

Report on participation to international tourism fairs

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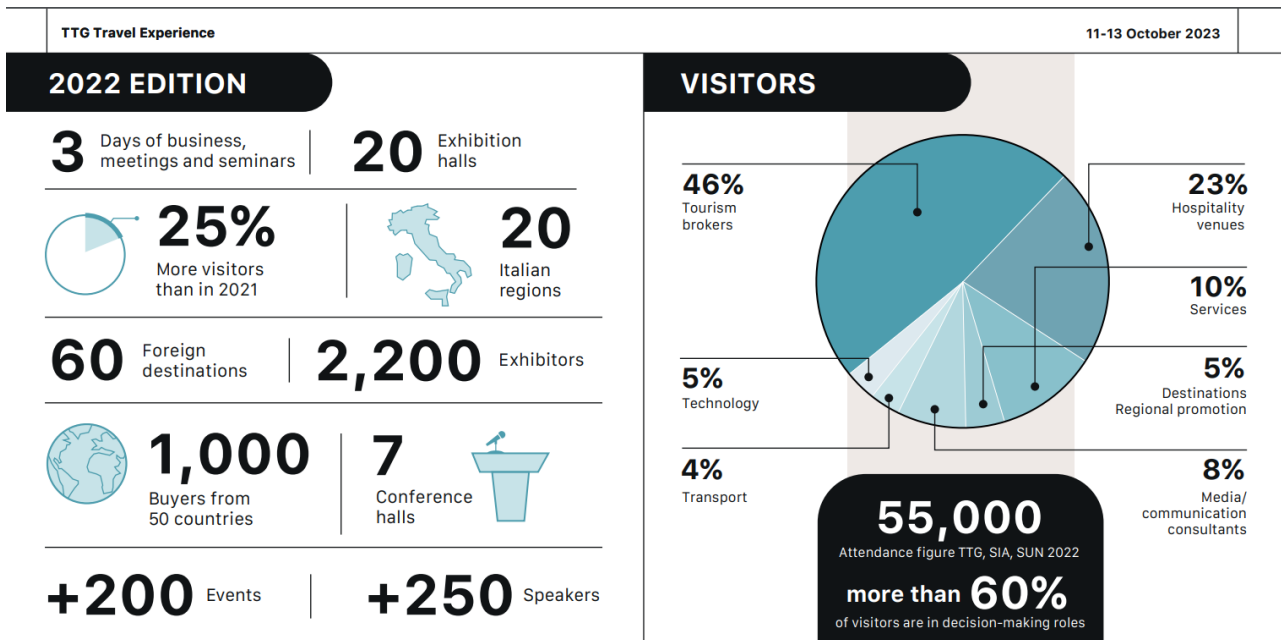
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TTG Travel Experience in Rimini

Information on Fair

TTG Travel Experience is the key Italian event for the promotion of global tourism in Italy and for the marketing of Italy’s tourism offer worldwide. For three days, international operators and key players from the sector’s leading companies are in Rimini: tourism boards, tour operators, travel agents, airlines, transport companies, accommodation facilities, and those providing tourism services, technology, and innovative solutions. A hub of ideas for tourism operators worldwide, a source of information to identify new trends and innovations, tourism formats and consumer inspirations.



Date and location

The participation of Adripromtour representatives to the TTG international fair, as hosts in a stand provided by Abruzzo Region, was held on the 11-13 of October 2022 on the Fiera di Rimini location

Participants

The representatives of Consorzio Punto Europa Teramo (3 members) participated to the Fair on behalf of Adripromtour partnership.

Short description of the activity

The International Tourism Fair in Rimini is a significant event in the tourism industry, bringing together professionals and stakeholders from around the world to showcase the latest trends, products, and services in the sector. Adripromtour participated in the fair in order to promote the outputs of the project, which involves developing a tool in virtual reality for guided tours.

Purpose:

The purpose of our participation in the International Tourism Fair in Rimini was to create awareness about our project and showcase its potential to revolutionize the way guided tours are conducted in the tourism industry. We aimed to attract potential partners, investors, and customers interested in adopting our tool and incorporating it into their business models.

Importance of promoting the outputs of the project:

Promoting the outputs of our project is crucial for its success as it allows us to create awareness about our tool and showcase its potentialities to partners and customers. Participating in events such as the International Tourism Fair in Rimini provides us with a platform to reach a broader audience and engage with stakeholders in the tourism industry. By promoting our project's outputs, we can also attract funding and investment opportunities that could grant a more efficient development.

For this purpose, we set up a booth at the fair and used a combination of visual aids and interactive demonstrations to showcase the capabilities of our tool. We also engaged with visitors, answered their questions, and explained the benefits of using virtual reality for guided tours.

Outputs:

Our participation in the International Tourism Fair in Rimini was a success, as we managed to attract a significant amount of interest from potential partners and customers. Our tool in virtual reality for guided tours was well received, with many visitors expressing their excitement about the potential of this technology to enhance the tourism experience for travelers.

In this occasion, we administered short surveys to the public (see attached file) to evaluate the customer satisfaction and collect inputs and ideas on how to more significantly implement the technological tool for a more satisfying user-experience.

Conclusion:

Our participation in the International Tourism Fair in Rimini was a significant milestone for our project, as it allowed us to showcase the potential of our tool in virtual reality for guided tours to a global audience. We received a lot of interest and positive feedback from visitors, which is a promising sign for the future of our project. Moving forward, we will continue to promote our outputs and engage with potential partners and customers to bring our tool to the market and revolutionize the tourism industry.

Photographs





Bitesp Travel experience Exchange in Venice

Information on Fair

The Venice Bitesp Travel experience Exchange in Venice confirmed itself as a reference event for experiential and sustainable tourism operators and for incoming specialists.

It included 5 distinct sections:

1. Exhibition Area with pre-fitted stations to present and promote the tourist offers of the operators
 2. Workshop Area reserved for international Sellers and Buyers of experiential and incoming tourism, organized with pre-arranged appointments.
 3. Online workshop on a digital platform with video conference meetings between buyers and sellers.
 4. Roots Tourism, section dedicated to travel to discover the Italian origins and the excellence of Made in Italy.
 5. Events Area – Storyliving Experience where seminars, meetings and training steps will take place.
- The fair is specifically dedicated to the Experiential Tourism and Incoming Tourism, a perfect combination for the development of territories which is aligned with the outputs that AdriPromTour project is developing with Virtual reality platform for VR tours

Bitesp was born from an innovative concept that goes far beyond the standard of traditional fairs, an event in attendance in Venice, able to respond to the new needs for the promo-marketing of experiential tourism and for the search for new commercial partnerships, with national operators and international.

Date and location

The participation of AdriPromTour representatives to the TTG international fair was held on the 23-24 of November 2022 on the Fiera di Rimini location

Participants

The representatives of Consorzio Punto Europa Teramo (3 members) participated to the Fair on behalf of AdriPromTour partnership.

