Sustainable Tourism
Navigating a Greener Future through Data-Driven Solution, Balancing Travel and Urban Development with Open Data
Raised US $40M Series C Fund from Japan and South Korea Governmental Bodies in 2020

Obtained ISO Certifications with the launch of Wee Marketplace in 2022

Adhered to IAB Standard SDK Certification under global standard

In Tokyo, Osaka, Okinawa, Taiwan, Hong Kong, Singapore, Shenzhen & Bangkok

15 Years 8 Offices

Of services across APAC

Privacy Information Management System
Information Security Management System

Among 30+ compliant companies globally, FIRST in Hong Kong
Member since 2023
Showcase – Government

Driving Digital Transformation – Osaka Convention and Tourism Bureau

Expert Committee for the Sustainable EXPO
Since December 2021

In the committee, experts discuss concerning the sustainable operation of the EXPO. They also make opinions and suggestions from their professional perspectives on sustainability issues such as "Carbon Neutral".

Sustainability Policy of EXPO 2025 Osaka, Kansai, Japan (April 2022)

We will determine the necessary visions and guidelines based on the sustainability policy.

EXPO 2025 Green Vision (2023 Edition) for the operation of the EXPO in consideration of carbon neutral circular economy and so on
Published in March 2023

Code of Sustainable Procurement (2nd Edition)
Published in July 2023

Sustainability Action Plan of Expo 2025 Osaka, Kansai, Japan (1st Edition) for reporting sustainability initiatives to stakeholders
Published in April 2023
Following gradual economic recovery, OCVB needs to learn target travelers’ preference in the post-pandemic era, which becomes inevitable to restructure an effective recovery plan for foreseeable opportunity.

**Result**

Vpon helped OCVB leverage data insights to formulate effective branding and marketing strategy with AI:

1. Collect and utilize **data insights** derived from Ads campaign
2. Identify **new audience segment** under the “New Normal”
Vpon builds a strong data ecosystem on top of its comprehensive solutions – with Data Privacy and Information Security in mind.

That is why Vpon is ISO 27001 & ISO 27701 certified, and partners entrust their data to Vpon to explore various use cases.
Providing precise tourist development insights
To identify the needs of business development

**Audience Lookalike**

**Outbound & Inbound Traveller’s behaviours**

**Ad & App Audience Insight and Visualization**

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**Example: High-end Luxurious Shoppers**

### Purchase Data
Find what have actually been purchased
- Top-spenders (10% of each category)
- 5-star hotel frequent visitors (who reserved hotel rooms/restaurants)
- Luxurious Jewellery & Watches Buyers
- Brand-name products purchased

### App Data
Find what apps have been installed
- Airport Lounge/VIP App
- Luxury brands loyalty App
- Investment Bank App
- Brand-name products purchased

### Point-of Interest Data
Find where do the audience went/frequently visit
- Art Galleries/Auction House
- Private Golf Course/Club houses
- Michelin Restaurants
- Car shows
Refine travel behaviors of potential customers through data analysis

Travel to Japan (with buying travel exhibition ticket)

Travel to Japan on their own
Data Technology

Pedestrian flow rate analysis
Creating a Sustainable Tourism Route

**Technology**

Based on the Vpon POI (Points of Interest) database and using mobile data collected through Vpon mobile devices, calculate the interconnectivity between various attractions, offline visitation numbers, and online exposure popularity.

**Indicators**

1. Attraction Connectivity Score
2. Visitation Route Tourist Count
3. Influencer Exposure Popularity Index

**Application**

1. Plan Attraction Combinations
2. Track Visitor Trends for Each Combination
3. Advanced: Study Different Attraction Preferences for Various Tourist Types (e.g., Foreign Tourists)

**Concept**
Merging open environmental data + citizen behavior = New Urban Development
Ideal Green Development for Tourism

Merging open environmental data + citizen behavior + business need
Open Data Platform
Review and find the balance between business needed / environmental development

Policy Making To Action

Measurement

Private Sector Participation
Provide up-to-date technology to accelerate the use case

Gov

Policy
Indicator to make sure the vision becomes a real action plan
Get In Touch

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