

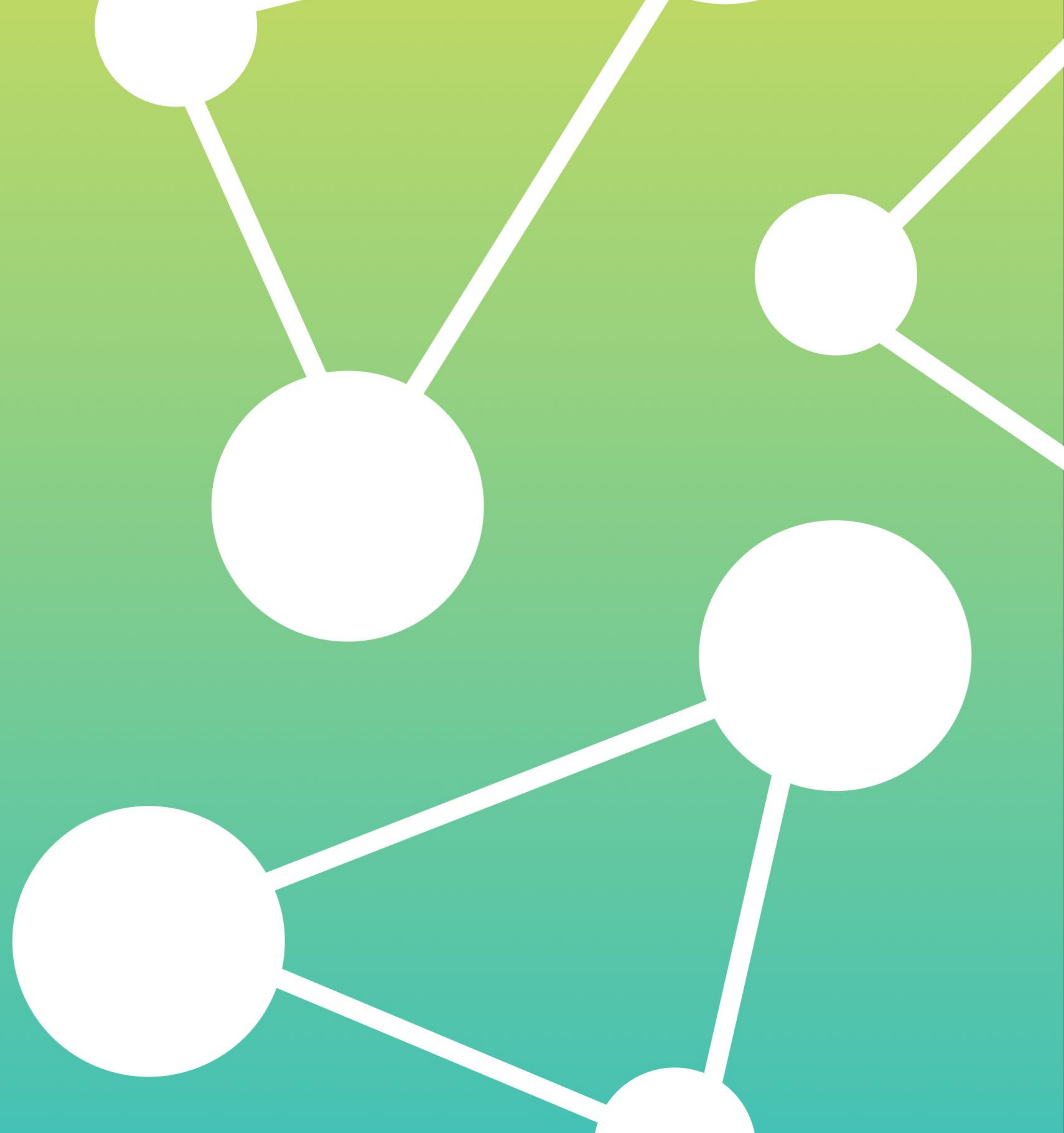


GovTech Connect

Transforming Government, Together



Cloud Guide Presentation



Key Info

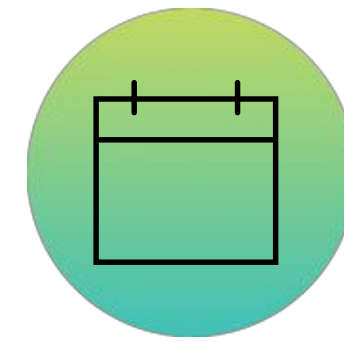


Cloud Guide

<https://www.cloudguide.me/en/>



Barcelona, Spain



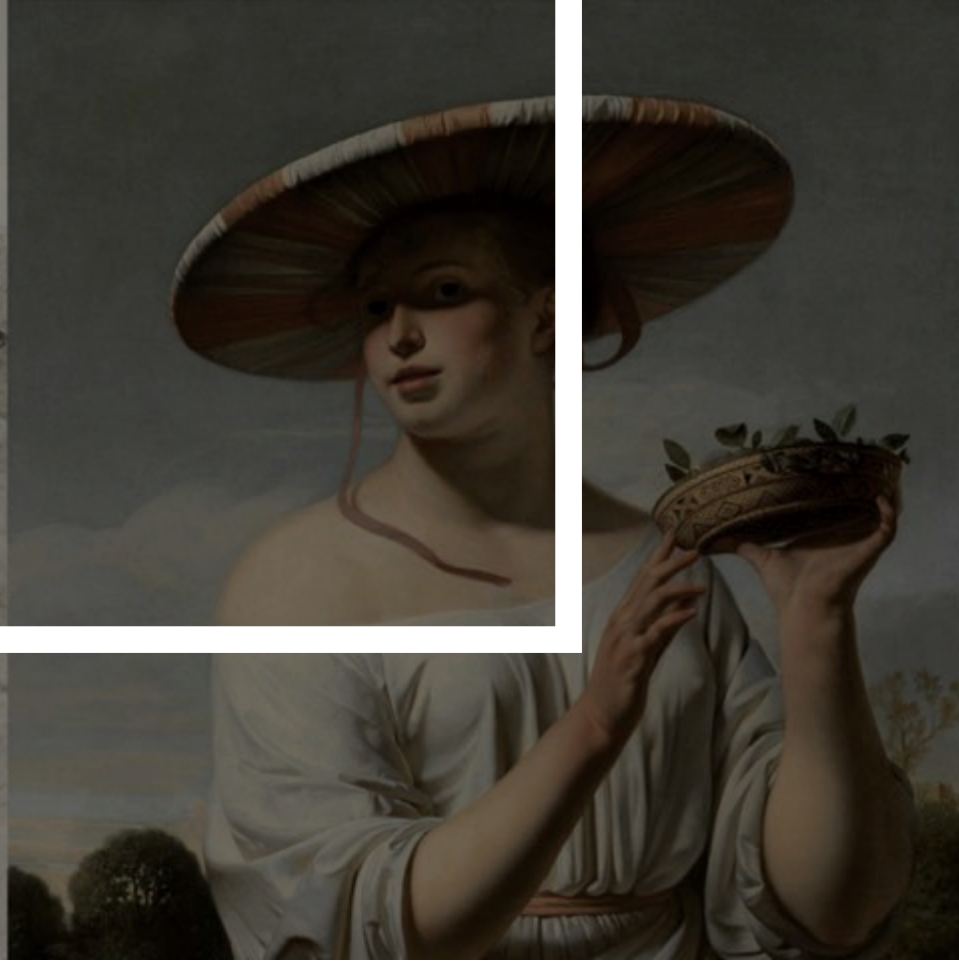
2013



11-50 People



Olga Plets, Cristina Pérez Ferrer



CLOUD GUIDE



WHO WE ARE



One App. Only Official Content.

CloudGuide is a global tourist application empowering cultural and educational organizations spread their knowledge and legacy digitally. It builds a standard for background content representation in museums, monuments, parks, and sites of interest, enabling users to access a modern guiding experience and institutions to share their stories and profit from new channels.

CloudGuide offers city councils and governments an opportunity to promote national culture, engage with cultural audiences and local/traveling visitors, collect feedback, boost tourism, allocate budgets, and analyze cultural sector statistics using big data technology.

CloudGuide is an innovation leading company supported by the European Union, and hundreds of trusted partners worldwide such as the Ministry of Culture and Sport of Spain, the Parks of Sintra, the English Heritage, etc.