Short description of the activity

The international tourism fair in Venice is a yearly event that attracts numerous participants from all over the world. The fair aims to showcase innovative tools and technologies that can be used to promote the tourism sector. This year's event was dedicated to immersive tools, including virtual reality, that can enhance the tourist experience. Our team participated in the fair to showcase a tool we are developing in virtual reality for guided tours. In this report, we will discuss our participation in the fair and the importance of promoting the outputs of our project.

Purpose:

Consorzio Punto Europa prepared a booth to showcase our virtual reality tool for guided tours. and equipped it with the necessary technology, including VR headsets to demonstrate how the Virtual reality tours works. We also had brochures and other promotional materials that explained the features and benefits of our project.

The purpose of our participation in the Fair was to create awareness about our project and showcase its potential to revolutionize the way guided tours are conducted in the tourism industry. We aimed to attract potential partners, investors, and customers interested in adopting our tool and take advantage of:

a) Meeting and Networking

to contact new operators, thanks to the various meeting opportunities, useful for starting new collaborations, networking and promoting the creation of professional networks. Networking is a very effective communication tool, especially for the search for new collaborations, because it allows the creation of new contacts with operators who favor business growth.

b) Promotion and Visibility

The presence in the Exhibition Area offered great visibility to contact the thousands of operators who visit the event, with the ability to invite and make appointments with customers and suppliers, to present their offer.

Importance of Promoting the Outputs of Our Project:

Participating in the international tourism fair in Venice was a great opportunity for us to showcase our tool and promote the outputs of our project. By demonstrating how our tool works, we were able to generate interest and excitement among visitors about the potential of virtual reality in the tourism sector.

Promoting the outputs of our project is essential to ensure its success. By raising awareness about our tool, we can attract potential partners, investors, and clients who can help us bring the tool to the market. Additionally, promoting the outputs of our project can help us get valuable feedback from stakeholders and potential users, which can help us improve the tool and make it more effective.

In this occasion, we administered short surveys to the public (see attached file) to evaluate the customer satisfaction and collect inputs and ideas on how to implement the technological tool more significantly for a more satisfying user-experience.

Conclusions:

Participating in the international tourism fair in Venice was a great experience for our team. We were able to showcase our virtual reality tool for guided tours and generate interest and excitement among visitors. We received a lot of interest from tourists, travel agencies, and other stakeholders

in the tourism industry. Many visitors were impressed with the immersive experience that our tool provides and expressed interest in incorporating it into their tours.

Photographs



FITUR Madrid

Information on Fair

FITUR Madrid is one of the most significant and prestigious international events in the tourism industry. It serves as a meeting point for professionals, exhibitors, and stakeholders from all sectors of the global tourism market. Organized by IFEMA (Institución Ferial de Madrid), the fair provides a platform for businesses, destinations, and organizations to showcase their products, services, and innovations to a diverse and influential audience.

Key features of FITUR Madrid include:

1. **Global Participation:** The fair attracts participants from around the world, including tourism boards, tour operators, travel agencies, hotel chains, airlines, technology providers, and more. This diverse representation allows for networking, collaboration, and the exchange of ideas.
2. **Exhibitions:** Various pavilions are set up to represent different countries, regions, and cities, showcasing their tourism offerings. Attendees can explore unique cultural aspects, natural attractions, and travel opportunities from different parts of the globe.
3. **B2B Meetings:** FITUR facilitates business-to-business (B2B) meetings, enabling professionals to establish commercial agreements, partnerships, and collaborations. This aspect is particularly important for promoting travel packages, destination management services, and other tourism-related products.
4. **Innovation and Technology:** The fair features a dedicated section for tourism-related technology and innovations. Companies in the tech industry can present their latest solutions for enhancing the travel experience, sustainable practices, and digital marketing strategies.
5. **Conferences and Seminars:** Throughout the event, there are seminars, workshops, and conferences addressing current trends, challenges, and opportunities in the tourism sector. Renowned experts, government officials, and industry leaders share insights and knowledge during these sessions.
6. **Sustainability Focus:** Sustainability and responsible tourism practices are recurring themes at FITUR. Many exhibitors and discussions center around promoting environmentally friendly and socially responsible approaches to travel and tourism.
7. **Media Coverage:** The fair attracts significant media attention, both from domestic and international outlets. It serves as a platform for promoting destinations and travel-related products to a broader audience.

Date and location

The participation of Adripromtour representatives to the FITUR international fair was held on the 24-28 of January 2023

Participants

Adripromtour participated with 8 representatives on behalf of project partners (Conorzio Punto Europa Teramo, University of Pula and City of Kastela)

Short description of the activity

Adripromtour leveraged FITUR as an opportunity to shine the spotlight on their partner locations, which embrace sustainable tourism practices, highlighting these destinations' efforts to preserve natural resources, respect local cultures, and enhance the well-being of local communities. This approach resonated well with the audience, who appreciated the commitment to responsible and sustainable tourism.

Throughout the event, Adripromtour emphasized the vital role of promoting sustainable tourism for the betterment of both the environment and local communities. The fair provided an ideal platform to raise awareness about responsible tourism practices and their positive impact on the destinations and people involved.

Adripromtour's participation at FITUR underscored the significance of incorporating sustainability into the core of the tourism industry. The company's innovative use of virtual reality to showcase partner locations was a testament to the power of technology in driving positive change. By promoting sustainable tourism, Adripromtour demonstrated its commitment to creating a more environmentally friendly and socially responsible tourism sector.

Purpose:

The purpose of Adripromtour participation in the FITUR International tourism Fair in Madrid was to create awareness about our project and showcase its potential to revolutionize the way guided tours are conducted in the tourism industry.

One of the key attractions at the Adripromtour booth was the test the implementation of the cutting-edge VR platform via headset. Through this technology, visitors were transported to various eco-friendly and culturally rich partners' destinations. The VR experience provided an engaging and immersive way to showcase the beauty of sustainable tourism locations, leaving a lasting impact on participants.

Importance of promoting the outputs of the project:

Promoting the outputs of our project is crucial for its success as it allows us to create awareness about our tool and show its potentialities to visitors.

Participating in the event provided us with a platform to reach a broader audience: for this purpose, we set up a booth at the fair and used a combination of visual aids and interactive demonstrations to showcase the capabilities of our tool to engage with visitors and explain the benefits of using virtual reality for guided tours.

