



DIGITALIZATION IN KAUNAS – TOURISM / TALENT RETENTION / OTHERS

TADAS STANKEVIČIUS, NOVEMBER 7TH, 2022



INITIATIVES TO BE ANALYZED

Tourism initiatives

Talent retention initiatives

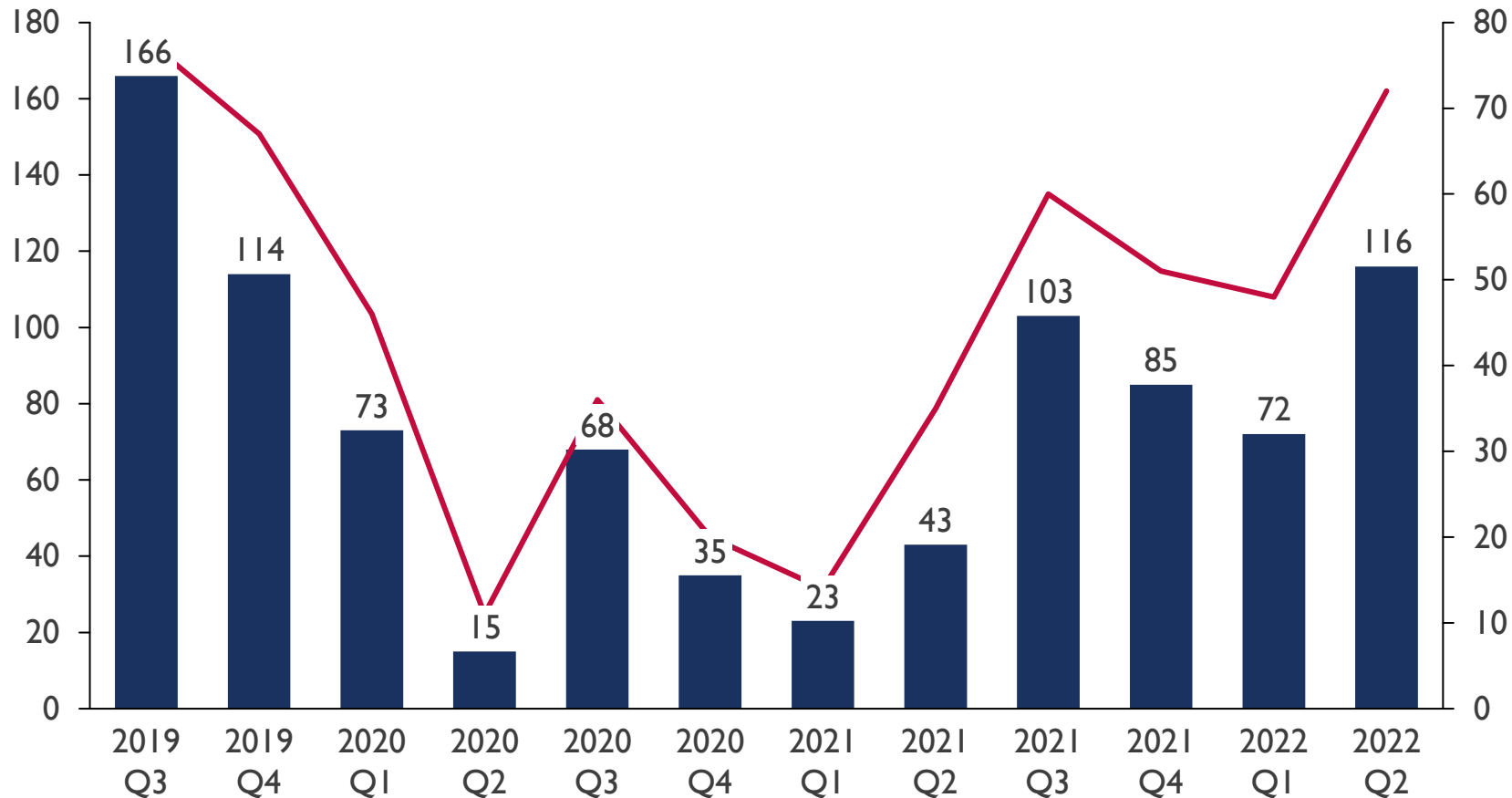
Public facilities' utilisation

Digitalized twin-city

Architecture renovation

TOURISM INITIATIVES IN FACE OF COVID PANDEMIC

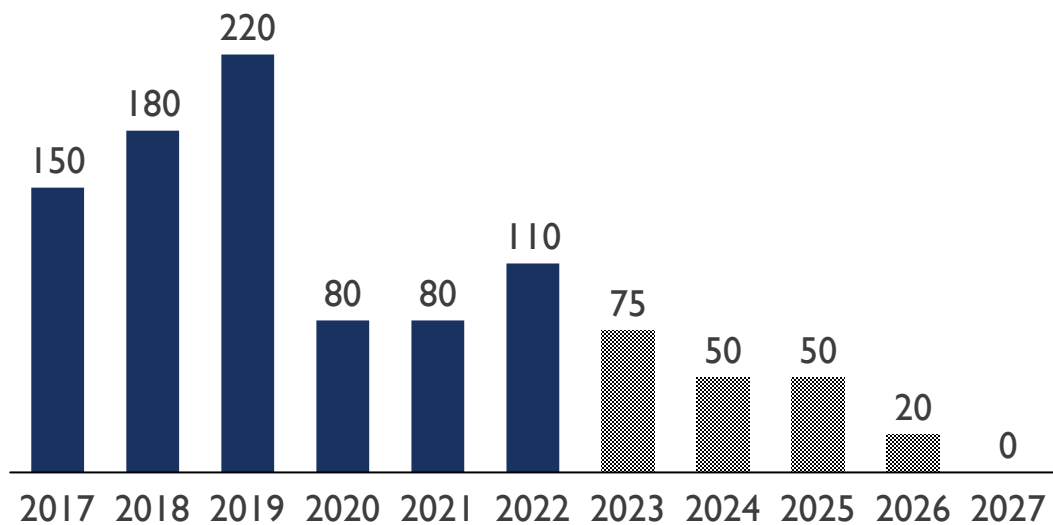
— Bed occupancy rate % ■ City Tax, k EUR



- As a result of Covid-19 pandemic, tourism levels in the city fell substantially.
- Currently the levels are almost back to pre-Covid levels (exp. 2022 will be -5% compared to 2019), implying similar demand for tourism services as before the pandemic
- However as a result of change in tourists' decision making process, as well as internal plans for efficiency, data-driven decision making and sustainability, the measures applied by the city tourism attraction agency changed accordingly.

DIGITALIZATION OF TOURISM CONTENT

Printed copies of tourism maps/routes, etc., thsnd, approx.



- During 2020-2021, digital platform was created to store all necessary information for tourists, including personalization options, maps, routes, direct links to places of interest (i.e. hotels, restaurants, museums, etc.)
- Additionally, data gathered from users using the platform helps the decision making process in terms of route optimization, public infrastructure for tourists, languages

KAUNASTIC CITY CARD



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KAUNASTIC GIFT CARD

[Web site](#)

[10-150 Eur](#)

[PURCHASE](#)

- In cooperation with one Lithuanian discount aggregator company, we launched a city gift card, which allows a person to choose from over 100 service/product suppliers based in Kaunas.
