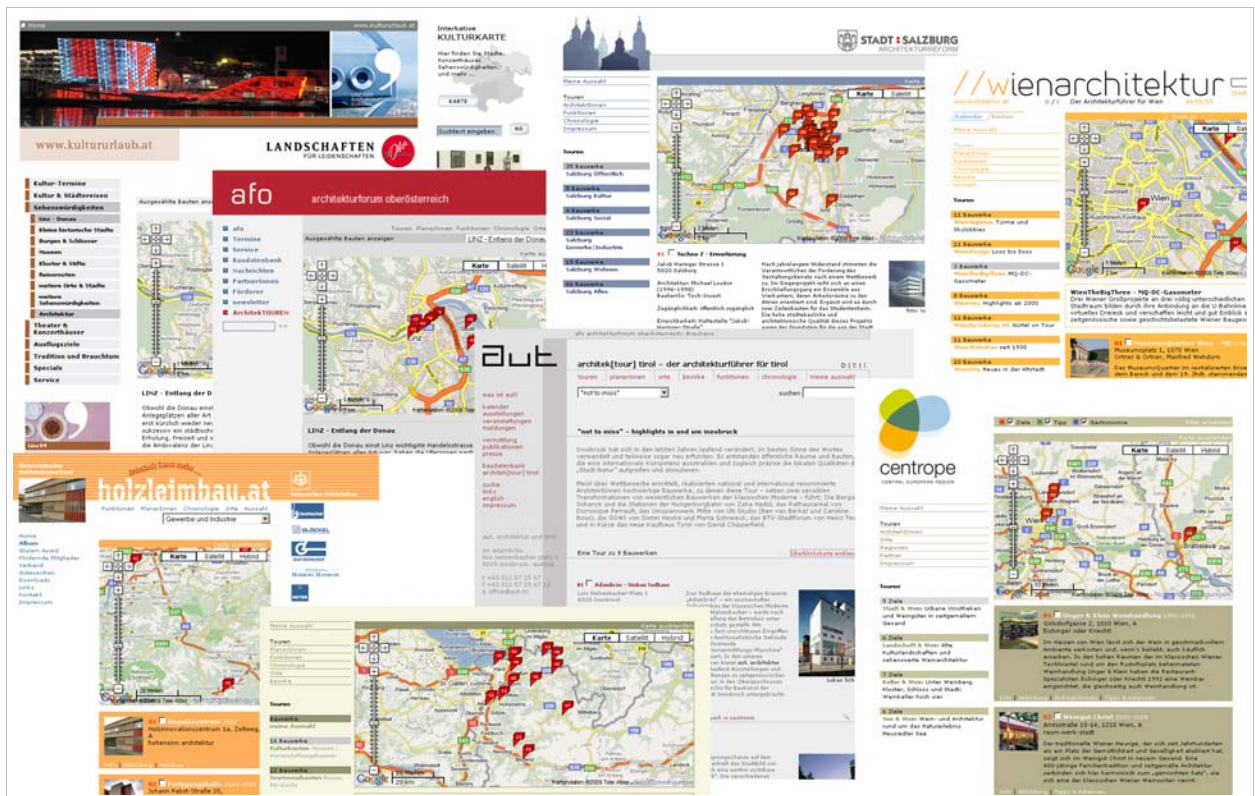


archtour the new online application for architecture guides



architecture guide. archtour presents the most interesting buildings in texts and images, suggests selected tours and permits planning personalised excursions – with its zoomable city and area maps, archtour is the ideal online guide for tourists with a special interest in architecture and is moreover directly linked to nextroom, one of the best-known architecture-themed Web hubs.

Architecture tourists can now travel to the best destinations with archtour – another attractive service that the City of Vienna has added to its rich architecture calendar. The Vorarlberger Architektur Institut showcases contemporary architecture from Austria’s westernmost federal province and offers varied Internet-based tours, and the “Experience Routes at the Heart of Europe” follow the motto “Wine & Architecture” to present numerous excursion destinations in an online architecture guide that is also available in a practical pocket format. Also the mountains and valleys around Innsbruck disclose their secrets to the enterprising architecture tourist by archtour and lots of new developments await discovery in Linz by “architectouring” the European Capital of Culture 2009...

archtour – information, pictures, plans & maps. All buildings are visualised by means of zoomable city and area maps. By drawing on geographical, thematic or chronological selection criteria (search for locations, districts, regions, architects, chronological data), service data and a search function for the surrounding area, personalised tours can be compiled, permitting easy preparation of numerous excursions.

archtour – content & layouts from standard to extended version. archtour is based on the online application and data pool of the European architecture database nextroom.at. Concise entries in the online guide, e.g. for tourism purposes, can thus be directly linked with more detailed information of interest for experts. archtour works with a standard layout allowing for variable content and layout adaptation. This moreover permits simple linkage to existing websites. In addition, individual requirements – from layout design to event calendar – can be equally taken account of.

archtour – architecture in every region, reflecting all orientations. archtour was designed for municipalities, companies and associations wishing to present selected buildings online. No matter whether city or town administration, tourist board, office equipment wholesaler or timber association: together with our collection partners as on-site experts, we will assist you competently – from counselling to selecting suitable buildings, from text generating to operating and updating your individual online architecture guide.

archtour – international visibility. archtour benefits from being part of the comprehensive nextroom network with its access to tens of thousands of buildings and actors, an ever-widening content base through links to centres of architecture in Austria, Croatia, Slovakia, Slovenia and Hungary as well as to dailies, specialised journals and publishers in the German-speaking region, as well as editorial management and efficient advertising in one of Europe's best-known architecture platforms with an average of 2 million page impressions per month.

archtour – a business model from mini-guide to database. archtour offers the right solution for any dimension. Customer retention is ensured by 10 top architecture highlights on the company website as well as by database-type listing and online presentation of hundreds of reference buildings. Qualified on-site partners interested in managing archtour for other users will likewise finding a customised solution with our attractive licence model.

archtour – key advantages at a glance

EFFICIENT short implementation periods and individually fine-tuned solutions

PROFESSIONAL architecture competence, editorial and technical

COMPREHENSIVE integration into the international nextroom network

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