CLIENTS & COLLABORATIONS

1000 INSTITUTIONS / 26 COUNTRIES WORLDWIDE



SUPPORTED BY





CLOUDGUIDE APP

PROFILE

Complete Branded Profile

We will develop full profiles with the description, hours, accessibility, tickets, agenda of events, links to website, etc.



IBEACONS & MAPS

Practical & social experience.

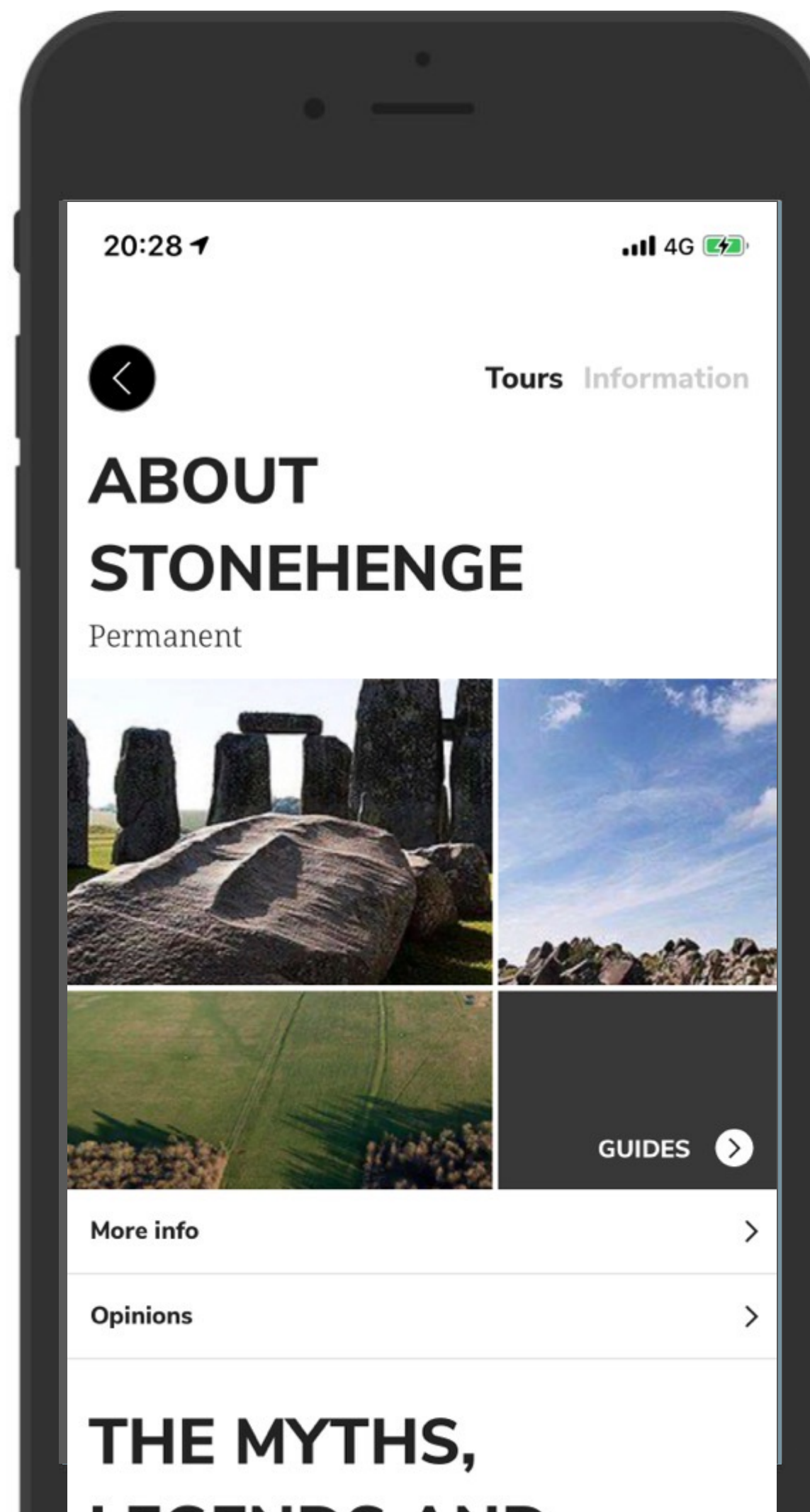
Maps and Wayfinding. We can use GPS technology for outdoor locations as well as the indoor maps.



