



## CASE STUDY

### Swan Valley Visitors Centre

Digital Kiosk





# Swan Valley Visitors Centre

## Digital Kiosks

City of Swan wanted to introduce modern technology into the Swan Valley Visitors Centre to assist with their sales and marketing efforts. Our solution – a 55 inch freestanding digital kiosk with touchscreen displaying content from the City of Swan website – ideal for displaying campaigns and promotions related to the Valley.

### Scope of Works

The scope of work included supplying the kiosk and installing at site. Our team set up the IT software and technology to allow the screen to link directly to the Swan Valley's web content featuring events, activities, restaurants, maps and more.

The whole system benefits from a very simple operation, with no content updates required as the live feed from the website keeps content fresh and current.

Tourists and guests have browsing access to the single sided touchscreen located inside the Visitor Centre near the merchandise counters.

### Project Summary

Project:	Swan Valley Visitors Centre Digital Touchscreen
Location:	Guildford, WA
Environment:	Internal
Client:	City of Swan
Date:	Feb 2021
Features:	55" single-sided interactive touchscreen with content connected to the City of Swan website.





## Why Digital Information Kiosks

In the tourism arena, digital information kiosks are an ideal for users to interact and engage with your space. Museums, historical sites, national parks, and other tourists/visitor attractions often engage kiosks as a method for conveying information about a particular exhibit or site.

Displaying visual information, maps and videos, digital kiosks allow guests to control their viewing. Content display is more exciting than traditional brochures and there is the opportunity for interactive learning for school aged visitors.

Many people prefer using interactive kiosks instead of dealing with staff. They like the control! The fact that the kiosks have videos, and are able to provide all the information one needs, means that people do not have to queue to speak to customer service agents or other personnel.

In an internet world, many visitors are used to finding out everything they need to know via touch. Touchscreen technology is also a great way to keep visitor's interest up – and reduce the potential for kid's boredom (!).

There is no doubt that by providing touchscreens the information can be both informative as well as entertaining!

## More about Swan Valley Visitor Centre

The Swan Valley is widely considered the City of Swan's jewel in the crown. Renowned for its wineries, restaurants, produce, activities and rustic charm, visitors to the Valley are spoilt for choice. Find out more here: <https://www.swanvalley.com.au/Home>

Being a diverse region, the City of Swan offers many leisure opportunities in the Swan Valley. From cycling, horse riding, adventure camps, golf, hiking, canoeing and boating, to cafes and restaurants, brewery's, and specialist produce such as honey and nougat, the area is an exciting playground for families and tourists. Find out more: <https://www.swan.wa.gov.au/Home>

## The Final Wrap

The Yap!digital team will give you non-biased recommendations and gear your signage to the future. We are not affiliated to any brands which gives us maximum flexibility to design a solution based on the technology that fits your requirements the best. Find out more at: [www.yapdigital.com.au](http://www.yapdigital.com.au).





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