



# COMPENDIUM OF **BEST PRACTICES**

‘2019 European Capital of Smart Tourism competition’

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**SUSTAINABILITY**

**DIGITALISATION**

**ACCESSIBILITY**

**CULTURAL HERITAGE & CREATIVITY**



**Title:**

COMPENDIUM OF **BEST PRACTICES**  
**‘2019 European Capital of Smart Tourism competition’**

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## 1. GENERAL BACKGROUND INFORMATION ABOUT THE INITIATIVE

The European Capital of Smart Tourism is a new EU initiative, based on a proposal from the European Parliament, which secured its funding for 2018 – 2019 through a Preparatory Action. It is implemented by the European Commission. The initiative seeks to strengthen tourism-generated innovative development in EU cities and their surroundings, increase their attractiveness as well as strengthen economic growth and job creation. It aims at establishing a framework for the exchange of best practices between cities participating in the contest; creating opportunities for cooperation and new partnerships.

The initiative showcases exemplary practices by cities as tourism destinations in implementing innovative and intelligent solutions in four categories:



## 2. PURPOSE OF COMPENDIUM OF BEST PRACTICES

In 2018, the European Commission launched a first EU-wide competition for the European Capital of Smart Tourism. 38 cities from 19 EU Member States submitted their applications to compete for the 2019 European Capital of Smart Tourism title.

The collection of best practices compiled in this report has been derived from the applications the cities submitted to this competition. The report showcases the selection of best practices in each category (Accessibility, Sustainability, Digitalisation, Cultural Heritage and Creativity) and solely presents and relies on the information and data that the cities have submitted in their applications.

The purpose of this compendium is to enhance and facilitate the exchange of best practices in promoting innovative and smart measures and initiatives for tourism destinations in the EU Member States. The report aims at raising awareness about smart tourism tools, measures and projects, sharing the best practices in tourism implemented by cities and strengthening peer-to-peer learning and innovative development of tourism in the EU.

### 3. THE 4 CATEGORIES OF THE COMPETITION MAKING TOURISM SMART

For the purpose of the European Capital of Smart Tourism competition, the cities were invited to describe and share their innovative projects, ideas and initiatives implemented under each of the four award categories (Accessibility, Digitalisation, Sustainability, Cultural Heritage & Creativity) which helped them to improve their profile as a tourism destination.

As a guidance, the four categories were described as follows, but these were by no means exhaustive. The cities were encouraged to think beyond these given examples and to demonstrate specific cases, concrete actions and solutions implemented.

#### 3.1 ACCESSIBILITY

What resources does a city have to be physically and psychologically accessible to travellers with special access needs, regardless of age, their social or economic situation, and whether or not they have disabilities? Being accessible means to be easily reachable through different modes of transport and with a strong transport system in and around the city. What does the infrastructure look like and how accessible is the city – by car, train, plane, and bike? Apart from the infrastructure itself, how can you make tourism offers barrier-free, physically and psychologically?

Accessibility does not only entail being a barrier-free destination, it also encompasses services that are multilingual and, for example, digitally available to all travellers or visitors – regardless of age, cultural background or any physical disability.

#### 3.2 SUSTAINABILITY

What opportunities does a city have to preserve and enhance the natural environment and resources while maintaining economic and socio-cultural development in a balanced way? How are natural resources (including innovative environmentally-friendly measures) managed in a tourism destination and are there resource-efficiency measures implemented and actions aimed at combating or adapting to climate change? Being sustainable goes even further – are there measures aimed at reducing tourism seasonality and involving the

local community? How can cities as tourism destinations contribute to local employment and a diversification of local economies?

Therefore, being sustainable does not only mean to manage and protect your natural resources as a city, but to reduce seasonality and include the local community.

### **3.3 DIGITALISATION**

Digital tourism means offering innovative tourism and hospitality information, products, services, spaces and experiences adapted to the needs of the consumers through ICT-based solutions and digital tools. It is about providing digital information on destinations, attractions and tourism offers as well as information on public transport and making attractions and accommodation digitally accessible.

A digital city uses digital technologies to enhance all aspects of the tourism experience, as well as to help local businesses grow.

### **3.4 CULTURAL HERITAGE & CREATIVITY**

Is the city making resourceful use of its cultural heritage and creative industries for an enriched tourism experience? What actions are implemented to render recognition and to incorporate the tangible and intangible heritage of art, history and culture in its centre and surroundings, in the enhanced tourism offer? How is cultural heritage and creativity used to attract tourists from countries outside the EU in particular and exploit synergies between tourism and cultural and creative industries?

The focus on cultural heritage and creativity means protecting and capitalising on the local heritage as well as cultural and creative assets for the benefit of the destination, the industry and tourists.



## 4. PRESENTING BEST PRACTICES

### 4.1 BEST PRACTICES IN ACCESSIBILITY

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#### — 4.1.1 Accessibility for all

##### 4.1.1.1 Physical accessibility as a new normal; Málaga

As an early role model when speaking of access issues, Málaga has already transformed most of its public transportation, such as pedestrian zones, into comfortably usable zones for every user. This implies single-surface roadways with same level pavements, wider pedestrian zones and the usage of colours on the ground to make certain areas even more easily distinguishable. For public transportation usage the city's own app EMT has come up with another set of functions for e.g. blind passengers. They are able to request bus stops through a voice message function included in the app. Moreover, most of the public transportation is provided with panels using voice announcements, certain ones even using Braille systems, being set up with extra screens for sign language and some tourist information is available in augmented reality. With its yearly event called 'The White Night' ('La noche en Blanco'), Málaga sets high standards to enable everyone to participate in visiting the city and its attractions. 'La Noche en Blanco', a cultural annual event with festival character held in Málaga since 2008, has not only succeeded in becoming one of the city's most crucial cultural events, but also gained a lot of attention because of its high standards of accessibility. As part of the Málaga accessible city project, the festival is well equipped with guided tours for people with reduced mobility, visual impairment and hearing loss, prepared with evened pavements and ramps, to make the cultural highlight an experience for everyone. The event now has its own app, 'Nocticula', containing the full programme, timetables and other useful information. As the White Night takes place in different areas of the city, there is a map included in the app to gain a better overview about what is happening when and which obstacles might need to be overcome.

Find out more information about Málaga at: <https://www.guidetomalaga.com/malaga/wheelchair-accessible-malaga/> and about the White Night at: <https://www.lanocheenblancomalaga.com>

#### 4.1.1.2 Enabling young people to fulfill their potential in the tourism industry; Linz

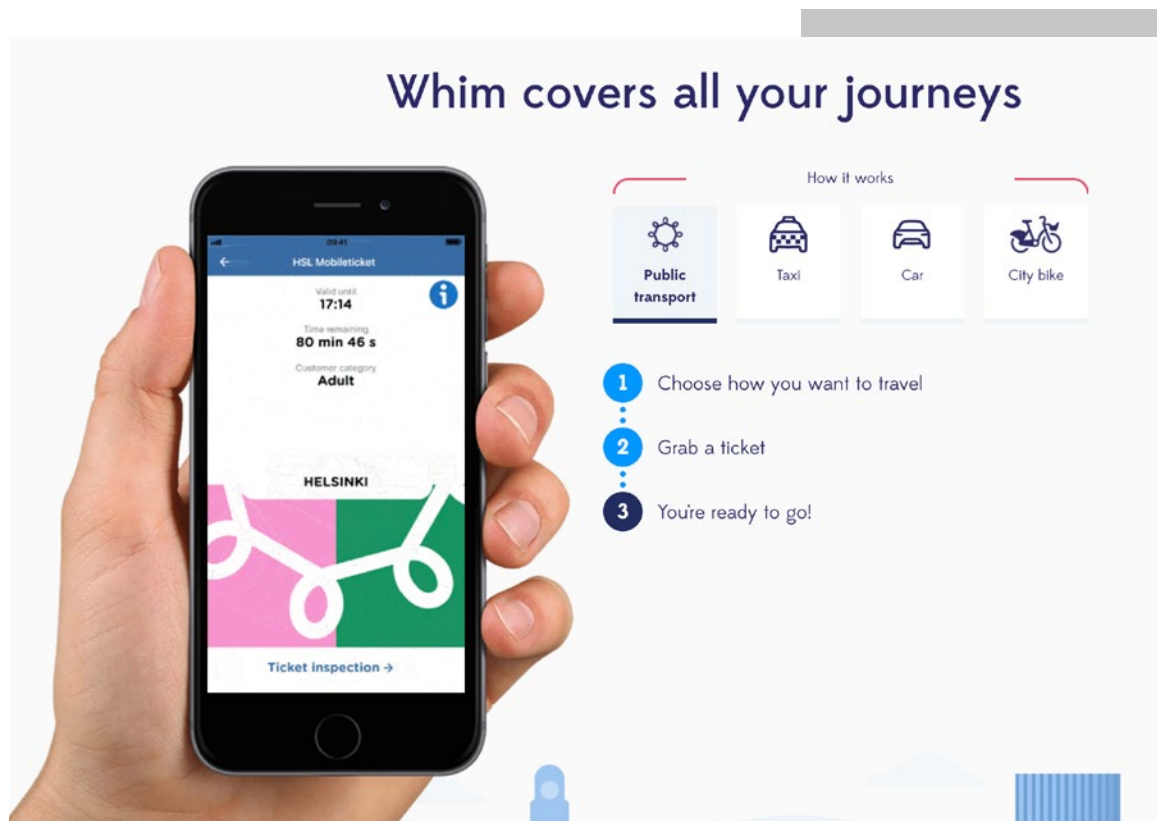
The city of Linz has created platforms to specifically integrate a younger generation so that they take responsibility for the future of their city and feel a sense of ownership whilst they learn and participate from the established network. The Linz Tourism Board invests a considerable amount of time and money in order to promote these elements. 'Next Generation' is a project designed to utilise the potential of young people who are in education and interested in tourism. Linz cooperates with the Sigmund Freud University and several tourism schools. Together with 43 students, nine new products for tourism development in Linz have been drafted and discussed. The main goal is to create new products and offers to attract more people under the age of 25 (as visitors, employees and students) to Linz. In 2017, students from all participating educational institutes had the chance to present their ideas to representatives from the fields of business, politics, media and education at a specially organised conference called the 'Linz Tourismus Lab'. Firstly, the project has helped raise awareness of the tourism industry among the next generation. A lot of young people do not feel they have a future in tourism because negative aspects such as long working days, low salaries and poor working conditions give them cause for concern. The project has demonstrated that tourism is a flourishing and growing industry with a lot of interesting job opportunities for young people. As part of the project, new tourist products and offers for the 'Next Generation' target group (up to 30 years of age) are being developed, tested and evaluated. An assessment will be carried out to decide which tourism products will be most effective at reaching and appealing to the Next Generation. The laboratory will also explore how the tourism industry can be made more attractive as an employer. What framework needs to be created so that young people stay in the tourism industry? This project enables Linz to stay connected to the future generation of tourism leaders and providers. By asking them to share their inspiration and ideas to improve what the city has to offer, Linz values the creative energy of these young people. Linz is also able to establish itself as a role model by involving students in the process of creating new touristic offers that are actually wanted and needed. The main aim is to develop a sustainable congress format where new products and ideas, as well as trends in the tourism industry, are presented.

Find out more at: <http://www.baletour.at/w/next-generation-tourismus-lab/>

#### 4.1.1.3 Barrier free digital accessibility of the city's offers; Helsinki

Helsinki has developed the Whim App, which has combined all the city's transport options, such as bus, train, bicycle, taxi and car sharing, into a single app with a monthly subscription. Therefore, you only need one app that provides all the tickets, as well as a means of payment. Whim claims to be more affordable than owning a car and its aim is to eventually make personal cars obsolete. Whim offers three types of services: a free, pay-as-you-go option; a monthly subscription offering unlimited public transportation and reduced rates for taxi and car share; and a package that includes not only unlimited public transportation, but also unlimited taxi and car share access. The app is currently live not only in Helsinki, but also in Birmingham and Antwerp. Public transport in Helsinki is furthermore free to use when travelling with a baby stroller or in a wheelchair.

Find out more at: <https://whimapp.com>



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#### 4.1.1.4 The smart city cards; Copenhagen, Ljubljana, Lyon, Tallinn

##### **The Copenhagen Card; Copenhagen:**

The Copenhagen Card is an all-inclusive city pass that provides access to more than 80 attractions and public transportation. The Copenhagen Card generated more than 1 million visits to the participating museums and attractions in 2017, which signals an increase of 172% from 2012. The card will soon be digitalised, making it possible to send relevant and customised inspiration to users, while also dispersing tourists to other areas of the city. The adjoining Copenhagen Card App guides tourists around the city and between attractions. With a tracking module - asking for consent before activating - the app provides data to understand the movement patterns of users. It's sustainable, digital and easily accessible for all.