Partnership involvement:

COPE:

As responsible of the fairs participation, developer of the vr platform and manager of the devices (VR headsets) which were provided to users to run the immersive tour in virtual reality, PP6 Cope participated to manage the following aspects:

- a) Technical aspects: The VR headsets require technical expertise for proper setup, maintenance, and troubleshooting. The staff members ensured that technical aspects were handled efficiently, including recharging the headsets (almost around each hour and half) and addressing any technical issues promptly.
- b) Users assistance: the immersive nature of the VR tour always pose challenges for some participants. Staff members assisted the public in wearing and adjusting the VR headsets, ensuring a comfortable and enjoyable experience, addressing specific needs and questions.
- c) Promotional interaction: staff members engaged with the public, providing information about the VR tour, highlighting its unique features, and promoting the Adripromtour brand.
- d) Instruction and questionnaire administration: having administered the questionnaire has been a critical step in gathering valuable feedback. The process of informing users on how to use the VR equipment and collect feedback after the tour experience was an essential task.

Juraj Dobrila University of Pula:

During the visit to the Tourism Fair in Madrid, Juraj Dobrila University of Pula presented the results of the previous Atlas project, as well as the project activities of the Adripromtour project. Interested visitors had the opportunity to virtually peek into our destinations through a virtual platform, after which they expressed great interest. Also, we shared maps of our cycling route that goes around sights throughout the municipality of Ližnjan with Interested visitors.

City of Kaštela:

City of Kaštela presented results achieved by Standard projects (UnderwaterMuse and Value) and distributed promotional materials related to Adripromtour project. Visitors of the fair expressed their desire to visit our localities that were presented and that are part of the digital platform. Considering that technology advances day by day, we took the opportunity to see what technologies others are using in order to take them into consideration for some future projects.

Outputs:

In terms of quantity, we reported a significantly underestimated count of event attendees, focusing solely on those who took the time to complete the VR experience questionnaire. This figure represents a very low percentage of the total individuals who approached the Adripromtour stand seeking information about the Italy-Croatia Programme, the broader Adripromtour project, the Italian and Croatian locations featured in the project, and those who simply engaged with the innovative VR tool without filling out the questionnaire.

From a qualitative perspective, partners took charge of organizing their participation as visitors and succeeded to be kindly hosted by other representatives/exhibitors, attracting many tourism professionals interested into the VR tool technology and its modalities to enhance the tourism experience, to promote Adripromtour and the objectives of Interreg Italy Croatia, without incurring excessive expenses typically associated with the commercial promotion of dealers attending international fairs as exhibitors to sell tourism products and travel packages.

Adripromtour's presence at FITUR was met with great enthusiasm and interest from general public. The company's booth captivated the audience and immersed them in a virtual tour of partner locations, highlighting the possibilities of responsible and sustainable tourism.

To gather valuable feedback, Adripromtour administered questionnaires to visitors after their VR experience. The questionnaire aimed to gauge the effectiveness of the VR platform in promoting sustainable tourism and to gather insights into potential areas for improvement. The response rate was encouraging, and the feedback received will be instrumental in further refining the VR platform. The evaluation of the questionnaires resulted in a subsequent report, which is appended to the current document.

Conclusions:

The participation of Adripromtour at FITUR Madrid International Tourism Fair was a resounding success. Their virtual reality platform and headset captivated attendees, highlighting the possibilities of sustainable tourism to adopt responsible practices. Adripromtour's dedication to promoting sustainable tourism was evident throughout the event, and their efforts will undoubtedly contribute to a more sustainable and responsible future for the tourism industry.

Photographs











ITB Berlin

Information on Fair

The ITB Berlin is a comprehensive platform that brings together the global tourism industry, including tourism professionals, travel agencies, tour operators, airlines, hotels, destinations, and technology providers. With an impressive history spanning several decades, the fair has established itself as a premier event for networking, business opportunities, and information exchange within the travel and tourism sector.

Key Features of ITB Berlin:

International Representation: ITB Berlin attracts participants from all around the world, making it a truly global event. National and regional tourism boards, tour operators, and travel companies showcase their destinations and travel offerings, providing a diverse and vibrant display of tourism opportunities.

Exhibitions and Pavilions: The fair features numerous exhibition halls and pavilions representing various countries, regions, and industry sectors. Attendees can explore a wide range of tourism products, services, and innovations.

Business-to-Business (B2B) Meetings: ITB Berlin facilitates B2B meetings, allowing travel industry professionals to establish new partnerships, negotiate contracts, and strengthen existing business relationships. These meetings are crucial for fostering collaborations and expanding tourism services worldwide.

Conferences and Seminars: The event hosts a series of conferences, seminars, and panel discussions, where experts and thought leaders share insights on the latest trends, challenges, and innovations in the tourism industry. Topics often include sustainable tourism practices, digital marketing, travel technology, and emerging travel destinations.

Sustainability Focus: ITB Berlin places significant emphasis on sustainable and responsible tourism practices. The fair hosts a dedicated segment called the ITB CSR (Corporate Social Responsibility) Day, where attendees can learn about sustainable tourism initiatives and responsible business practices.

Travel Technology: Technology is a crucial aspect of the modern travel industry. ITB Berlin showcases the latest advancements in travel tech, such as online booking platforms, mobile applications, artificial intelligence, and virtual reality experiences.

Date and location

The participation of Adripromtour representatives to the ITB international fair in Berlin was held on the 7-9 of March 2023

Participants

Adripromtour participated with 9 representatives on behalf of project partners (Consorzio Punto Europa Teramo, University of Pula, Sibenik-Knin County and City of Kastela)

Short description of the activity

Adripromtour utilized ITB Berlin as an opportunity to shine a spotlight on their partner locations, which exemplify sustainable tourism practices. Through their VR platform, the company highlighted these destinations' efforts to preserve natural resources, respect local cultures, and foster positive interactions between tourists and host communities. The presentation resonated strongly with the audience, who appreciated the commitment to responsible tourism.

One of the main highlights of Adripromtour's booth was the cutting-edge VR platform and headset they have been developing. This technology allowed visitors to embark on a sensory journey to various eco-friendly and culturally rich destinations of the partnership's locations. The VR experience provided an immersive and captivating way to showcase the beauty of sustainable tourism locations, leaving a lasting impact on participants.

Purpose:

Adripromtour participation at ITB Berlin exemplified their dedication to incorporating sustainability into the core of the tourism industry. The company's innovative use of virtual reality technology to showcase partner locations underscored the potential of technology in driving positive change within the sector.

By promoting sustainable tourism, Adripromtour demonstrated its commitment to creating a more environmentally friendly and socially responsible tourism sector.

Importance of promoting the outputs of the project:

Throughout the event, Adripromtour emphasized the vital significance of promoting sustainable tourism for the benefit of the environment, local communities, and the industry at large. The fair served as an ideal platform to raise awareness about responsible tourism practices and their positive impact on destinations and people.

Partnership involvement:

COPE:

As responsible of the fairs participation, developer of the vr platform and manager of the devices (VR headsets) provided users the technology to run the immersive tour in virtual reality.

