Go far, go together

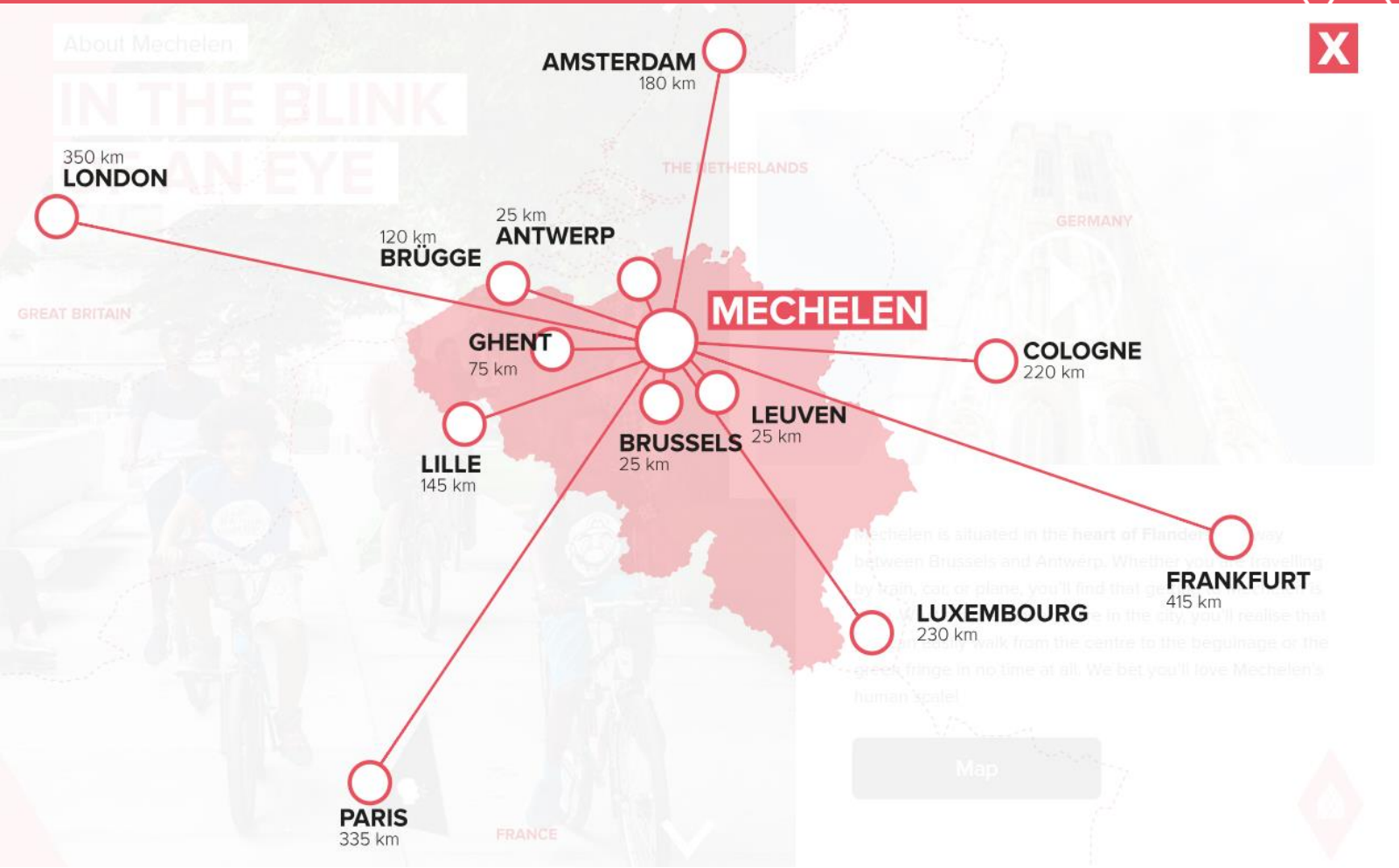
A brave city with smart plans

Els Van Zele

Vienna, 14.09.2018

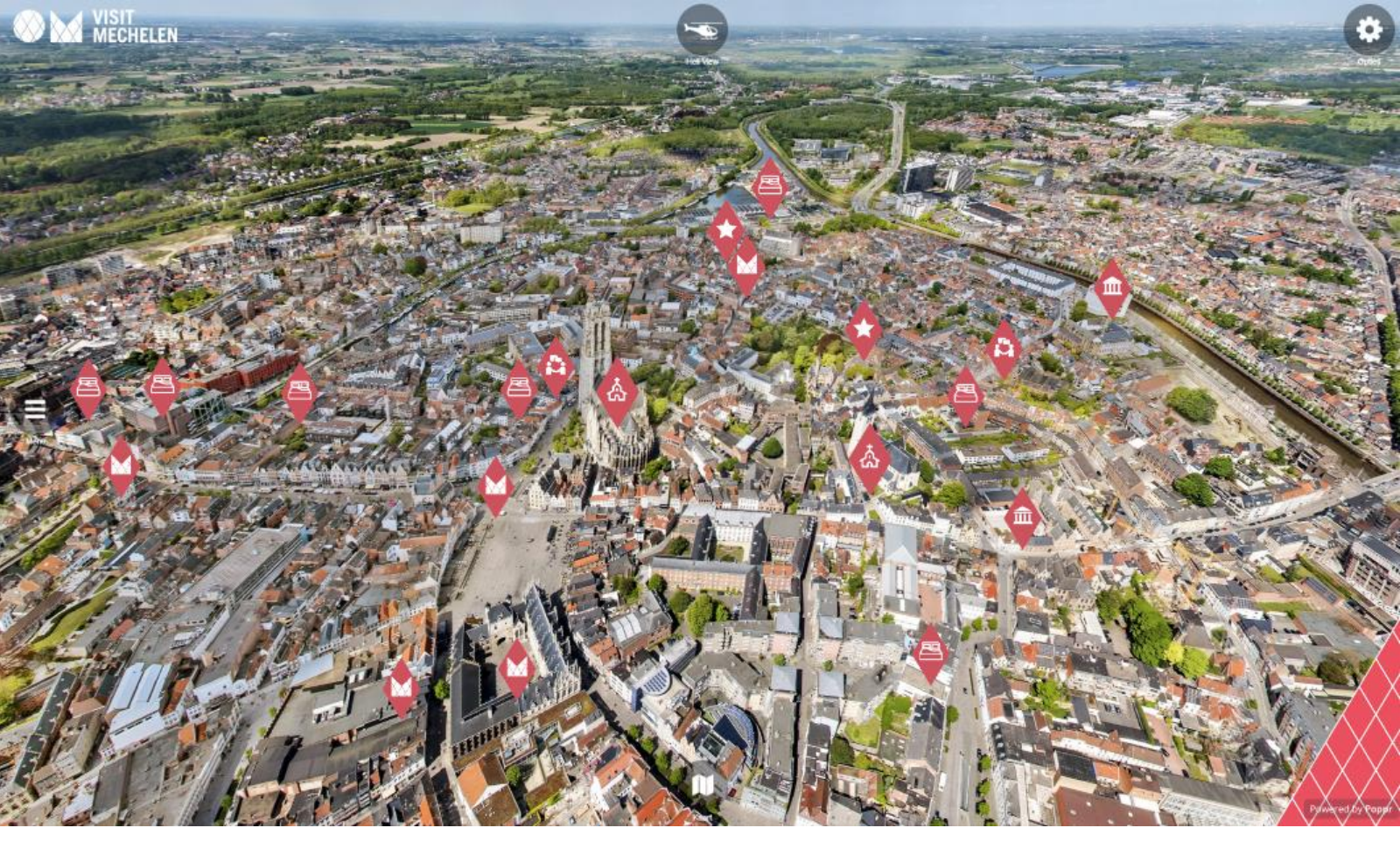
VISIT MECHELEN

Let me introduce to you: Mechelen



discover.mechelen.be

virtualmechelen.be



Mechelen: smart-to-be city

Smart city

From Wikipedia, the free encyclopedia

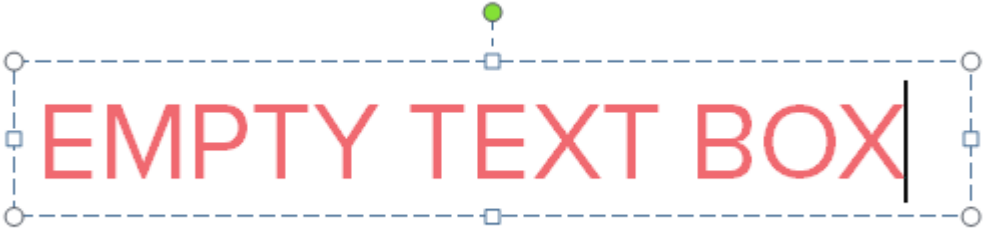
For the 2006 film, see Smart City (film).