Find out more at: <https://copenhagencard.com>

**Urbana Smart Card; Ljubljana:** The Ljubljana Urbana Smart Card encourages people to use public transport simply by making it very easy to switch between different modes of transportation. Urbana Smart Card users have access to Park+Ride (P+R) facilities, city buses and the bike-sharing system BicikeLJ. With the card, one can use unlimited bus journeys within 90 minutes for the price of one journey and when a visitor uses the P+R facilities, he/she receives two 24-hour tickets that enable him/her to use a bus to the centre and back. It is a contactless card and allows the user to pay parking fees and cable-car rides to the Ljubljana castle with it. Furthermore, it also functions as the key to activate BicikeLJ bike docking stations. More than 500.000 people use the Urbana Smart Card, which can be purchased and topped up at tourist information centres, newsstands and ticket offices as well as at most bus stops.

Find out more at: <https://www.visitljubljana.com/en/visitors/ljubljana-card/>

**The LyonCityCard; Lyon:** The LyonCityCard is an electronic pass that includes all museums, the main tourist attractions, public transport including the shuttle that links the city to the airport, guided tours and shows, as well as numerous discounts and priority access opportunities. With nearly 40,000 cards sold in 2018, the project boasts a 98% satisfaction rate. This card is popular with visitors coming to the city, as it is easy to use and all-inclusive. It also gives greater visibility to lesser known museums and attractions and helps to distribute the flow of tourists throughout the urban area. The LyonCityCard promotes public transport and grants access to the 4,000 self-service bicycles. The card also includes guided tours in 4 languages. Lyon even has an offer for its residents: the Trabool Pass, which functions similarly to the LyonCityCard, but is designed to satisfy the resident's needs. The LyonCityCard is integrated into the Trabool Pass, so that residents and visitors can both enjoy Lyon to its fullest – without restrictions.

Find out more at: <https://en.lyoncitycard.com/>

**The Tallinn Card; Tallinn:** The Tallinn Card makes moving around the city and sightseeing extremely easy - it allows free entry to more than 40 museums and attractions in the city, free travel on public transport, a free city tour, and over 30 special offers and discounts. Some of the attractions included are: the Tallinn Zoo, the Tallinn City Tour Bus, the Bicycle Tour of Tallinn, the Estonian History Museum, the Tallinn Town Wall, the Estonian Open-Air Museum and the Holy Spirit Church. The Tallinn Card is activated automatically the first time it is used,



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either at an attraction or on public transport and is valid for the next 24, 48 or 72 hours, depending on the plan that has been purchased. The Tallinn Card has been available for 20 years and started as a paper card – now it is an electronic ticket containing a QR code that one simply needs to show to the cashier - or operator of the public transport.

Find out more at: <https://www.visittallinn.ee/eng/tallinncard>

#### 4.1.1.5 Visitors with disabilities; Brighton, Málaga, Valencia, Tallinn, Lyon

##### Beach accessibility

**Special wheelchairs at the seafront; Brighton:** The beach in Brighton is an iconic landmark and visitors in wheelchairs do not need to miss out on going. Brighton offers special 'all terrain' wheelchairs at the seafront to enable people with disabilities to enjoy the beach. They are free to use, and you can make a booking up to one week in advance or just rent the wheelchair on the actual day of your visit.

Find out more at: <https://www.brighton-hove.gov.uk/content/leisure-and-libraries/seafront/beach-accessibility-all>

**Attracting tourists with disabilities and creating an inclusive experience; Málaga:** The city's biggest attraction has always been – and still is – its wide range of beaches. Málaga has made it a priority to provide access to all holidaymakers and citizens alike. Today, eight of the city's beaches are fully accessible with access ramps, concrete paved walkways to the seashore, accessible changing rooms, seating areas and in some cases, support assistants to help with sea bathing and extra devices for the blind. As a part of the annual 'Enjoy the Beach' programme, the city hereby aims to attract more tourists with disabilities and to create an inclusive experience at the beach.

Find out more at: <http://www.visitcostadelSol.com/explore/the-best-beaches-on-the-costa-del-sol/guadamar-beach-p17211>

**Beach and sea access to residents and visitors of all abilities; Valencia:** In 1997, Valencia was a tourism pioneer in launching an ambitious 'beaches for all programme' aimed at providing beach and sea access to residents and visitors of all abilities. The beaches of Malvarrosa and Cabañal were subsequently certified as universally accessible in 2008. The 'El sentir del Sol' is a collaboration between private operators that provides leisure activities for 6,000 people with disabilities each year.

Find out more at: <http://www.valencia.es/ayuntamiento/playas.nsf/vDocumentosTituloAux/Programa%20de%20ayuda%20al%20baño?opendocument&lang=1&nivel=10>





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**Accessibility of infrastructure; Tallinn:** The city has established a wide range of accessibility measures for people with disabilities. The city has installed street tiles with dots and stripes to make moving easier for the visually impaired, added sound signals to traffic lights and installed a special map application which gives you an overview of the accessibility of the main streets, parking areas and restrooms for the disabled. Most of the buses and trams have a low-floor entrance, making it possible to enter with wheelchairs and, at Tallinn Airport, disabled visitors can use electric wheelchairs to navigate within the terminals. Therefore, accessibility is becoming increasingly embedded in the tourism offer.

Find out more at: <https://www.visittallinn.ee/eng/visitor/discover/articles-guides/accessible-tallinn>

**Accessibility of information and of cultural heritage for disabled visitors; Lyon:** The Tourist Information Office in Lyon ensures that visitors are always told about specific offers such as hearing loops for the hard-of-hearing, colour-contrast maps for the visually impaired, trip advisors trained to cater for people with disabilities and much more. When it comes to its museums, Lyon has done its best to make most of its cultural establishments

accessible to people with reduced mobility. In addition to this physical accessibility and preferential rates for disabled people and accompanying persons, the city's museums are implementing measures to provide top quality services, such as tours that are adapted for the deaf or hard-of-hearing by allowing them to touch the works of art, and by doing a better job when welcoming and supporting people with a sensory disability, thanks in particular to sign language interpreters and specific workshops (tactile tours that enable visitors to touch decors). Additionally, some of the restaurants have speaking menus to cater for visually impaired or blind people. This means they can peruse the menu in their own time and place their own orders unaided, enabling them to experience Lyon on their own terms, without being dependent on help.

Find out more at: <https://en.lyon-france.com/Plan-your-stay/lyon-for-all/disability-and-accessibility-information> and download the [Guide Ville de Lyon Accessibilité](#).

## 4.1.2 Accessibility of information

### 4.1.2.1 'Personal city helpers'; Helsinki, Lyon, Nice

**The Helsinki Helpers; Helsinki:** Helsinki offers tourist information, amongst other options, through the Helsinki Helpers. The Helsinki Helpers, who are active throughout the summer, have given tourists and residents information about places, events, restaurants and shopping for more than 20 years. They are young locals that altogether speak 14 languages and are present in places where tourists have the most questions, such as around main attractions. The Helsinki Helpers wear green vests and work in pairs throughout the city centre, also using their 'Helper Mobile', a customised bike with a basket for carrying brochures, to serve as many visitors as possible. In the beginning, the Helsinki Helpers receive a two-week training period, during which they are given all-round knowledge about the history of Helsinki and tourist attractions. Around 90% of the visitors served by the Helsinki Helpers are foreigners.

Find out more at: <https://www.hel.fi/uutiset/en/helsinki/helsinki-helpers-serve-visitors>



**The Lyon Airport Helpers; Lyon:** The Lyon Airport Helpers' scheme feeds off of the idea to capitalise on the sense of community shared by staff working for companies within the Lyon-Saint Exupéry airport. By training volunteers with different skills and in different lines of business to provide basic information to passengers, the Lyon airport won the 'Grand Prix de la Qualité en Aéroport' award in 2008 thanks to this approach and the European Business Aviation Awards 2009. The community currently represents over 2,500 Airport Helpers, and the concept has been exported to 6 other European airports: Munich, Rome, Paris, Milan, Toulouse and Naples, thus giving rise to a huge community of Airport Helpers at an international level.

Find out more at: <https://www.aderly.com/locate-to-lyon/the-lyon-st-exupery-airport/the-lyon-st-exupery-airport/>



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**The Nice Greeters; Nice:** Nice's Tourist Office website features a service that connects visitors with Nice Greeters – volunteers who act as ambassadors for their neighbourhood. They propose places to visit that are off the beaten track based on shared interests and provide advice on accessibility. The service offers tourists a whole new way to explore the city like a local – from jogging sessions through the old city, to aperitif walks and social breakfasts.

Find out more at: <http://en.nice-greeters.com/>

#### **4.1.2.2 Lowering barriers for communication with Chinese tourists – 'Chinavia project'; Copenhagen**

China is the world's largest outbound travel market and Copenhagen has seen double-digit growth rates in Chinese tourists over the past years. The Chinavia project was initiated in 2012 and works toward making Scandinavia more appealing and welcoming to Chinese travellers, for example by developing guides and toolkits for hotels, restaurants and attractions on how to improve their offerings and services to Chinese guests. The project offers information about sites or restaurants to download, Chinese signage and points them towards Copenhagen city maps that have been developed in Chinese. This way the barrier for communication with Chinese tourists is lowered and sites, shops and restaurants are better equipped to guarantee all their visitors an excellent experience in their venue.

Find out more at: <https://www.visitcopenhagen.com/chinavia/copenhagen/about-chinavia-project>

#### **4.1.2.3 A collaborate platform for sharing information on accessibility in tourist destinations – 'Tur4all programme'; Valencia**

Valencia is a part of Tur4all, a national initiative from Vodafone and the disability body PREDIF. The initiative provides a collaborate platform for sharing information on accessibility in tourist destinations. Anyone can contribute insights across a range of categories, from hotels and restaurants, to monuments, and beaches. Experts review the

information, and users provide their feedback by rating services. Users can filter searches according to their requirements, such as hearing loops, staff with knowledge of sign language, or the acceptance of assistance dogs.



© Tur4All Blog

Find out more at: [www.tur4all.es](http://www.tur4all.es)

#### 4.1.2.4 Using innovative signage in historic sites; Lyon

Innovative pedestrian signage has been deployed throughout Lyon's historic UNESCO-inscribed site. The system has been designed to blend in with the urban landscape (with colours inspired by the Renaissance Lyonnaise), thus guiding visitors without overloading the urban landscape.



© ONLYLYON

Three types of street kiosks provide visitors with information, the most important ones being orientation tables erected in locations that offer remarkable views of the surrounding site. These are relayed by direction signposts installed on existing urban kiosks, and by specific markings such as on the edges of pavements.

This new signage enables tourists and locals alike to find their way around on their own. The system includes 11 orientation tables equipped with the NFC system (no contact technology) and flash codes (that access apps). In total there are 68 signposts and 45 markings on pavements. Lyon has also deployed an innovative real-time iGirouette network of digital signage. In just a few dozen seconds, the 15 iGirouette signposts which are capable of 360° movement, can tell visitors passing by what direction they must follow to get to a place of interest, and how long it will take them (to a museum, station, event, etc.)