PP6 Cope, then, participated to manage the following aspects:

- a) Technical aspects: The VR headsets require technical expertise for proper setup, maintenance, and troubleshooting. The staff members ensured that technical aspects were handled efficiently, including recharging the headsets (almost around each hour and half) and addressing any technical issues promptly.
- b) Users assistance: the immersive nature of the VR tour always pose challenges for some participants. Staff members assisted the public in wearing and adjusting the VR headsets, ensuring a comfortable and enjoyable experience, addressing specific needs and questions.
- c) Promotional interaction: staff members engaged with the public, providing information about the VR tour, highlighting its unique features, and promoting the Adripromtour brand.
- d) Instruction and questionnaire administration: having administered the questionnaire has been a critical step in gathering valuable feedback. The process of informing users on how to use the VR equipment and collect feedback after the tour experience was an essential task.

Juraj Dobrila University of Pula:

During the visit to the Tourism Fair in Berlin, Juraj Dobrila University of Pula presented the results of the previous Atlas project, as well as the project activities of the Adripromtour project. Interested visitors had the opportunity to virtually peek into our destinations through a virtual platform, after which they expressed great interest. Also, the partner shared maps of their cycling route that goes around sights throughout the municipality of Ližnjan with Interested visitors.

City of Kaštela:

City of Kaštela presented results achieved by Standard projects (UnderwaterMuse and Value) and distributed promotional materials related to Adripromtour project. Visitors of the fair expressed their desire to visit localities that were presented and that are part of the digital platform. Considering that technology advances day by day, we took the opportunity to see what technologies others are using in order to take them into consideration for some future projects.

Šibenik-Knin County:

In cooperation with the Tourist Board of the Šibenik-Knin County, at the ITB BERLIN the partner presented results achieved by the Šibenik-Knin County and distributed promotional materials related to the project. In the presentation, the emphasis was placed on the cultural route “Water – the ultimate shaper of history”. The cultural route was created in the previous HERA project, capitalized in the HERCULTOUR project, and now again through the AdriPromTour project. Visitors

to the fair expressed their desire to visit the localities presented on the tourist route, and through the presentation, tourism experts showed interest in developing additional content based on the cultural route “Water – the ultimate shaper of history”.

Outputs:

In terms of quantity, we reported a significantly underestimated count of event attendees, focusing solely on those who took the time to complete the VR experience questionnaire. This figure represents a very low percentage of the total individuals who approached the AdriPromTour stand seeking information about the Italy-Croatia Programme, the broader AdriPromTour project, the Italian and Croatian locations featured in the project, and those who simply engaged with the innovative VR tool without filling out the questionnaire.

From a qualitative perspective, partners took charge of organizing their participation as visitors and succeeded to be kindly hosted by other representatives/exhibitors, attracting many tourism professionals interested into the VR tool technology and its modalities to enhance the tourism experience, to promote AdriPromTour and the objectives of Interreg Italy Croatia, without incurring excessive expenses typically associated with the commercial promotion of dealers attending international fairs as exhibitors to sell tourism products and travel packages.

AdriPromTour received an enthusiastic and interested response during its presence at ITB Berlin, engaging industry experts, potential partners, and the general public. The company's booth successfully captivated attendees, immersing them in a virtual tour of partner locations and emphasizing the potential for responsible and sustainable tourism.

To gather valuable feedback, AdriPromTour administered questionnaires to visitors after their VR experience. The questionnaire aimed to gauge the effectiveness of the VR platform in promoting sustainable tourism and to gather insights into potential areas for improvement. The response rate was encouraging, and the feedback received will be instrumental in further refining the VR platform. The evaluation of the questionnaires resulted in a subsequent report, which is appended to the current document.

Conclusions:

AdriPromTour's presence at ITB Berlin was met with overwhelming interest and engagement from general public. The company's booth was thoughtfully designed to captivate visitors, offering an immersive virtual tour of partner locations committed to sustainable practices.

Photographs:





Place2Go in Zagreb

Information on Fair

"Place2Go" is an annual tourism fair held in Zagreb, the capital city of Croatia. The event is a significant gathering for travel enthusiasts, industry professionals, tourism boards, travel agencies, hotels, airlines, and other stakeholders within the travel and tourism sector.

One of the main highlights of the fair is the diverse representation of travel destinations. Various countries, regions, cities, and local tourist boards participate to showcase their cultural heritage, natural beauty, and unique attractions. Attendees have the opportunity to explore an array of travel options, ranging from popular tourist hotspots to lesser-known and emerging destinations.

The fair provides a platform for networking among travel industry professionals. Business-to-business (B2B) meetings and discussions offer opportunities for collaboration and the establishment of partnerships within the tourism sector.

"Place2Go" provides an excellent platform for visitors to find exclusive travel offers, packages, and deals from exhibitors. Travel agencies and tour operators often present special discounts and promotions during the fair, making it an ideal time for attendees to plan and book their next holiday. The fair hosts a series of seminars and workshops covering a wide range of topics related to travel and tourism. Experts, travel bloggers, and industry professionals share their insights and experiences, providing valuable information to both travel enthusiasts and professionals.

The fair encourages interactive participation through engaging activities such as virtual reality experiences, live demonstrations, and interactive games related to travel destinations. These activities make the event more enjoyable and memorable for attendees.

"Place2Go" also featured a focus on sustainable tourism and responsible travel practices. Exhibitors and seminars highlighted eco-friendly travel options and initiatives aimed at preserving the environment and supporting local communities.

Date and location

The participation of AdriPromTour representatives to the Place2Go international fair in Zagreb was held on the 24-26 of March 2023

Participants

AdriPromTour participated with 9 representatives on behalf of project partners (Consorzio Punto Europa, Primorje-Gorski Kotar County and Sibenik-Knin County).

Short description of the activity

By participating to the Fair, AdriPromTour demonstrated their commitment to advancing sustainable tourism practices and contributing to the growth of the tourism industry in Croatia and beyond. Their participation at Place2Go reinforced their position as a leading advocate for

responsible travel and its potential to create a positive impact on both destinations and travelers alike.

During the fair a meeting with HERA international Association (Conorzio Punto Europa and Sibenik-knin County are members of the association) has been organized and held.

It's been the occasion to focus on next project activities and propose new ideas for the next programming period and apply in partnership with the transnational Association which has members from the Countries of the whole Adriatic basin).

A major highlight of Adripromtour's booth was their cutting-edge VR platform and headset, which they have been developing. Attendees were transported to various eco-friendly and culturally rich partners' destinations through this technology. The VR experience effectively showcased the beauty and significance of sustainable tourism, leaving a lasting impact on visitors.

Purpose:

The fair served as an excellent opportunity for Adripromtour to showcase their commitment to sustainable travel practices, present their virtual reality (VR) platform and headset, and engage with general public for project and territories tourism promotion.

Importance of promoting the outputs of the project:

Adripromtour partners emphasized the paramount importance of promoting sustainable tourism throughout the event. Their presence and active involvement in promoting sustainable tourism practices underscored the need for a more responsible approach to travel, benefiting both the environment and local communities.

