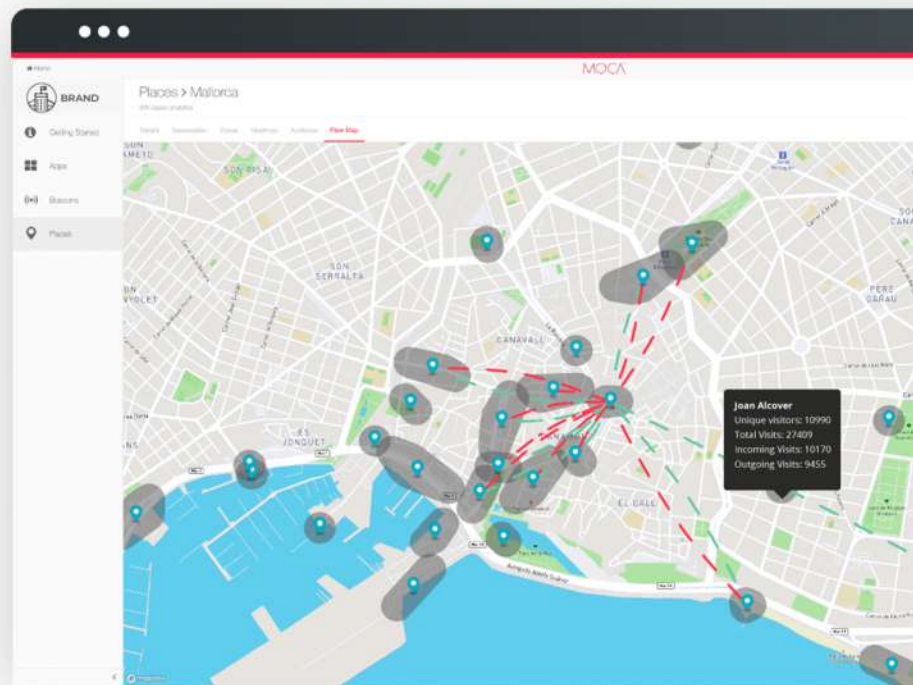
+10 Mill.

Users



+3.500 Mill.

Data points



MOCA™ is a cloud-based solution, standing on **proprietary machine learning algorithms** that leverage geolocation, physical sensors and other contextual information to allow companies to not only deliver timely and highly **personalized experiences** to its users but also to be one step ahead and proactively provide **relevant recommendations** by **predicting context and preempting needs**.

Our software is also distributed through a **Network of Partners** that include digital agencies, app developers, system integrators, marketing technology firms, hardware and solution providers.