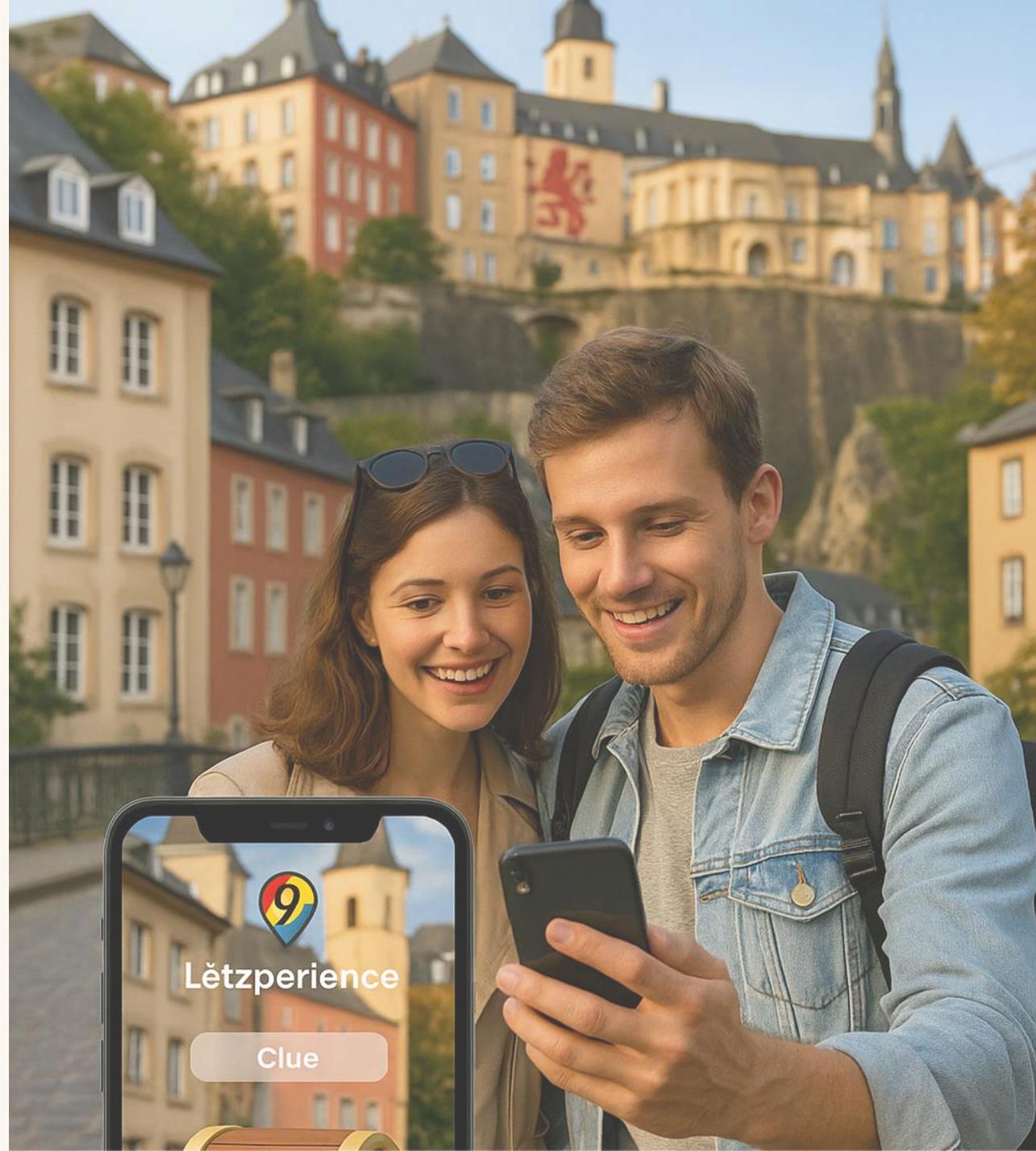




Lëtzperience

*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

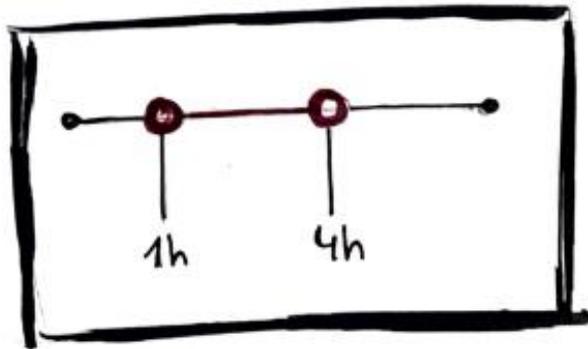


