

ATC delivers personalized city tour planning app for Region of Eastern Macedonia & Thrace

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Through its participation in the eMT Cluster, the 1st collaborative Innovation and Technology formation for the Region of Eastern Macedonia and Thrace, [Athens Technology Center \(ATC\)](#) is developing a pilot system of personalized routes in selected areas within the Region of Eastern Macedonia & Thrace.

The project aims to strengthen the local tourism industry. To do so, the solution implemented by ATC will highlight the characteristics of each selected area (folkloric, cultural, touristic, culinary, etc.) and combine them with the personal choices of visitors.

In fact, the solution, provided in the form of iOS and Android mobile app, includes the ability to create personalized itineraries, based on the user's preferences regarding a wide variety of interest points (e.g. archaeological sites, beaches, sports activities, religious monuments, museums, theatres, etc.), or events that may take place in a given period of time (e.g. festivals, fairs) but also the desired transport mode (bicycle, car, means of public transport or on foot) between points of interest.

At the same time, possibilities for collective and dynamic configuration of a personalized route are also provided, in order to accommodate groups of visitors. Through collaborative editing functionality, participants can set their preferences, dynamically change the route and be updated in real time.

In addition, users can select to follow pre-defined themed itineraries (e.g. winemaking, gastronomy, religious tourism, etc.) as well as to take advantage of offers and discounts from local businesses (restaurants, cafes, shops, hotels). The relevant advertisements are intended to appear either in the details of a point of interest of a proposed route or as a push notification when the visitor is in proximity to the business in question. Also, app users will be able to exploit loyalty schemes from the partner businesses, by collecting points with their purchases or the use of services provided, and then redeem them in the form of discounts.

Last but not least, users will be able to perform actions related to their route and their visits (such as reservations in restaurant, museum, etc.) without having to exit the application.

Project was [co-financed by Greece and the European Union](#).

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