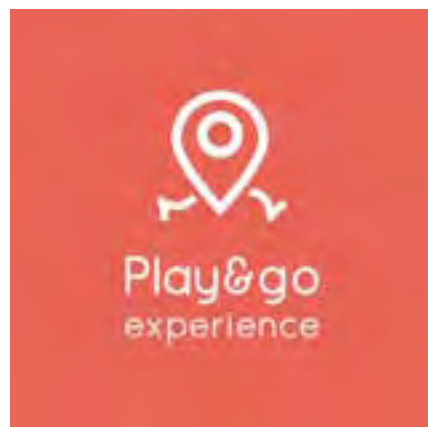


PLAY&GO EXPERIENCE

This company helps tourist organisations with their digital transformations through technology: gamified digital guides, smart data platforms, digital tourist treasure hunts and integrated tourism experiences.

www.playgoxp.com



Collaborating member of the Smart Destinations Network



INTEGRATED TOURISM EXPERIENCES

Connected tourists are at the heart of any action, and act like a node in an open system, receiving information about the destination and generating data for the destination, which then becomes more intelligent. The integrated tourism experience, in this **multi-channel manner**, is generated through four stages:

1. **Information:** the main tourism resources to be shared are identified, key information is created about them in a range of formats (text, photos, videos, audio and 3D) and a narrative (storytelling) is developed linking them together.
2. **Geolocation:** these resources are identified in the destination through online maps, organised in layers of themed information.
3. **Integration:** the information is developed and integrated in its different formats - text (explanatory texts about the resources and the general narrative), photos (recent and

old), illustrations and video images (promotional videos), audio guides (narrations of the texts), 3D models (digital recreations), virtual reality (360° photos), augmented reality, educational guides, mobile apps, websites, digital games, leaflets, signs, informative panels and QR codes.

4. **Datification:** the tools needed to measure the consumption of information in different formats are created.

These actions are always performed with sustainability in mind: all designs are created taking the economic development of local businesses into account in an environmentally friendly and socially equitable manner.

This integrated tourist experience proposal offers global (the entire destination) or partial (tourist routes and/or resources) tourism development, with the aim of attracting visitors and tourists to learn more and plan their visit in their own way. The business concept is based on a work and service model.

Scope of smart destination application

**Technology
Governance**

Solutions for destinations in the following areas



Type of solution