© ONLYLYON

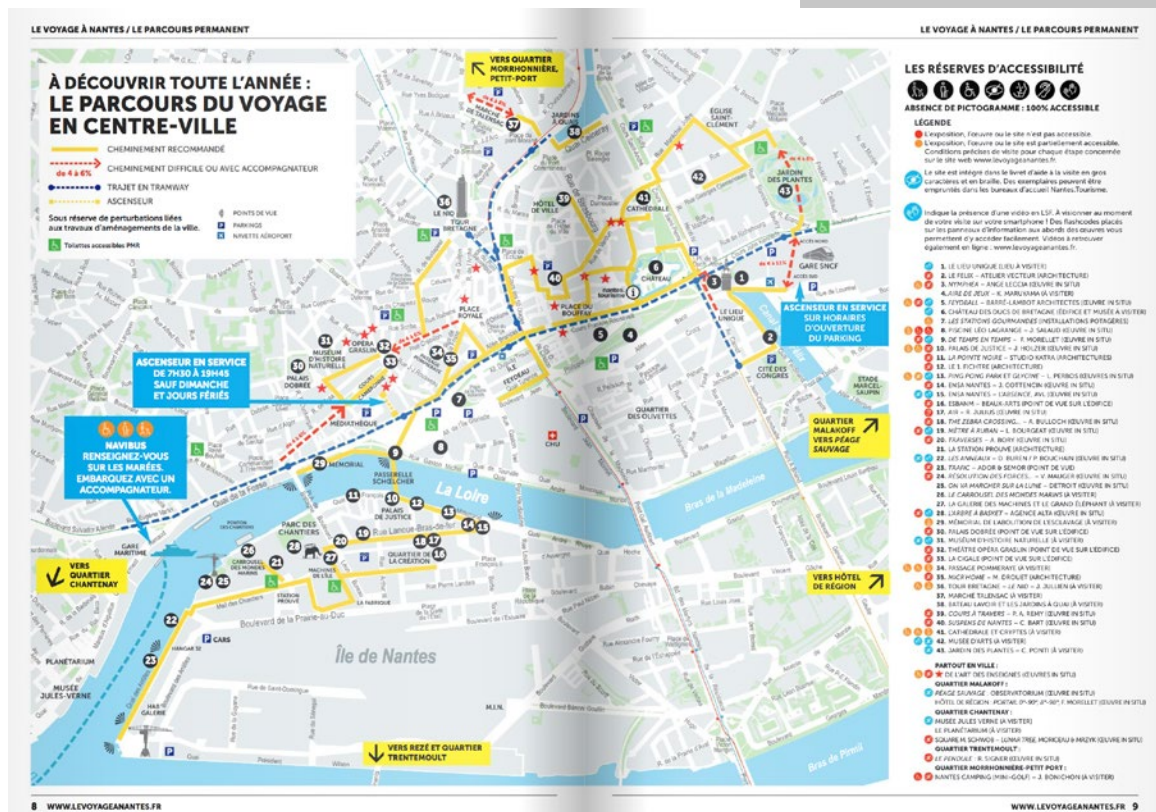
Read more at: <https://www.igirouette.com/case-study/lyon-city-center-a-test-site-for-igirouette-and-smart-city-uses-2/>

#### 4.1.2.5 Annual Accessibility Guide; Nantes

The city of Nantes releases an annual Accessibility Guide that is available in both digital and printed formats, and not only this – it is also rentable as a touchable relief booklet and as an audio guide (which leads to less waste production whilst still allowing tourists to choose an analogue way of guidance). Updated every year, its goal is to provide people with disabilities with the information they need to plan their trip in advance, in order to give them the best possible experience. This for example, includes information about the equipment needed or given on site to save time after arrival.

Find out more at: <https://www.levoyageanantes.fr/en/accessibilite/> and download the accessibility guide here: <https://fr.calameo.com/read/0001068663916aa8935c5>





© Le voyage à Nantes

## 4.2 BEST PRACTICES IN SUSTAINABILITY

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### 4.2.1 Combatting or adapting to climate change

#### 4.2.1.1 Carbon Neutrality Initiative; Copenhagen, Helsinki

**Initiatives and measures for becoming carbon neutral capital in 2025; Copenhagen:**

Copenhagen wants to be the world's first carbon neutral capital in 2025. It is seeking to achieve this by supporting the development of bicycle infrastructure, purchasing buses that operate on electricity and biogas and with initiatives like the Copenhagen Solution Lab, that works with intelligent technologies to create data-driven solutions with a focus on smart, green growth. Furthermore, the city aims to construct wind turbines and convert the energy supply, energy-retrofit buildings and invest in solar energy. In 2011, Copenhagen had already reduced its CO<sub>2</sub>-emissions by 21% compared to 2005.

Find out more at: <https://stateofgreen.com/files/download/1901>

**Aiming to become carbon neutral by 2035; Helsinki:** The City of Helsinki aims to become carbon neutral by 2035. Its plan to do this is called: The Carbon Neutral Helsinki 2035 Operational Programme. Hereby Helsinki is speeding up its goal by 15 years from the earlier target year of 2050. The Programme contains around 140 measures that will allow the entire city to move towards carbon neutrality. Helsinki's definition of carbon neutrality is to reduce greenhouse gas emissions within the city by 80% and to offset the rest. The biggest source of greenhouse gas emissions in Helsinki is heating. According to the action plan, the city can cut the heat energy consumption of buildings by one fifth with energy-efficiency upgrades in the old building stock, stricter standards in new construction and heat recovery. Furthermore the city aims to reduce greenhouse gas emissions from transportation by almost 70% through increased use of sustainable modes of mobility. The city will offer tourists and residents the opportunity for sustainable tourism, energy-efficient real estate and clean electricity. Additionally, some hotels offer digital carbon footprint calculators.

Find out more at: <http://www.stadinilmasto.fi/en/>

#### 4.2.1.2 Smart city lighting; Breda

Breda is the first city in Europe to use remote control, colour-changing LED technology in its street lighting. This was first piloted on Willemstraat, a main road that connects the station to the city centre. The streetlights can be changed to all the colours of a rainbow and can be brightened and dimmed and tailored to certain events to create a particular ambience. The colour and intensity of the light varies during the evening, night and early morning. Through the LED lighting, a spotlight is put on Breda's landmarks and the illumination enhances the city's look in the evening. Especially at night, light pollution can be avoided for humans, flora and fauna and during the day – depending on the seasons – the light can be adapted. Renovated as a quiet alley with trees to each side, the first thing that tourists feel on their way by foot from the station into the centre is a sense of sustainability – and the locals feel less exposed to the light pollution.

Find out more at: <https://innovationorigins.com/smart-light-eindhoven-brings-breda-city-prize/>



Willemstraat; Breda

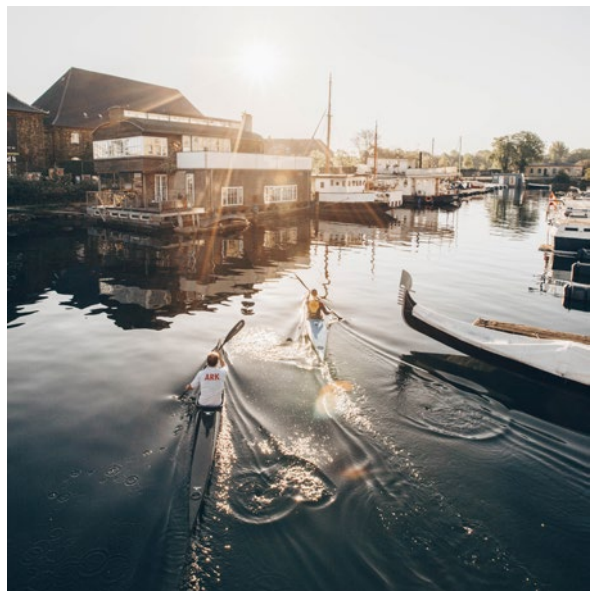
#### 4.2.1.3 Integrate 'Sustainable Development Goals' into public policy; Helsinki

Finland was among the first countries to establish a National Commission on Sustainable Development, a partnership forum led by the prime minister. Its aim is to integrate sustainable development into Finnish policies, with one of the main tasks being to follow up and review the national implementation of Agenda 2030, i.e. ensuring that the international SDG's are included in national policy. In 2013, the National Commission launched the Society's Commitment to Sustainable Development in order to generate action and put sustainable development into practice. It offers a strategic framework: 'The Finland we want by 2050'. This commitment aims at boosting ownership, concrete action and innovative solutions throughout the society. By 2016, over 240 actors, from companies to ministries, schools and individuals, restaurants and tourist sites, have already joined by launching their own commitments. This has led to better well-being for the local population and also provides learning opportunities for visiting tourists.

Find out more at: <https://vnk.fi/en/sustainable-development>

#### 4.2.1.4 City tours and environmental volunteering; Copenhagen

Copenhagen offers tourists many opportunities to discover the city from the water, for example with 'GoBoat'. GoBoat lets visitors rent solar-powered boats that can be sailed by anyone. The GoBoats are partly made of recycled plastic bottles and the next generation of boats is to be made 100% from recycled fibre materials. The GoBoat pavilion, dock and tables in the boats are made entirely of sustainable wood. Furthermore, the 'Miljokajakken' initiative (The Green Kayak) has been launched. It lets you rent a kayak for free, if you commit to collecting rubbish while kayaking and share your actions on social media to spread the word. With



© (Astrid Maria Rasmussen); Copenhagen



this initiative, Copenhagen want to focus on the city's environmental challenges and encourage Danes and tourists to show greater responsibility for the waste they produce.

Find out more about GoBoat at: <http://en.goboat.dk/> and about the Green Kayak at: <https://kayakrepublic.dk/en/diverse/the-green-kayak/>



© (Daniel Rasmussen); Copenhagen

#### 4.2.1.5 Green Belt Project; Palma

Recent extreme heat in the summer months linked to climate change could start to adversely affect tourism in Palma. To address the problem, the city council launched the 'Green Belt Project' to combat the urban heat island effect by reintroducing trees and plants in built up areas to make tourism experience in the city more pleasant. Palma's 400-year-old Torrent of Sa Riera (a canal that channels winter rains into the sea) has been fitted with dry stone to improve permeability and retain water. 4,000 trees have been planted along the canal, lowering temperatures in the surrounding areas by as much as four degrees. Green roofs and irrigation systems have also been installed on buildings along the seafront and a green path has been established for hikers and cyclists along an abandoned railway line between Manacor and Arta.

#### 4.2.1.6 Sustainable tourism tax; Palma

Palma has attracted record numbers of tourists in recent years, putting a strain on the island's limited natural resources. In response, authorities have introduced a sustainable tourism tax on accommodation charged per person per night. The tax funds environmental conservation and protection projects, research on climate change, and the development of sustainable tourism – particularly during the off season. It expected to generate €120

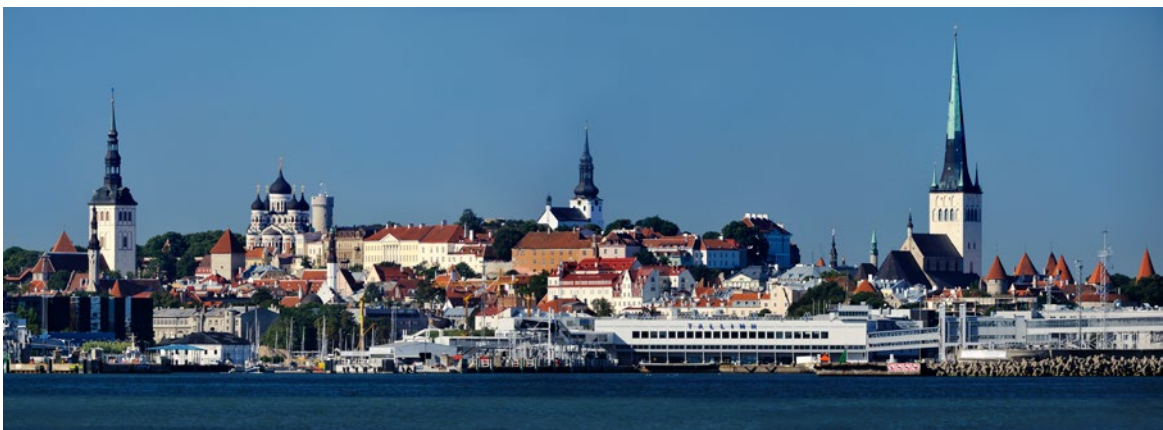
million last year (€4 for stays in luxury hotels, €3 for mid-range accommodation, 2€ for cruises and cheap hotels, and €1 for campers and hostel guests).

Find out more at: [caib.es/sites/impostturisme/en/tax](https://caib.es/sites/impostturisme/en/tax)

#### 4.2.1.7 Micro-tunnel; Tallinn

The Port of Tallinn contributes to the development of a sustainable environment through its micro-tunnel. The micro-tunnel allows ships stopping at the Old City Harbour to dispose of unlimited quantities of wastewater. The wastewater is then treated at Tallinn's treatment plants. Until recently, ships were allowed to only discharge a certain amount of wastewater. This limited quantity had always been sufficient because ships sailing in the Baltic Sea have been allowed to discharge disinfected wastewater at a distance of 4 nautical miles and untreated wastewater at a distance of 12 nautical miles from the nearest land. In 2016 however, the International Maritime Organization (IMO) decided that passenger ship wastewater discharges into the Baltic Sea would be banned from 2021 onwards. This decision makes the Baltic Sea the first region in the world where wastewater from passenger ships must be discharged at the port. In 2017, the Port of Tallinn won the first prize at the Seatrade Cruise Awards ceremony in the environmental initiative category for its micro-tunnel.

