



Lëtzperience

*An AR-supported city rally to
discover a city like a local and
promote local trade*

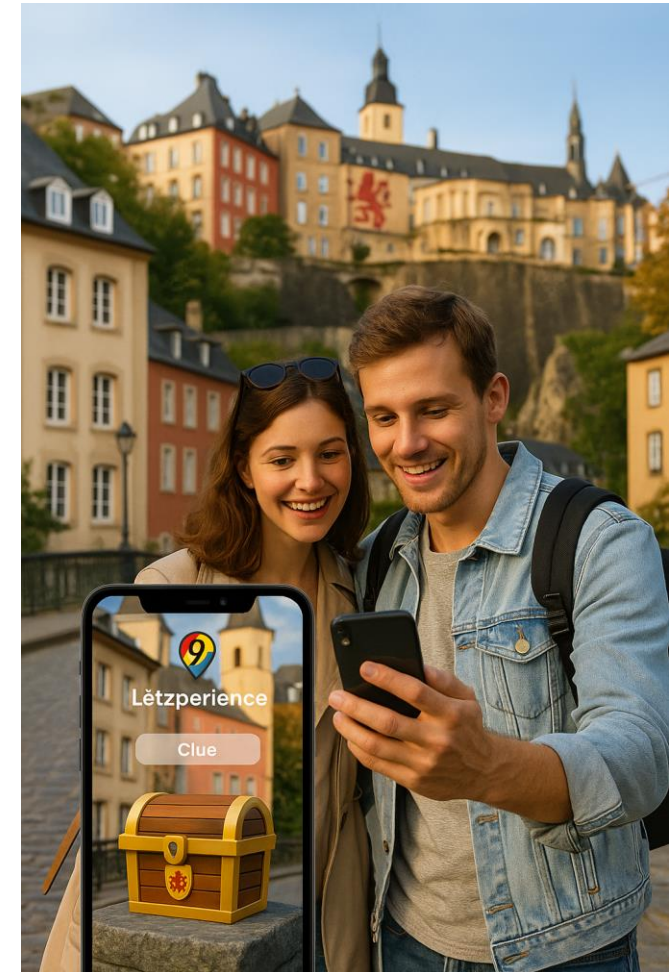


The Problem



The Solution: Lëtzperience

- Interactive scavenger hunt with augmented reality (AR)
- Promoting local businesses and cultural venues

