GVAM

GVAM is formed of a young team specialising in diverse professional areas in order to offer results with the "six senses": development, design, content creation, visitor service, audience analysis and hardware adaptation.

www.gvam.es

GVAM
MOBILE GUIDES FOR ALL

Collaborating member of the Smart Destinations Network

GVAM Guías interactivas
miembro colaborador
Red DTI

DESTINATION MANAGEMENT TOOLS

GVAM is an expert partner in the implementation of bespoke technological solutions for tourist destinations and a leading company in the production of destination applications, with more than 100 apps/PWA produced, thousands of heritage resources digitalised and more than two million unique users a year.

GVAM solutions provide destinations with reliable tools for addressing the reinvention of the tourist model and the challenges that this presents, making the most of the opportunities available:

- Prioritise the protection of cultural **heritage** and natural resources
- Make **energy efficiency** and green transportation more widespread
- Standardise the **digital transition** by providing data, customisation, digital marketing and AI tools
- Make the destination more **competitive**, digital and accessible and boost short consumption cycles

The **destination management tools** developed by GVAM use technology and digitalisation for facilities management.

This includes the digitalised tourist office assistants that provide paperless route planners on tablet-like devices through a drag-and-drop interface of destination activities, show the suggested result in the form of a list or editable interactive map, as per the parameters indicated for the visitor and their profile. Visitors can also save these itineraries to their own devices.
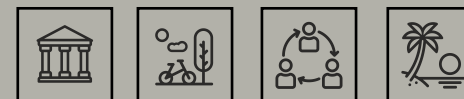
Classic group radio guides can also be digitalised via the destination's app, which functions between users as a digital radio guide transmitter-receiver, not only sending voice messages, but also making it possible to share the screen with the rest of the participants.

Finally, GVAM has created its own platform to control flows and capacities; this uses real-time monitoring of the visitors in a destination to automatically send notifications and alerts when a certain threshold is exceeded in specific areas.

Scope of smart destination application

Technology

Solutions for destinations in the following areas

Type of solution