A BRAND was created: Try Nordestin’

Try – try on, test, and give a chance!
An essential complement to motivate the choice of destination to visit and its potential and resources.

NorDestin’ – A new verb: 'Nordestination' using the English as a perfect language to apply territorial concepts to actions. Nordestin’ is a movement, an unforgettable and enriching action. Beyond the word Northeast (of Portugal), the color is used to differentiate the 'destin' (Destination) and 'IN' in fashion or cool.
It was made a list of all the Points of Interest (POI), identifying churches, castles, bridges with historical and patrimonial value, shrines, places with archaeological value, sightseeing’s, diving sources, sports equipment, cultural facilities (Museums and others), hotels, restaurants, points of sale of local products, craftsmen, tourist entertainment companies and much more.
It was created a dynamic, interactive and reactive platform that matches the most demanding and detailed searches of the users. This platform is based on a complete Tourist and Business Directory, where identifies all the Points of Interest (POI) of the territory, including natural and cultural spaces, leisure equipment, accommodation, restaurants, handicraft, units of production, etc.
BIG DATA

insights and intelligence
AUGMENTED REALITY

museums and printed material
GUIA PIONEIRO DE #REALIDADEAUMENTADA EM PORTUGAL

Primeiras versões baseadas em Layar e Junaio

+800 POI em toda a região de Trás-os-Montes

+20 cidades em todo o país

3 parques naturais

1 parque regional

1 Parque Nacional

Marca Nacional

Directório de serviços e empresas

Valor: georreferenciação e conteúdos
#MOBILEAPPS
Presence in big events and sectorial shows
70’s VW Van Bus

ROADSHOW
ALL YOU NEED IS TRY!
ALL YOU NEED IS TRY!
NATURAL
FREEDOM INTO THE WILD

OUTDOOR
DOURO

WORLD HERITAGE
WORLD HERITAGE
THE CARETOS TRADITIONS
THE PAULITEIROS

TRADITIONS
TRADITIONS

THE PAULITEIROS
PAGAN FOLKLORE

TRADITIONS
TRADITIONS

ANCIENT CARNIVAL TRADITIONS
EVENTS

FRIDAY 13 - MONTALEGRE
HERITAGE

DOMUS MUNICIPALIS (BRAGANÇA)
HERITAGE

TEMPLAR & MALTA ORDER CASTLES AND HERITAGE
GAstronomy
這樣吃飯的時候就不會有人玩手機了
Then nobody will play with phones while eating!
#smartdestinations
#smarttourism
#smartravel

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