Glosario
Iconográfico

Inicio

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

TOURIST PORTALS AND PLANNERS

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:

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

GVAM's **tourist portals and planners have been developed as comprehensive platforms in line with standard UNE 178506**.

In addition to their bespoke development for each destination, the solutions include tools for tourists to plan their visits and additional plug & play modules especially for IoT, social media, recommendations, etc.to be used on any form of media, such as websites, apps, screens and digital totems.

These solutions also feature backend tools with dashboards, CMS enabling full graphic customisation and the management of tourist resources and data platforms.

Collaborating member of the Smart Destinations Network

Scope of smart destination application	Solutions for destinations in the following areas	Type of solution
Technology		