Smart City Tourism IoT solution was jointly developed in collaboration with HPE, Microsoft and Meylah Labs to attract and grow the region's tourism, empower merchants to participate in the digital economy while expanding rural broadband/Wi-Fi access to the communities.

**Project Highlights**

- **Smart Itinerary Builder**: Tourists can build their personalized itinerary to meet their needs. This is powered by Bing API and Azure Cognitive Services.
- **Online Retailing**: Activate digital marketplace for local merchants to access local and global customers.
- **Parking Management**: Allows tourists to easily find safe parking using their mobile phone. This is enabled through Edge Server and Azure IoT Hub.
- **Public Wi-Fi Access**: To help visitors access digital networks while enjoying their experience.

**Outcomes**

- **Increase Tourism Revenue Opportunities**: Increase local business online sales, greater awareness of tourism attractions, sales tax revenue and others.
- **Participate in Digital Economy**: Provide Go-To-Market online retailing marketplace solution to enable retailers and merchants to attract new customers locally & globally.
- **Increase Visitors and Spending by Repeat Tourists**: Increase tourists and their spending by enabling mobile solutions and create smart itineraries to access local products/services, safe parking and allow them to be connect to digital network via Wi-Fi.