Partnership involvement:

Primorje-Gorski Kotar County

Lp participated in direct cooperation with the Kvarner region tourism board considering the organization and realization of the promotional stand at the fair. Kvarner region tourism board is the main public governed body for the promotion of tourism products and activities in the Primorje-Gorski kotar county, and they were also acting as a project partner in the clustered project ARCA ADRIATICA.

Moreover, the LP-Primorje-Gorski kotar county representatives also discussed the possibilities of capitalization of project results, as well as their application in other territories and counties with similar cultural heritage to other HR counties (Karlovac county, Lika-Senj county, and Međimurje county), with whom the PGŽ representatives exchanged experiences and shared their knowledge and practices of preservation, valorization, and digitalization of the cultural heritage, especially from the "The Routes of the Frankopans" cultural-tourist route, whose history and legacy extends to those counties as well. One representative from the cultural association KUB Baštinica from Otočac (Lika-Senj county), Ms. Jurković, participated at the LP Study visit and later initiated the organization of an exhibition "The Routes of The Frankopans" in a Museum Lika in Gospić that was open from 29 September to 24 October 2023. The same exhibition was then moved to Karlovac county as well.

COPE:

As responsible of the fairs participation, developer of the vr platform and manager of the devices (VR headsets) which were provided to users to run the immersive tour in virtual reality, PP6 Cope assisted the public in wearing and adjusting the VR headsets, ensuring a comfortable and enjoyable experience, addressing specific needs and questions.

Moreover, it engaged with the public, providing information about the VR tour, highlighting its unique features, and promoting the Adripromtour brand.

Sibenik-Knin County

The project results were presented at the PLACE2GO and promotional materials related to the project AdriPromtour and previous related projects were distributed at the same fair. During the presentation of the project results special emphasis was placed on the cultural route “Water – the ultimate shaper of history”. Visitors to the fair expressed their desire to visit the localities presented on the tourist route.

A meeting with representatives of Zadar County, Zadar County development agency ZADRA NOVA, and Europe Point Consortium was also held at the fair. The aim of the meeting was to ensure the continuation of strengthening cross-border cooperation in the field of tourism and the preservation of cultural and historical heritage between Italy and Croatia through the promotion of the results of the HERA project, which is capitalized in the HERCOULTOUR project, and again through the AdriPromTour project.

Outputs:

Adripromtour utilized Place2Go as an ideal platform to shine a spotlight on their esteemed partner locations that uphold sustainable tourism practices. The VR platform emphasized these destinations' efforts in preserving natural resources, respecting local cultures, and promoting positive interactions between travelers and local communities. The presentation resonated strongly with the audience, who appreciated the commitment to responsible tourism.

Conclusion:

Adripromtour achieved notable success at the Place2Go International Tourism Fair in Zagreb. The impressive reception of the virtual reality platform and headset captured the audience's attention, showcasing the cultural and natural heritage of all partners' territories. The event, moreover, served as an outstanding opportunity to promote awareness of sustainable tourism.

Photographs







Assessment on Adripromtour VR platform questionnaires administered during Fairs

Locations, Names of the International Fairs and dates

Rimini: TTG Travel experience international Fair (12-14 of October 2022)

Venice: BITESP Borsa Internazionale Turismo Esperienziale Venezia (24-24 of November 2022)

Madrid: FITUR international fair (24-28 of January 2023)

Berlin: ITB international fair (7-9 of March 2023)

Participants

AdriPromTour participated with representatives on behalf of project partners (Consorzio Punto Europa Teramo, University of Pula, Sibenik-Knin County and City of Kastela).

Short description of the activity

During its participation in international tourism fairs in Rimini, Venice, Madrid, and Berlin, PP6 COPE took the opportunity to introduce and test the AdriPromTour Virtual Reality (VR) headset and platform to a diverse audience of tourism operators, stakeholders and general public.

PP6 COPE's engagement at these international tourism fairs went beyond a simple demonstration. It was a proactive approach to collect user feedback and insights to ensure that the VR platform aligns with user expectations and can be refined for future applications. The approach was not only about showcasing technology but also about actively involving the public in shaping its future utilization and development.

During these demonstrations, COPE provided hands-on experiences to fair attendees, showcasing the capabilities of the VR technology which was in the phase of implementation and inclusion of partners contributions. They demonstrated how the platform works and how it could transport users on an immersive journey through the partner territories. This not only generated interest but allowed people to envision the potential of this innovative technology in the context of cultural and natural heritage exploration.

Furthermore, COPE took the initiative to administer questionnaires to individuals who had the chance to experience the VR headsets.

Purpose:

These questionnaires had dual objectives:

1. Assessing customer satisfaction: The first goal of the questionnaires was to measure the appreciation and satisfaction of the users with the current platform. This feedback served as an important benchmark to understand how well the technology was received and how effectively it engaged its audience.
2. Identifying potential platform enhancement: The second objective was to identify potential enhancements for the platform in the context of future projects. These questionnaires helped to

pinpoint new potential features with which the platform could be further enriched. This forward-looking approach considered the possibility of capitalizing on the technology in future projects with more implementation time in a dynamic process of engagement, evaluation, and planning for the future.

The whole activity reflected a commitment to delivering innovative and customer-centric tourism experiences while remaining adaptable and responsive to evolving needs and opportunities in the tourism sector.

Outputs:

Here is reported the evaluation of the received questionnaires in terms of preferences divided by age of public and preferred implemented features:

<https://docs.google.com/spreadsheets/d/16l7a3bRqn6E71plg9--uwyS9cCJxP9fF/edit?usp=sharing&ouid=100525622649815392671&rtpof=true&sd=true>

TTG RIMINI

#	Age				Features							
	20-35	36-50	51-65	>65	Avatars	VR videos	E-Tickets	Profiling	Social interaction	Info Customization	E-commerce	Other
1			X				X		X			
2		X							X			
3		X					X					
4		X				X						
5	X								X			
6	X								X			
7			X							X		
8			X							X		
9		X							X			
10	X					X						
11	X				X							
12		X							X			
13				X						X		
14			X							X		

15				X						X		
16			X				X					
17		X							X			
18		X							X			
19		X					X					
20	X								X			
21				X			X					
22		X									X	
23			X				X					
24			X							X		
25			X							X		
26				X								X
27		X						X				
28	X								X			
29		X										X
30				X			X					
31		X									X	
32		X						X				
33	X											X

34		x			x							
35			x				x					
36		x					x					
37		x								x		
38				x						x		
39	x								x			
40		x							x			
41			x		x							
42			x							x		
43	x					x						
44		x					x					
45	x								x			
46			x							x		
47		x					x					

