DMO Smart Tools Overview

TrueOmni™

CHALLENGE	RECOMMENDED SOLUTION	OUTCOME
Visitors struggle to plan and navigate their experience	Interactive Kiosk + Mobile App with Itinerary Builder & Wayfinding	Visitors can self-plan, discover attractions, and navigate seamlessly
Low engagement and social sharing	Digital Signage + Photo booth + Social Modules	Increased guest engagement, social media buzz, and brand awareness
Difficulty collecting visitor feedback	Survey Module on Kiosk & Mobile	Real-time insights, better customer understanding & improved services
Accessibility barriers for visitors with impairments	Accessibility Features & Multilingual Support	Inclusive experience for all visitors, improved ADA compliance
Limited monetization opportunities	Advertising Modules on Kiosk, Signage, & Mobile	Revenue from local partners, sponsors, and targeted campaigns
Manual or inefficient ticketing processes	Integrated Ticketing Module on Kiosk & Mobile	Faster check-in, higher ticket sales, and improved visitor satisfaction
Limited data on travelers and visitor behavior	Analytics Module on all touchpoints	Actionable insights on traffic, popular attractions, and ROI for events

DESIRE STATE

Requirements

Strategic Areas of Focus

- **Destination Awareness**
- **Data and Analytics**
- **Trails & Passes**
- **Itinerary Personalization**

Current Status

- Lacks effective engagement and awareness technology
- Limited coverage and brand exposure at events and port opportunities
- Limited data extracted from visitor engagement
- Events and activities have limited info
- Venue and things to do information is paper based

Required Capabilities

MUST BE:
- Easy for staff and easy for customers
- Software upgrades remotely
- Flexible to add modules to stay up to date (reduces capital expenditure in future)
- Works offline
- Works with Simpleview and all partners
- Gather data and statistics for measuring success
- New channels and marketing features

Desire State / Outcomes

- Deeper Engagement Awareness for local businesses
- Leverage new kiosk capabilities to connect local things to do
- Increase data and information
- Drive campaigns and brand connection
- Connect regional objectives such as event promotion, business opportunities
- Upgraded analytics and partner information
- Better data acquisition in meetings and events, and for partners and local stakeholders

TrueOmni

Trusted by over 250+ DMO's and Sales Departments

98%+ Customer Retention and Satisfaction: We Deliver Value

97.9% Uptime - Excellent Support service 24/7 Average 2-hour response

Innovation: Products purpose-built for Travel and Hospitality. Platform, Modules and Integrations always evolving and focused on maximizing customer's capital purchase

Required Capabilities

Easy to use admin console
Extensible, flexible and easy to add subtract modules

- Gather data and statistics for measuring success

- Staff easily makes changes and manages content

- Advanced software to easily search venues, integrated visuals, videos and information to increase interest

- Software and Hardware Support and Management

- Flexible to add modules to stay up to date (reduces capital expenditure in future)

- Accessibility options connected across devices

- Integrations with Simpleview and 100s others

Innovative Kiosks
Get used:

• 37% of travelers are coming into destinations without plans or knowledge of what to do

• 19% increase in Business travelers that convert into Leisure travelers, many of which do not have specific plans

• According to Tourism Partners, over 18% of visitors show up without hotel reservations

• Over 70% use their mobile devices and technology to discover and navigate travel options

• 72% of travelers under 40 are more likely to use technology than engage with a human being

* 40% on average engage with Kiosks when offered

* 70% of Guests want better self-service and automated solutions on property and in-destination

Destination Analytics, Longwoods, Oracle and Omni Analytics Reporting

Designed for You. Built for Them

Easy to use tools for your team; easy to use and high value for visitors

Multiple Language

Drive Inclusiveness, help staff reduce communication barriers for your travelers and locals

Accessibility

ADA certified with tools that ensure sight impairment and other disabled travelers can access and connect with content

Ticketing, Passes and Reservations.

Updated Events, easy share information and ways to connect to stakeholders for ticketing & reservations.

Interactive Map

Transportation, point to point directions easy sharing and navigation of What's Nearby
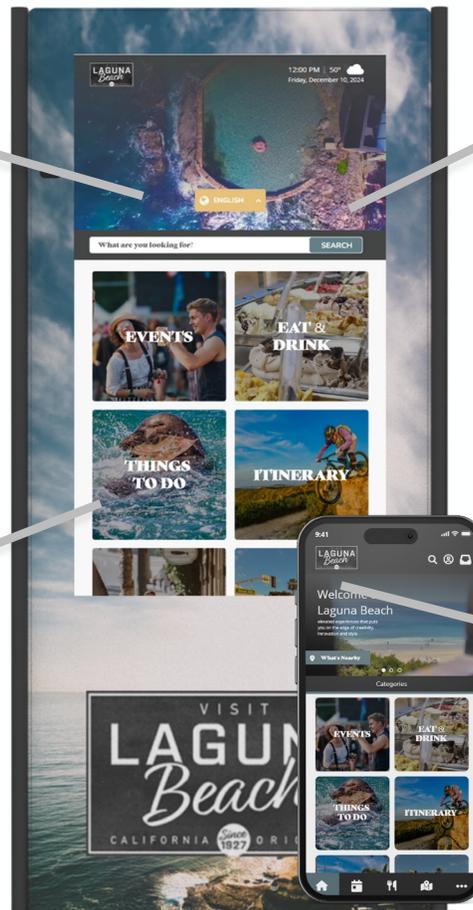
Advertising & Awareness

Connect advertising programs or manage yourself, create awareness and drive revenue

Easy Integration

Integration with your CRM, CMS, and all internal systems for automated updates and easy management

Create your Itinerary

Personalized and even Ai built itineraries help guide and connect visitors to things they want to do.

Connected Experience

Trails, Passes, Passports, Ticketing, Reservations, connect Kiosk to Mobile and in-destination experience

Thank you!

TrueOmni

Elevate the Visitor Experience

www.TrueOmni.com

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