Find out more at: <http://www.portoftallinn.com/news?art=735>



© (Toomas Volmer); visittallinn.ee

#### 4.2.1.8 Closing down the city centre to cars; Ljubljana

To reduce air pollution and establish a more pleasant pedestrian zone for visitors and residents, the city centre of Ljubljana has been a car-free zone for more than 10 years, Ljubljana hereby being one of the few cities in Europe to have taken such a step. However, the elderly, people with disabilities, as well as mothers with infants are still allowed to enter the city centre with a vehicle and are also eligible for free rides throughout the area with electric taxis. Buses and bicycles may also still enter and there are underground car parks outside the city centre of Ljubljana. Due to the car-free policy, traffic in Ljubljana has decreased by 12% since 2011 and black carbon concentrations have decreased by 70%.

Find out more at: <https://www.visitljubljana.com/en/visitors/explore-the-region/about-ljubljana/ljubljana-basics/>



© (Nea Culpa); visitljubljana

## 4.2.2 Preserving and enhancing the natural environment

### 4.2.2.1 Introducing local environmentally-friendly labels; Helsinki, Lyon, Tallinn, Nantes

**Environmentally-friendly festivals; Helsinki:** In 2015, Helsinki introduced EcoCompass, an environmental management system and certificate, to be applied to events organised in the city. The EcoCompass Certificate demonstrates a commitment to continuously improve and comply with the needs of the environment. Two of Helsinki's biggest festivals – Slush and Flow – are now EcoCompass-certified events. Slush, one of the leading technology events in the world, that gathered 20,000 visitors in 2017, only uses tap water, biodegradable disposables and green electricity. It promotes diversity and equality and brings visitors to Helsinki during the low season of November. The other event, Flow Festival, hosts more than 75,000 visitors annually. Sustainable Flow is Flow Festival's own responsibility programme, ensuring that the festival carries out its responsibilities related to the environment. Flow recycles and reuses all waste produced during the festival, redirecting it either to energy production or reuse of waste materials. The caterers are provided with sustainable meal guidelines and you can fill up your bottle at water supply points. Even though the festival had 3,000 visitors per day more in 2018 than the year before, waste volume fell by 21% from last year, and as before a full 100% of the trash was utilised.

Find out more at: <https://www.flowfestival.com/en/festival/sustainable-flow/> and at: <https://www.slush.org/sustainability/>

**'Lyon, Ville Equitable et Durable' quality label; Lyon:** By creating the 'Lyon, Ville Equitable et Durable' quality label, the city mobilises all actors to make sustainable development one of their priorities. It's an initiative that's unique in France and in line with the dynamic local process aimed at promoting a social and solidarity-based economy. This label identifies the companies, shops, artisans, locations and events that are dealing with the challenges imposed by sustainable development in a



© Ville de Lyon

pragmatic manner by encouraging responsible consumption. More than 200 entities throughout the city have now been granted this label, which makes it easier for locals and visitors alike to make more enlightened consumption choices. Lyon has also introduced another quality label – the ‘Bouchons Lyonnais’ – to guarantee quality and a sustainable local approach in the traditional ‘Lyonnaise cuisine’.

Find out more at: <https://www.lyon.fr/economie/economie-sociale-et-solidaire/le-label-lyon-ville-equitable-et-durable>

**The Green Key eco-labelled hotels; Tallinn:** The Green Key is a voluntary eco-label awarded to more than 2,500 hotels and other establishments in over 50 countries. A Green Key stands for a business’ promise to its guests that by choosing to stay with them, the guests are helping to make a difference for the environment and in favour of sustainability. Estonia joined Green Key in 2001. The Green Key label has been granted to 10 hotels and a concert hall in Tallinn. Important requirements that have to be met by the owners of the Green Key eco-labelled establishments include water, cleaning, waste, energy, as well as food and landscape maintenance – i.e. visitors being offered tap water, toilets using rainwater for flushing, no pesticides being used on the property, waste sorting, no heating of empty rooms, etc.

Find out more at: <https://www.visitestonia.com/en/why-estonia/open-the-door-with-the-green-key>

**The Nantes Food Forum encourages people to eat better; Nantes:** The Nantes Food Forum is an extraordinary event to unite the wider public, experts and a range of well-known people from the area of Nantes on the issue of food production and consumption – however, with an optimistic, enthusiastic and constructive approach. At this event, Michelin-starred chefs from all over France cook for the public, alongside refugee chefs. Side events include workshops, games, food markets and demonstrations from local farmers about how they work. The intention is for people to come together over something they all have in common: food. To encourage everyone to eat better, the Nantes Food Forum actively educates people on a topic that is hard to digest, in a fun way.

Find out more at: <http://www.nantesfoodforum.com/>



#### 4.2.2.2 Valuing natural heritage sites; Tallinn

Tallinn participated in the EU project 'Nattours' alongside Helsinki in order to value its natural heritage sites. The joint multilingual website [www.citynature.eu](http://www.citynature.eu) provides information on urban nature sites in Helsinki and Tallinn. The website showcases the ten most exciting and biodiverse green areas. In addition to the website, the project built new nature trails and restored old ones in order to make them more accessible. Bird watching towers, boardwalks and information boards about the local wildlife were built at three different nature sites in Tallinn. Furthermore, hiding boxes were built for the bats and lamps by the paths were replaced with lamps closer to the ground

Find out more about the Nattours project at: <https://citynature.eu/en/about/>



Nature site in Tallinn

#### 4.2.2.3 The Fächer-Becher reusable cup; Karlsruhe

In the summer of 2018, Karlsruhe introduced its own, specially designed 'Fächer-Becher' (Fan Cup), named after the layout of the city, which looks similar to a fan. The Fan Cup is a sturdy porcelain container designed to reduce the consumption of disposable coffee cups and at the same time be a Karlsruhe memorable object or a souvenir for tourists visiting the city. You can exchange the cups or simply re-fill them at many cafés, bakeries, supermarkets and restaurants throughout the city.

Find out more at: [www.faecher-becher.de](http://www.faecher-becher.de)



© KME / Jürgen Rösner

#### 4.2.2.4 Smart waste management; Ljubljana

Ljubljana is the first European capital on its way towards becoming a zero-waste society; the city achieved the highest share of separately collected household waste in the EU in 2017: 67%. Slovenia only joined the European Union in 2004 and before that did not have formalised waste separation – so in just a few years Slovenia has become a frontrunner. Door-to-door collection of four types of waste (paper, glass, packaging and biological waste) is implemented across the city and in the centre, underground collection units provide sufficient waste collection that also improves the appearance of the town. An interesting visit for tourists is the store and workshop of the Reuse Centre of Ljubljana. Here you can buy objects that were no longer wanted by some, but might be of value to others, as well as objects that were repurposed by skilled craftsmen – for example a shoe closet that used to be a gaming machine.

Find out more at: [http://ec.europa.eu/environment/europeangreencapital/wp-content/uploads/2013/02/ljubljana\\_european\\_green\\_capital\\_2016.pdf](http://ec.europa.eu/environment/europeangreencapital/wp-content/uploads/2013/02/ljubljana_european_green_capital_2016.pdf) and at: <https://zerowasteurope.eu/2015/05/new-case-study-the-story-of-ljubljana-first-zero-waste-capital-in-europe/>

## 4.2.3 Spreading the flow of tourists

### 4.2.3.1 MIXITY walks to all city districts; Brussels

The city centre in Brussels comes under a great deal of pressure from tourists. To manage tourist flows more sustainably, the tourism board promotes 'MIXITY walks' to encourage visitors to explore all 16 districts. The programme was complemented by promotional campaigns showing the diverse offerings of different neighbourhoods (shopping, food, history), and a bike map with eight cycling routes that encourages visitors to discover the region's hidden gems.

Find out more at: <https://visit.brussels/en/lists/mixity-walks-discover-brussels-neighbourhoods>

### 4.2.3.2 Off-season travelling incentives; Lyon, Poznań, Tallinn

**From business to leisure tourism; Lyon:** Historically, Lyon mainly received business tourists. The development of leisure tourism as early as 2010 helped to restore the balance of seasonal presence, which was originally greater during the week. Substantial promotion actions were directed at the general public within French and European markets (85% of customers). These campaigns have significantly restored the balance, with weekend occupancy rates in Lyon (which stood at 65% in 2017) rising 8.3 points over the past 5 years. As for the business segment, targeted outreach has been implemented to host events in Lyon during the summer months: The World Library Congress in August 2014, the World Championship of Veteran Athletes in August 2015, the World Bridge Championship in August 2017, and the World Congress on Parkinson's disease in August 2018. This approach was conducted in collaboration with the Lyon Convention Centre, which devised a special seasonal rate (-35%) for those wishing to rent a venue in Lyon, making the destination highly attractive. During major congresses and under certain conditions, the city also provides free travel passes to encourage visitors to use public transport. The visitor's tax that finances actions aimed at developing tourism has soared, rising from less than 2 million Euros in 2011 to over 6 million in 2017. This directly effects the local community.

Find out more at: <https://www.aderly.com/2018/09/2017-a-dynamic-year-for-leisure-and-business-tourism-in-lyon/>



**‘Half Price Poznań’; Poznań:** What started off as the simple acknowledgement of touristic phases, meaning less people were likely to visit the city in winter and spring time, resulted in the implementation and extension of a municipal action inspired by bargain sales. ‘Half Price Poznań’ is regarded as a great marketing strike, offering tourists to visit the city off-season, while benefitting from a 50% discount with over 200 participating partners. Several cultural institutions, hotels and tourism branches offer their own range of products and services for half of the regular price during a certain period of time, when the city is considered to be less attractive to tourists. Following a similar idea of optimising the use of capacities through sharing them with others, the Poznań Fair, which normally hosts fairs and industry meetings within its huge spaces all over the year, now lends these spaces each year to the city to organise ‘The Summer at the Fair’ event. This event offers free workshops for children, an outdoor cinema and themed Saturdays to trigger the local population’s creativity.

Find out more at: <http://poznan.travel/en/c/poznan-za-pol-ceny>

**Promoting off-season; Tallinn:** Increasing off-season travelling is one of the priorities for Tallinn. The city carried out a campaign with Lonely Planet from October until the end of December 2017, introducing Tallinn in winter. More than 60,000 people visited the pages of Tallinn and Estonia at [www.lonelyplanet.com](http://www.lonelyplanet.com) during this campaign and more than 3 million users were reached through social media. The campaign ranked as second-best tourism campaign of the year at the ‘Emerging Europe Awards’. Furthermore, Tallinn supports organising major international events held outside the tourist season, such as the Black Nights Film Festival and the Tallinn Music Week. It also organises a Christmas fair in the Town Hall Square of Tallinn to give tourists a reason to visit the city in the low season.

Find out more about the award at: <https://www.tallinn.ee/eng/investor/Uudis-VisitTallinn-s-Lonely-Planet-campaign-ranked-second-best-tourism-campaign-of-the-year> and on general off-season travelling at: <https://www.visittallinn.ee/eng/visitor/discover/articles-guides/christmas-in-tallinn>

#### 4.2.3.3 Showcasing new areas - Alter Eco Valencia app; Valencia

The Alter Eco project seeks to balance the need for economic development for tourism with the sustainability of Mediterranean cities. Valencia Tourism and the Valencia Institute of Housing joined forces to set up a pilot project in Valencia. The pilot collects data with the aim of reducing the concentration of tourists in hot spots by showcasing new areas. Tourists can discover new routes through the city by downloading the Alter Eco Valencia app. The project also seeks to distinguish Valencia by promoting local traditions.

Find out more at: <http://www.five.es/project/apps-rutas-por-ciudades/>

#### 4.2.3.4 Gourmet Ljubljana; Ljubljana

Ljubljana has started many events and activities to reduce tourist seasonality, one of those being Gourmet Ljubljana. Gourmet Ljubljana started in 2017 and is a brand that organises culinary events during the low season, thereby aiming to attract tourists wanting to experience local cuisine. Gourmet Ljubljana hosts two traditional events in autumn, the Ljubljana Wine Route and the Ljubljana Wine and Culinary Festival. As part of the brand, selected restaurants will be offering special November gourmet menus and there are cooking workshops for adults and children taking place throughout the city.



