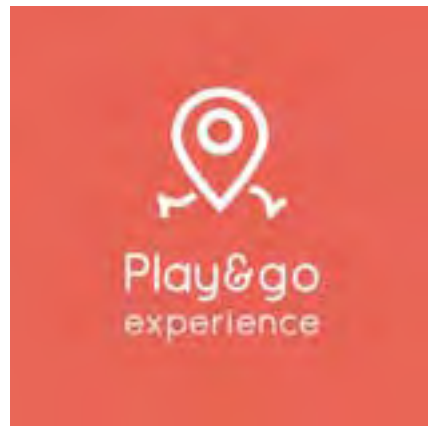


PLAY&GO EXPERIENCE

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



DIGITAL TOURISM TREASURE HUNT

The general objective is to design and implement a **digital tourism treasure hunt based on a destination's tourism resources** through an itinerary for visitors.

The **specific aims** are as follows:

- Create a treasure hunt-style itinerary that encourages tourists and visitors to move between all the different resources
- Create a theme and storyline based on the resources and the history of the destination which will serve as the basis for the itinerary
- Represent the cultural, natural and ethnographic heritage of the destination
- Boost traffic to the destination's tourism website
- Encourage family tourism

The digital tourism treasure hunt provides support to the destination while energetically promoting its tourism resources and making them more well-known. All of this is achieved through geolocation (using online maps) and gamification techniques (web and mobile phone pages), combining actions in the physical environment (QR codes)

and the digital world (digital games) as players have to physically move through the destination exploring its tourist resources.

The benefits include brand impact, tourist promotion, increased average spending, a new promotion channel, data analysis and tourist mobility.

The project consists of four stages:

- An initial, **pre-planning stage** which involves the general digital tourist treasure hunt proposal, the involvement of the municipalities and/or the destination's resources and the design of the mechanics of the game.
- A **development stage** in which the content and designs needed to create the flow of the game are developed, and a digital environment is created to be subsequently tested and validated.
- A **launch phase** in which all the resources are integrated and the QR codes are created and placed in the different municipalities.
- A **final phase to measure** the results, identifying the number of visits made to each municipality and/or destination resource.

Scope of smart destination application

Technology

Solutions for destinations in the following areas



Type of solution

