



NEW COLLABORATION WITH SMARTBOX FOR OPENCITY APP

Milan, 30 November 2020 – Frigerio Viaggi announces a **new partnership** with Smartbox for the marketing of the unique and original **digital contents** of **OpenCITY App**.

OpenCITYApp represents the first true example of **digital tourism**. Its format, unique in the world, was created to accompany the traveler on a live exploration of the places described, through an immersive experience. There are two product lines present in the App: **Walking Tours** ("thematic walks and routes" in the company of an authoritative expert) and **Adventures** ("challenges involving puzzles" or "treasure hunts", which transform the visitor into the protagonist of a film, through a unique gaming format, with places to discover and puzzles to solve).

*****News for 2020*****The user will be able to enjoy all OpenCITY contents even while sitting comfortably on the sofa at home! You will be able to follow the routes of the Walking Tours through the words of the experts and complete all the stages of the Adventures thanks to the functionality of the **"Skip" button**, which allows you to move on to the next step without having to physically go to the place to be found, **eliminating any constraints on moving or architectural barrier**. And for an **even more engaging experience**, if you have a **Smart TV**, you can **share the screen** of your smartphone or tablet and enjoy the contents together with the whole family, 4-legged friends included!

Smartbox will offer its customers, within the **Safe Leisure - Experiences at Home** section of its website, **4 exclusive bundles** specifically created for this partnership:

- **Milan within reach of your smartphone:** 1 Walking Tour and 1 Adventure tailor-made for the little ones, with games, challenges and suggestions to get to know, explore and experience Milan while having fun, at a cost of €11.90
- **Mysteries in Milan:** 3 breath-taking fantasy adventures to visit a Milan once inhabited by elves and dragons and discover all their most secret mysteries, at a cost of €18.90
- **In the footsteps of Leonardo da Vinci:** 2 Adventures and 2 Walking Tours dedicated to the great Genius and all the testimonies and traces he left in the long years spent in Milan and Lombardy, at a cost of €26.90
- **Milan in one click:** 4 Walking Tours in the company of authoritative experts to discover Milan from multiple points of view, from culinary to fashion, from photographic to historical, at a cost of €28.90

"We are honored that Smartbox, a leading brand in Italy and Europe in the gift experience sector, believes in the OpenCITY project and has decided to dedicate space and visibility to our products" comments Paola Frigerio, Leisure, **Marketing & Network Director Frigerio Viaggi** "At this moment as delicate as what we are all experiencing, even more so our sector, I believe that a digital product such as Walking Tours and OpenCITY Adventures could prove to be a solution within the reach of all customers and all budgets. A way to continue offering experiences and activities, while waiting for us to be able, hopefully as soon as possible, to return to traveling not only digitally, but also physically. And this is precisely the signal we want to give to all our customers and all our agencies, also through this new partnership: we are here and **we are looking for new ways to continue offering a service**".

"We were impressed by the technologies used by OpenCITY App" comments **Daniele Pagliariccio, Head of Key Accounts Italy of Smartbox** "Geolocation, Geofencing, Augmented Reality: everything needed to offer a **complete and flexible tourist adventure**, enjoyable with a few simple clicks on the 'app. In this period we need innovative products of this level, capable of giving our customers unique experiences even in a context of restrictions. Furthermore, following this period, OpenCITY App,

will be able to accompany its users to reconquer our beauties, educating and entertaining.
A Partnership of which we are proud and which respects our mission of inspiring people to live experiences".

FRIGERIO VIAGGI - The Frigerio Group today brings together over 50 travel agencies and travel planners throughout Italy and offers guarantees of seriousness and reliability. Individual and group travel, Holidays, Incoming, Business and Corporate Travel, Meetings, Incentives, Congresses and Events without forgetting Communication and Marketing: these are the areas of excellence in which today the company stands out for giving each of its individual customers, in addition to the care and attention that are part of its tradition, a unique and and unrepeatable every time.

SMARTBOX GROUP - Smartbox Group è pioniere e leader europeo nel mercato delle esperienze regalo, con 7 milioni di cofanetti regalo venduti nel 2018, per un volume d'affari di circa 500 milioni di euro in Europa. Presente in 11 Paesi europei - Francia, Belgio, Spagna, Italia, Svezia, Danimarca, Paesi Bassi, Portogallo, Svizzera, Regno Unito e Irlanda - il Gruppo offre una vasta gamma di esperienze, negli universi Soggiorni, Sport&Svago, Benessere e Gourmet. Più di 40.000 partner (hotel, ristoranti, centri benessere e molti altri), di cui 14.000 in Italia, si affidano a Smartbox Group in tutta Europa e circa 1.100 collaboratori ideano, producono e commercializzano queste esperienze regalo.

For more information:

FRIGERIO VIAGGI PRESS OFFICE - Erika Biancotto Tel
0362.350.300, e-mail: ebiancotto@frigerioviaggi.com

Contacts Smartbox

Italia Layla FERRUCCI, layla.ferrucci@smartbox.com,
345.1881082 Xavier DURAND, xavier.durand@smartbox.com 347.6404082