

PICK MAP



Introduction

A unique smart tourism information service
PICK MAP



A smart tourism information service to keep you safe during COVID-19
PICK MAP



We're launching a new tourism information platform!
PICK MAP

Pick Map doesn't recommend restaurants or tourist destinations. Pick Map was created to provide Jeju travelers with real-time information that allows them to select safer areas. It also offers data that... and data that allows tourism business owners to better understand market conditions. Pick Map focuses more on the quality of the information than the quantity.



PICK MAP updates you with real-time status of Jeju island

user's direct operation
DYNAMIC UX

real-time crowd numbers
HEATMAP

increasing rate of visitors
HEATMAP

←100m→
within 100m radius
Offers information

age and gender ratio
Infographic

floating population changes in the last 24hrs
Graphic

Helpful Guide

- Dynamic UX operated directly by the user
- Heat Map that tells you real-time crowd numbers
- Heat Map that shows the increasing rate of visitors
- Offers information within 100 meters
- Infographic based on age and gender ratio
- Graph that shows the changes in the floating population in the last 24 hours
- Graph that shows the visitor ratio within a search location
- App Point that classifies 11 different types of businesses
- Real-time revenue ranking by industry

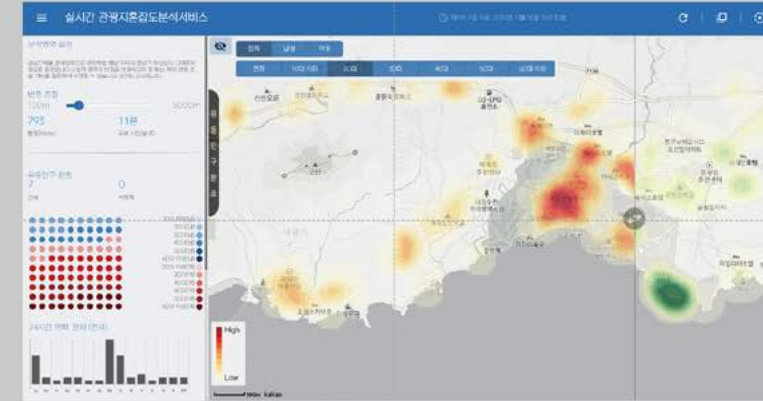
visitor ratio within a location
Graph

11 different types of businesses
App Point

real-time revenue ranking of different industries
Ranking

▶ Real-time crowd numbers analysis

- ▶ Analyzes the floating population every 5 minutes and within 100 meters
- ▶ Classifies visitors by gender, age, region
- ▶ Presents average value and comparative rate of increase/decrease every 3 hours

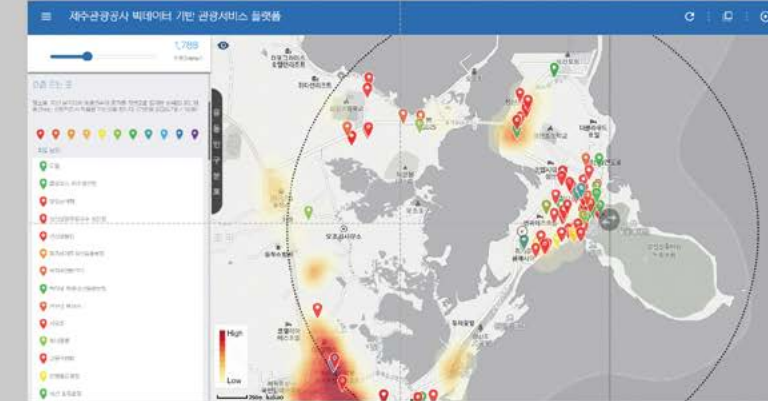


When to use PICK MAP (for visitors)

- ▶ When you want to know which location is currently crowded
- ▶ When you want to know when a destination is most crowded
- ▶ When you want to know where people of the same gender and age visit the most

▶ Data on businesses with a rapid increase in sales

- ▶ Classifies 11 different types of restaurants
- ▶ Analyzes credit card usage data and last quarter sales comparison
- ▶ Detects popular restaurants by tourist destination, season, and food type



When to use PICK MAP (for visitors)

- ▶ When you want to find less crowded areas
- ▶ When you want to know which places are currently popular
- ▶ When you want to know which places had a rapid increase in sales



Currently in Jeju

- Which location is the most crowded?
- Which location is least crowded and most safe from COVID-19?
- Where would you recommend me to visit?
- What places would you recommend to visit?
- Which business has a steep increase in revenue?
- Which type of consumer spends more than others?
- Where do consumers visit the most?