A **smart city** is an urban area that uses different types of electronic data collection sensors to supply information which is used to manage assets and resources efficiently. This includes data collected from citizens, devices, and assets that is processed and analyzed to monitor and manage traffic and transportation systems, power plants, water supply networks, waste management, law enforcement, information systems, schools, libraries, hospitals, and other community services.[1][2][*page needed*] The smart

A depiction of a smart city

Thank you, Wiki's

Visit Mechelen's smart-city team, at your service.



Go alone, go fast

Went fast, got lost

‘I know nothing, …’

- Camera’s
  - Analysis of images, for head counts: 2
  - ANPR, licence plate recognition : 70
- WiFi / bluetooth tracking
  - Femtocells (Case: Proximus)
  - WiFi-scanners: 4
- Cell phone tracking
  - Case: Orange
- WiFi & GPS tracking
- Social Media & web analysis
- Project Management tools
- Surveys
- …

Go far, go together - I

- 2015
- Proximus, Belgian mobile operator

- Lead partner: Flemish Art Cities
- Partner: Visit Mechelen

- Interiour solutions

Go far, go together - I

- Learnings
  - Learning process for supplier & client
  - ‘Femtocells’ gave limited insights
    - Impossible to exclude outside passers-by
    - Impossible to exclude inhabitants
    - Technology had to be developed further

Go far, go together - II

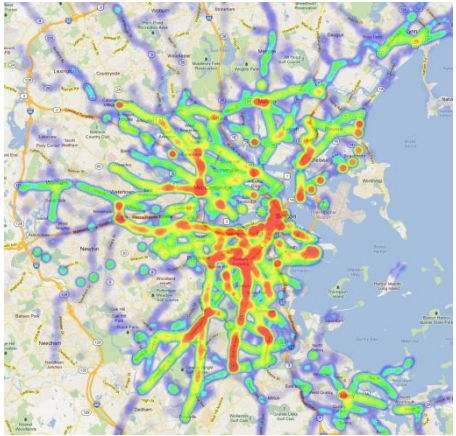
- 2017-2018
- Orange: international mobile operator

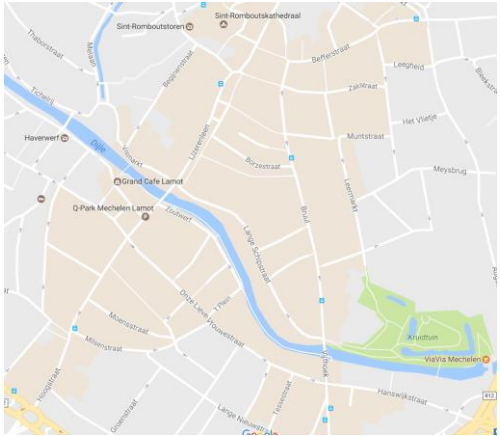
- Lead partner: City of Mechelen
- Partner: Visit Mechelen

