

# Development of the key cultural heritage route located in the Greater Poland Voivodeship, namely The Piast Trail

## **Project description:**

The project was implemented by Wielkopolska Organizacja Turystyczna (Wielkopolska Tourist Organization) in Poznan in cooperation with the Town of Gniezno, the Town of Kalisz, the Town of Konin, the Pobiedziska Commune and the Regional Museum of the Pызdry Region in Pызdry. One undertook numerous activities concerning each of the aforementioned locations but there was one objective: to meet the expectations of modern recipients with the support of investment activities and modern media. Consequently, in Gniezno, the Royal Route was prepared - a town route running along the monuments significant from the perspective of the town and the country. The attractiveness of this route was improved thanks to bronze sculptures depicting the first kings of Poland, legendary figures and rabbits. The latter, thanks to the "Rabbit GOń" ("Catch the Rabbit") application, invites tourists to an exciting walk in the regions outside the oldest part of the town, too. A pioneering solution was introduced as well as part of the project: tourist information boards were placed in front of fourteen objects of the Piast Trail and were equipped with an augmented reality application. Now, when one visits, for example, the statue of King Przemysław II in Gniezno, thanks to modern technology, one can get to know a particular place by watching a three-dimensional animation.

**Beneficiary:** Wielkopolska Organizacja Turystyczna (Wielkopolska Tourist Organization)

**Partner project** - The Wielkopolska Tourist Organization in Poznań is the leader of the project and the partners include: the Town of Kalisz, the Town of Konin, the Town of Gniezno, the Pobiedziska Commune and the Regional Museum of the Pызdry Region in Pызdry.

## **Programme:**

WRPO 2014+

## **Fund:**

European Regional Development Fund

## **Total value of the project:**

PLN 3 895 613.19

**EU contribution:**

PLN 2 512 448.53

