



# Sustainable Tourism

Navigating a Greener Future through Data-Driven Solution, Balancing Travel and Urban Development with Open Data



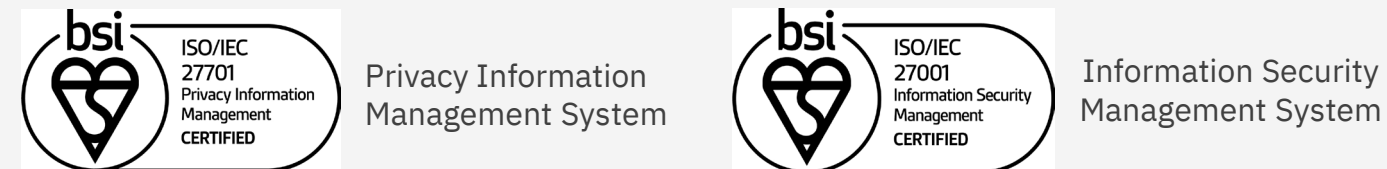
## Raised US \$40M Series C Fund

from Japan and South Korea Governmental Bodies in 2020



## Obtained ISO Certifications

with the launch of Wee Marketplace in 2022



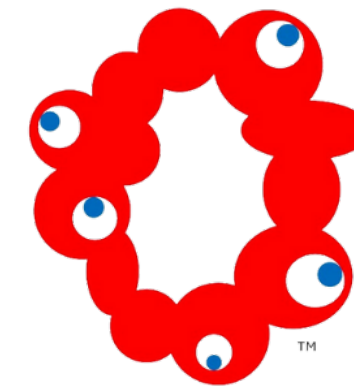
## Adhered to IAB Standard

SDK Certification under global standard





# Showcase – Government Driving Digital Transformation – Osaka Convention and Tourism Bureau



OSAKA, KANSAI, JAPAN  
**EXPO**  
**2025**



## 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 (2<sup>nd</sup> Edition)

Code of Sustainable Procurement(2nd Edition)

※Published in July 2023

### Sustainability Action Plan of Expo 2025 Osaka, Kansai, Japan (1<sup>st</sup> Edition)

for reporting sustainability initiatives to stakeholders

※Published in April 2023



# Showcase – Traveler Lookalike Analysis

## Okinawa Convention & Visitors Bureau



### Background

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.

