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## PRESS RELEASE

### **Explore Leipzig with New Digital Tours**

(12 February 2024) International guests in Leipzig can discover the city in a new way. With several new digital city tours in English, visitors are guided through special corners of the city individually and at their own pace. Over the past few months, Leipzig Tourismus und Marketing GmbH (LTM), together with partners such as Droid Solutions and the Office for Economic Development of the City of Leipzig, has developed the app "Explore Leipzig – City Tours", which is now available for free download in German and English from the Google Play Store and the App Store (Android or iOS). In addition, three new digital tours have been added to the Leipzig travel guide on the SmartGuide platform, available in German, English and Czech. These new tours complement the existing digital offerings of the Notenspuren App, which follows in the footsteps of Leipzig's great composers. In terms of outdoor activities such as hiking and biking, LTM works together with two of the most popular outdoor apps worldwide – outdooractive and komoot – to showcase the variety of tours and tracks available in the region.

#### **Short Description of the Interactive Explore Leipzig App**

To immerse themselves in the city's fascinating history and experience authentic places, users can choose between a small highlight tour, a grand tour of the city centre, and four alternative tours of Leipzig's trendy neighbourhoods. The "Leipzig on foot" tour takes visitors through Leipzig's historic city centre with its unique system of passageways. If guests are in Leipzig for a short visit and have little time, the "Leipzig Highlights" tour is a great choice. This walking tour provides basic information about the most important tourist attractions in the city centre and can be explored in a very short time.

For urban explorers with more time and curiosity, the new app provides the "Hypezig" tours of Leipzig's trendy neighbourhoods. The four individual tours through the districts Plagwitz and Lindenau in the West, Südvorstadt in the South and the tour South-East can be experienced according to a set route or using the wheel of fortune. Users receive insider tips off the beaten track and get a new perspective to explore urban culture. An interactive map and radius search facilitates navigation and provides information on further nearby highlights.

With the new "Explore Leipzig – City Tours" app guests can experience insider tips on the cultural and gastronomic highlights of the city. Flexible and freely configurable discovery tours have been developed for this purpose. Each stop contains interactive elements such as a 360° panorama before and after slides or videos. Each tour is also linked to a filter function. Stations can be chosen based on personal preferences such as family-friendly or bad weather suitability. Additional service POIs (Points of Interests) like parking spaces, public restrooms, and e-charging stations, can also be displayed.

## Three New Digital Leipzig Tours at SmartGuide Platform

SmartGuide is leading the way as the first AI-powered digital travel guide platform. The app allows travellers to explore at their own pace, away from the crowds, while enjoying interesting stories about the places they visit including photos, text and audio – all available offline. This all-in-one solution turns any phone into a personal guide. Each of the three new tours is themed to one topic and designed to inspire. It is not necessary to visit all 10-15 stations per tour. The “Get to know Leipzig personalities” tour allows tourists to listen to interesting stories about the people associated with selected locations. One can learn about Angela Merkel’s connection to the Moritzbastei fortress and why Goethe loved the restaurant Auerbachs Keller. The “Events that contributed to history” tour highlights important historical events that took place in Leipzig or influenced the city’s development, such as the Peaceful Revolution and the tradition of trade fairs. The latest tour, “Attractions near the Leipzig Stadium”, takes visitors to the highlights around Leipzig’s football stadium and is not only of interest to sports fans. Find out about Leipzig’s rich handball tradition or what the Zoo Leipzig has to do with cycling. The tours can be fully or partly done on foot, by public transport or by bike.

## Outdooractive and Komoot Offer Hiking and Biking Inspiration

Getting outdoors, enjoying nature and cultural highlights whilst being active at the same time – LTM promotes all hiking trails and biking routes within the Leipzig Region via the easily accessible and widely known outdoor platforms outdooractive and komoot. Both apps are digital route planners, navigation apps, tour directories and social network for outdoor activities. Aimed at cyclists, hikers, mountain bikers, gravel bikers and road cyclists, users can search for inspiration all year round, download gpx tracks or customize routes to their individual preferences. With outdooractive being an official licensing partner for all regions in Saxony, users can discover a vast variety of tours for all likings on the Leipzig Region profile to get inspired for the next adventure.

From 3 to 5 May 2024, it is time for all hiking enthusiasts to once again participate in the 7 Lakes Hike in the region around Leipzig. The event organised by Sportfreunde Neuseenland e. V. (Sports Friends New Lake District Association) offers around 70 walks on the programme, which are made available to hikers on the komoot app. With a focus on long-distance walks, children and family walks, guided walks and active health walks, the programme offers a diverse range of opportunities to discover Markkleeberg and the Leipzig New Lake District on foot.

## Notenspuren App with 23 Stations and Various Sound Walks

The Notenspuren app offers numerous musical walks with a special focus on Leipzig’s rich musical past and present. In addition to authentic places of residence and work where music history was written, a cloud of sound with music and words brings to life places that no longer exist in their original form. The “CLARO Soundwalk” follows in the footsteps of the inspiring couple Clara and Robert Schumann through the city centre. There are also plans to publish a Telemann soundwalk and a Bach soundwalk around St Thomas' Church in the Notenspuren app. The app is free of charge and can be used with a smartphone and headphones.

## Further Information and Links to Download the Apps:

- Explore Leipzig – App Store: <https://apps.apple.com/de/app/explore-leipzig-city-tours/id6452014206>
- Explore Leipzig – Google Play: <https://play.google.com/store/apps/details?id=de.droidsolutions.ltm.aggregator&pli=1>
- SmartGuide: <https://www.smart-guide.org/destinations/en/leipzig/>
- Outdoor apps: <https://www.outdooractive.com/en/travel-guide/germany/region-leipzig/1027338/> and <https://www.komoot.com/guide/333/hiking-in-leipzig>
- Notenspuren App: <https://leipziger-notenspuren-app.de/>