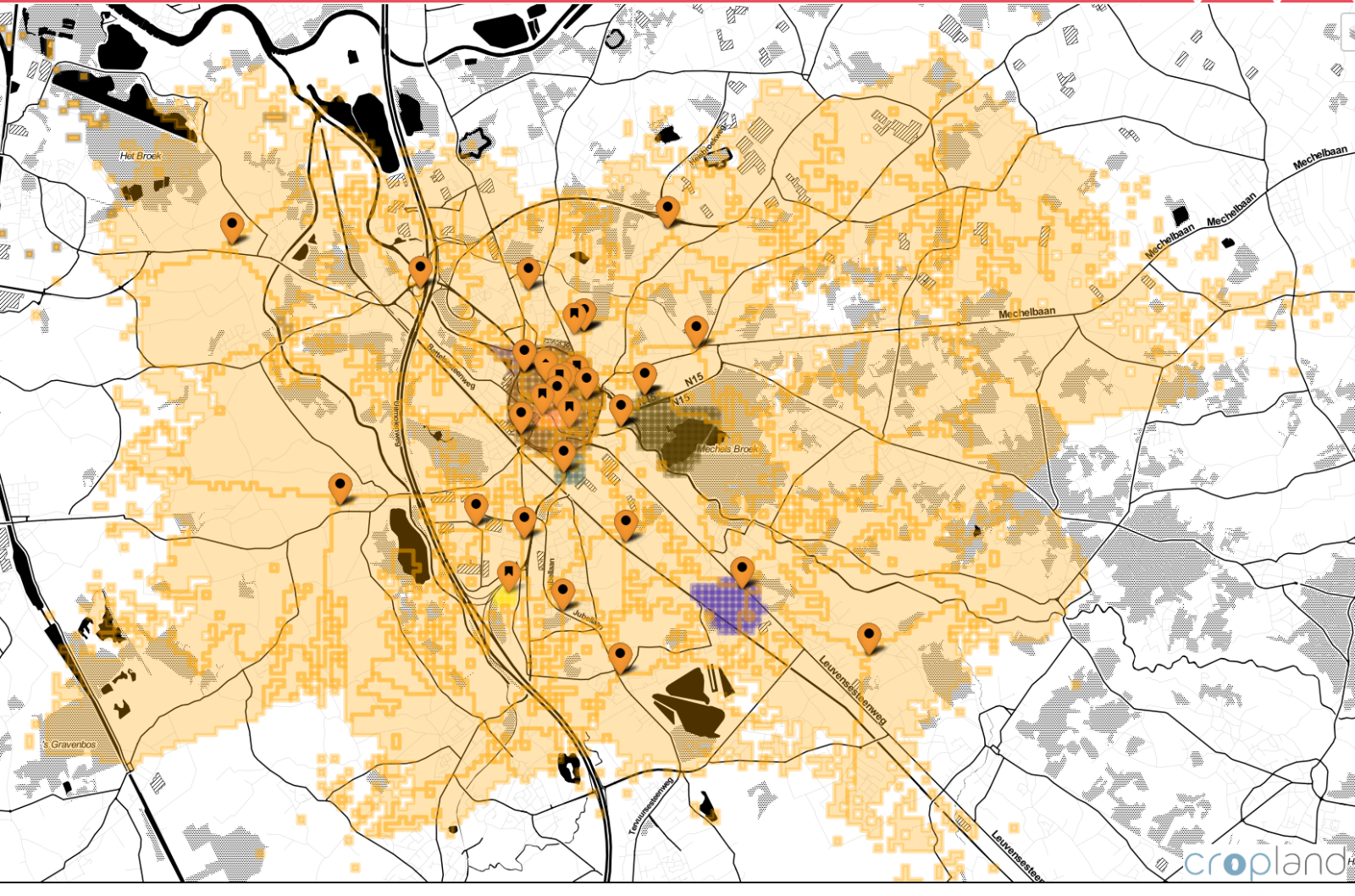
- Cell-phone data

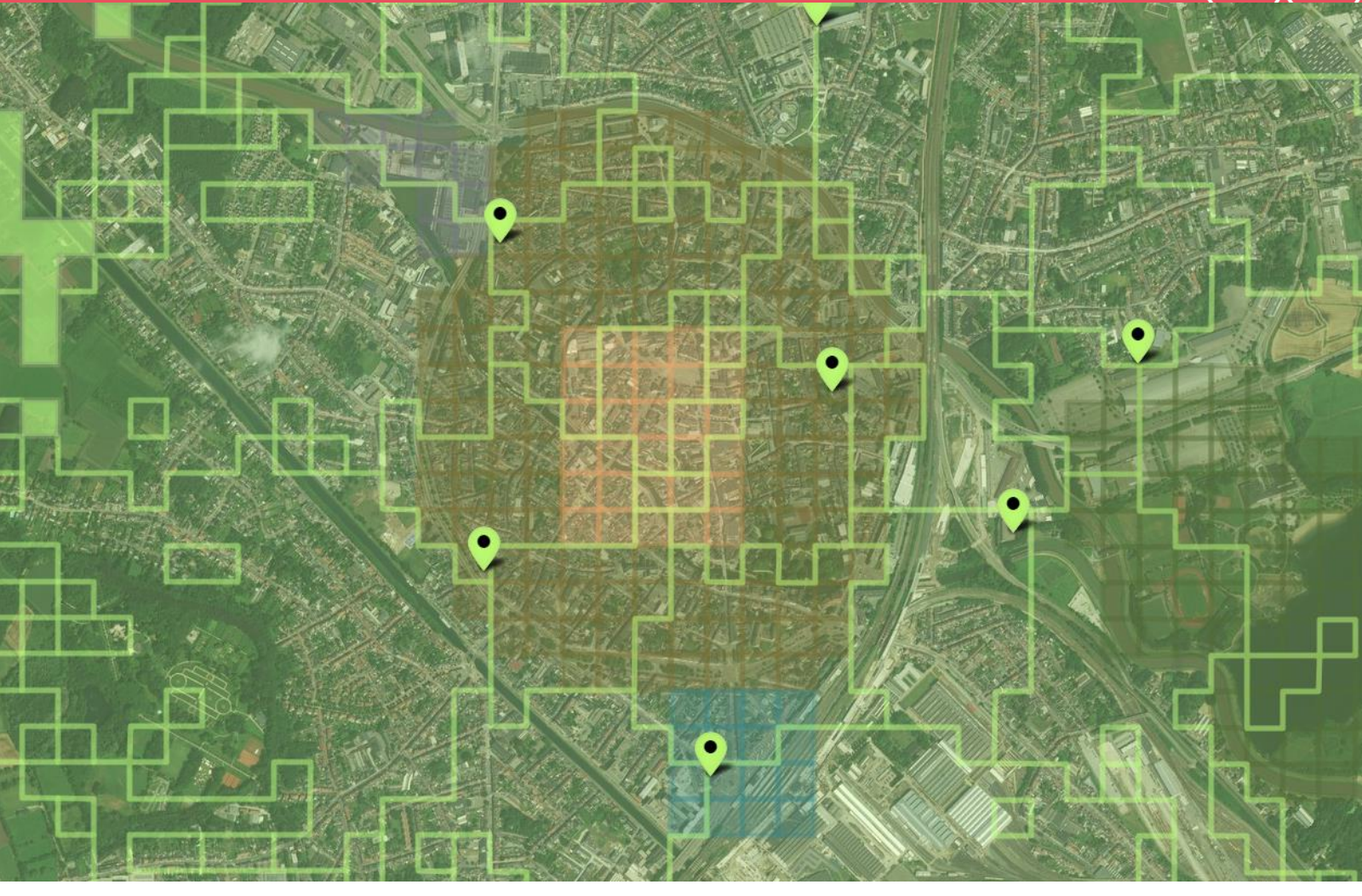
Choosing is winning

- Where do visitors go to?
- How do visitors/crowds move through the city?
- Where do they come from?
- How did they come to Mechelen?






Het Broek
Mechelbaan
Mechelbaan
Mechelbaan
Mechelbaan
N15
N15
Mechels Broek
Jubellaan
Jubellaan
Leuvensesteenweg
Leuvensesteenweg
's Gravenbos
cropland



MECHELEN
Dashboard toerisme
Kies hier de gewenste analyse-periode:
1 Aug 2018 - 31 Aug 2018
Een telling is uniek per dag in Mechelen, een dagtoerist kan in meerdere zones worden geteld.
Een telling is uniek per dag in Mechelen
Dagtoeristen per zone
Binnenstad
Planckendael
Nekker
WinkelZoneCentrum
Technopolis
Telingen
30K
15K
0
1 aug.
5 aug.
9 aug.
13 aug.
17 aug.
21 aug.
25 aug.
29 aug.
Dagtoeristen:
België:
Buitenland:
Belgische dagtoeristen (excl recreanten)
Antwerpen
Vlaams-Brabant
Oost-Vlaanderen
Brussel (19 Gemeenten)
West-Vlaanderen
overige
Dagrecreanten per zone