© Taste Ljubljana



© Taste Ljubljana

Learn more about Ljubljana Gourmet at: <https://www.visitljubljana.com/en/visitors/stories/what-is-november-gourmet-ljubljana-and-how-to-get-a-taste-of-it/> and visit their website at: <https://gourmet-lj.si/en>

Furthermore, the Taste Ljubljana project is a culinary experience in the city, where selected restaurants offer traditional Slovenian dishes - which are made from local ingredients – with a modern twist. The founders of Taste Ljubljana thereby spread knowledge about authentic, locally grown Slovenian food, choosing dishes that were popular among Ljubljana's citizens in the 19th century, but have been increasingly replaced by international cuisine. The food is prepared by some of the top chefs and restaurants in Ljubljana. Every month, the spotlight is given to a new ingredient, such as vegetables grown in Ljubljana's suburban gardens, meat from farms in central Slovenia, homemade bread from wood-fired ovens, fish, frogs and local fruit.

Find out more at: <https://www.visitljubljana.com/en/visitors/things-to-do/food-and-drink/article/taste-ljubljana/>

## 4.3 BEST PRACTICES IN DIGITALISATION

### 4.3.1 Facilitating information for specific target groups

#### 4.3.1.1 WeChat mini program to attract Chinese tourists; Helsinki

Helsinki has become increasingly popular among Chinese tourists. The number of overnight stays by Chinese travellers in Helsinki has more than doubled in the past five years. Therefore, together with the city of Helsinki and the Finnish airline Finnair, the Internet service firm Tencent launched the WeChat Helsinki mini program in February 2018. WeChat is a Chinese multi-purpose messaging, social media and mobile payment app, known as China's 'app for everything'. The WeChat Helsinki mini program is designed for Chinese travellers who want to know more about Finland's capital, featuring information like current weather conditions, a list of holidays and events, information on



© Visit Finland



sights, emergency help and translation services, all in Chinese. Chinese tourists can also request tax refunds on purchases through the program and have the money deposited in their WeChat Pay account.

Find out more at: <http://materialbank.myhelsinki.fi/deployedFiles/1368ba1ab6ed38bb1f26f36673739d54.pdf>

#### 4.3.1.2 Tourism sales presentations via an app; Copenhagen

Wonderful Copenhagen, like many other tourism organisations, engages in sales meetings with travel agents all over the world. This often requires up to date presentation materials and, in the past, would demand a great deal of administrative effort to always have the correct PowerPoint presentation on hand. To solve this, Wonderful Copenhagen developed an iPad-app that auto-generates a sales presentation with customised content, based on



© Wonderful Copenhagen

a few simple questions that are asked to the local agents. Additional content can be added throughout the meeting. Afterwards, the system automatically generates a personal email with a link to a personal website in the local language, summing up discussed elements, all wrapped in a personal message from the salesperson. This provides local sales agents with highly relevant content and enables them to increase sales activities, while also increasing the efficiency of the destination-sales-team.

Find out more at: <http://www.hopeyoulike.dk/2018/woco/>

#### **4.3.1.3 Create your own digital travel itinerary; Nice**

The Nice Tourist Office is working towards paperless promotion of the area and offers a travel journal app that allows tourists to compile their plan of their holiday and save their own itinerary for the stay. The app also details local events and real-time availability of Vélos Bleus (self-service bicycles for hire) and car-park locations. The next update will include information on accessible tourism services that use NFC tags and QR codes at tourist attractions. Furthermore, the City of Nice also encourages eco-friendly travel via the 'Nice Tram Connect Project', which seeks to develop and test apps for business and leisure travellers. Four start-ups were selected to design new services relating to intelligent mobility and encourage the use of environmentally friendly modes of transport.

Find out more at: <http://en.nicetourisme.com/apps-corner>

### **— 4.3.2 Collecting information for smarter management**

#### **4.3.2.1 Understanding visitors via elaborate data; Lyon**

ONLYLYON has developed its first city-scale CRM tool. This has been used to gain a greater understanding of visitors, and to improve the way they are guided around the city. The principle of ONLYLYON EXPERIENCE is to compile a common database of customer-related information (currently containing close to 2 million contacts). ONLYLYON EXPERIENCE resides in its extensive knowledge of the entire area, which means that it is able to provide

visitors with highly relevant information and advice. The messages being sent out to visitors aim at enhancing the customers' experience and enable them to truly enjoy all aspects of the city. This system can also be used to send them itinerary suggestions, thus reducing traffic in congested zones during peak periods.

Find out more at: [www.onlylyon.com](http://www.onlylyon.com)

#### **4.3.2.2 Smart traffic control for tourists and locals; Aix-en-Provence, Karlsruhe, Málaga, Nice**

**Improving the city centre by analysing data; Aix-en-Provence:** The project 'Aix Living Places,' a partnership between The Camp Foundation and 12 local start-ups, has the objective of installing hundreds of sensors in the streets of Aix-en-Provence. The partners use the data collected to develop solutions that improve the city centre for tourists and locals. Ideas in development include tracking pedestrians to ease the flow of people walking through the city, bins that communicate how full they are in real time to optimise collection, and the measurement of air quality.

Find out more at: <https://thecamp.fr/experimentation-lab>

**'KA mobile' app for real-time information on traffic-related topics; Karlsruhe:** An app called 'KA mobile' provides real-time data on the parking situation, local traffic and construction sites in Karlsruhe. Not only does the app inform the traveller or commuter about traffic jams when driving, it also informs the user about possible parking spaces, tells you the routes of buses and trains, provides you with the schedules for public transport in real-time, has all the information needed for accessible parking spaces and warns you of potential accidents so you can find an alternative route.

Find out more about the KA mobile app at: <https://mobil.karlsruhe.de/#die-app>

**Smart mobility management and parking guidance systems; Málaga:** Málaga is developing a smart mobility management system with artificial vision that can

automatically detect road traffic accidents. To make life easier for tourists, a Parking Guidance System has also been set up by the municipality. It uses sensors in car parks to assess the availability of parking spots and relays the information to drivers in real time via the free app SMASSA.

Find out more about SMASSA at: <https://www.smassa.eu/>

**Urban Enviromental Monitoring programme; Nice:** Nice's Urban Environmental Monitoring (UEM) programme collects environmental data from 2,000 sensors around the city and feeds information to 20 digital services and apps to produce indicators and set up over 20 concrete digital services and apps. The apps provide real-time information on sun exposure, pollen levels, sea conditions at beaches, and even water and air temperature.

Find out more at: <http://en.meet-in-nice.com/nice-smart-city>

#### **4.3.2.3 Examples of digital hubs: digital tools and local businesses; Brussels, Copenhagen, Linz, Ravenna, Valencia**

**'hub.brussels' covers all aspects of entrepreneurship; Brussels:** The regional agency 'hub.brussels' set up the cluster 'hospitality.brussels' to support entrepreneurship, training, innovation and networking in the hospitality sector. It monitors smart tourism initiatives and runs digital tourism pitching sessions and conferences, including sessions about the impact of virtual reality on the tourism industry. Cluster members also benefit from tourism-trends tracking and the opportunity to collaborate on innovative projects.

Find out more at: [www.hospitality.brussels](http://www.hospitality.brussels) and at: <http://hub.brussels/>

**Using data sources and AI to create and launch innovative digital solutions; Copenhagen:** In May 2017, Wonderful Copenhagen hosted the Open Tourism Days hackathon. Participants were given access to several data sources, such as weather data and the Copenhagen Card App data to create innovative solutions to give visitors a more local experience as well as to disperse them more. The winning concept received a



start-up pack with expert help to develop the project further. One participant launched the 'Know Your Bro' application that offers self-guided tours through local Copenhagen neighbourhoods, aimed at dispersing tourism while encouraging local trade and consumption. The 5km-walking-tour has 21 stops with accompanying stories, all of which you can only unlock by physically being there. Through video clips, photographs and text, you will learn about the history, culture and daily life in Copenhagen. In June 2018, Wonderful Copenhagen hosted the CopenhAlgen Week hackathon. The event attracted AI experts from all over the world. The participants were asked to apply AI technology to auto-generate relevant, customised push messages to travellers and locals to improve experience and safety while in Copenhagen.

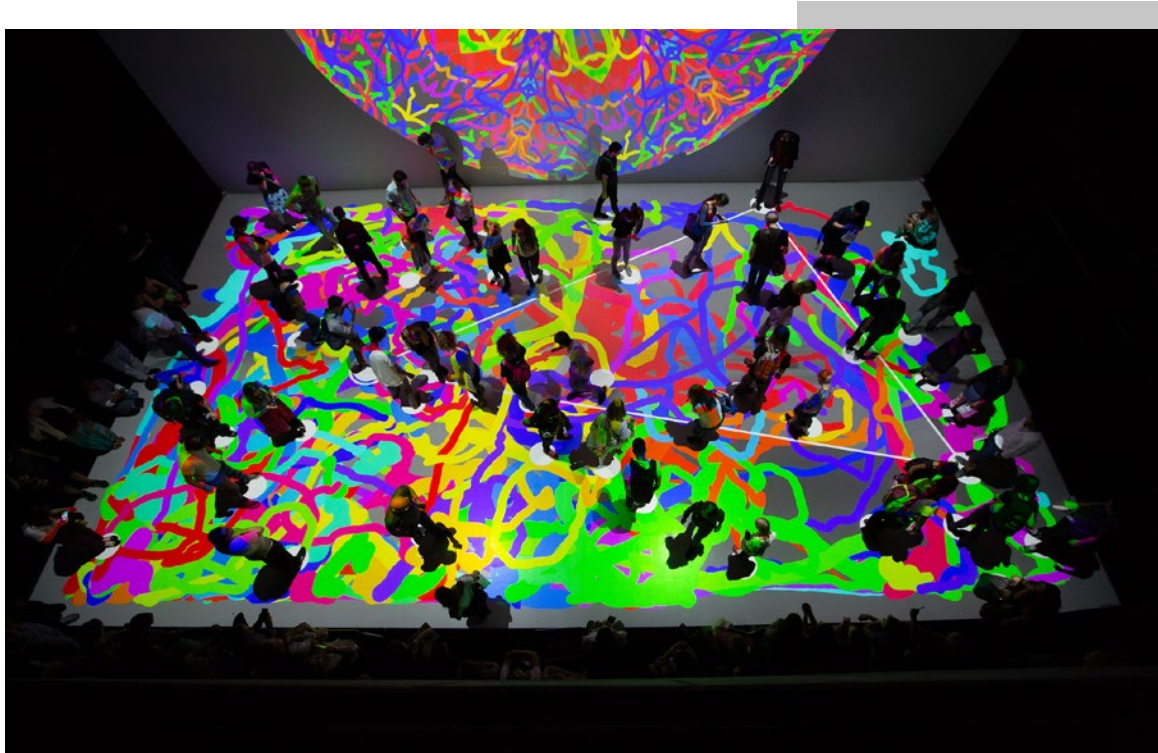
Find out more about the Open Tourism Days at: <http://www.opentourismdays.dk/cases/> and about the 'Know your Bro' application at: <https://www.visitcopenhagen.com/copenhagen/know-your-bro-norrebro-walking-tour-gdk1101461>



© (Martin Heiberg); Copenhagen

**Ars Electronica - an unique platform for art, technology and society; Linz:** The Ars Electronica started in 1979, when a small group of visionaries proposed an initiative that sought to develop links between the arts, technology and society that would produce innovative, radical and often eccentric ideas to influence everyday life and contribute to sustainable urban development. Today, the Ars Electronica Centre, which opened in 2009 on the north bank of the Danube, marks Linz's status as the European Capital of Culture. It attracts around 150,000 visitors a year. Known locally as the Museum of the Future, the Ars Electronica presents, interprets and provokes ideas about futuristic visions of society and our impact on the environment.

Find out more at: <https://ars.electronica.art/news/>



© Tom Mesic (Flickr)

**Museums as a core element of urban development; Ravenna:** Taking place at MAR, the local art museum in Ravenna, the open lab project started as a workshop in April 2017. Its main goal was to create an environment in which participants could come together

to collect ideas concerning the fusion of cultural attractions and tourist interests, while implementing modern solutions for 'digital inclusion and literacy' and 'developing new ITC skills'. The workshop should bring up a dialogue about the existing public services, such as the cooperation with a wider public. The idea is to build several permanent laboratories, located in different museums throughout the city, as the project itself identifies museums as a core element of urban development. Those labs are key stations for tourists to explore the city on a digital basis. There is also free Wi-Fi that even covers the 35km long coastline.

Find out more at: <https://www.w3make.it/en/open-laboratory-for-the-city-we-want/>

**Open data platform VLCi, which collects data from sensors; Valencia:** The Valencia Smart City Strategic Plan, promoted by the Valencia City Council, encompasses 17 projects, including long-term tourism proposals that are aimed at making Valencia a smart destination. To facilitate these projects, the Council created the open data platform VLCi, which collects data from sensors throughout the city. Data on public transport, city bike use, and the purchasing patterns of tourists using the VLCi IMPULSE card are collected and provided to local tourism businesses and start-ups free of charge. The initiative also analyses big data and generates reports to help businesses improve their tourism offer.

