Comune di Siracusa

Mobile app and social media content analysis leads to the development of a plan to increase tourism

Siracusa, Italy
www.comune.siracusa.it

Solution Components

- IBM® DB2® V10.5
- IBM WebSphere® Application Server V8.5
- IBM WebSphere Business Integration Server Express
- IBM WebSphere Event Broker
- IBM Intelligent Pervasive Platform
- IBM Rapidly Adaptive Visualization Engine
- IBM Social Media Analytics
- IBM Content Analytics
- IBM Cognos® Express Reporter
- IBM Business Partner Ricca Srl

Located on the island of Sicily in Italy, Siracusa was one of the ancient world's largest cities. Its city center and abundance of cultural attractions including temples, cathedrals and castles led it to be recognized as a World Heritage Site by UNESCO in 2005. The Comune di Siracusa, the city's governing body, provides civic and administrative services to its more than 120,000 residents.

The Opportunity

Tourism is a critical part of Siracusa's economy, but the city had only rudimentary knowledge of what tourists enjoyed and no way of knowing if its ancient landmarks were in good condition and met visitors' expectations. With local industry on the decline, it was more important than ever for Siracusa to maintain its history and its reputation as a beautiful and fascinating destination.

What Makes It Smarter

The city took a two-pronged approach to gathering public sentiment: the LoveCityIndex interactive mobile application, which gathers visitors' feedback directly, and a social media analytics solution that helps uncover the candid opinions of past and present visitors. The resulting insight helps the city prioritize landmark maintenance and ensure that local treasures are accessible, well-maintained and informative.

Real Business Results

Since the new Siracusa LoveCityIndex application was announced, the number of Twitter comments posted about the city each day increased by 25 percent, from 800–1,000 on average. The content of these tweets, paired with responses posted to the LoveCityIndex app, gives city leaders new insight into changes that may increase tourists' satisfaction levels. The solution is also helping the city preserve world history by enlisting the public's help. If a maintenance issue arises, city staff is alerted in real time so that it can quickly dispatch crews to promptly address the issue. This feature helps maintain the city's structures, some of which have been standing for 2,700 years.

For More Information

Please contact your IBM representative or IBM Business Partner. Visit us at **ibm.com**/websphere.

To learn more about Comune di Siracusa, visit www.comune.siracusa.it.

"This project makes us one of the most technologically advanced municipalities in Italy and positions us to be at the leading edge of development in the future."

— Roberto Visentin, mayor