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PRESS RELEASE

Web3Tour Demo Day 2025: Celebrating Innovation in Digital Cultural Tourism

On **February 26, 2025**, Web3Tour successfully hosted its inaugural fully digital Demo Day, marking a significant milestone in the evolution of cultural tourism through Web 3.0 technologies. The event brought together innovators, industry experts, and enthusiasts in a virtual reality amphitheater on Spatial, providing an **immersive Metaverse experience** that transcended geographical boundaries.

Conducting the Demo Day entirely online, with participants represented as **Avatars**, offers a novel experience that allows for a diverse and inclusive audience. This virtual format fosters a global exchange of ideas and showcases the potential of digital platforms in uniting professionals worldwide.

The event was honored by the presence of Mr. Prodromos Monastiridis, Marketing Director at Thessaloniki Concert Hall and President at Thessaloniki Convention Bureau, and author of "Marketing Innovation and Culture." His insights and experiences enriched the discussions, providing valuable perspectives on integrating Web 3.0 technologies into cultural tourism and leaving a lasting impression on all attendees.

A distinguished panel comprising Mr. Dimitris Dimitriadis, Futurist and CIO at TheFutureCats; Mrs. Maria Gabriella Apostolopoulos, Chief Operating Officer of Envolve; and Mr. Jaka Godejša from UP Faculty of Tourism Studies - Turistica, led engaging discussions and provided thoughtful evaluations. Their expertise was crucial in guiding the presenting teams and fostering a collaborative atmosphere throughout the event.

Four innovative projects were presented, each aiming to revolutionize cultural tourism:

- **Wosom**: Presented by Mrs. Ileana Christoforou and Mr. Andreas Philippides.
- **Fundastick Performing Arts**: Led by Mr. Panagiotis Argyrakis.
- **Heristate**: Presented by Mrs. Maja Jerala.
- **Echospace**: By Mrs. Maša Bogojević.

After careful deliberation, **Heristate** was selected as the winner of this holistic innovation project. The first-place winner, Heristate, will enjoy a complete digital office on the Spatial platform, while the other three teams - Wosom, Fundastick Performing Arts, and Echospace





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- will benefit from personalized advisory sessions (one-to-one mentoring) with leading experts in the field, a valuable opportunity for the further development of their innovative ideas.

The success of the Web3Tour Demo Day underscores the potential of digital technologies in transforming cultural tourism. We extend our heartfelt gratitude to all participants, attendees, and supporters for their commitment to exploring the future of this dynamic industry.

As we move forward, Web3Tour remains dedicated to fostering innovation and collaboration, paving the way for a more inclusive and technologically advanced cultural tourism landscape.

