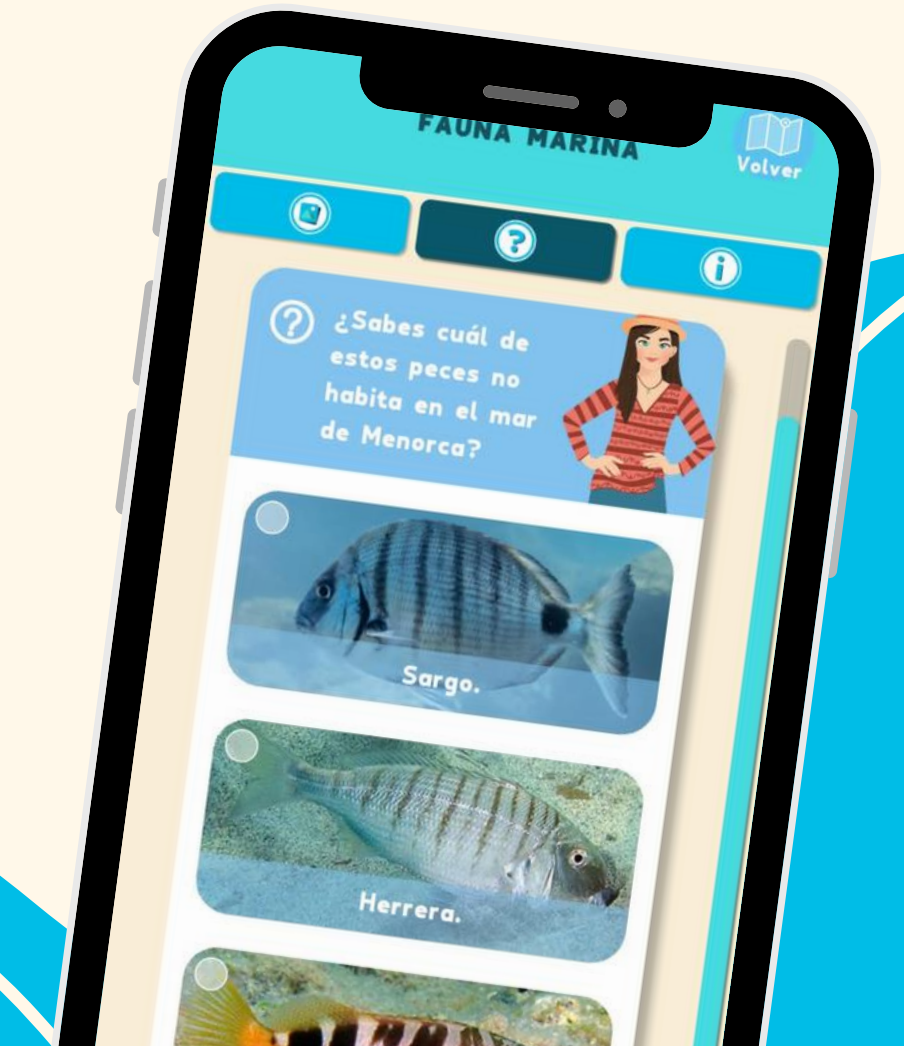


SON  
BOU

# SON BOU APP

- **Alliance between tourism and technology companies** to innovate in the tourism sector in a sustainable way
2. **REM Experience**, immersive technology to boost culture and tourism