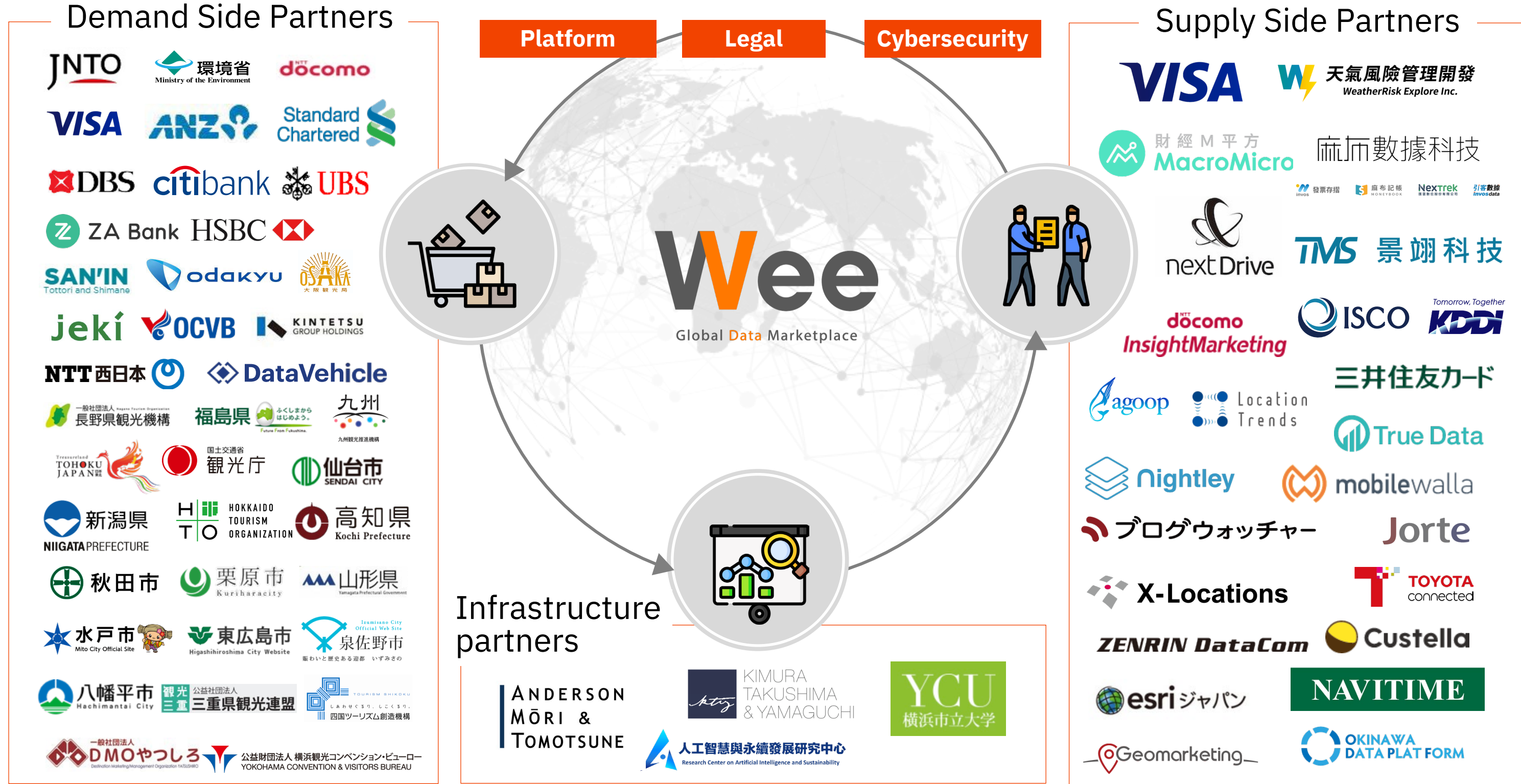
### Result

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”



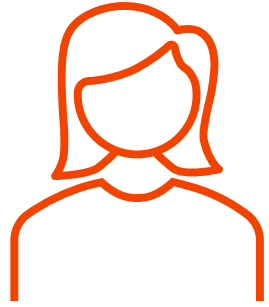
# End-to-end Data Ecosystem



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.

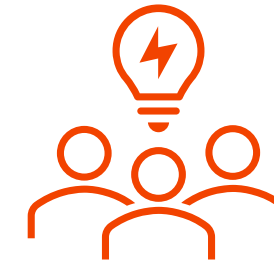
# Providing precise tourist development insights To identify the needs of business development



## Audience Lookalike



## Outbound & Inbound Traveller's behaviours



## Ad & App Audience Insight and Visualization

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





Data insight

# 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



Legend

- 全人流\_人行道
- unit\_pedflow\_val
- 0.00 to 0.00
- 0.00 to 0.00
- 0.00 to 0.00
- 0.00 to 2.59
- 2.59 to 8.25
- 8.25 to 22.49
- 22.49 to 1911.18

Height Scale by raster\_val

- 全人流\_無人行道
- Stroke Width Range by unit\_pedflow\_val

Stroke Width Range by unit\_pedflow\_val

- 次分區

次分區名稱

全人流_人行道	
NAME	信義路一段
PSTART	中山南路
PEND	杭州南路二段
SW_WTH	3.47
unit_pedflow_val	0.000
raster_val	0



