



FRIGERIO VIAGGI AND OPENCITY THEY ENTER THE CLASSROOMS AT THE UNIVERSITY OF MILANO BICOCCA

Milan, 2 October 2018 – It was held yesterday at the **University of Milan Bicocca** a lesson in **MTSM, Master in Tourism Strategy & Management**, on the occasion of which Paola Frigerio, Leisure, Marketing and Network Director of Frigerio Viaggi, illustrated to the students the latest technological innovations at Frigerio Viaggi, focusing in particular on the case history of the OpenCITY Milan project, created in partnership with Arriva Italia.

MTSM - Master in Tourism Strategy & Management is a Level I University Master's Degree offered by the University of Milano-Bicocca, CRIET - Interuniversity Research Center in Territorial Economics and F.T.O. - Federation of Organized Tourism. **Frigerio Viaggi**, founding member of FTO, was called upon to bring his testimony within the training course that has as its first objective to prepare students for the world of work.

"It was a pleasure to share our experience with the minds of tomorrow's tourism" comments **Paola Frigerio** "I think it is positive to confront and dialogue with such a digital-oriented generation, absolutely in line with the target to which, not surprisingly, **OpenCITY Milan** is addressed. The project, which debuted last April and which, after the first months of the promotional period, is now close to the start of sale, wants to offer a key to access the city totally different from everything the customer is used to. There are two pillars of OpenCITY: the **Card**, which is aimed at tourists and offers entrances to museums and attractions, conventions, public transport and unlimited access to the contents of the App for the 2 days of validity of the Card. And the **App** itself, which completely subverts the way of visiting the city and allows you to experience and discover Milan as never before, through the thematic routes of the Walking Tours and the challenges with puzzles of the Adventures. An App created not only for tourists visiting Milan, but also for Milanese people who want to experience and discover the city in an absolutely original and innovative way.

OpenCITY App can be downloaded for free from IOS or Android. All information about Walking Tours and Adventures can be found on www.opencitymilan.com

FRIGERIO VIAGGI - The Frigerio Group now brings together over 80 travel agencies throughout Italy and offers guarantees of seriousness and reliability. Individual and group travel, Holidays, Business and Corporate Travel, Meetings, Incentives, Congresses and Events without forgetting Communication and Marketing: these are the areas of excellence in which the company stands out today for giving each of its individual customers, in addition to the care and attention that are part of its tradition, a unique and unrepeatable solution every time.

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