APP Safe Beaches

This App was developed launched by the City Hall of Palma during the COVID-19 crisis and it lets beachgoers know how full the islands' beaches are before going. This APP also publishes real-time information on the cleanliness of the sea and weather conditions and also includes information on safety and security measures and regulations.

Issues Faced

- Urgency for an App with the required features.
- Possibility of having swamped beaches. - Not enough social distancing on beaches - Irresponsible behaviour.
- The need to keep beaches and the sea clean.
- Lack of coordination of resources.
- The need to lead and create strong partnerships with advances technological tools based on data processing and exploitation, geospatial analysis, capacity in real-time and the devlopment of smart destinations.
- Adapt its tourism strategy to the national STD Programme.

Key Objectives

- Make beaches safer places.
- Monitor the number and flow of people on the islands' beaches in real-time. Showing different coloures on the APP, depending on occupation rates: GREEN: <30 per cent; YELLOW: 30-60 per cent - safe; ORANGE: >60 per cent - risk; RED: >90 per cent - beach to be closed.
- Offer information on the state of beaches and the sea in real-time - whtat flags are displayed
- Get residents and visitors involved by giving them a feeling of coresponsibilty leting them upload information.
- Keep people up to date on latest local security measures.

Main Results

- A usable and efficient APP that has been developed in record time.
- An App and pilot project fully in line with the Smart Tourism Destinations' national programme's reccomendations.
- Beachgoers can help to improve the inforamtion pubished by annonymously uploading their own real-time information and therefore they can actively contribute to make beaches safer.

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