**MENORCA  
VACATIONS**  
Rent | Villas | Apartments



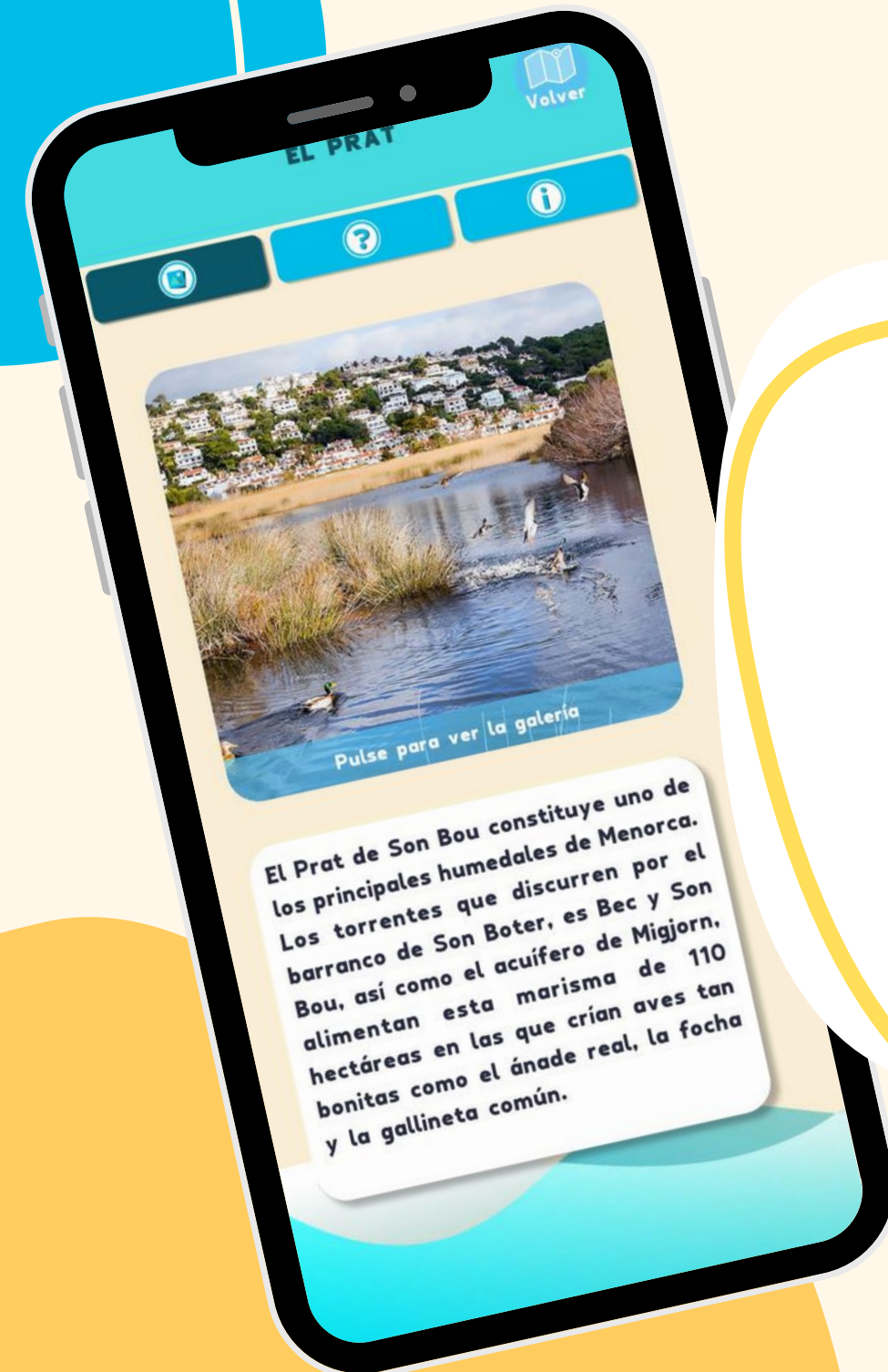
Co-funded  
by the COSME programme  
of the European Union



# PROBLEMS DETECTED

How to promote sustainable tourism in a Biosphere Reserve?

How to create new tourism experiences that ensure the conservation and protection of the natural environment and heritage?



**SON  
BOU**

# THE SOLUTION

Development of a pioneering Augmented Reality app to discover, enjoy and enhance the natural paradise of Son Bou.

Innovation applied to the tourism sector with cutting-edge technologies

**1**

Enhancement of ecosystems and heritage

**2**

Creation of an accessible, flexible and sustainable solution.

**3**

Advancing the main SDGs.

**4**