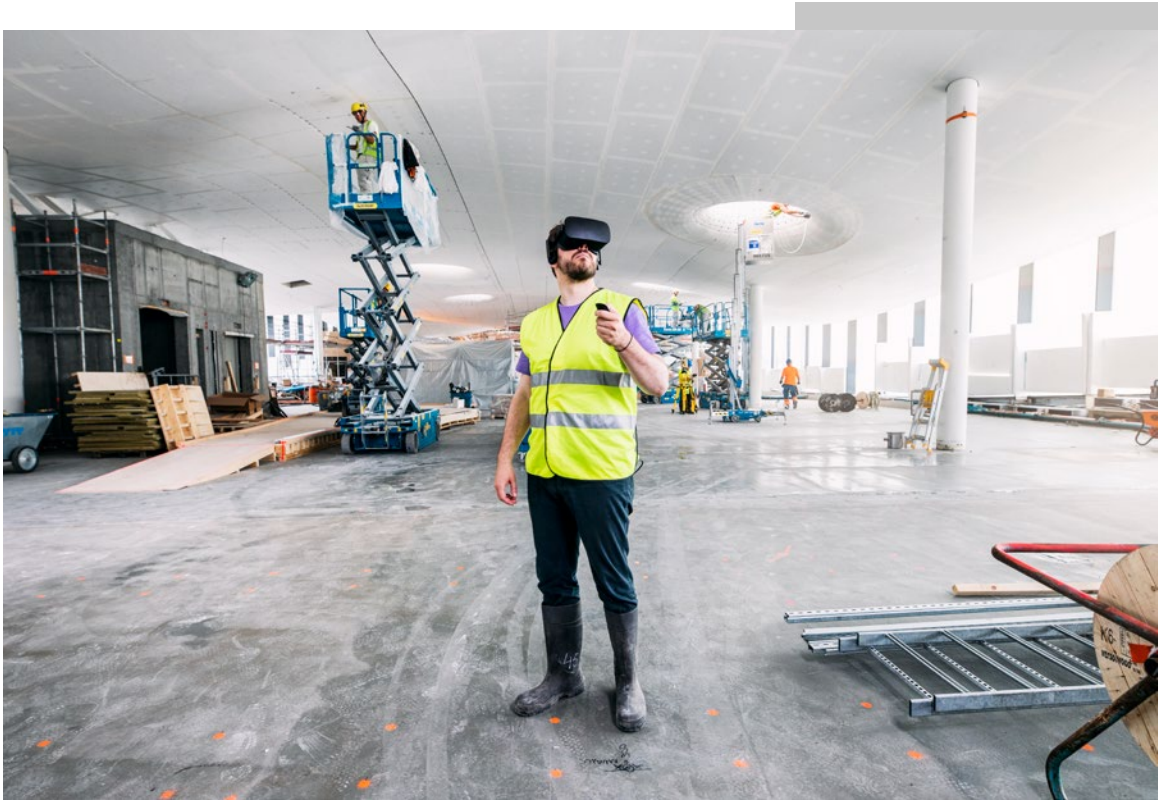
Find out more at: <http://smartcity.valencia.es/vlci/plataforma-vlci/>

### — 4.3.3 Physical and psychological accessibility through innovation

#### 4.3.3.1 Virtual reality programme Helsinki2020; Helsinki

Many people cannot afford to travel because of physical conditions, lack of money or lack of time. Virtual travelling allows those affected to travel the world, while also being the most eco-friendly way of travelling. The Helsinki2020 model is a VR experience of Helsinki that allows you to visit the capital of Finland in the future, present and past. For example, through the model you can experience what the Senate Square looked like in the 19th century or how the people in Helsinki will be living in the future. The VR model communicates with modern-day Helsinki in real time and imports big data, e.g. air quality or traffic. Another example of the use of virtual reality in Helsinki is the National Museum





© (Jussi Hellsten); City of Helsinki

of Finland, where VR allows you to step into R. W. Ekman's painting 'The Opening of the Diet 1863 by Alexander II' and speak with the Emperor and representatives of the different social classes, thereby creating a connection between museum artefacts.

Find out more at: <https://helsinki2020.fi/about/>

#### **4.3.3.2 Nexto app: Experiencing culture; Ljubljana**

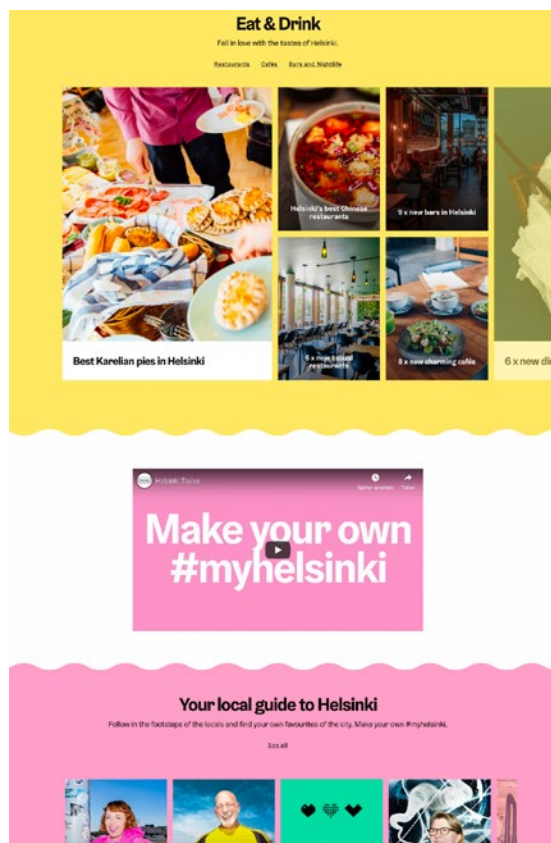
Nexto is an app that was designed by Slovenian developers. It is a storytelling app that aims to give added value to the sightseeing experience of tourists by engaging them. The app is not a typical audio guide – it combines traditional audio guides with additional features, such as puzzles, riddles and the collection of items by scanning objects with your smart phone. Nexto creates game-like learning experiences with the help of virtual reality.

It contains interactive maps that help visitors discover Ljubljana's hidden gems and uses location-aware technology that activates the audio guide whenever the user is near a point of interest. The app can also be used offline as the content can be downloaded beforehand.

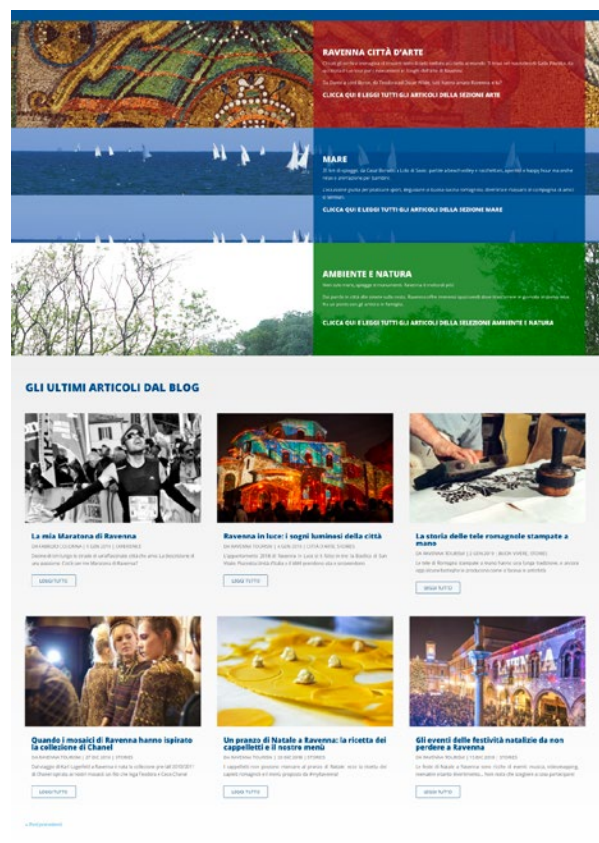
Find out more at: <http://nexto.io>

#### 4.3.3.3 #myRavenna & #myHelsinki: Social media as a connector; Helsinki & Ravenna

Giving tourists the impression that they are able to discover a city from an expert position is a task hard to manage. Ravenna and Helsinki have both prominently launched a diverse



© #myhelsinki Homepage



© #myravenna Homepage

set of tools that enable the city inhabitants and tourists to share their unique experiences with others. Providing participatory tools like blogs, social walls, news and information pages, the cities give visitors and locals the opportunity to interact on an easily accessible platform to share their experiences on both living in and travelling the city. Thus, tourists are able to give feedback on local cultural offers, while also having a notable impact on designing a new experience for other travellers. In addition, locals can have an influence on what the city shares online, which again allows for a diverse and wide perspective on Helsinki and Ravenna.

Find out more at: <https://www.myravenna.it/blog/> and at: <https://www.myhelsinki.fi/en>

#### 4.3.3.4 A website as a cultural experience: The 'Voyage à Nantes'; Nantes

When entering the website of the 'Voyages à Nantes', a modern, colourful and creative artwork unfolds, collecting all of the important headlines under just one roof. Here, one can find all of the city's information, the 'Nantes Food Forum', the current agenda of the 'Voyage à Nantes' - the 'Voyage' into Nantes' surroundings - the 'Parcours Vignoble' - the wine tasting 'marathon' – as well as, most importantly, the green line. The green line is key when exploring Nantes' culture. The user simply checks out the green line on the website and looks at the cultural offerings – either through a slideshow or through an actual map – before deciding which ones to visit offline.

Find out more at: <https://www.levoyageanantes.fr/>



© Le voyage à Nantes



#### 4.3.3.5 3D models & apps to experience history or sights; Karlsruhe, Tallinn, Poznań

**City's archive material transformed into useful apps; Karlsruhe:** Karlsruhe has developed many useful apps for tourists, such as the 'Stadtgeist Karlsruhe' app, which has been installed over 9,000 times so far. 'Stadtgeist Karlsruhe' is a history app that brings stories from Karlsruhe to life with the help of audio and video material gathered by the city archive. Similarly, the 'Karlsruhe VR' app offers users 360° views of well-known buildings and landmarks in Karlsruhe for free.

Find out more about Stadtgeist Karlsruhe at: <http://www.stadtgeist-karlsruhe.de> and its VR app at: <https://www.karlsruhe-tourismus.de/karlsruhe-vr>

**Interactive 3D model of the Old Town; Tallinn:** The city of Tallinn has created an interactive 3D model of its Old Town. The model is a virtual replica of the Old Town area and allows visitors to see and experience the same things as they would in the 'real' city. The application covers 121 hectares of the medieval city and is available in English, Estonian and Russian.

Find out more at: <http://www.3d.tallinn.ee>

**Special equipment for sights and information points; Poznań:** To grant accessibility to all its visitors, the city of Poznań tries to provide special equipment to its sights and information points. The city installed touchable miniature 3D city models, which are spread all over the city to give visually-impaired tourists an idea and image of the attraction, alongside with audio guides to allow a multi-sensual experience.

