Glosario
Iconográfico

Inicio

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

DESTINATION DIGITAL MARKETING TOOLS

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

GVAM's digital **destination marketing tools** feature a platform to automate the destination's promotions, actions and campaigns, thus involving and supporting local tourism.

The platform shares these communications, which are programmed and managed by tourism technicians based on target visitor profiles which are put together using profiling techniques, and the detection of interests by AI through behaviour in the destination.

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