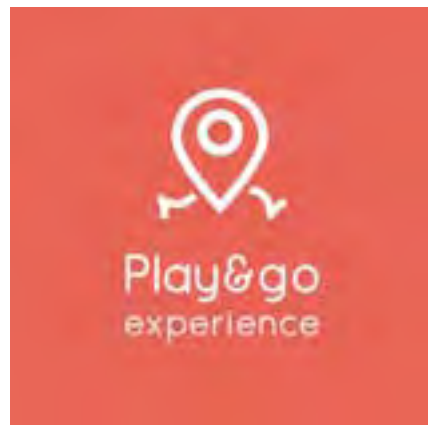


PLAY&GO EXPERIENCE

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



SMART DATA PLATFORM

The solution offered is the **creation of geoportals** that connect visitors to the smart destination by providing real-time information. The goal of this solution is to transform data, obtained through technology platforms, into knowledge, to help decision-making in smart destinations.

One example is a platform based on the development of a geoportal to monitor and view capacities in tourist spaces, which keeps visitors safe and provides them with information while at the same time providing smart data to the destination.

The focus is on improving the visitor experience through access to **tourist information that offers security and confidence** in the tourism space to be visited. This information is displayed through a geoportal using a map as a communication tool between the connected tourist and the destination.

The technology used is through a website that can be viewed correctly on mobile devices, since it is necessary to use the technology in a differentiated way given that the use of a website or a mobile phone may differ depending on the travel phase of the tourist:

- In the **inspiration and booking** phase, the tourist predominantly browses on websites, so the website will focus on offering a general overview of the tourist destination where they can search for information about the area they want to visit.
- In the **experience** phase, the tourist uses their mobile phone, so the GPS will pick up on the area they're in and they will receive information about the tourist spaces nearest to where they are. The web technology will adapt to the mobile to enhance their experience and make sure that it's very simple and practical to use.
- In the **post-trip** phase the tourist will be able to use both tools (website and app) to identify where they have been, sharing it on their social networks and looking for other similar places that offer them the same confidence and security.

Scope of smart destination application

Technology

Solutions for destinations in the following areas



Type of solution