Read more at: <http://smart3dcity.pl/poznan-3d/>

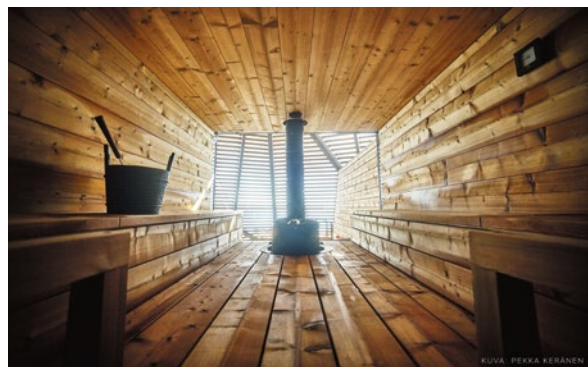
## 4.4 BEST PRACTICES IN CULTURAL HERITAGE AND CREATIVITY

### 4.4.1 Reviving traditions and cultural heritage sustainably

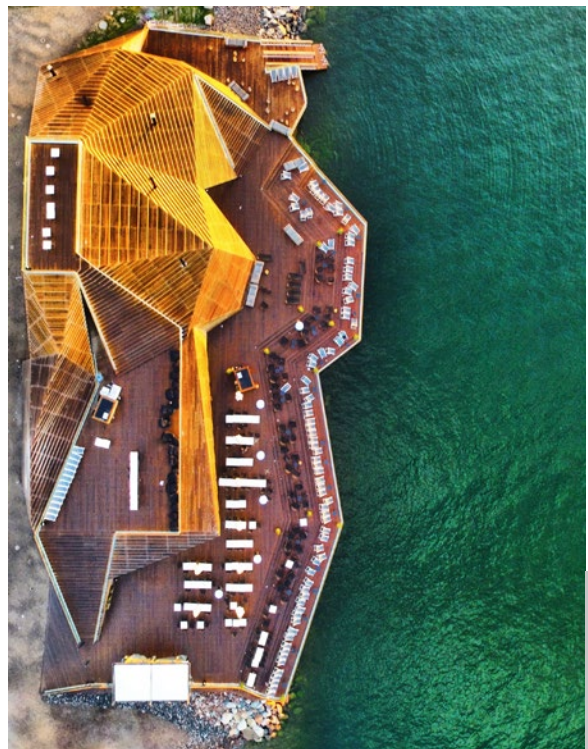
#### 4.4.1.1 Reinventing sauna culture; Helsinki

Sauna bathing is an essential part of Finnish culture and there are only a couple of public ones remaining in Helsinki. To strengthen the sense of community and to keep this important part of Finland alive, also for tourists, Finland is building new – sustainable – saunas, one of them being Löyly sauna. Löyly is heated with district heating and its electricity is produced with certified solar and wind power. The building's restaurant serves organic food and sustainably caught fish. The sauna is the first FSC-certified building in Finland and second in Scandinavia. FSC's (Forest Stewardship Council) certificate proves that wood material comes from responsibly managed forests.

Find out more at: <http://www.loylyhelsinki.fi/en/loyly-en/>



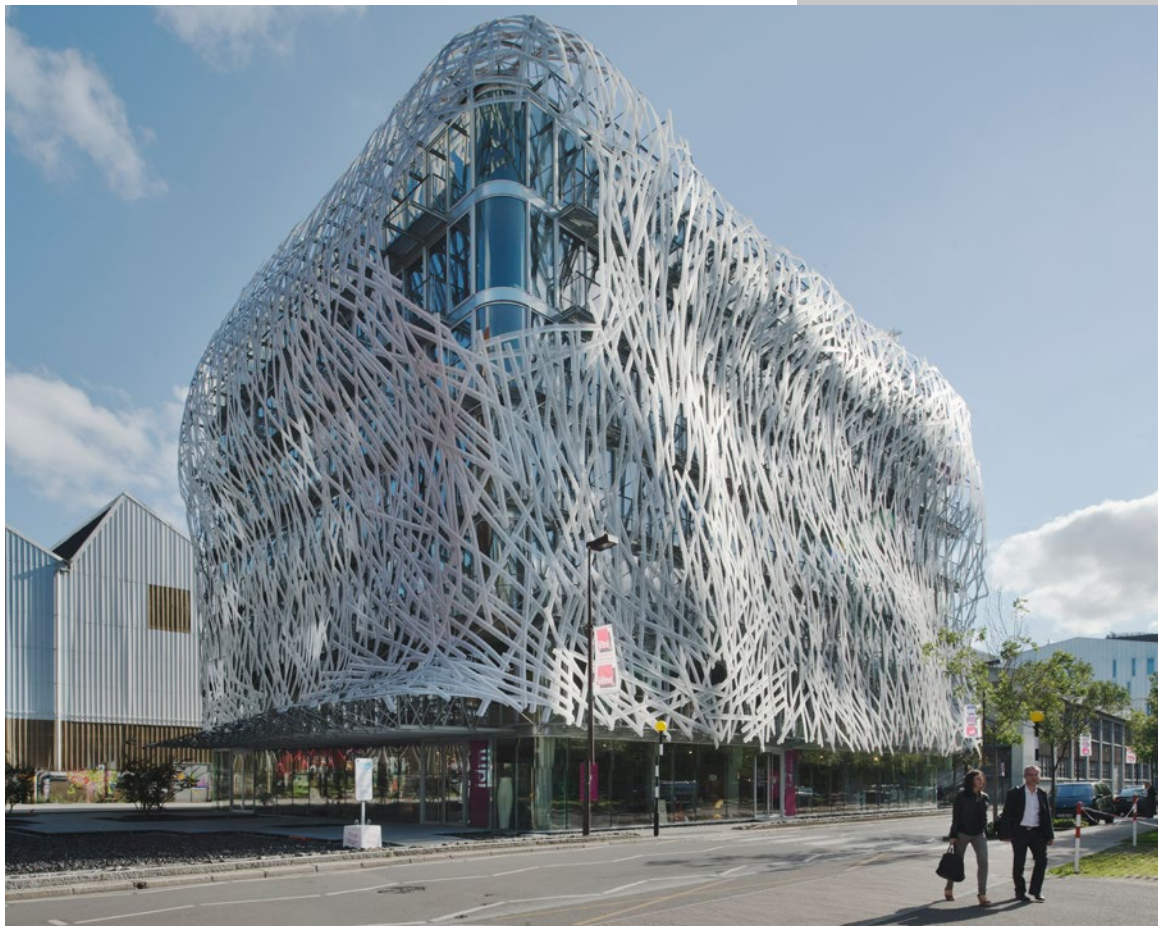
© (Pekka Keränen); Löyly /Royal Restaurants; Helsinki



© (Joel Pallaskorpi); Löyly / Royal Restaurants; Helsinki

#### 4.4.1.2 Celebrating one's architecture; Nantes

Apart from the obvious art exhibitions, museums and galleries one can find along the green line of the 'Voyages à Nantes' in Nantes, some more subtle architectural objects have been placed on the route as well. Some of them are rather hidden and not necessarily noticed at first, for example the Micr'Home, a miniature house designed by Myrtille Drouet and located in the city centre (see photo). This tiny house has been pressed into a narrow gap between two older houses and is a property that can be rented out by visitors. A slightly less subtle building is the 'Bâtiment Manny' (see photo), which rather forces itself upon the passing eye - and moreover the passing ears. The 'Bâtiment Manny'



Rolf Julius, Air, Quartier de la creation (batiment Manny), Nantes, creation Estuaire 2009 © Martin Argyroglo



building aims to reinterpret the relation between music and sculpture and plays for the eyes with its hidden speakers that are placed underneath the metal surfaces. The sound is described as a 'tender music for the walls', thereby making facades hearable in order to reduce the importance of the view as a priority sense to experience art. Other significant pieces might not even be perceived as architecture; however, they intend to make tourists stay for a minute to think of the sight that is presented to them. Tourists have to deal with bending boats jumping into the river or cafés in geometric cubes – only to outline a tiny choice of strange and exciting buildings to be seen in Nantes.

Myrtille Drouet, Micr'Home, rue du Puits d'argent,  
Nantes - Le Voyage a Nantes 2017 © Philippe Piron



Find out more at: <https://www.levoyageanantes.fr/en/parcours-images/>

#### 4.4.1.3 The 'Bouchons Lyonnais' quality label; Lyon

In addition to its UNESCO heritage, Lyon also boasts its exceptional intangible cultural heritage in terms of its gastronomy, particularly with its 'Bouchons Lyonnais' label. Bouchons are convivial and authentic restaurants located in Lyon, serving local gourmet dishes that perpetuate a culinary tradition inherited over many centuries and embody the art of gracious living 'à la française'. Sitting down to enjoy a meal in a Bouchon is an essential part of your trip to Lyon, even when your stay is short. French and foreign tourists alike appreciate the friendly atmosphere of these family-owned eateries and their great value for money.



© ONLYLYON, 'Bouchons Lyonnais' restaurant

Find out more about Bouchons Lyonnais at: <http://lesbouchonslyonnais.org/en/>

#### 4.4.1.4 Repositioning Málaga as the 'city of museums'; Málaga

To diversify tourism streams from traditional beach goers, Malaga has invested heavily in new art galleries and museums, increasing exhibition space in the city from 400 m<sup>2</sup> to 35,000 m<sup>2</sup> in just two decades. Thanks to this transformation strategy, Malaga won the 'Tourism with Identity Prize' and is now known as the city 'where art lives'. For example, the refurbishment of an old tobacco factory and market building for cultural purposes has regenerated the surrounding areas. Today, museums are the main activity for visitors.

Find out more about the Market gallery at: <http://www.malagaturismo.com/en/tourist-resources/detail/centro-de-arte-contemporaneo-de-malaga.-malaga-centre-for->

[contemporary-art/18](#) and about the Tobacco factory at: <http://www.malagaturismo.com/en/tourist-resources/detail/antigua-fabrica-de-tabaco/51>

#### 4.4.1.5 Traditional handcraft and events; Tallinn

The Estonian Folk Art and Craft Union was founded in 1929 and is a non-profit organisation that connects regional folk art, craft organisations and craftspeople. It aims to value, preserve, and develop Estonian handicraft traditions and to treasure their regional characteristics. The Union represents craftspeople and folk organisations in Estonia and abroad, holds important handicraft events in Estonia and issues the label 'Certified Estonian Artisanal Craft'. They also offer craft making courses in woodblock printing, national beaded necklaces and cotton fabric necklaces. In cooperation with [www.Visittallinn.ee](http://www.Visittallinn.ee), a map that introduces the Estonian handicraft is published in four languages. The map is available for downloading and handed out at tourist information centres and through other marketing channels. [www.Visittallinn.ee](http://www.Visittallinn.ee) includes articles introducing local handicraft and shops that sell it.

Find out more at: <https://folkart.ee/en/>



© (Kadi-Liis Koppel); visittallinn.ee



© (Kadi-Liis Koppel); visittallinn.ee

#### 4.4.1.6 The traboules agreement; Lyon

For tourists and locals, the traboules agreement is a win-win combination. Lyon's historic traboules are a type of passageway that is as old as the city itself, dating back to the 4th century, passing through buildings and courtyards. They boast architectural curiosities:



the traboules feature spiral staircases, façades and galleries of priceless aesthetic and historic value. Yet, owners and occupants were tempted to close them for safety reasons and to protect them from deterioration. The city of Lyon however, recognising their historic and cultural value, decided to contribute towards the maintenance as well as the cleaning and lighting expenses of 31 key locations, as long as their owners promise to keep these traboules open to the public.

Find out more at: <https://en.lyon-france.com/Discover-Lyon/heritage-unesco/Renaissance/Les-Traboules-du-Vieux-Lyon>

© ONLYLYON



#### 4.4.1.7 The power of art in public spaces; Breda, Linz, Lyon

**The Graphic Matters Festival enables artists to decorate walls; Breda:** The Graphic Matters Festival is a festival in Breda that is spread across the entire city and focuses on graphic design. One major aspect of the festival is the so-called 'blind walls'. There are some walls in Breda that are difficult to access, narrow alleys or so called 'lost' walls. The idea behind the 'blind walls' narrative is that artists decorate these walls with paintings created by artists from the Netherlands and around the world. This leads to 'nicer' areas, space for creativity and art, it potentially makes narrow streets in some of the 'difficult' areas of the city safer to walk along due to it belonging to a 'piece of art' and it visibly enhances the look and feel of the city itself. Tourists can now visit more than 60 walls (murals) through walking tours and a special app.

Find out more at: <https://graphicmatters.nl/>

**‘Europe’s biggest graffiti gallery’; Linz:** Graffiti in public spaces used to be dismissed as vandalism, and artists hardly had any chance to pursue their creativity legally. But since the UK artist Banksy achieved international recognition for his work, graffiti art has seen a massive shift in attitudes: a broader appreciation for street art led to more buildings and areas being legalised for use by artists. ‘Europe’s biggest graffiti gallery’, measuring 2,500 m<sup>2</sup> and known as the ‘Mural Harbour’, can be found in Linz. The Mural Harbour project brightens up the greyish port buildings and adds another interesting and surprising dimension to the city’s cultural offer. Artists from 25 countries, including the United States, Taiwan and South Korea, have painted more than 100 works of graffiti. In addition to providing an enhanced tourist experience, the area also helps to draw guests away from tourist hotspots in the city centre. This has helped to revive different areas of the city and ensured this aspect of Linz’s industrial heritage has a long-term future.

