The Visitor Bureau's Guide to Interactive Digital Signage

Transforming the Travel & Tourism Experience

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CONCEPT TO COMPLETION

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The travel and tourism industry is one of the largest contributors to the United States' economy. In fact, in the year 2018 alone, Americans took more than 2.3 billion individual trips for both personal and business-related purposes.

While it's relatively standard for travelers to conduct some research before jetting off to their destination, visitors still often seek out information, guidance, directions, and more once they arrive at their destination. Designed to enhance and serve as an extension of more traditional visitor resources, like visitor bureaus and welcome centers, interactive digital signage solutions serve as an unattended hub of information, that can be made available to visitors 24 hours a day, 7 days a week.

ABOUT INTERACTIVE DIGITAL SIGNAGE

Not only are today's travelers taking and spending more money on their travel experiences, they're also relying on technology more than ever before throughout the duration of their time away from home. Travelers use technology to research potential destinations, to help them navigate to their destination of choice, to document their experience, and to reserve accommodations, dining experiences, and excursions along the way. In fact, in 2018, eighty-two percent of travel bookings were made online or through a mobile app.

Modeled after the same technology travelers use every day, interactive digital signage can be used to attract, engage, and inform visitors and locals with the information they're looking for, when they're looking for it. From restaurant listings, to map integrations, text and calling features, and video advertisements, interactive digital signage can be used to engage visitors of all ages in locations both large and small. Designed to accommodate the unique needs of any destination, either within a visitors bureau or welcome center or throughout a community, interactive digital signage comes in a variety of shapes and sizes—from large-format, high-bright outdoor installations, to more compact indoor solutions, thru-glass technology, and more.

TYPES OF INTERACTIVE DIGITAL SIGNAGE

INDOOR

Engineered for use within a climate controlled space, indoor digital signage installations feature durable steel enclosures with a powder coat finish, and security locks to prevent unauthorized access or tampering. They are best suited for placement within a visitors bureau, welcome center, or local business or attraction with a high volume of visitor traffic.

OUTDOOR

Securely built to withstand a variety of climates and weather conditions and to resist tampering outdoor digital signage installations feature rugged enclosures with high-quality dual stage powder coat finish, tempered or laminated safety glass, weather proofing, and climate control. Outdoor digital signage installations are well suited for areas with high foot traffic like parks or along the sidewalk on a main street.

THRU-GLASS

Designed for installation on the inside of an exterior-facing window, thru-glass interactive digital signage solutions utilize a CPU, window-mounted touch foil and display monitor, all of which are housed on the interior side of the window, to enable users to interact with the content on the screen regardless of whether or not the visitors bureau is open. Similarly to their outdoor counterparts, thru-glass solutions are best suited for areas with high foot traffic.

SOFTWARE

Just as it is crucial for visitors bureaus to select the hardware options that best suit the needs of their unique location, it's important that they implement a compatible interactive digital signage software solution that fits their needs as well. After all, the software is what brings the solution to life for visitors. From dining to lodging, shopping, attractions, and everything in between, interactive digital signage software can be customized to provide visitors with the most relevant and up-to-date information and guidance for their trip.

DINING

Interactive digital signage can be used to enable visitors to filter all of the restaurants in a town by type or search for a specific eatery. Users can also reference individual restaurant listings to access their website, look at their menu, find them on a map, text themselves information, or call to make reservations.

LODGING

Whether visitors are looking for a place to stay, searching for more information on their current accommodations, or simply navigating their way back, interactive digital signage solutions can provide information, images, access to their website, and even calling features to make or adjust reservations.

SHOPPING

Visitors can use interactive digital signage to search local retailers by the types of products they sell—from boutique clothing stores to sporting goods. In addition to retailers' name, address, and information, a listing can also display images and information on coupons or discount codes.

ATTRACTIONS

From hiking trails to escape rooms, movie theaters, concert venues, and local parks, interactive digital signage solutions enable visitors to find entertainment and attractions that best fit their taste for their vacation.

ADVERTISING

Interactive digital signage can also be used for advertising purposes. Available in either static or video format, visitors bureaus and local businesses and organizations can utilize the advertising features to promote a variety of offerings—from upcoming local festivals to a big sale at a downtown boutique, popular hotels, and new restaurants.

Digital signage advertising platforms can be either revenue-generating or non revenue-generating, depending on the needs and desires of the visitors bureau.

REVENUE-GENERATING

Revenue-generating advertising platforms enable visitors bureaus to charge local businesses and organizations to have their promotional content displayed on the digital signage advertising loop. Many visitors bureaus who are concerned about allocating funding for such a deployment set up a plan to utilize their advertising revenue to actually pay for the kiosk itself or for additional installations in the future.

NON REVENUE-GENERATING

Visitors Bureaus can also utilize the advertising feature as a free offering to the retailers, restaurants, attractions, and hotels in their cities and towns. If offering non revenue-generating advertising, visitors bureaus typically make it a priority to represent all businesses and organizations equally.

BENEFITS

ENGAGING

While visitor bureaus and welcome centers offer visitors a plethora of information and resources on a regular basis, interactive digital signage solutions take it one step further by offering an eye-catching and engaging platform to either explore on their own or with a representative or guide from the center.

ACCESSIBLE

Flexible in design, interactive digital signage solutions can be designed to comply with ADA standards to accommodate visitors with diverse abilities, including visual, hearing, and reach limitations. Multi-language support can also be used to enable accessibility for visitors from across the world.

SIMPLE TO UPDATE + MANAGE

Unlike more traditional signage solutions, interactive digital signage is easy to update and to keep up-to-date with the most relevant information. From adding a completely new listing when a new restaurant or retailer comes to town, to updating images, or advertisements, visitors bureaus can update the information on all of their installations remotely with the push of a button.

INFORMATIVE

Regardless of the content a visitors bureau chooses to display on their installation, interactive digital signage solutions are an attractive and unique way to inform visitors on the best places to eat, stay, play, and visit during their time in a town.

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