**Padua:** The web portal of the museums of Padua constitutes a modern, digital solution that gathers in one place the museum's offering for the public. The web portal (MeB) displays the collections, artworks and main features of each museum in Padua. The new web portal plays an important part in the future of digitalisation of museums and the touristic offerings that they allow. This tool represents an important information, research and promotion tool for Padua and those who are interested in its steep history.

Find out more at: https://padovamusei.it/it/collezioni-meb

**4.3.3.2 Apps to experience history or sights; Athens; Alba Iulia; Bordeaux; Ljubljana; Copenhagen**

**A city exploration game; Athens:** "Narratologies" is a location-based app offering alternative, self-guided city exploration and shopping tours. The app creates a hybrid experience of urban cultural exploration by utilizing gamification techniques combined with location intelligence. The app guides visitors independently and at their own pace around the city while exploring hidden stories and acquiring unique rewards from local businesses, providing the user with an exciting way to experience Athens off the beaten track.

Find out more at: https://narratologies.com/

**Exploring like a game; Alba Iulia:** The QUESTO app is a self-guided interactive tours app that helps tourists discover the Alba Iulia by solving quests in a creative way. Thanks to the Questo app, visitors can play a very interesting city hunt inside the Alba Carolina Citadel and around the city.
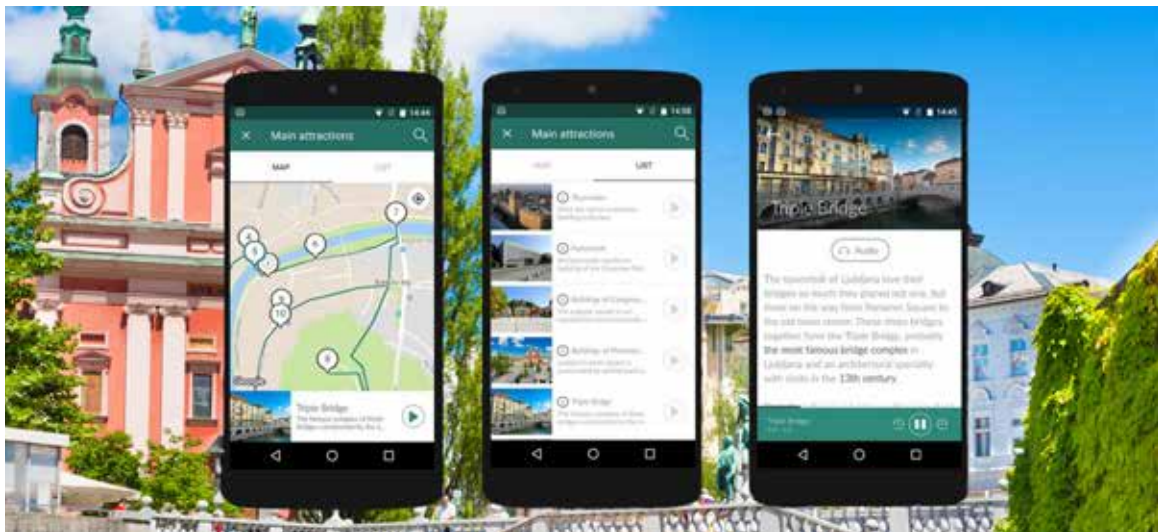
Find out more at: https://www.youtube.com/watch?v=VnW2112yE6M&t=1s

**Treasure hunts; Bordeaux:** Terra Aventura is a family treasure hunt that takes place all over the Nouvelle-Aquitaine region via a mobile app. The game is proposing 400 fun and unusual routes throughout the region, providing users with an opportunity to discover the natural and cultural heritage of many different places. With its significant community of players, Terra Aventura is a fantastic way to encourage users to explore little-frequented

places. The tourist office made the choice in 2018 not to create a trail through Bordeaux city centre, despite significant demand. Conscious of the future success of the Terra Aventura trails, the Bordeaux Tourist office created one in the commune of Lormont in 2018 and in Gradignan in 2019: places that have a rich heritage but are rarely visited compared to the UNESCO-listed Bordeaux city centre.

Learn more about Terra Aventura here https://www.terra-aventura.fr/en

**Audio city guide 'Nexto app'; Ljubljana:** The Nexto app is an innovative smart audio city guide that enhances the tourist experience. The app actively engages its users through features like puzzles, riddles and item collection by mobile scanning. With the help of AR, it creates engaging game-like learning experiences and contains interactive maps. It gives added value to sightseeing and uses location-aware technology for activating audio guidance.

Find out more at: https://www.museum.de/videos-detail/o3buhu8isv0 and https://play.google.com/store/apps/details?id=io.nexto&hl=de&gl=US



© Grafika

**Digital tools for a sustainable visit; Copenhagen:** Planet CPH is an app that aims to inspire visitors to Copenhagen to more sustainable behaviour. Planet CPH is a location-based app that presents the user with two types: Sustainable "points of interest" (POIs) nearby complete with all relevant information and directions. In addition, the app contains inspiring guides with video and text with various sustainable themes (for example cycling). The app highlights high quality experiences that are sustainable in one or more categories for sustainability: environmental (biking possibilities, clean harbor areas for swimming, public water posts, sustainable food as well as attractions working to implement sustainable measures in the visitor experience); social (green and urban areas that hold possibilities for locals and visitors to meet and share a moment of culture or dining, as well as organizations with altruistic activities); and economical (small shops with locally produced goods).

Find out more at: https://www.visitcopenhagen.dk/koebenhavn/diverse/om-planet-cph

**4.3.3.3 Promoting local tourism; Porto; Bordeaux**

**Supporting local goods and business; Porto:** By launching the initiative "Shop in Porto" the municipality has created a digital platform which is dedicated exclusively to traditional street commerce and promotes the visibility and attractiveness. The platform gathers information's about all the shops, its products, locations and promotes in force allowing the creation of personalised itineraries. To date, 1,600 traders have allowing for a comprehensive overview of the locally source and traditional commercial street vendors of Porto. In doing so, the city has digitalised and modernized a traditionally non-digital aspect of its commercial scene.

Find out more at: https://www.porto.pt/en/video-clip/shopinporto-en