BITESP VENICE

#	Age				Features							
	20-35	36-50	51-65	>65	Avatars	VR videos	E-Tickets	Profiling	Social interaction	Info Customization	E-commerce	Other
1	x				x							
2		x							x			
3			x						x			
4				x								x
5	x								x			
6	x				x							
7				x						x		
8		x							x			
9				x						x		
10	x								x			
11		x					x					
12	x								x			
13	x					x						
14			x							x		
15		x					x					

16				X						X		
17			X		X							
18			X								X	
19				X				X				
20		X										X
21				X						X		
22	X								X			
23		X				X						
24		X					X					
25			X								X	
26	X								X			
27				X						X		
28				X							X	
29			X								X	
30		X							X			
31	X								X			
32			X									X
33	X								X			
34	X								X			

35		x					x					
36	x								x			
37			x							x		
38		x										x
39			x					x				
40	x								x			
41		x									x	
42		x						x				
43				x						x		
44		x					x					
45			x					x				
46				x						x		
47	x								x			
48	x								x			
49			x					x				
50		x								x		

FITUR MADRID

#	Age				Features							
	20-35	36-50	51-65	>65	Avatars	VR videos	E-Tickets	Profiling	Social interaction	Info Customization	E-commerce	Other
1			x								x	
2			x							x		
3				x			x					
4		x							x			
5	x								x			
6	x								x			
7	x								x			
8				x						x		
9			x							x		
10	x								x			
11		x					x					
12		x								x		
13		x							x			
14				x						x		
15				x						x		

16				X						X		
17			X					X				
18			X							X		
19		X							X			
20			X								X	
21		X									X	
22	X								X			
23			X								X	
24	X								X			
25		X							X			
26		X							X			
27		X							X			
28			X						X			
29		X							X			
30		X								X		
31	X								X		X	
32		X										
33				X						X		
34		X									X	

35	x								x			
36		x					x					
37		x					x					
38		x							x			
39		x									x	
40	x								x			
41	x								x		x	
42				x						x		
43				x			x					
44			x						x			
45	x								x			
46		x									x	
47		x							x			
48		x							x			
49		x					x					

ITB BERLIN

#	Age				Features							
	20-35	36-50	51-65	>65	Avatars	VR videos	E-Tickets	Profiling	Social interaction	Info Customization	E-commerce	Other
1				x	x		x					
2	x								x			
3	x						x					
4	x								x			
5				x						x		
6			x				x					
7				x						x		
8		x										
9	x								x			
10				x							x	
11			x								x	
12	x				x							
13				x			x					
14		x								x		
15			x								x	

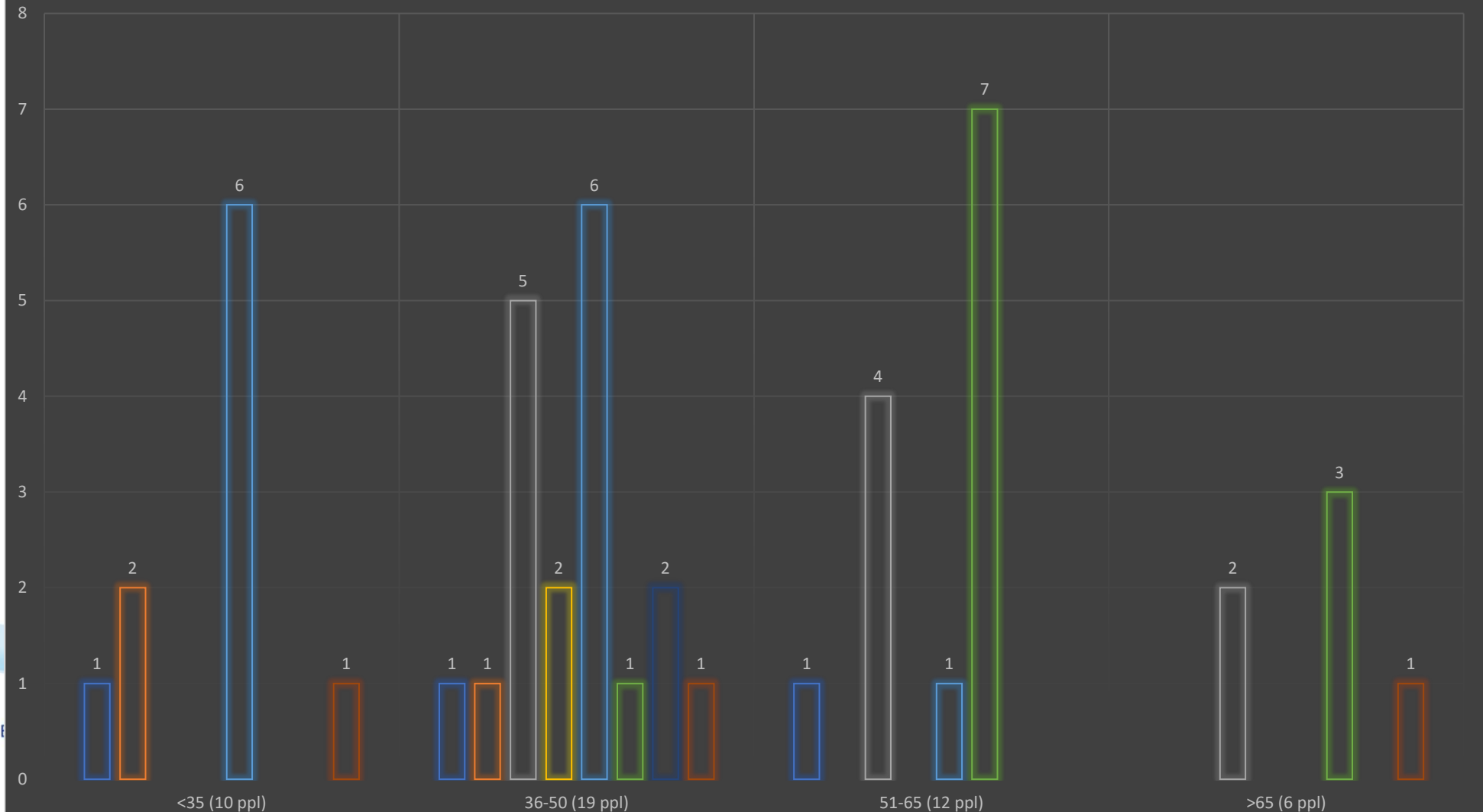
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22			x							x		
23			x							x		
24	x								x			
25		x						x				
26		x					x					
27		x			x							
28	x								x			
29				x						x		
30			x								x	
31			x								x	
32		x			x							
33			x				x					
34		x							x			

35				x						x		
36			x						x			
37				x						x		
38			x							x		
39	x								x			
40		x									x	
41		x					x					
42			x								x	
43		x									x	
44	x								x			
45		x									x	
46			x								x	
47				x						x		
48		x							x			
49				x						x		
50		x							x			
51		x							x			
52		x							x			
53	x								x			