MONETIZATION

Monetize your audioguides.

Cloudguide Visitors Model allows institutions to monetize their audioguides. We will also support you with staff training and all the needed personalized marketing materials.



MULTILINGUAL AUDIOGUIDES

Engage your users.

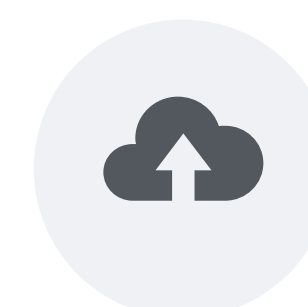
If required, we can develop professionally recorded audioguides in multiple languages. Existing audios can also be used.



BIG DATA

Get analytics about your users.

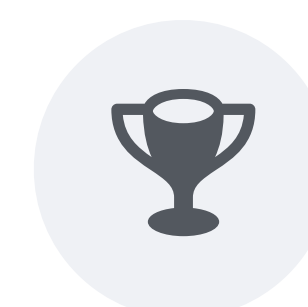
Advanced analytics with a full review of your users, their behaviours, and movements around the sites.



GAMING FUNCTIONALITY

Easily interact & engage with all age groups.

Transform your traditional guides into interactive games with CloudGuide Play: scavenger hunts with quizzes & word-guessing challenges.





BENEFITS

ENGAGE YOUR VISITORS

Extend user experience & engagement throughout the entire visit with your new audioguide. Gain, retain your visitors and accompany them before, during and after their visit. Immerse the visitor in an interactive experience with i Beacon technology.

KNOW YOUR AUDIENCE

Learn all there is to know about your audience & their behavior in a quantitative & qualitative way through the Big Data Analytics. Receive a report covering over 70 different variables, & understand how it is best to influence your visitors behavior, enhance their experience, & ongoing participation inside and outside of your institution.

EDUCATE YOUR VISITORS

Create an educative environment through a variety of different challenges with CloudGuide Play. The gaming functionality enables meaningful learning, helps visitors remember their entire experience, provides schools with a tool to make educational assessments after the visit & reinforces the overall experience.



CITIES AND GOVERNMENTS

NETWORK EFFECT

Thanks to uniting all the cultural heritage site in one app, CloudGuide gives the city councils and governments an opportunity to promote national culture, connect with the cultural audience, as well as local and traveling visitors, and get their feedback, boost tourism.

MANAGE VISITOR FLOWS

Some cities are struggling with achieving sustainable tourism indicators. Tourism in some cities has become at least as much as a burden as a benefit, making it difficult for cities to grow the right way. As a part of our sustainability efforts we aim to use our network to help demassification of tourism, driving visitors from overcrowded spots to less known locations in order to reduce the negative effects of mass tourism in some places and to support local communities in others.

STATISTICAL DATA

Thanks to uniting everyone in one place we collect enormous amount of data that governments and cities have no other way to track. This can help cities make strategic decisions such as allocation of public budgets.

RECOGNITION

CloudGuide has received recognition from important organizations including the government, the EU and private investors.



Got funding for several projects (Big Data, museum engagement, Covid-19 museums recovery)



Seal of Excellence of the European Union for the CG Education project.



Spanish public support funding as well as private investors.

Booking.com

Received a grant for impact in tourism within Booking.com Booster Lab.



