

## Phuket

### About the City

<b>Total Land Area</b>	543 km <sup>2</sup>
<b>Population</b>	0.4 million
<b>Density</b>	719 / km <sup>2</sup>

#### Chief Smart City Officer



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### Smart City Action Plan

#### VISION

With tourism accounting for 97% of its Gross Domestic Product, Phuket's smart city vision is to achieve sustainability in its tourism development.

#### FOCUS AREAS

- Civic and social aspects of tourism to prepare utility needs that cater to tourists
- Industry and innovation to promote trade and commerce activities
- Security
  - o Using CCTV analytics to predict and prevent crime
  - o Reduce crime by 50%

#### STRATEGIC TARGETS

- Improve public utilities management for environmental sustainability especially for water, waste and electricity
  - o Reduce the operation cost by 25%
  - o 80% of utilities to go online
- Increase tourist return rates to 50% of annual tourist arrival



**Smart City Project 1  
City Data Platform**

**OVERVIEW**

Using real-time big data from sources such as free-WiFi and CCTVs, Phuket plans to build a City Data Platform that allows for better understanding of residents and tourists in Phuket. The City Data Platform functions to build big data that can aid the city administration in more efficient and accurate planning of infrastructure, public utilities, common amenities etc. The data will also provide valuable insights to businesses and start-ups in their analysis.

**SUPPORT REQUIRED**

- Technical support in data analytics and Business Intelligence platform providers
- Collaboration with data-source owners and other key stakeholders
- Data exchange based on Blockchain

**Smart City Project 2  
Phuket Eagle Eyes - Safe City based on Big Data Harvesting and Analytics CCTV Safe City**

**OVERVIEW**

With the vision of making Phuket a safe city for all, Phuket aims to maximise the coverage area of CCTVs by inviting private firms and corporations to share their CCTV generated data with the government. While video analytics and CCTVs have been implemented and integrated since 2017, Phuket plans to expand the coverage of CCTVs. Phuket city government seeks to collaborate with Cloud companies to take this project forward.

**SUPPORT REQUIRED**

- Technical support in CCTV analytics for safety such as face recognition platforms

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