# 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.

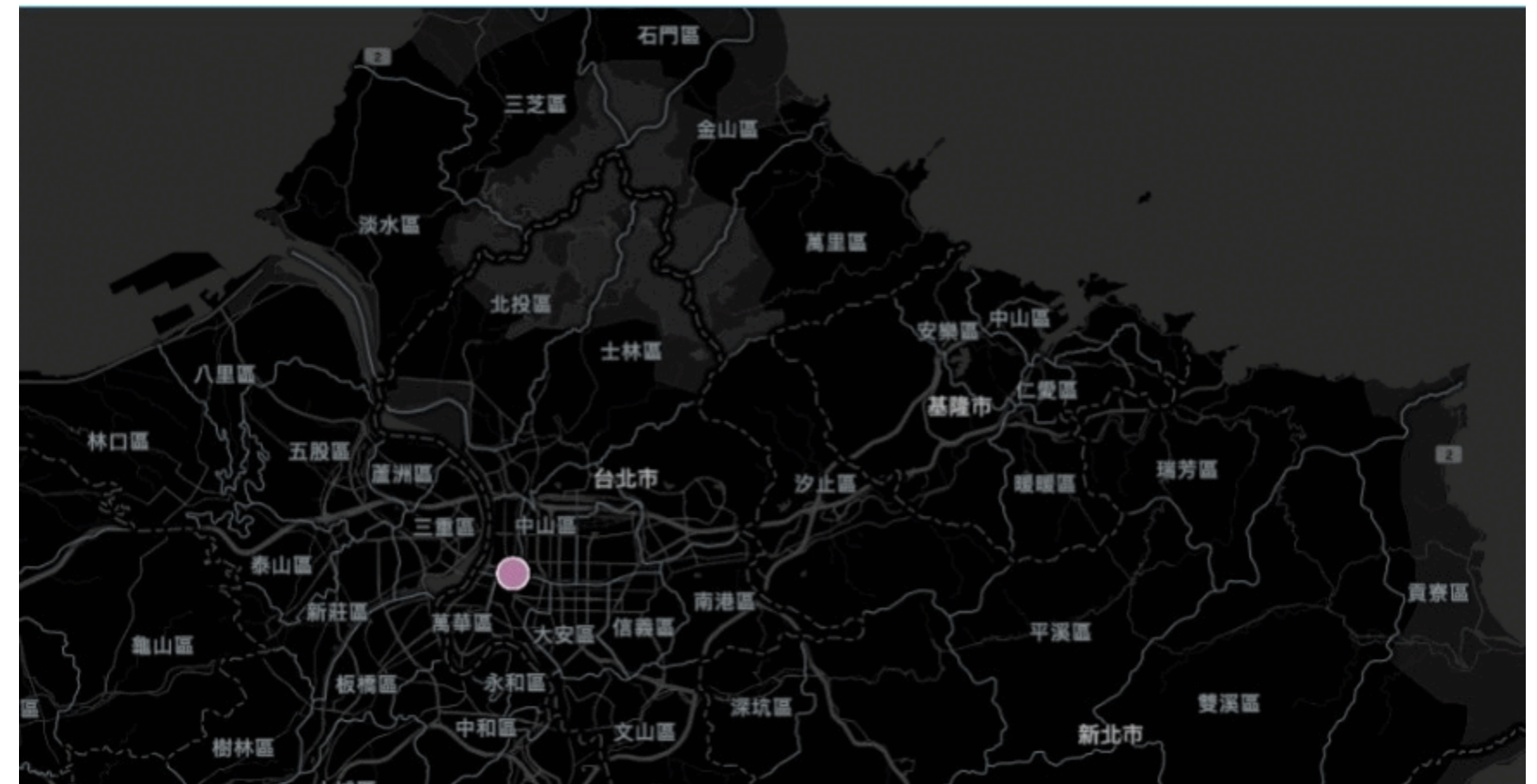
## Indicators

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

