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

TOURIST VISIT APPS AND WEB APPS

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 visit tools can be developed in the format most suitable for each case, whether in **downloadable mobile app or in progressive web app format, both of which are fully customised in line with the destination's graphic design**.

These tools are especially useful during tourist visits as they contain highly valuable digital content about destination's heritage and its cultural and natural attractions, organised into different routes and itineraries, as well as interactive maps, universally accessible resources and more, all available via mobile devices.

These are also the perfect platform to include information about the destination's range of tourist resources and services (restaurants, accommodation, activities, active tourism, etc.), including adding content from museums and visitor centres.

Destinations can fully control these tools in real time through the online CMS content manager.

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