Find Jeju tourist information that no one else knows

What are you curious about? Jeju Tourism Organization will provide you with answers through PICK MAP



Search on PICK MAP And discover so much more



Based on the geographic address
Geocoding



Based on geographic coordinates
Geocoding



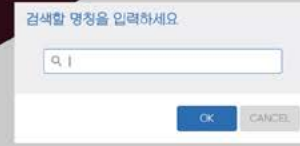
Denotes with the location title and geographic coordinates
App Point

by graphs
Data Search



Helpful Guide

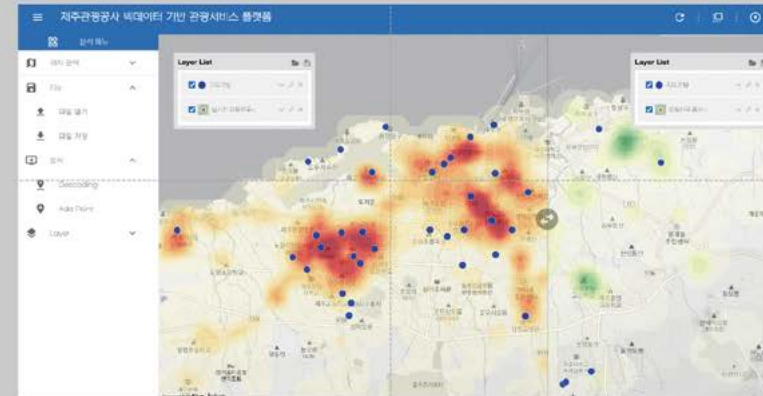
- Geocoding based on the geographic address
- Geocoding based on the geographic coordinates
- App Point denotes with the location title and geographic coordinates
- Data search by graphs
- Data search by the year, target, and theme



by the year, target, and theme
Data Search

Tourism marketing data analysis

- ▶ Analyzes the floating population based on the industry and the location address
- ▶ Shows the distribution of related businesses on the map with geocoding technology
- ▶ Identifies an overcrowded business within a location



When to use PICK MAP (for businesses)

- ▶ When you want to analyze geographic data without hiring a data analyst
- ▶ When you want to know if the floating population distribution and the size of your affiliate store overlap
- ▶ When you want to know where to start your business

Visitor DB research service

- ▶ Data derived from surveys of Korean, non-Korean, and cruise visitors (100 questions)
- ▶ Data on reason for visit, route of gaining information, money spent
- ▶ Research data on the different travel styles of different consumer groups (age, gender, country, etc.)

연도	지역	성별	나이	인원수	%
2019	전체	남성	01세	465	7.6
2019	전체	남성	02세	450	7.4
2019	전체	남성	03세	470	7.7
2019	전체	남성	04세	534	8.5
2019	전체	남성	05세	532	8.7
2019	전체	남성	06세	525	8.5
2019	전체	남성	07세	524	8.5
2019	전체	남성	08세	562	9.2
2019	전체	남성	09세	467	7.6

When to use PICK MAP (for businesses)

- ▶ When you want to know why tourists are visiting Jeju, how they acquire traveling information, and how much money they spend
- ▶ When you want to know how Koreans and non-Koreans differ in traveling
- ▶ When you want to know how the 2019 traveling style differs from 2018 from last 2018

Explore Jeju on a map
Discover more through search
A smart tourism information service for Jeju Island visitors and tourism businesses.

PICK MAP