## Open Environmental Data



AQI

RPI

TTI

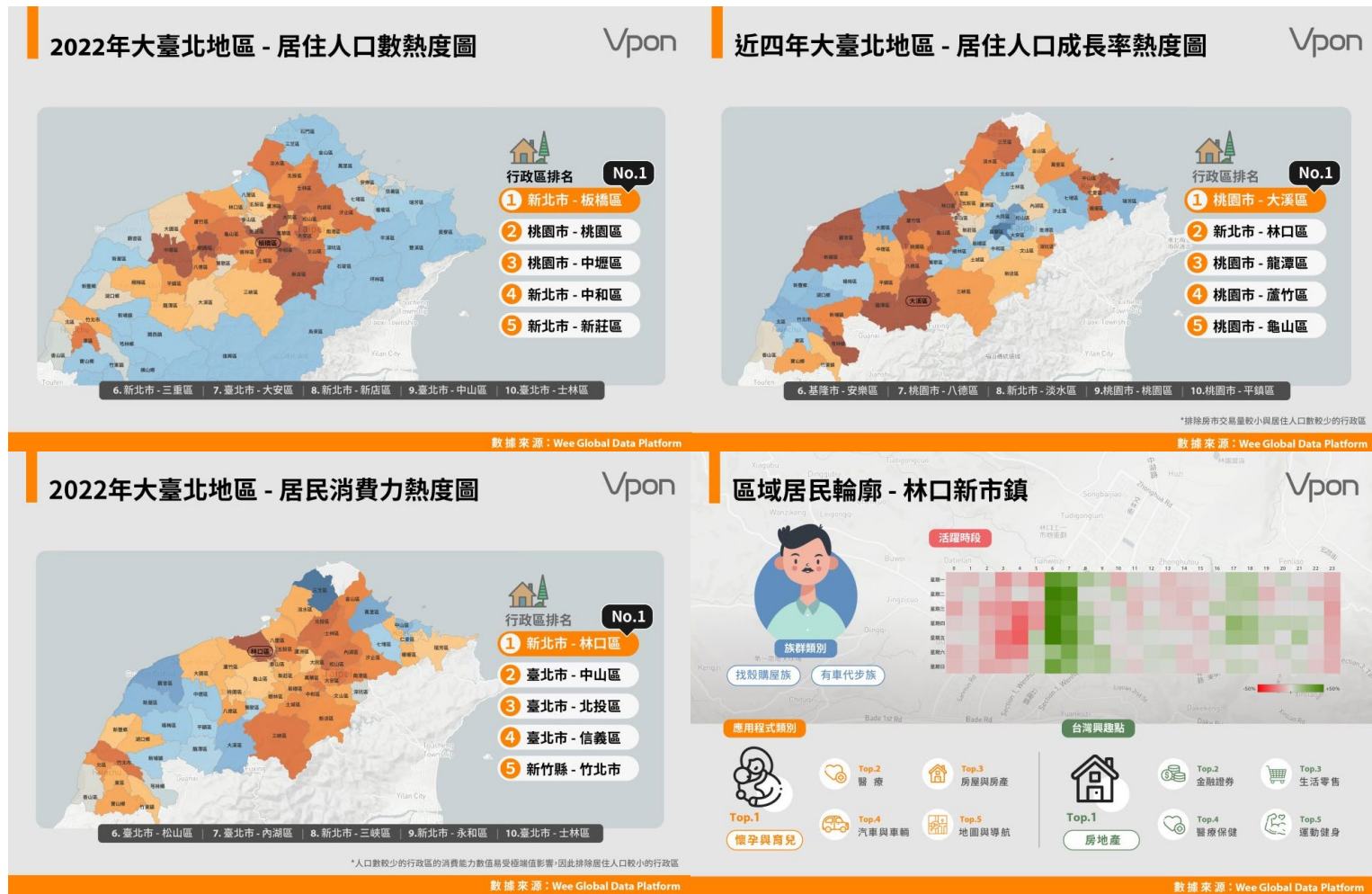
Economic Index

良好	普通	對敏感族群不健康	對所有族群不健康	非常不健康	危害
0~50	51~100	101~150	151~200	201~300	301~500
●	■	▲	◆	◇	★