- Not only it helps to attract recipients of the card to the city, it also helps to understand spending patterns, sequences, seasonality and interests

TALENT RETENTION

- City agency Kaunas IN runs 2-3 specialized campaigns per years together with stakeholders (universities, companies) in order to achieve one of the goals: a) increase the number of new students applying to prioritized study programmes, b) retain the graduates once they graduate from Kaunas higher educational institutions and c) attract foreign and local talent to settle in Kaunas
- Career in Kaunas website serves as a database, filled out and updated by each respective stakeholder, in order to track the effectiveness of programmes and pivot them in a timely manner



dictated by the rapid change in technology. Companies in the sector often create relaxed spaces for rest and informal communication, which have already become standard, thus somewhat offsetting intensive cognitive work based on strict logic.

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The most popular specialists in the sector

Development Operations (DevOps) Engineer >
IT analyst >
IT architect >
IT Product Manager >
IT project manager >
Show more

Development Operations (DevOps) Engineer

The DevOps Engineer oversees all cross-departmental software communications engineering, quality assurance (QA), and cross-party smooth operation on IT projects. Their daily work consists of writing code in various programming languages, developing applications, scaling infrastructure, creating virtual environments, and automating systems and procedures.

Average monthly salary (net) in the Kaunas region: "Junior" (up to 2 years) 1500 - 2300 and "Mid" level (2-5 years) 2300 - 3000 Eur, "Senior" (from 5 years) 3000 - 4000 Eur (2022 June AFR inform.)