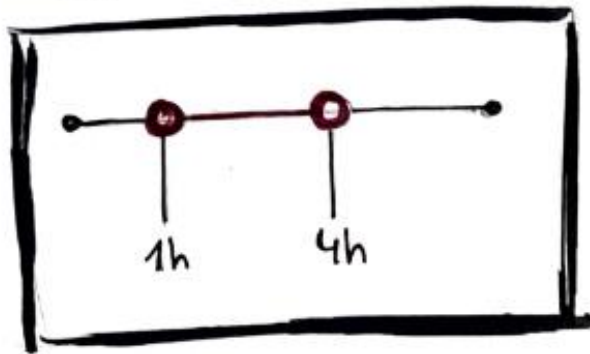


Attract



Personalize

Quest leangth

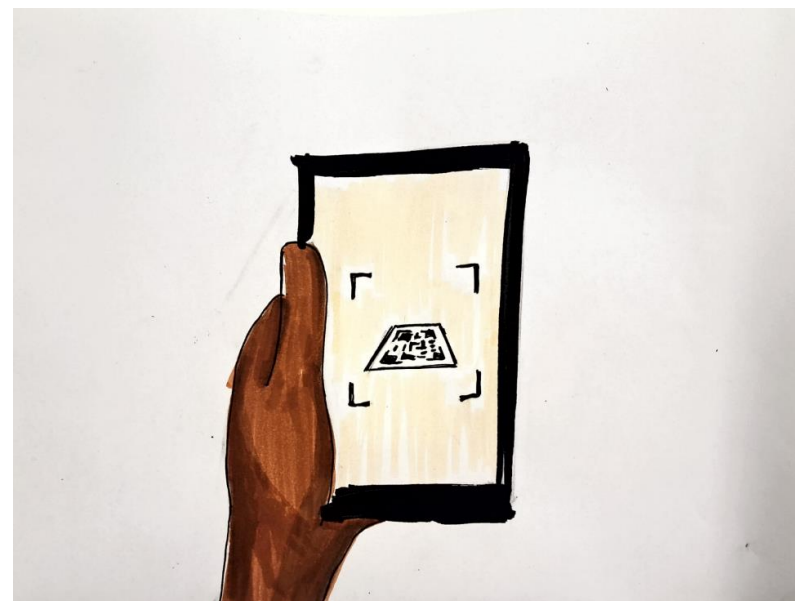
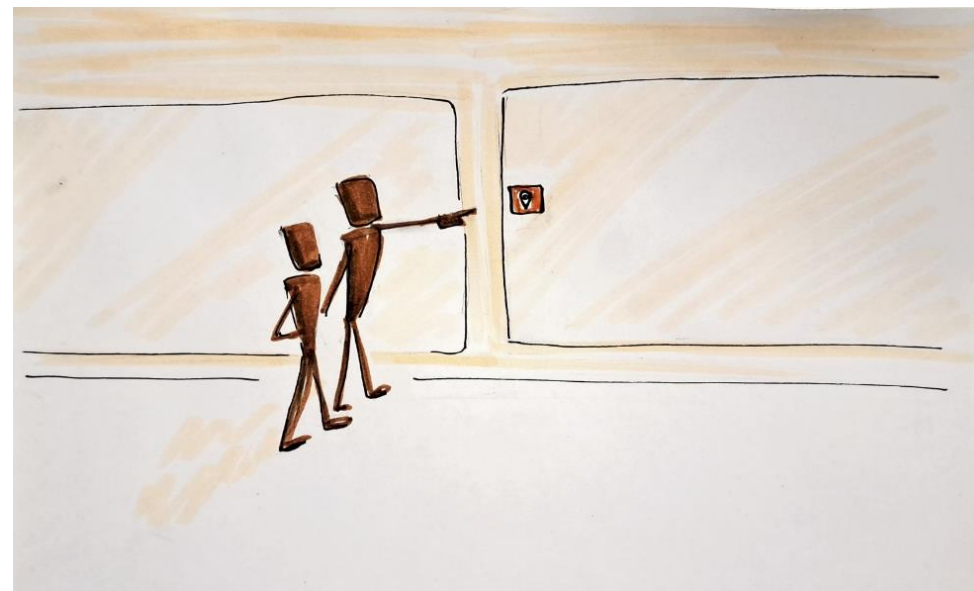
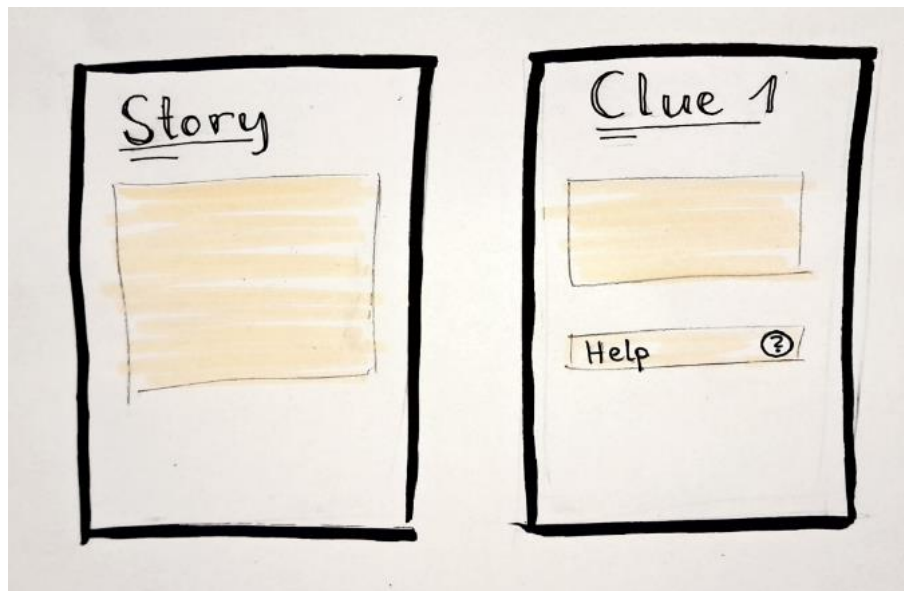


