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Cellnex Telecom and Benidorm Town Council are launching a free WiFi pilot scheme aimed at citizens and tourists

- **This free service will be offered in the vicinity of the Mediterranean Balcony and the Tourist Information Office, both points of interest which attract a large number of visitors.**

Cellnex Telecom and Benidorm Town Council, through the Visit Benidorm Foundation, are working on launching a free WiFi pilot scheme for citizens and tourists in the town. More specifically, this wireless Internet service will be offered in the vicinity of the Mediterranean Balcony and the Tourist Information Office, both strategic points for visitors to Benidorm.

Public-private partnerships of this type in technological initiatives enhance the services the town offers its visitors, and their opinion of it as a tourist destination. These services are adapted to the citizens' new digital habits, where connectivity and Internet access are crucial. Additionally, as regards tourism, this service represents a big advantage for Benidorm and brings it into line with other large towns which already have an extensive deployment of free wireless connectivity.

In this regard, it is worth noting that Benidorm, with 10.7 million overnight stays, is currently Spain's 3rd largest tourist destination in terms of number of hotel beds. In the Mainland's holiday segment, Benidorm is the country's leading holiday destination.

The Council and Cellnex Telecom aim to cover part of the town's demand for Internet access with a potential market of over 70,000 inhabitants and close to six million tourists who visit every year.

On an institutional level, this service also entails a series of benefits, by providing highly relevant data on users' behaviour and interests. The appropriate processing of this information will enable Benidorm to improve its tourist offer, adapting it to its visitors' real leisure, catering and hotel needs.

As Victoria Majadas, Head of Business for the Levante region at Cellnex Telecom, points out: "thanks to this agreement, Benidorm will be able to offer citizens guaranteed wireless connectivity, which is yet another selling point for the town on tourism, economic and social levels. This pilot scheme is one step further in the race to transform Benidorm into a smart city, thanks to the deployment of new technologies and communications in urban management".

Cellnex Telecom

Cellnex Telecom is one of the leading independent infrastructure operators for wireless broadcasting telecommunication in Europe.

It offers a site-leasing service for telecommunications operators and provides highly advanced audiovisual services to broadcasters at local, regional and national level.

Cellnex Telecom is firmly committed to the development of its network of almost 15,000 sites, through the acquisition of mobile telephony towers and the purchase of the Italian company TowerCo, positioning the company in the development of new-generation networks.

It also develops solutions in the field of "smart city" projects that optimise services to the citizen via networks and services that facilitate municipal management. In this area, Cellnex Telecom is deploying a network of intel-

elligent communications that permits a connection between objects, and therefore the development of a solid ecosystem for the Internet of Things (IoT) in Spain.

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