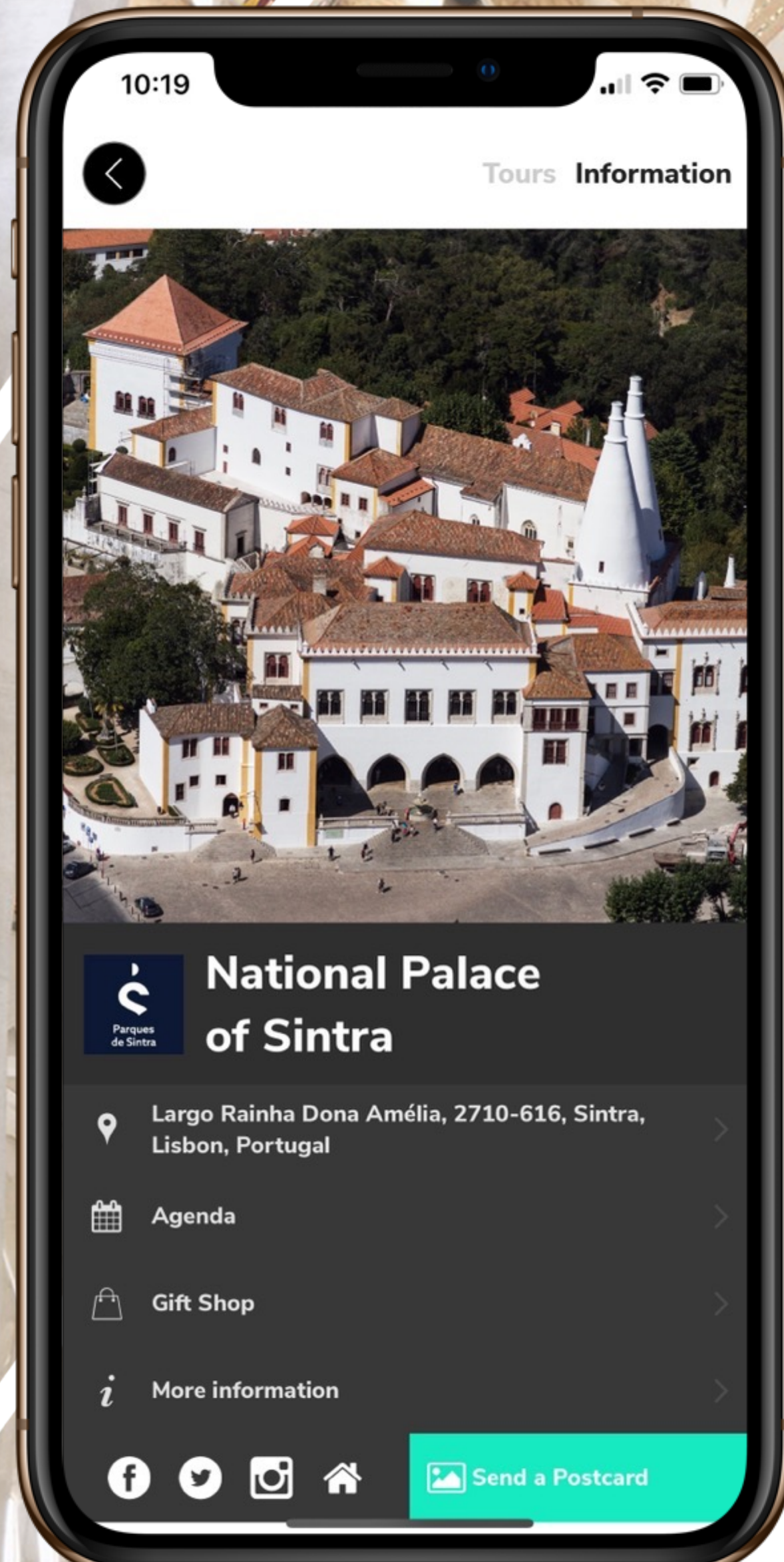
HM Government
G-Cloud 13
Supplier

An approved provider within the G-Cloud Framework of GOV.UK Digital Marketplace.



Selected as 1 out of 5 top travel startups of Spain.

WHY CLOUDGUIDE



- International presence, over 1000 sites, has worked with worldwide known institutions (Stonehenge (UK), Eiffel Tower (France), Sagrada Familia (Spain), London Zoo (UK), Parques de Sintra (Portugal), Atomium (Belgium)).
- Strong differentiation (SINGLE app for ALL sites with OFFICIAL content that creates a strong network effect). 25% of traffic on average is moved from one institution to another in the same area.
- International recognition (Spanish Ministry of Culture and Sport, grant for sustainability from Booking.com, EU Seal of Excellence, Techstars alumni).



T H A N K Y O U

Contact us at: info@cloudguide.me