4K
2K
Dagrecreant
Sint-Katelijne-Waver
Zemst
Bonheiden
Boortmeerbeek
Willebroek
Putte
Rumst
Kapelle-Op-Den-Bos
Verblijfstoeristen per zone
3K
1.5K
Verblijfstoeristen:
België:
Buitenland:
Nederland
Frankrijk
Duitsland
Oostenrijk
Liechtenstein
overige
Shoppers
Shoppers:
België:
Buitenland:
Shoppers in winkelzone Centrum
Mechelen
Antwerpen
Sint-Katelijne-Waver
Zemst
Leuven
overige
Avondbezoeker per zone
100K
50K
Avondbezoeker totaal:
Belgen (excl Mechelen):
Buitenland:
Avondbezoekers in de Binnenstad (excl Mechelaars)
Antwerpen
Sint-Katelijne-Waver
Zemst
Leuven
Bonheiden
Willebroek
Boortmeerbeek
Vilvoorde
Duffel
overige
Elke passant wordt geteld binnen een definitie (bv dagtoerist) en binnen de geografische zone van Mechelen. Een passant is uniek in een dag, maar kan in meerdere zones worden opgemerkt. Men moet dus geen zones optellen. Idem voor gemiddelden per dag. Een shopper en inwoner: tot slot, inwoners worden elke dag geteld, dit mag uiteraard niet opgeteld worden in de tijd!

