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## PRESS RELEASE

### Experience the Future of Cultural Tourism in the Metaverse Web3Tour Demo Day – February 26, 2025

A unique Virtual Reality experience in the fascinating world of the Metaverse!

Join us on **Wednesday, February 26, 2025**, at **14:00 CET** for the **Web3Tour Demo Day** - the culmination of the Web3Tour Accelerator program, co-funded by the European Union. Watch pioneering entrepreneurs and startups, who have completed an intensive training, showcase their innovative ideas, applying Web 3.0 marketing strategies to redefine cultural tourism.

In this interactive experience, set in a specially designed Metaverse amphitheater, participants will become avatars and explore the latest developments in Web 3.0 technology. They'll engage in unique virtual reality experiences while networking with tourism visionaries, investors, stakeholders, and cultural tourism entrepreneurs, all shaping the future of the industry.

#### Key Highlights:

- Presentations from Web3Tour accelerator beneficiaries, showcasing digital and sustainable solutions.
- Networking with industry leaders, innovators, and key stakeholders in culture and tourism.
- Interactive experiences in the Metaverse that place you at the heart of digital innovation.

#### What is Web3Tour?

Web3Tour is an initiative co-funded by the European Union under the **Creative Europe** programme. Its goal is to address challenges in cultural tourism by providing skills that integrate Web 3.0 technologies and green transitions. Through specialized training, mentoring, and collaboration opportunities, Web3Tour promotes innovation, sustainability, and growth in the cultural tourism sector across Europe.

#### Who Can Participate?

The event is open to cultural heritage operators, tourism entrepreneurs, digital technology innovators, potential investors, and anyone interested in the intersection of culture, technology, and sustainability.

#### Registration Details:

Participation is **free**, but seats are limited. Secure your spot by registering at <https://web3tour.eu/en/demo-day/>.



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Join us on **February 26, 2025**, for an experience that will shape the future of cultural tourism. Be part of a movement redefining innovation and sustainability in this dynamic sector!