KAUNAS DIGITAL TWIN

- In various industries, digital twins are used as real-time virtual representations of real-world physical systems or process technologies. A digital twin serves as a counterpart of a physical object for practical purposes, such as system simulation, integration, testing, monitoring, and maintenance.
- Kaunas Digital Twin was created using the OpenCities Planner platform from infrastructure engineering software company Bentley's, Inc.



UTILIZATION OF MUNICIPALITY'S INFRASTRUCTURE

- City is responsible for maintaining the school network, hence it has direct interest in utilising it as effectively as possible
- All sport halls and gyms owned by the schools are pooled into a single system, offering the user a possibility to rent it out after regular working hours
- In 2022 alone, more than 1100 bookings were made and it generated more than 130k EUR for the city budget, allowing to cover the growing energy costs



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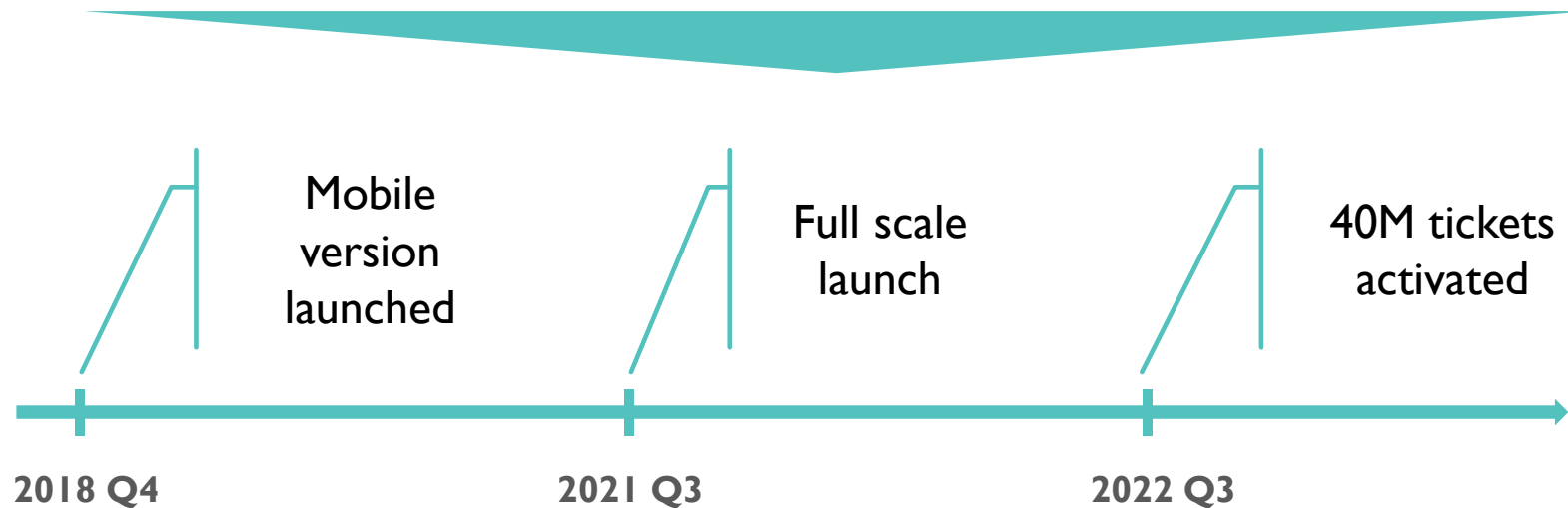


Mažoji aerobikos salė , Kauno sporto mokykla „Startas“

< 2022-11-14 ÷ 2022-11-20 >

	Pir 14	Ant 15	Tre 16	Ket 17	Pen 18	Šeš 19	Sek 20
08:00							
08:30							
09:00	Rezervuota klientams	Rezervuota klientams	Rezervuota klientams	Rezervuota klientams	Rezervuota klientams		
09:30							
10:00							
10:30							
11:00							
11:30						KSM Bangpūtys	
12:00							
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14:30	KSM Startas treniruotės				KSM Startas treniruotės		
15:00							
15:30			KSM Bangpūtys				
16:00	KSM Startas treniruotės				KSM Startas treniruotės		
16:30							
17:00			KSM Bangpūtys		KSM Bangpūtys		
17:30							

PUBLIC TRANSPORTATION



- E-tickets allow for a data-driven process making
- Scalability of the system allows for centralisation of neighboring municipalities' public transportation ticketing systems