

Tourism



Department for
Digital, Culture,
Media & Sport



Tourism

Mobile access can help improve the recovery of the tourism industry. At a time when tourism has seldom needed it more, enabling more engaging and rewarding experiences for visitors and 'staycationers' while delivering serious financial benefits for local people and businesses alike, digital connectivity can drive a business's and communities long term strategy.

Why Tourism?

The Yorkshire tourism industry brings £9billion to the local economy each year and employs 225,000 people, therefore is crucial to the general economy of the county.

A lack of digital connectivity in areas of rural North Yorkshire has put some at a significant disadvantage to their urban neighbours. The Covid-19 pandemic has shown, there is now a clear understanding of the need for robust rural connectivity across rural communities which will result in a more sustainable and safer tourism industry for counties such as North Yorkshire.

By improving or adding digital connectivity in rural 'not spots' will significantly enhance the visitor experience by providing the constant digital connection visitors expect and will provide currently paralysed businesses with: the capabilities to use digital technologies to analyse behaviour and; provide digital solutions to existing customer service problems.

Use Case details

The Mobile Access North Yorkshire project will work with local tourist attractions to assess how an advanced mobile access network can support and drive the growth of the tourist economy. Using enhanced digital communication, it will explore how it can help:

- Increase visitor numbers
- Enhance visitor experiences
- Increase visitor revenues
- Provide actionable data to shape the strategic direction and marketing of attractions

The project will, also, offer the opportunity for festivals to give temporary wireless connections to serve a large number of users.

Technology

The use case will examine the use of:

- The University of York Helikite
- Immersive Augmented reality
- Real time streaming of entertainment and educational content
- Virtual catering and merchandise ordering and payment
- Online bookings with real time customer analytics

Outcome

The way tourism will be done in the next few years will be profoundly transformed by the introduction of 5G technologies. There is a clear and present risk that rural areas, already underserved with digital technologies, are left behind, unable to recover or catch up. By trialling 5G in rural areas, we can ensure that rural businesses and visitors are not technologically 'black balled' and can play on the same technological field as their urban neighbours, ensuring tourism, across all communities, flourishes in the UK through the next technological era.

About Us

The project is a Department for Digital, Culture, Media and Sport 5G testbed and trials project. We are exploring the extent that mobile access can connect people and improve lives. The project is set to last until March 2022 and whilst it is working the County Council will be working to assess if and how connectivity can continue past the end date.

Our consortium is made up of several organisations: Quickline Communications Ltd – the lead partner; North Yorkshire County Council; the Universities of York and Lancaster; Cybermoor; Safenetics; Flo-culture (who lead the tourism use case); and Wireless Coverage.

For more information and to become involved with the project, visit www.mobileaccessnorthyorkshire.co.uk

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