

PLAYVISIT

PlayVisit is reinventing the ways in which cities are visited through technology, gamification and augmented reality. It digitalises destinations through its platform, creating and marketing fun self-guided visits by adding augmented reality without programming even a single line of code.

www.playvisit.com



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PlayVisit is reinventing the ways in which cities are visited through technology, gamification and augmented reality.

Thanks to its platform, tourist guides, destinations, public authorities and creators can generate passive income through the creation and marketing of gamified self-guided visits (City Games).

The company is a start-up from Barcelona, and aims to help tourism companies with their digitalisation process.

What value does PlayVisit offer?

- PlayVisit STUDIO automates the creation of tours
- Its PlayVisit STORE marketplace monetises tours
- It integrates augmented reality content

PlayVisit offers a SaaS platform where its clients can easily create and monetise virtual gamified tours (City Games) without the need for programming knowledge, integrating advanced technologies such as geolocation and augmented reality (using third-party technologies).

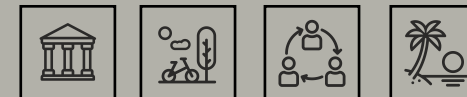
Advantages of using PlayVisit Studio:

- Easy to use: no programming knowledge is required
- No app needed: the PlayVisit tours work on any device (iOS, Android) and with the most popular browsers (Safari and Chrome)
- Gamification: challenges users by adding motivational mini-games to their experience
- Analytics: analyses the profitability of experiences and makes smart, data-based decisions
- Free trial: it offers a free plan to do tests and create virtual tours

Scope of smart destination application

**Technology
Governance**

Solutions for destinations in the following areas



Type of solution