Go far, go together - II

orange™

cropland

- Learnings
  - Set your key questions right
  - Trends, no absolute figures
  - Understand the outcome - guidance
  - Monitor for longer periods
  - Quite expensive

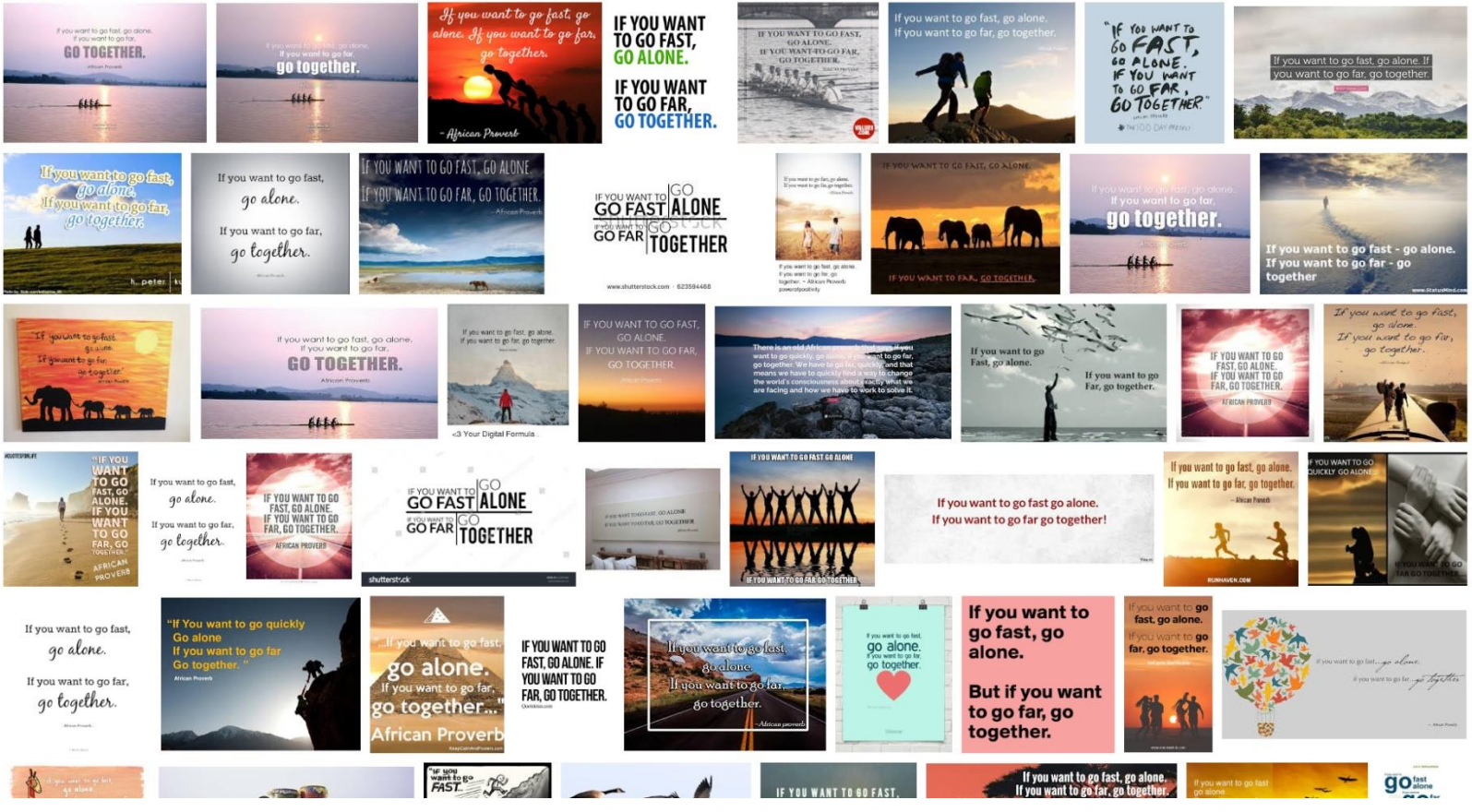
Go far, go together - III

- 2017-2021
- European Project
- Lead partner: City of Mechelen

- Medium & small cities: capacity / knowledge?
- Gap between cities and private corporations
- Focus: Mobility, Smart Energy, Smart Environment
- SWING
- Open data platform

Google

go fast, go alone; go far, go together

Alle | Afbeeldingen | Shopping | Nieuws | Video's | Meer | Instellingen | Tools

Ongeveer 194.000.000 resultaten (0,66 seconden)