54			x						x			
55	x								x			
56			x								x	
57		x									x	
58		x									x	
59				x						x		
60				x						x		
61			x								x	
62			x						x			
63		x							x	x		

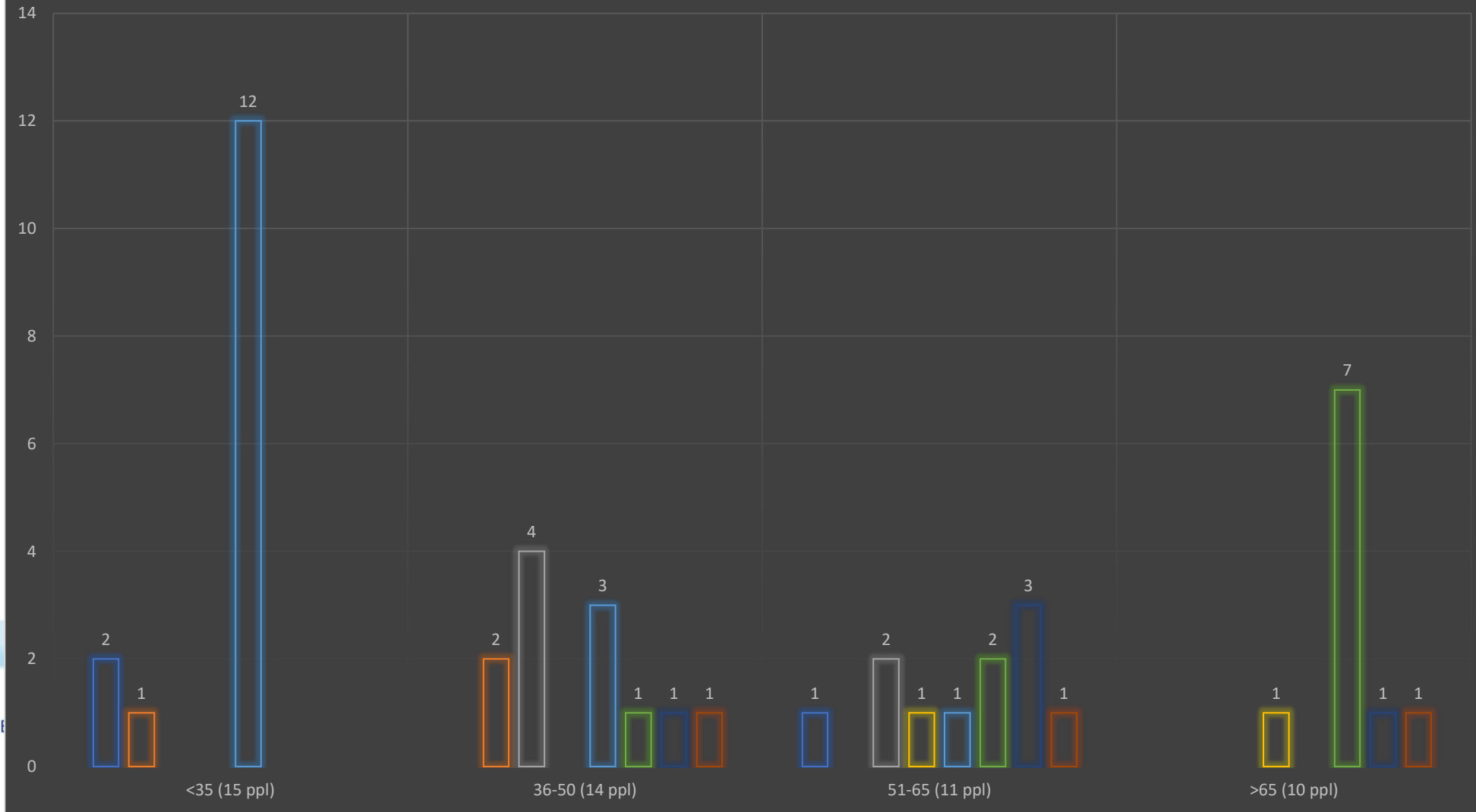
TTG Rimini

■ Avatar
 ■ VR videos
 ■ E-Tickets
 ■ Profiling
 ■ Social interaction
 ■ Info Customization
 ■ E-commerce
 ■ other



