



Virtual Warsaw - Mobile apps for tourism of tomorrow



World Communication Forum, Davos 2016

Warsaw has

- 1,7 million inhabitants; every day about 2,5 million people in the city
- 8 million tourists and visitors in 2015
- More than 1 500 historic buildings; more than 1 200 cultural institutions; the Old Town is included in UNESCO World Heritage Site
- Over 80 higher education institutions and more than 250,000 students
- Over 4,5 mln m² of office space

Warsaw has

- 2nd place in 'The 10 most affordable cities for students' - The Guardian 2016
- 6th place in the category 'Business friendliness' - European Cities and Regions of the Future 2014/2015 ranking
- 8th place in the 'Most attractive city for investment' - European Real Estate Investor Intentions 2014, CBRE ranking
- 10th place in the category 'Cost effectiveness' - European Cities and Regions of the Future 2014/2015 ranking

Warsaw hosts

EURO2012

UN Climate Change Conference 2013

World Summit of Nobel Peace Laureates 2013

Europa League 2015

Global Women Summit 2016

NATO Summit 2016






VIRTUALna warszawa

Awarded in Bloomberg Philanthropies' 2014 Mayors Challenge

Examples of tourist mobile applications in the world



London, UK - City Guide

Kyoto, Japan - VoiceTra4U

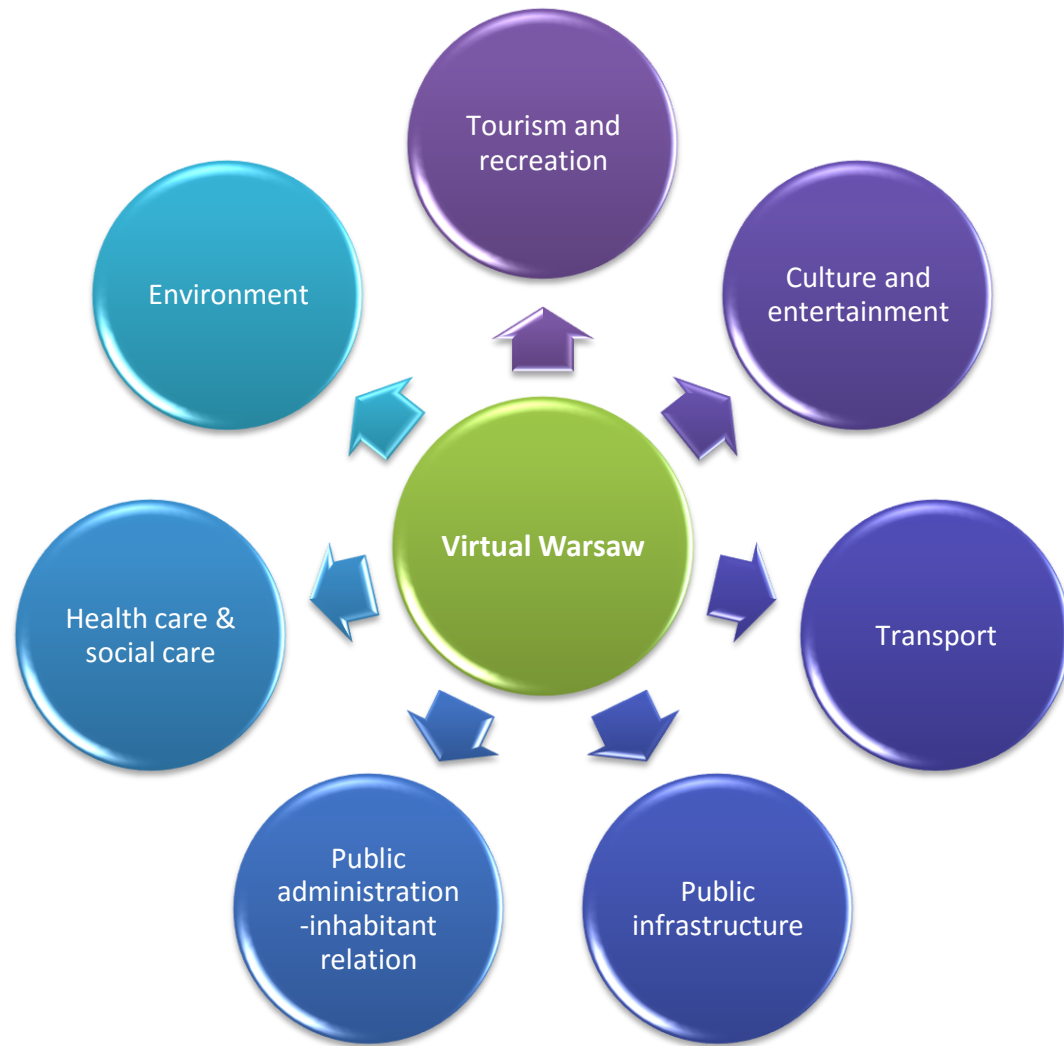
Barcelona, Spain – app BCN4U

Budapest, Hungary - Tourist packets

Bordeaux, France – Tourist pass with app Wiidii



Virtual Warsaw - areas of implementation



Virtual Warsaw is an ideal tool for



Citizens



New comers



Tourists

As well as disabled people



Engaged units



City of Warsaw

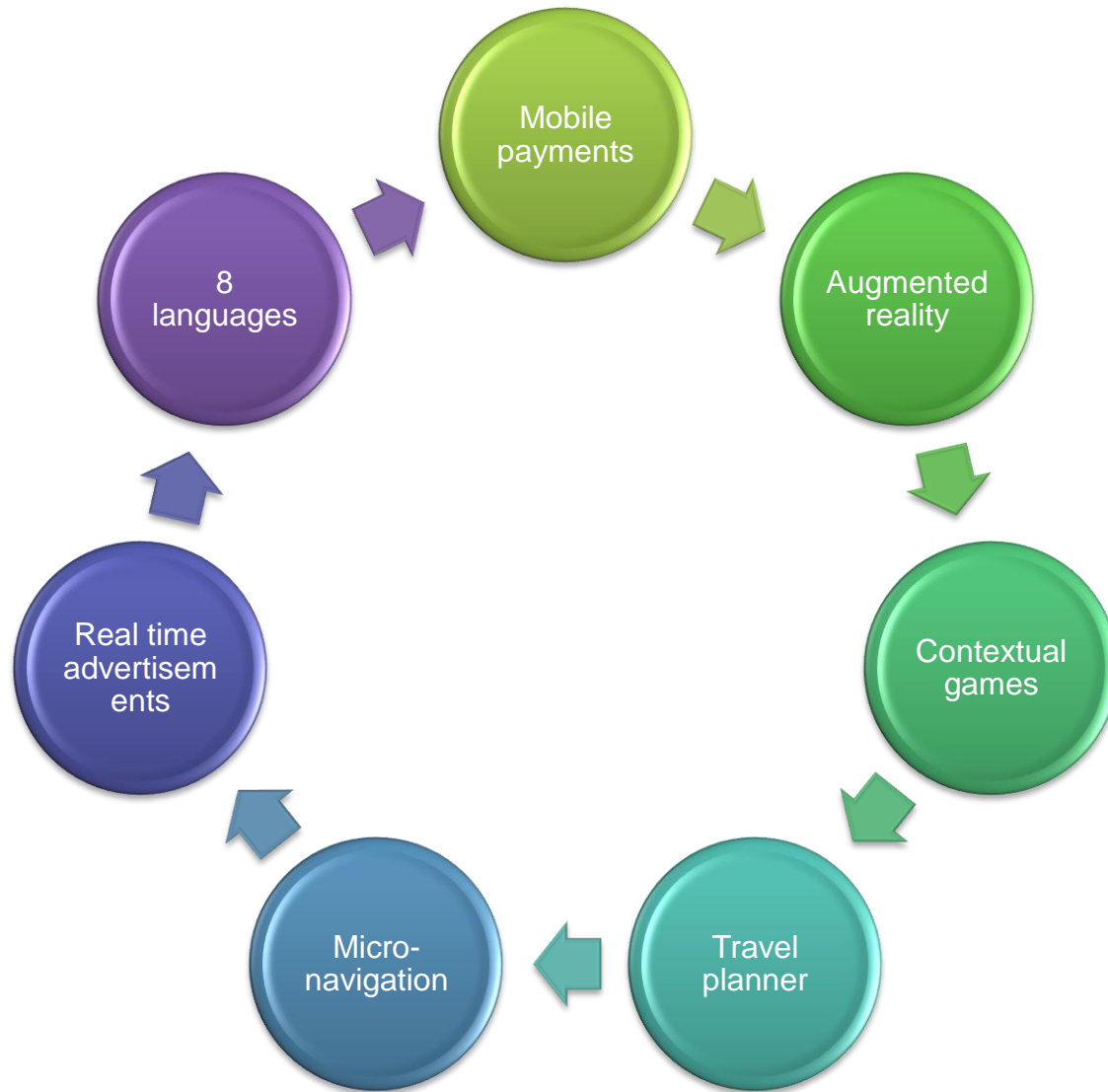


Business partners

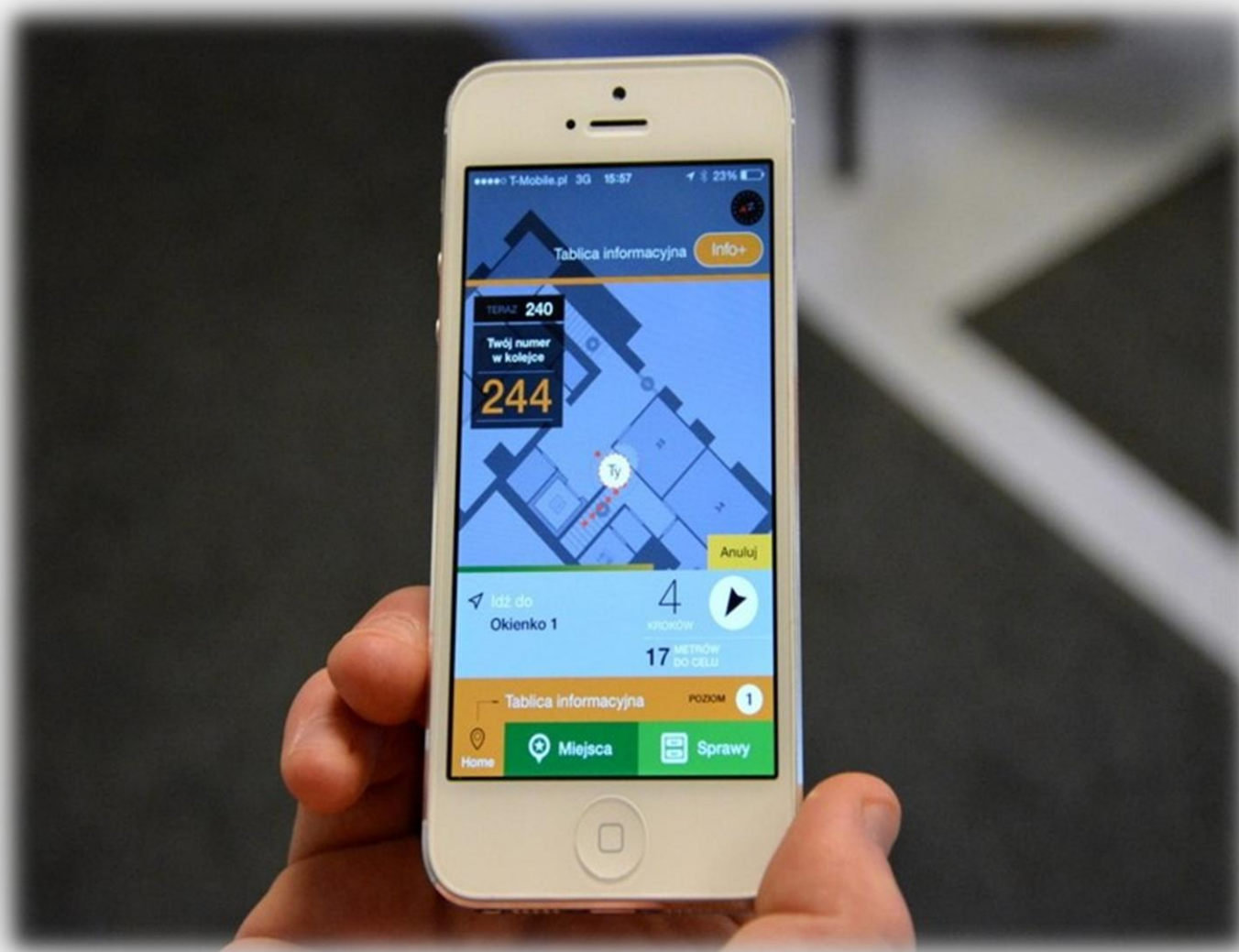


Social partners

Virtual Warsaw – tools and functionalities connected



Virtual Warsaw - instant, intuitive, accurate and works in a real time



Pilot implementations covers



Public transport



Vistula banks



Copernicus Science
Centre

Benefits for tourists

Map

Tourist guide

Cultural agenda

Navigation

Advertisement

Gourmet guide

Disabled friendly

Easy to use

Real time information

Personalized language

Instant access

Free





Benefits for stakeholders

- **The application links directly the service and product providers with the clients**
- **An element of creating city brand**
- **Potential sources of income for city of Warsaw**
- **The source of feedback about tourists and their preferences**

Places to explore with Virtual Warsaw

Poniatówka beach



Places to explore with Virtual Warsaw Multimedia Fountain Park - events



World Communication Forum, Davos 2016

Places to explore with Virtual Warsaw University of Warsaw Library



Places to explore with Virtual Warsaw

Vistula river banks



Places to explore with Virtual Warsaw Discovery Park at the Copernicus Science Centre



THANK YOU!

