Lëtzperience

Lëtzperience is an interactive treasure hunt game promoting local businesses set in the streets of Luxembourg's old town, enhanced with augmented reality (AR). Players follow story-rich trails, solve challenges at real locations and see history and culture come to life through their smartphone camera. They learn the history of buildings, the traditions and food and consume at local businesses.

The problem we want to solve is that many tourists stay at the main attractions and don't go off the beaten track. Local businesses are not benefitting from the tourists and are not visible for the guests. We want to solve these two problems by creating a tool : Lëtzperience.
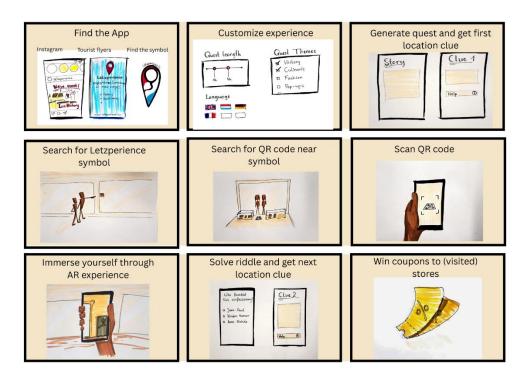
How would it work in practice ? After downloading our app, tourists would personalize their experience by selecting which topics e.g. culture, food, green spaces or clothes they are interested in and what their time frame should be. Then, the app would generate a treasure hunt for them. It would give a clue to the first location. There, they would see a symbol, which indicates they are at the right shop/place. They would search a QR code which would show the first challenge.

The challenge will involve augmented reality (AR), where the players can discover for example the past of building or meet a historical figure.

 After solving the challenge, the players would receive a reward in the form of a discount in a shop nearby and connected to the challenge. They would be encouraged to consume at a local business. They would also get a clue for the next location. After solving all stations, players would receive a local reward.

We would promote Lëtzperience on social media and in the local shops as well as a the Luxembourg City Tourist Office.

We want to encourage the tourists discovering luxemburg city from a different perspective and the inclusion of AR makes culture tangible. The tourists would receive a enhanced, personalized interactive experience. At the same time, we would promote local businesses and products.

It will be accessible for all ages and will be multi-lingual. It is intuitive to use, easy-to-access, and family-friendly. It encourages slow and sustainable tourism in a playful way.

Lëtzperience would offer seasonal topics like a summer edition and a winter edition. By making pop-up stores seem more attractive, we would make it attractive for locals who want to discover the city.

It is expandable to other QuattroPole cities. We would like to cooperate with the existing programs like the Luxembourg City Tourist Office, Letzshop and the Luxembourg Time Traveller.