



## **Toulouse Tourist Information Office adapts NFC technology and chooses ADELYA as its contactless city pass provider**

As part of the effort to make Toulouse a “territorial leader” in contactless technology, the Toulouse Tourist Information Office will be providing, by summer 2014, a city pass with an NFC chip for easy and interactive access to public transportation, museums, and numerous city attractions, as well as benefits and discounts from local stores.

**Toulouse, October 15, 2013** - ADELYA, a leading supplier of mobile technologies and NFC-based loyalty and CRM solutions, announces its partnership with the Toulouse Tourist Information Office for the creation of a contactless city pass. The Toulouse City Pass will give tourists access to the city’s public transportation system, museums, city attractions, and even offer discounts and deals at local stores, all with one pass.

### **Toulouse invests in NFC with ADELYA**

Recognized as a territorial leader in contactless mobile technology by the Ministry for the Digital Economy, it was natural that the Toulouse office should embrace NFC technology for its new city pass project. ADELYA was selected after a competitive tendering process to implement a contactless pass.

*“Simplified use, a tourist package adapted to customer preferences, identification and monitoring of tourist hot spots, and generally being able to provide more services are vital elements for a new generation city pass. Adelya’s city pass solution brings all these ingredients and more, with monitoring of tourist hot spots, highlighting the most visited attractions; smooth city pass management through an automated and real-time reimbursement process; and city pass customization depending on events or visitor typology... This city pass project has been made possible by the initiative of Toulouse Métropole and in partnership with TISSEO, the Toulouse transport authority”, explains Jean Micoud, Deputy Director of Marketing and Communication.*

### **Expertise and flexibility for a memorable tourist experience**

For the Toulouse City Pass, Adelya will provide the Tourist Information Office and its partners (museums, transportation, city attractions, and local stores) with a web-based back-office platform, a city pass mobile application, and NFC readers and mobile phones. At the moment of purchase, the visitor profile (name, surname, email, opt-ins) is stored on the city pass. During their visit, tourists simply tap their contactless city pass on NFC readers or mobile phones and they are instantly identified and access automatically validated. The Tourist Information Office then benefits from real-time reporting and analysis on visitor activities.

*“We are delighted by the faith that the Toulouse Tourist Information Office has placed in us,” adds Jean-François Novak, CEO of Adelya. “After the success of the Marseille City Pass , which has doubled its sales since its launch, we are proud to be working now with Toulouse, one of the most dynamic cities in France. As a specialist in contactless technology and information dematerialization, Adelya is happy to be working with such strong references in a booming global tourism market.”*

## About ADELYA

An innovative company founded in 2005 by CRM pioneers, Adelya provides retailers and merchants with unique loyalty solutions powered by NFC and mobile technologies. With Adelya, a veritable loyalty operator, retailers are able to establish a stronger and more interactive customer relationship at points of sale while also boosting revenues.

Designed for retailers and cities, Adelya's multi-channel, software-as-a-service (SaaS) Loyalty Operator platform offers innovative and interactive marketing services: loyalty cards, marketing campaigns, city passes, couponing, promotions, gift cards, statistics and reports. It provides consumer interaction at any type of point of sale (in-store, eCommerce, mobile services) and through their preferred communication channel: SMS, email, social networks. As a natural complement to Loyalty Operator, Adelya's Loyalty Avenue web and mobile application gives consumers access to shop information, deals, and the ability to manage their loyalty rewards.

Our clients include Aéroports de Lyon, Bars&co, Havas/Carlson WagonLit Voyages, Movida, les Librairies Decitre, l'Office du commerce de Bayonne, l'Office du Commerce et de l'Artisanat de Nice, Office du Tourisme et des Congrès de Marseille, TOC (Trouble Obsessionnel Culinaire).

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