Attract



Personalize

Quest length

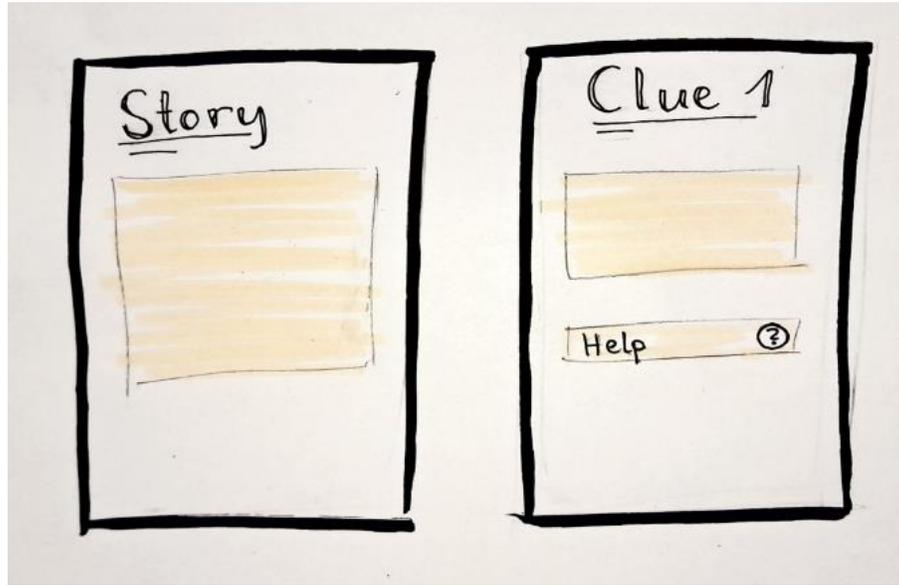


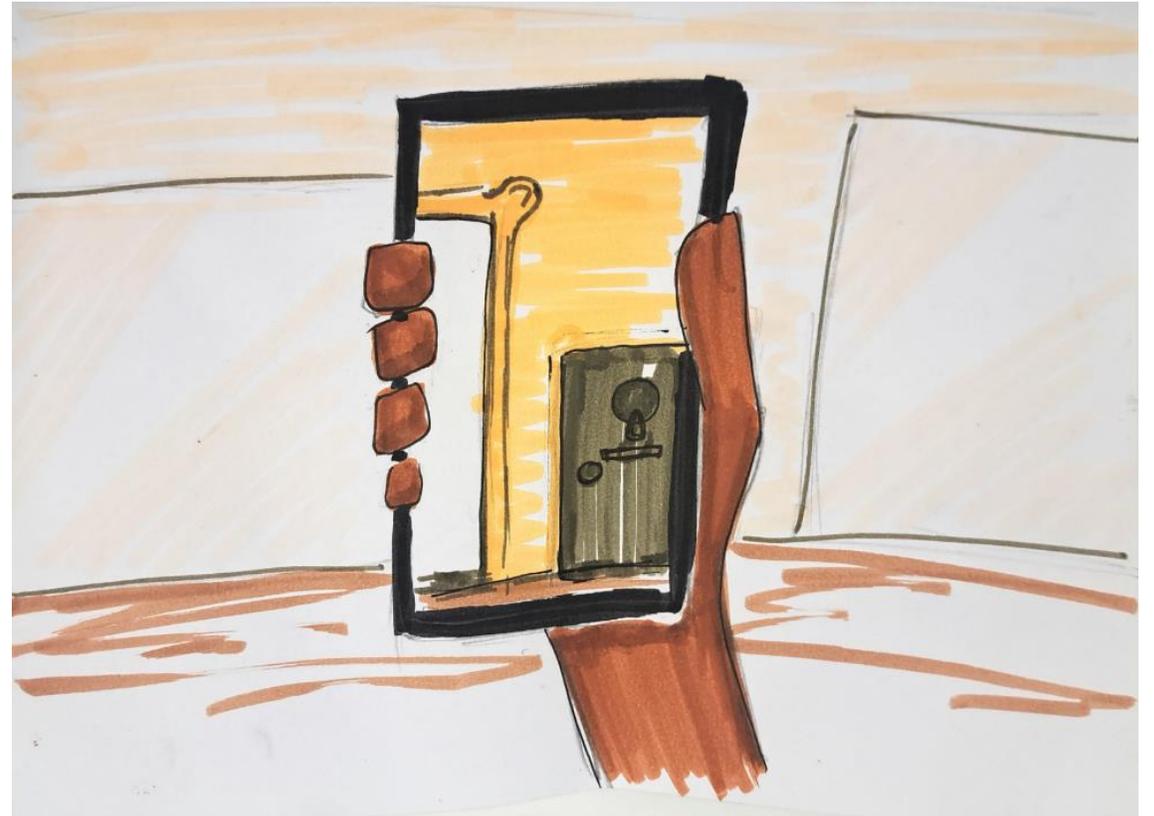
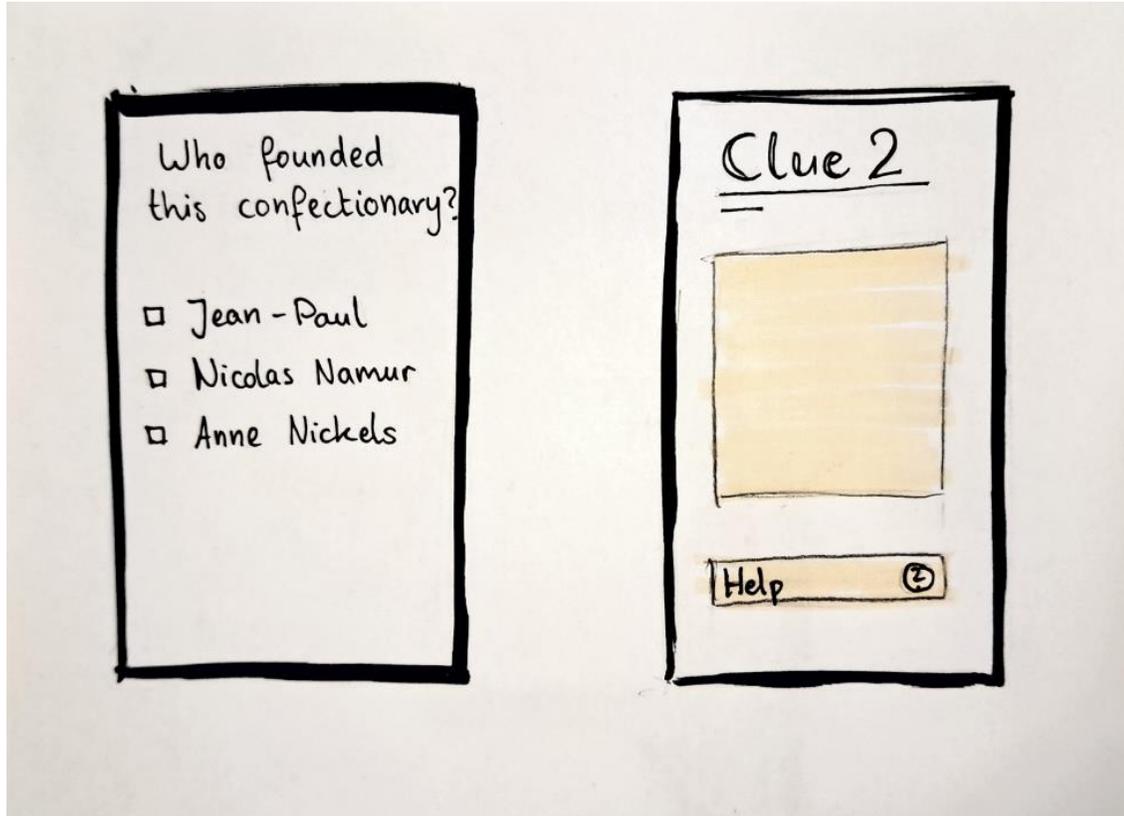
Language



Quest Themes

- History
- Culinaric
- Fashion
- Pop-ups
-







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