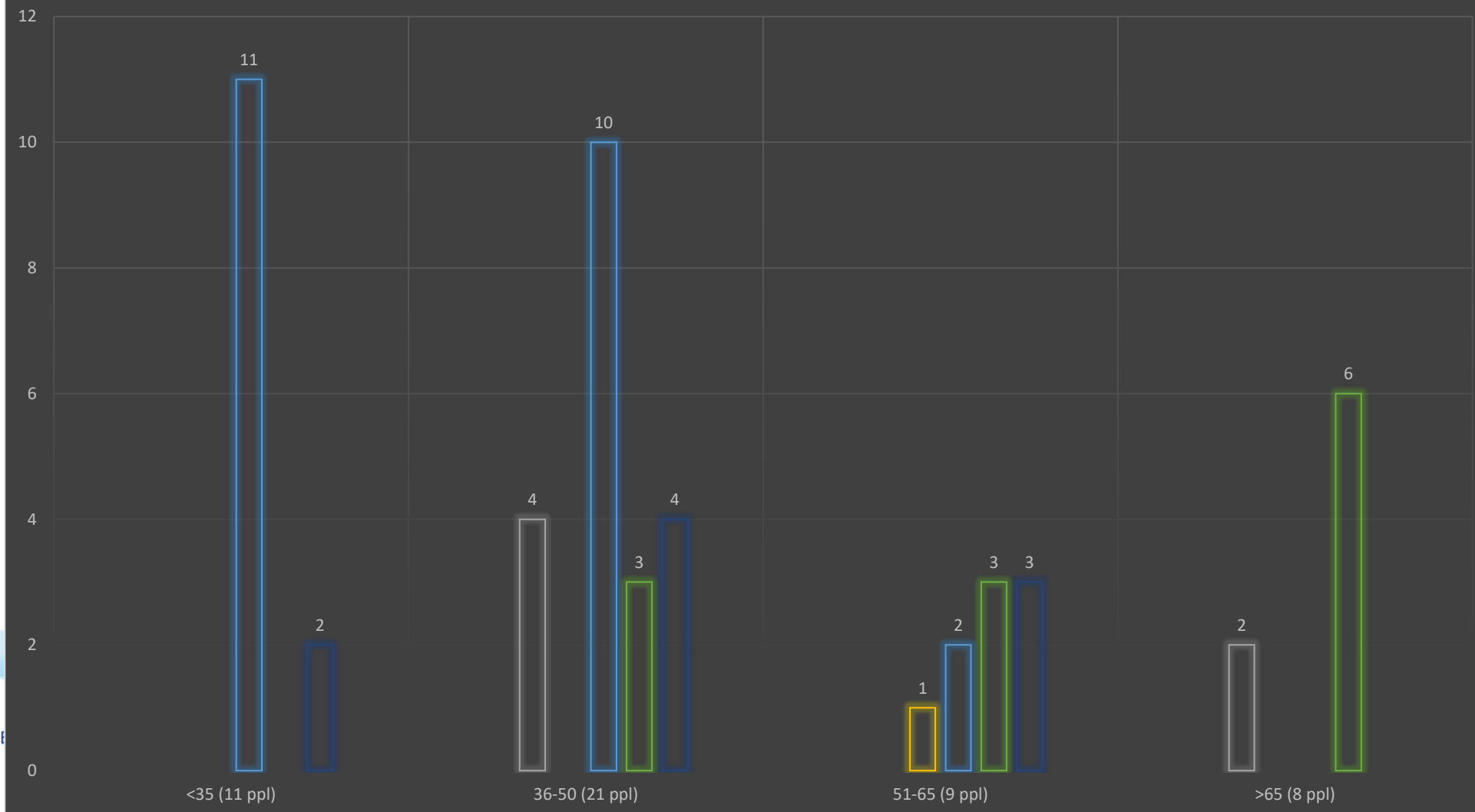
BITESP Venice

■ Avatar
 ■ VR videos
 ■ E-Tickets
 ■ Profiling
 ■ Social interaction
 ■ Info Customization
 ■ E-commerce
 ■ other



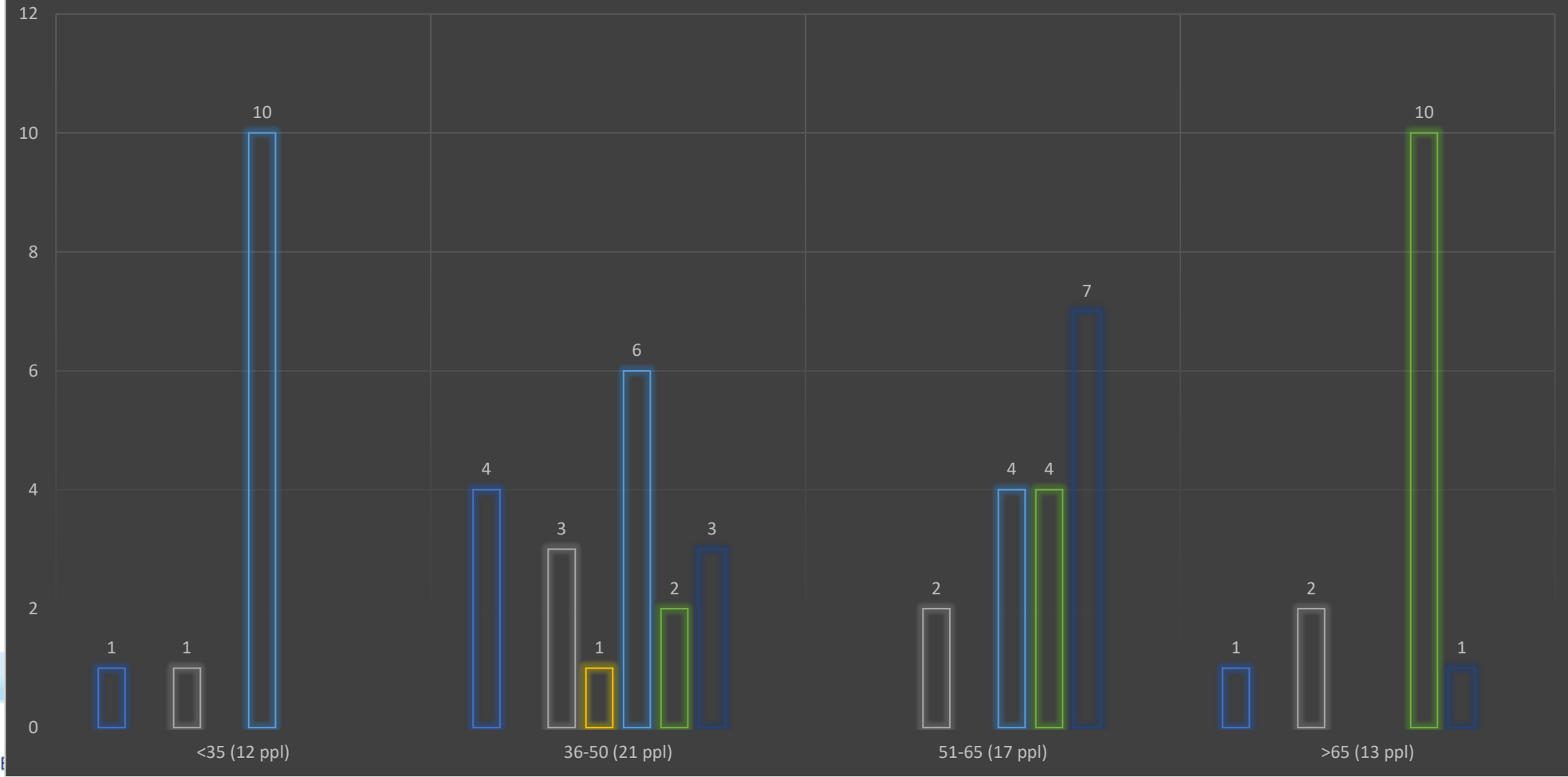
FITUR Madrid

■ Avatar
 ■ VR videos
 ■ E-Tickets
 ■ Profiling
 ■ Social interaction
 ■ Info Customization
 ■ E-commerce
 ■ other



ITB berlin

■ Avatar
 ■ VR videos
 ■ E-Tickets
 ■ Profiling
 ■ Social interaction
 ■ Info Customization
 ■ E-commerce
 ■ other



Legenda

- Avatar (a VR character describing locations)
- VR videos (videos in VR, not just panoramas)
- E-Tickets (Ticket buy through platform)
- Profiling (Profile management)
- Social interaction (Content sharing through social medias)
- Info Customization (Personlisation of routes)
- E-commerce (Local products and stores)
- other

Brief assessment on gathered data.

The results obtained from the questionnaire clearly highlighted that the needs of different target groups can be distinguished based on age categories. It became apparent that younger individuals tend to lean towards social integration, seeking to connect with others who share similar interests on the platform.

On the other hand, older individuals expressed a desire for a more personalized experience, indicating their interest in having the option to tailor their own travel experiences by selecting customized tourism routes.

The idea of incorporating e-commerce features, such as the ability to purchase tickets or access information about local stores and products through internal platform links, has garnered some interest. Users have shown a degree of curiosity and engagement with these features, indicating a potential avenue for further exploration and development.

All age groups have shown limited interest in the potential integration of video content in virtual reality, the use of avatar characters to depict locations, or the gamification of content through quizzes. These features seem to have received relatively little attention or consideration from users across various age brackets.