NEC I:Delight

Orchestrating a brighter world NEC

Case Study

Nanki Shirahama

Wakayama, Japan

How Nanki Shirahama is using NEC I:Delight to boost tourism in the region

The challenge

Nanki Shirahama is a resort town on the south coast of Japan's Wakayama prefecture looking for revitalization after the COVID-19 pandemic. The Tourism Association wanted to promote a stress-free and personalized holiday experience to tourists. They were looking at a technological breakthrough that would:

- Allow tourists to use their biometrics data for their entire vacation
  - From personalized greetings at the airport and fuss-free check-ins at the hotel, to seamless entry into attractions and touchless payments across town
  - Receive information and promotions based on their preferences
- Make measuring tourist preferences easier so that operators can cater better to them

The solution

Powered by NEC I:Delight, utilizing the world's most accurate face recognition technology, Nanki Shirahama has launched the "Only Here" Experience – an IoT (Internet of Things) hospitality trial that aims to let tourists registered on their platform use their face identification across a multitude of transactions and interactions during their vacation.

Efficiency	Seamless sightseeing	Personalized hospitality	Clear data on tourist preferences
Tourists can now use face recognition to check for baggage arrival time and receive a personalized welcome at the airport	Guests can enjoy touchless check-ins and room doors at Hotel Seamore, board Meiko buses without manual payments, pamper themselves at Infinito Hotel & Spa, skip the queues at Adventure World theme park, enjoy a sumptuous dinner at Sushi Yata, and more – all with face recognition payments (see the complete list here)	Soon, participating business operators will be able to offer special birthday offers and curated recommendations, and restaurants can even be notified of their guests' food allergies the moment they step in	Digitized "Town Walking Map with Nanki Shirahama Coupons" combined with face recognition gives the tourism department precise data on tourists' habits and helps in future initiatives

"The face recognition solutions create invaluable data. We think it will be possible to more efficiently implement tourism measures according to customer needs and select promotion targets and methods."

Mr Fujita, *President of the Nanki Shirahama Tourism Association*

Learn more about NEC I:Delight at nec.com/idelight/hospitality