



OPENCITY MILAN

SPECIAL EVENT IN COLLABORATION WITH WORLDHOTELS COLLECTION

Milan, 25 June 2018 – An event organized by **WorldHotels Collection** in collaboration with **OpenCITY Milan** took place last week: the best **MICE agencies** in the city were invited to a special evening at the **Hotel Sanpi WorldHotels**, a boutique hotel in the center of Milan.

The event was the perfect opportunity to present to participants the potential of **OpenCITY App** as a tool for **groups and events**. **OpenCITY App** was born on 12 April this year as a mobile application for individuals, with the aim of offering tourists and visitors a tool for visiting the city of Milan in an absolutely innovative way, through **Walking Tours** (thematic walks guided by an expert) and the **Adventures** (challenges with puzzles on the trail of mysteries to be revealed and secrets to be discovered). “2 months after its debut we are already planning the development of a version of the App dedicated to **MICE**” comments **Paola Frigerio, Leisure, Marketing & Network Director of Frigerio Viaggi** “We want to offer a technological alternative to classic team building, an evolution of the activities group, thanks to the highest technologies of Geofencing, Geolocation and Augmented Reality. Modern **coaching** and **training** techniques are intertwined with historical and fantastic plots, to achieve precise didactic-educational objectives and purposes. Immersed in the territory, in its history and its legends, in search of its suggestions, the participants transform themselves into protagonists of a fantastic adventure, a unique experience. All enjoyed via high quality videos, thanks to a sophisticated IT and digital platform. The App dedicated to events will go beyond the borders of the city of Milan: in addition to the use of the contents present, it can be **customized** and built ad hoc on the needs of the company/group, to be used in any destination. For now I don't want to say anything else, we will update in the next few months when we are closer to the release”.

On the occasion of the WorldHotels Collection evening, the participants were able to preview the project, thanks to a **team building** activity specifically created for them: they were divided into 3 work teams and, after downloading the **OpenCITY App**, they set off to time of an **Adventure** which, through 2 places to discover and 2 puzzles to solve, took them to the heart of Milan. As in the best activities aimed at building team spirit, a "mission entertainment" could not be missing: the teams were put to the test and made a video, showing their singing skills, and a team photo. The event concluded with an **aperitif** at the Hotel Sanpi WorldHotels and with the **award ceremony** for the team that shone with friendliness and originality: the winners received a stay offered by the participating hotels of the WorldHotels Collection.

“We are proud to have been chosen by WorldHotels Collection for the realization of this team building activity” concludes Paola Frigerio “and we are very satisfied **with the energy** and **enthusiasm** with which some of the best professionals in the MICE sector participated in the experience **OpenCITY App**”.

“We thank **OpenCITY Milano** for collaborating with us on this initiative and for contributing to the success of the evening” concludes **Pamela Tosini, Regional Accounts Director Italy & Eastern Mediterranean Countries** “Whatever the reason for the stay, WorldHotels Collection provides a wide and diversified portfolio of structures, each unique and with a distinctive character, and supports you with programs and initiatives for every specific need, relying on the expertise of its staff. For *business travel* negotiations as well as *group requests, meetings, conferences and events*, in all **WorldHotels collection hotels, in Italy and through out the world, a single point of contact:** tel.0239306089, e-mail milan@worldhotels.com – www.worldhotels.com”.

Until June 30, 2018, all users, thanks to the OpenCITY CARD Promo, will be able to enjoy all the contents of the OpenCITY APP for FREE.

The exclusive Walking Tours and mysterious Adventures can be activated without limitations on use. To gain access to the promotion simply register on www.opencitymilan.com

OpenCITY Milan: a project created to subvert the ways of visiting the city, making the traveler the true protagonist of his free time and his tourist experience. OpenCITY Milan was born from the many years of experience of Frigerio Viaggi, in collaboration with Arriva Italia: two important players in the travel & mobility markets, who have chosen the city of Milan as the project's pilot territory. A combination of technology, tourism and mobility, which puts the person at the centre, thanks to Augmented Reality, Geofencing and Geolocation technologies.

For more information:

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