Powys SMART Towns
Visitor Insights

Providing free WIFI using Cisco Meraki is SMART but using the same system to provide invaluable insights is even SMARTER.
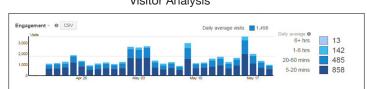
What is Cisco Meraki?
It's a managed town WIFI system, but it is also a comprehensive visitor monitor that provides extremely valuable visitor insights.

How Does It Work?
Most people have a mobile phone; by design the phone is always looking out for WIFI hotspots (like the Free Town WIFI) and this activity is cleverly picked up by the Meraki monitoring system.

The system is able to determine approximately where a person is, how long they stayed and whether they have been to the town before. This is all done anonymously and in a GDPR safe way, by a system designed by a respected company.
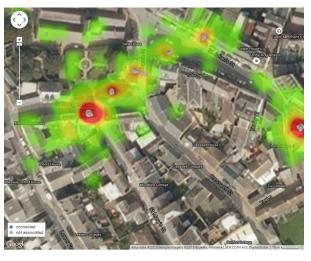

Visitor Analysis

Town Benefits

While the town will already have an idea of busy and quiet times, the Meraki system will record very accurate visitor numbers over time. This is invaluable when making decisions in the town regarding opening times, events and when considering general improvements.

Each month, the town co-ordinator can gather all the various insights from the included dashboard and distribute them to businesses owners and other stakeholders. From the information presented, the town can make reasonable predictions about visitor numbers in the future for event planning and consider how to increase the time visitors stay in the town (dwell time), thereby potentially increasing the amount of money being spent in town.

Visitor Heat Map

The visitor heat map can be used to determine how people move around the town over time and this might result in changes to car parking, toilet facilities and better signage, again with the aim of increasing visitor dwell time.

How To Get It
The insight system is included in the Cisco Meraki Town WIFI System.

In the first instance please contact Focus Newtown Enterprise Hub via their website **focusenterprisehubs.wales** or phone **01686 806349**