Find out more at: <https://www.linztourismus.at/en/leisure/discover-linz/museums-and-exhibitions/mural-harbor/>



© OÖ Tourismus (Robert Maybach)

**Beautiful murals transforming the city into an outdoor art gallery; Lyon:**

Painted murals are making the city beautiful and, at the same time, setting it apart. Lyon's painted murals are an artistic approach that is used to adorn specific sites and façades by displaying a work of art often related to the city itself. These murals are a great way of acquainting us with the city's historic characters and highlighting its heritage. Lyon's painted murals tour takes visitors to the UNESCO-listed sites, as well as to more distant districts rarely seen by tourists. Over the past 5 years, 1,500 guided tours have enabled over 41,000 people to discover this original heritage feature with the added advantage of an app that uses augmented reality and geolocation so that visitors can see just how much work has been done around the city.



© Andrew/Flickr

Read more about the murals at: <https://www.francetoday.com/travel/the-murals-of-lyon/>

**4.4.1.8 A city full of art: The artistic marvels of Nantes; Nantes**

Summing up all of the over 37 equally interesting artworks in Nantes is nearly impossible. For example, Nantes' own little island alone, which serves as an art and fun park and goes by the name 'Machines de l'île' (the machineries of the island), was built in honour of the 'imaginary worlds' of Jules Verne, the mechanical inventions of Leonardo Da Vinci and Nantes' industrial background altogether and it was opened with a giant metal elephant in 2007. Today, alongside temporary and changing artworks, there is the elephant, a giant spider and a carousel, all assembled under the roof of the so called 'Machines Gallery' – a





Les Machines de l'île, Nantes © Romain Peneau



Jean-Luc Courcoult, La Maison dans la Loire, Coueron, creation perenne Estuaire 2007 © Bernard Renoux

playground for both kids and grown-ups. In 2022, the collection will be complemented with its newest and probably biggest and most extraordinary member, the 'Arbre aux Hérons' (the Tree for Heroes), which will be a giant treehouse made from metal and wood, with metal creatures and platforms for everyone to climb on.

Read more at: <https://www.lesmachines-nantes.fr/en/>

## 4.4.2 Communal infrastructures

### 4.4.2.1 Public library; Helsinki

Helsinki, just like many other cities, is seeking to increase its stock of public and safe urban facilities that are open to all, for free. Helsinki's new library is one example of this effort in practice. The Oodi Library opened in the city in 2018 and is home to around 100,000 books. It also boasts meeting rooms, gaming rooms with VR and a cinema, as well as stations for creative endeavours. It is not just a library, but also a venue for events and a diverse urban experience. The library and its services are available to all, seven days a week, from early in the morning until late in the evening. It has quickly become a living room for residents and tourists, right in the heart of Helsinki.

Find out more at: <https://www.oodihelsinki.fi/en/>



© (Tuomas Uusheimo); Helsinki Marketing





© (Tuomas Uusheimo); Helsinki Marketing



© (Tuomas Uusheimo); City of Helsinki

#### 4.4.2.2 The ‘Library under the Treetops’; Ljubljana

During the summer, tourists and locals alike are invited to read books, magazines and newspapers under the city trees in Ljubljana for free – as part of a project called ‘Library under the Treetops’. Bookshelves are installed in selected urban spots where people can lie on a sunbed and enjoy reading the latest books published by Slovenian publishing. From the simple idea of reading books under a tree, the Library under the Treetops has developed into an established and well-attended festival of reading and creativity. Furthermore, The Library under the Treetops occasionally hosts public readings, interviews with prominent guests, and creative workshops.



© (Nea Culpa); visitljubljana

Find out more at: <https://www.visitljubljana.com/en/b2b-press/news/library-under-trees-for-relaxed-reading-in-the-citys-green-nooks-and-crannies/>

#### **4.4.2.3 Collaboration of local creative players; Copenhagen**

In 2018, Wonderful Copenhagen worked with the Maritime Museum of Denmark to test virtual reality technology to enrich the architectural experience. Furthermore, together with the National Museum of Denmark, Wonderful Copenhagen developed a chatbot to improve the experience of visitors and make the National Museum more open for communication. In 2016, the Tourism + Culture Lab facilitated a makeover of the English website of the Danish Architecture Centre, which many international tourists visit to learn more about the city's architecture. The makeover simplified the structure to increase accessibility to international users and displayed relevant information more visibly, also on Facebook. Following this make-over, the site visits increased (on sub sites targeted to tourists) by 165% and there was an increase in sales of guided English tours in the city by 41% compared to the previous year.

Find out more about the DAC website at: <https://dac.dk/en/>

#### **4.4.2.4 Black Nights Film Festival; Tallinn**

Just before the start of the Christmas season, Tallinn hosts the Black Nights Film Festival (PÖFF), which is the largest event in the Baltic States and has grown into one of the biggest film festivals in Northern Europe since it has started in 1997. The festival screens around 250 features and 300 short films and animations and has about 80,000 guests annually. Last year, the festival was covered in 71 languages and since 2014 is FIAPF-accredited, which puts the festival into the A-category of film festivals, alongside Cannes and the Berlinale.

Find out more at: <https://2018.poff.ee/festival>

#### **4.4.2.5 Porta Posnania – participatory educational centre; Poznań**

The Porta Posnania is a stunning minimalistic building, very often referred to as a museum. It is however more of an educational centre, which allows for an interdisciplinary approach to local history. Built on the city island, where the Warta river splits into two, Porta Posnania was constructed within the connecting nature project, funded by the Horizon 2020 EU programme. The predominant idea was to create a multifunctional space, using cultural and natural resources, to enrich Poznań's cultural capital while protecting the green belt surrounding the city river. Today, the Porta Posnania is the door that opens up the city's past and allows people to access the content they are interested in. Furthermore, the building is barrier-free and provides help to those with disabilities. Porta Posnania attracts its visitors with a multimedia display, educational workshops, cultural events and tours.

Find out more at: <https://poznan.travel/en/r/warto-zobaczyc/brama-poznania-otwarta>

#### **4.4.2.6 'Culture in Karlsruhe' – collaboration across all sectors; Karlsruhe**

Karlsruhe bundled its culture in the marketing campaign 'Culture in Karlsruhe', which was founded in 2015 and is a unique campaign within Germany. 'Culture in Karlsruhe' is a cooperation of the 30 most important cultural institutions in Karlsruhe and combines events and educational offers from universities, libraries, museums, theatres and the music scene, thereby promoting the exchange of competencies. The campaign addresses interested parties from all over via Facebook and Instagram and is strongly visible within the tourism sector through its own print products, social media appearances and events.

Find out more at: <http://www.kulturinkarlsruhe.de/>

### 4.4.3. Usage of cultural heritage for new creativity

#### 4.4.3.1 Design Officer / District / Week; Helsinki

The annual Helsinki Design Week is the largest design festival in the Nordic countries, bringing together creative people in the centre of Finland's capital. It contains about 250 events around fashion, architecture and urban culture and takes place in a variety of places throughout the city, from museums to markets, to seminar halls and secret shops. It presents new faces and phenomena in design and offers citizens a forum to participate in developing their town. Furthermore, Helsinki has its very own Design District in the city centre, a hub of creativity, with boutiques, galleries, workshops, museums and design agencies. Helsinki, one of the UNESCO Cities of Design, also appointed its own Chief Design Officer in 2016, thereby being the first capital in the world to do so.

Find out more at: <https://www.helsinkidesignweek.com> and at: <https://designdistrict.fi/en/>

#### 4.4.3.2 Generating value from tourists; Copenhagen

In their 2020 strategy, Wonderful Copenhagen, the city's official tourism organization, puts a strategic focus on 'once attracted, twice valued' – this means that the city wants to shift its focus from primarily attracting tourists to also generating more value from the tourists already attracted. Through insights derived from the movement of visitors and consumption patterns, the city identifies weak points and removes them in order to improve the tourist's satisfaction and makes them return and recommend Copenhagen to others. One example is the Tourism + Culture Lab initiative, where Wonderful Copenhagen and cultural institutions work together to identify synergies between tourism and culture. For example, in 2018 the initiative explored the commercial potential of international tourism, sharing advice on how to create and manage a museum store that appeals to international visitors.

Find out more about the 2020 strategy at: <http://localhood.wonderfulcopenhagen.dk/wonderful-copenhagen-strategy-2020.pdf>





© (Martin Heiberg); Copenhagen

#### 4.4.3.3 The Ramón Llull Initiative 2030; Palma

Ramón Llull is a citizen initiative, which aims to guide and support numerous city development projects via a smart lab in the Bay of Palma. Planned changes include the conversion of industrial neighbourhoods into cultural districts. The so-called 'Music Box' building is already under construction in one of these districts to house Palma's symphony orchestra. The citizen initiative aims to balance tourism with local needs and ensure urban planning and cultural investments safeguard the environment and generate jobs for residents.

Find out more at: [ramonllull2030.com](https://ramonllull2030.com)



#### 4.4.3.4 The Festival of Lights; Lyon

In a tradition that dates back to the 17th century, the 'Lyonnais Fête des lumières' is a yearly cultural highlight in Lyon. The festival has its origin in expressing gratitude towards Mary, as in religious tradition she was believed to have saved Lyon from the plague in 1643. What started as a local tradition, which encouraged citizens of Lyon to place a candle or light in their window every year around the 8th of December to commemorate Mary, grew into an event that captured the attention of people all around the globe. Nowadays the 'Lyon Light Festival' attracts 4 million visitors per year. The festivals' activities are all based on light and last approximately four days. The festivals' organisers are seeking to reduce the impact of the event on the environment as much as possible by various means, such as by using low consumption lighting systems (LED) on many of its installations. The event is said to consume as much as a standard household (water, electricity, heating) in a 120 m<sup>2</sup> apartment. As soon as projects are selected, particular attention is given to materials, re-use, and the transport of equipment and teams. Artists who favour an eco-responsible approach are rewarded with a Récylum des Lumières Durables trophy.

Find out more at: <http://www.fetedeslumieres.lyon.fr/en>



© Robert Brice – Lyon, Fete des Lumières



© Robert Brice – Lyon, Fete des Lumières

#### 4.4.3.5 A gourmet agenda for the region; Lyon

The Tourist Information Office in Lyon plays an essential part in promoting the city when it comes to gastronomy. Here, Lyon has some very real and undisputed assets: 4,000 restaurants, 19 of which share a total of 25 stars, and the Rue du Boeuf, the street with the most star-rated restaurants in France. The Tourism Information Office deployed a new tool entitled 'C'est Lyon qui Régale' to promote all its gastronomy-related events. This event-agenda already lists over 200 gourmet events divided up into 5 different sections: typical



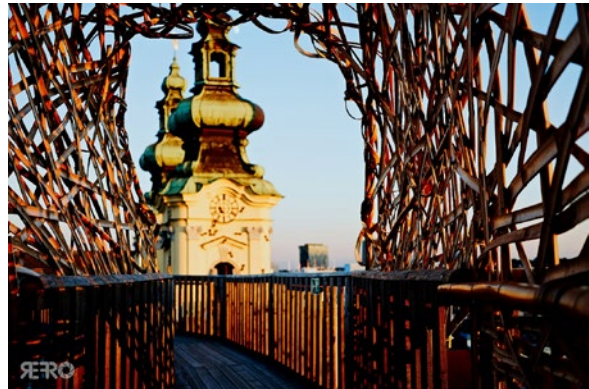
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local markets, cookery workshops, food-tasting courses, gourmet and of course festive events. 'C'est Lyon qui Régale' aims to consolidate Lyon's reputation as a city devoted to gastronomy and give rise to new projects.

Find out more at: <https://en.lyon-france.com/c-est-lyon-qui-regale>

#### 4.4.3.6 'Höhenrausch' – art above the rooftops; Linz

Since Linz became the European Capital of Culture in 2009, many new cultural formats have been developed. One of them is the 'Höhenrausch' exhibition, which takes place every summer on the roofs of a high car park, in the Upper Austrian Culture Quarter and in church towers. Höhenrausch – art above the rooftops of Linz – is an art and cultural exhibition that was developed in 2009 and is regarded as one of the most successful and sustainable offers of Linz. Since its opening, one million visitors have come to see the view over the rooftops of Linz. The basic idea of the Höhenrausch art project is to show Linz from a different, completely unfamiliar perspective and to combine art and fun. Höhenrausch fascinates both tourists – one in ten visitors travel from abroad – and locals. It implicitly creates a seduction to art because it remains casual and avoids creating an exclusive 'educated middle-class' atmosphere and thus attracts people who might not necessarily visit museums. Höhenrausch therefore has revolutionised the ways in which art can be presented. The creation of Höhenrausch is all thanks to Linz being elected the 2009 European Capital of Culture. Now, 10 years later, the project is one of the outstanding examples of how such an annual festival initiative can generate a lasting impact, even at the European level.



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Find out more at: <http://www.hoehenrausch.at/>

