

**Executive Summary**  
**Phuket Smart City**  
**By Phuket Provincial Office**

As the crown jewel of the Andaman, Phuket has been designated by this Smart City Thailand Steering Committee as one of the "pilot smart cities," thanks to factors such as its popularity as a world-class travel destination and economic performance. Moreover, Phuket is at the forefront of a new investment model capitalizing on the strength of both the public and private sectors, such as the Phuket City Development Company (PKCD), a consortium of private companies pooling their resources together to deliver key services. As one of the first cities to receive direct support to pilot its smart city campaign, Phuket has been implementing important ICT projects such as smart buses connecting the international airport to every major part of the city, high-speed public WiFi hotspots, the Intelligent Operation Center (IOC), LoraWAN and NB-IoT networks, and a city data platform (CDP) to link together tourist information. The goal of Phuket Smart City is to be a sustainable city for tourism, education, innovation, and services at international standards. Phuket will have smart city services and solutions in all 7 areas, with a combined number of 42 smart city projects. Among these, flagship projects include the comprehensive integration of the artificial intelligence-powered close-circuit cameras (CCTV), serving the public as the city's robust security surveillance system. To help reducing crime and preventable accidents, both the face and license plate recognition systems will be concurrently deployed. Promoting community tourism through the Phuket Tourism Information Management system will also enable service providers to attract demands from visitors. Moreover, there are also digital projects for the tourism of the adjacent Andaman coast, the so-called "Andaman Tourism Digital Twin" project will help to distribute growth in sustainable tourism economy throughout the region. Renowned legacy projects such as Phuket Smart Bus will continue to operate synergistically with novel projects such as Mobility-as-a-Service (MaaS) platforms to serve both the residents and visitors.