Language



Quest Themes

- ☒ History
- ☒ Culinaric
- ☐ Fashion
- ☐ Pop-ups
- ☐



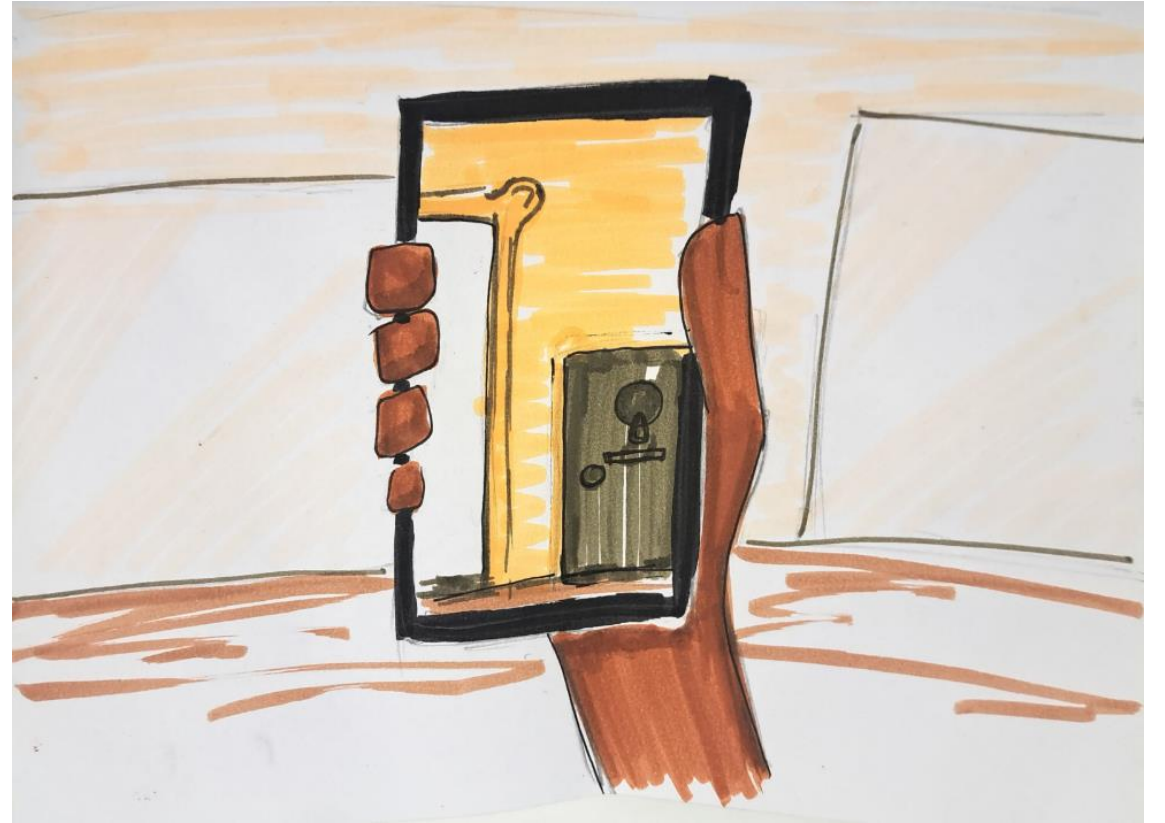
Who founded
this confectionary?

- ☐ Jean-Paul
- ☐ Nicolas Namur
- ☐ Anne Nickels

Clue 2



Help ⓘ



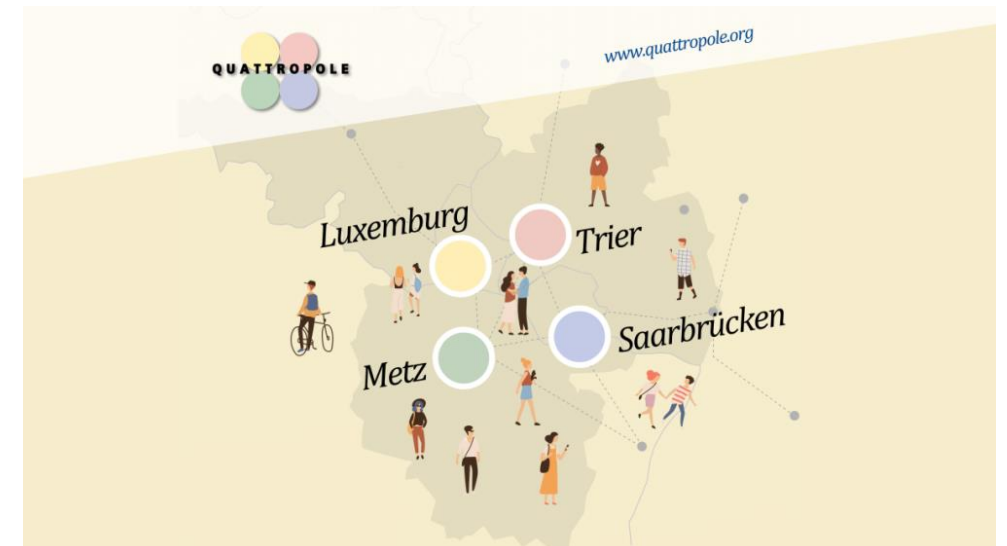


Advantages

- Innovation: AR technology and personalized experience
- Inclusion: Multilingual
- Attractiveness: Interactive, family-friendly, intuitive
- Feasibility: Use of existing technologies & QR system
- Sustainability: Promotion of slow tourism and local businesses
- Measurability: App data on user numbers

Potential

- Scalable concept for Metz, Trier & Saarbrücken
- QuattroPass with rewards
- For locals
- Seasonal editions



Next steps

- Find cooperation partners: Letzshop, Luxembourg City Tourist Office, the Luxembourg time traveler
- Development of the AI and AR
- Marketing on social media





Lëtzperience