行政院環境保護署 <https://taqm.epa.gov.tw/taqm/tw/default.aspx>



## Citizen Behaviour









# Open Data Platform

Review and find the balance between business needed / environmental development



Emission source	GHG emissions			Major reduction measures other than efforts to reduce energy consumption
	Scope 1	Scope 2	Total	
Facilities and equipment at the venue (such as pavilions)	6,374	23,627	30,001	Using a type of electricity whose emission factor is zero Using gasses with carbon offset certificates
Transport means at the venue (such as peripheral trams and small mobility vehicles)	239	8	247	Electrifying these means and using a type of electricity whose emission factor is zero
Transport means at the venue (such as logistics and waste carriers)	40	—	40	Continuing to work out possible measures, including using biofuels
Organiser office	—	989	989	Considering switching to a type of electricity whose emission factor is zero
<b>Total</b>	<b>6,653</b>	<b>24,624</b>	<b>31,277</b>	

Table 4-1: Estimated GHG business-as-usual (BAU) emissions (Scope 1 and Scope 2 GHG emissions that would result from a lack of reduction measures; unit: metric tons CO<sub>2</sub>e) and major reduction measures

Emission source	Emissions	Reduction measures	Details of the reduction	Reduction efforts through the Expo Green Challenge, including behavioural changes	Reduction subtotal
Construction of buildings, facilities, infrastructure, etc. at the Expo site	76.0	Reusing existing buildings Actively utilizing leased goods, wood, etc. Actively utilizing low-carbon materials, etc.	Reductions achieved by reusing existing buildings.	Reduction efforts through behavioural changes (outside the venue)	
Official trips by staff		Promoting the use of a type of fuel from which emissions are offset and the introduction of fuel-efficient vehicles	Reducing food loss, and other measures cannot be added together. However, based on past calculations, it is estimated that a total reduction of several hundred thousand metric tons CO <sub>2</sub> e can be achieved.	<ul style="list-style-type: none"> <li>Encouraging the use of non-disposable bottles for personal use</li> <li>Reducing food loss</li> <li>Reusing and recycling clothes</li> <li>Reusing used cooking oil</li> <li>Encouraging energy-saving behaviour</li> <li>Nudging people into behavioural changes</li> <li>Promoting sustainable school excursions</li> </ul>	
Travel (including commuting) of staff, participants, and service providers	0.07	Recommending the purchase of carbon credits at the time of travel Using transport means with low GHG emissions		<ul style="list-style-type: none"> <li>Using the Expo to inspire parties to launch original initiatives</li> <li>Reducing the use of disposable containers and other items at hotels, inns, etc.</li> </ul>	
Waste treatment and disposal	0.6	Reducing food loss and recycling food Reducing the use of plastic (by using reusable dishes, cutlery, etc.)			Aiming to reduce remaining emissions
Expo operations	19.2	Promoting the use of a type of fuel from which emissions are offset and the introduction of fuel-efficient vehicles			
Travel and overnight stays of visitors, food and beverages consumed at the Expo site, and the entire life cycles of licensed and other products, from their manufacturing to disposal	315.2	Recommending the purchase of carbon credits at the time of travel Using transport means with low GHG emissions Introducing fuel-efficient vehicles, EVs, synthetic fuel, biodiesel, etc. in cooperation with external suppliers			
<b>Total</b>	<b>411</b>		Several hundred thousand metric tons CO <sub>2</sub> e		Aiming to reduce remaining emissions

Table 4-2: Estimated GHG business-as-usual (BAU) emissions (Scope 3 GHG emissions that would result from a lack of reduction measures; unit: ten thousand metric tons CO<sub>2</sub>e) and major reduction measures

## Measurement



## Private Sector Participation

Provide up-to-date technology to accelerate the use case



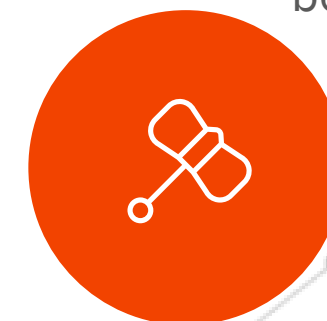
# Policy Making To Action

## Gov



## Policy

Indicator to make sure the vision becomes a real action plan






Samson Chan

Director, Business & Partnership

 samson.chan@vpon.com

 +65 8344 4613

Get In Touch