

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



CONTENT DIGITALISATION

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

As a **specialist in content digitalisation**, GVAM is a comprehensive creator and producer of multilingual multimedia content about destinations' cultural and natural heritage.

This includes everything from simple content, like images, photographs and videos to top-level interactive resources with immersive experiences, augmented reality, virtual reality and 360° content. Moreover, the company provides knowledge and experience in the production of gamification elements in destinations for all sorts of media and spaces, from simple games to authentic entertainment experiences which interact with the real world and where users can compete against each other.

Scope of smart destination application

**Technology
Governance**

Solutions for destinations in the following areas



Type of solution

