

Monitoring of visitors of the city Brno

English version



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Brno 2014

1 Description of the Method

Proposed method of monitoring of visitors of the city Brno could be described as a competition. Through registration to the competition the visitor will provide his or her personal data and will receive the Card of Visitor of Brno (Karta Návštěvníka Brna). The cardholder becomes part of discount and benefit network, e. g. discount on admissions. As the card is repeatedly used, visitor's movements and consumer behavior are recorded. As a part of the method is also storage of all obtained data in the database.

2 How It Works

Each tourist, who visits any of attraction administrated by the city of Brno, will be asked at the cash – desk to register into the competition and the card will be given to him or her. The tourist will be also informed about the benefits of the card. If the visitor will be interested, he or she gives the following data: postal code or country of origin, birth year, form of the visit (family with children, organized group, partners etc.), and length of the stay in the city. Afterwards the visitor receive the card with QR code or linear code. During visit of other site in Brno the worker will scan the code and apply the discount. The scanned code will match with other data in database and we will get complex picture of visitor's behavior within Brno.

3 Registration Spots

The monuments and other sites administrated by the municipality of Brno will be used as a registration spots. Two most important preconditions to become the registration spot are an accessibility to tourists and the entrance fee. At each of these places it will be also possibility to use the discount.

There is also second phase of the project. The private sector should be integrated, especially coffees, restaurants, accommodations and stores. If the private object becomes the registration spot, it also must provide some benefits to the cardholders. The bigger amount of participating subjects, the more effective the monitoring will be.

4 Motivation

The key issue is to motivate the visitors to take a part in the project. It is the most crucial part to engage as many people as possible to achieve satisfactory results.

4.1 Motivation of Tourists

There are two kinds of motivation involved. Firstly, it is the advantage, which the tourist gets by the registration and hold of the card. Secondly the motivation through the competition. Each registered visitor will be included in a prize draw. The draw will be arranged at three levels: monthly, biannually, and yearly. The month's draw will contain prizes with value around 200 CZK (approximately 7.5 EUR). For example it might be gift cards. Biannual one will include prizes valued up to 500 CZK (18.5 EUR), for instance tickets to theatre. The biggest award can be won in the annual draw. Its value will be around 3000 CZK (110EUR) e.g. tickets for GP. More often the card will be used, the higher probability to win.

4.2 Motivation of Employees

The municipality's employees will play an important role during the propagation of the project. Their attitude is critical to smooth run of the project. As the employees offer the card to visitors, they must be positive and active. Therefore, it is needed to motivate also the employees. They can be motivated similarly as the tourists, it means by prizes. The employees would work as a team, at the end of the month the object with most registered tourists will win the prize. On the contrary to tourists' motivation, employees could be also motivated by financial bonuses.

5 Marketing

Key factor for the project is marketing. It is important to distribute the information about projects among public. A big advertising campaign will be used for propagation. The campaign will take place on internet. It will be suitable to use social networks and the clicking banners on the official website of Brno and of each city attraction (ZOO, museums,...).

Interned campaign will be supported by leaflets and posters placed in the vehicles of city transport. Other option is an advertisement that covers the entire vehicle from the outside. Modern vehicle are equipped with the television, where short advertisements can be played.

The radio broadcast should be also part of the propagation. Short advertisement should be on couple times a day.

Outside of each registration spot will be placed informational board, where people can get to know the project even before they reach the cash-desk. The board should contain information about the competition, discounts, prizes, and also about others engaged subjects.

The information board should be supplemented with leaflets.

Every involved private subject will be stated as a part of the project or as a sponsors on the websites of Brno, project and others. It is significant advertisement for the private subjects. They can expect flow of new costumers as a counterweight of discount they provided.

6 Project's Costs

Total costs	
Technical equipment and know-how	420 000-900 000 CZK
Prizes for visitors	117 000 CZK
Motivation of employees	117 000-180 000 CZK
Marketing campaign costs	1 577 000-1 827 000 CZK
Reserve	100 000 CZK
Sum	2 331 000-3 124 000 CZK

The table above presents total costs of the project divided into five categories. The most expensive is marketing at preliminary part of the project. It is followed by technical equipment and development of IT application. The operating costs are presented by categories motivation. The project will be most expensive at its starting phase, during the operation the cost will be minimal.

7 Advantages and Disadvantages of the Project

The advantages and disadvantages were identified through the SWOT analysis. They are listed in detail in the table below.

Among the main advantages belongs the ability to monitor broad range of age groups. At the same time it investigates the consumer behavior.

On the contrary, the main disadvantage is the high starting costs. The technical equipment and massive advertising campaign is necessity.



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SWOT-analysis		Positive factors	Negative factors
	Internal origin	strengths <ul style="list-style-type: none"> - long-term - easily modifiable - include motivational factor - face-to-face contact with tourists - low operating costs - broad range of age groups - low personnel demands - time undemanding - investigate consumer behavior - use existing base and personnel - focus on one-day visitors 	weaknesses <ul style="list-style-type: none"> - high entrance costs - need of personal data - need of additional technology - higher demands on workers - discrimination of domestic population - functioning is reliable on interest of tourists and private sector
	External origin	opportunities <ul style="list-style-type: none"> - spread nationwide - involvement of private sector - increase in attendance of the sites - sponsor's gifts 	threats <ul style="list-style-type: none"> - lack of interest of private sector - tourists' indifference - passive attitude of workers - possibility of misuse of personal data - registration of fictive tourists