



FROM ISOLATED STONES TO A NETWORKED STORY

Rethinking Heritage Interpretation for
the Next Generation of Fortress Visitors

Maria Sobur
Co-founder and CTO of TripLeap





Real-world interactive experiences

\$5.6B

+28.5% CAGR



Global parent-child travel market

\$85B+



Cultural travel motivation across families

17+%

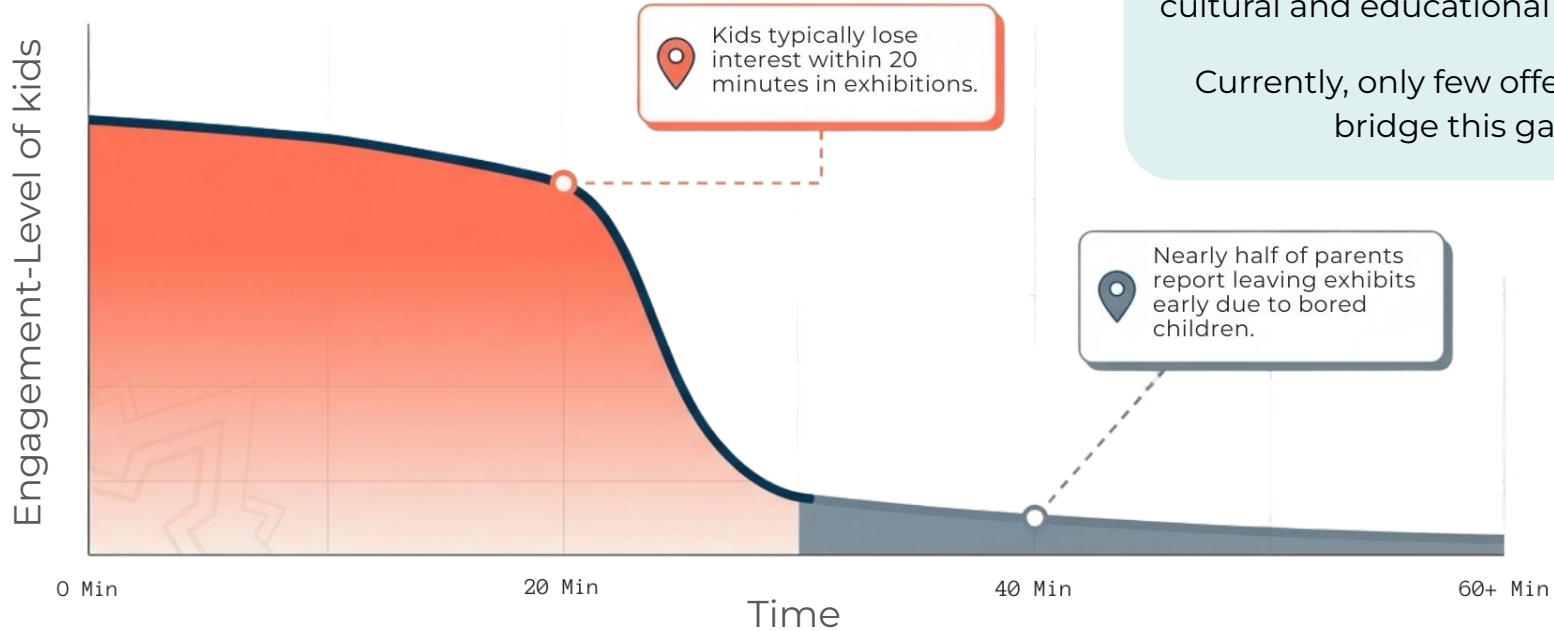
Meaningful family travels are on the rise

The tours and activities industry is the **3rd largest travel segment****



The Challenge: Museum Fatigue

When traditional formats fail to capture attention.



Children of Gen Alpha expect **interactivity**, while parents seek cultural and educational experiences.

Currently, only few offerings truly bridge this gap.

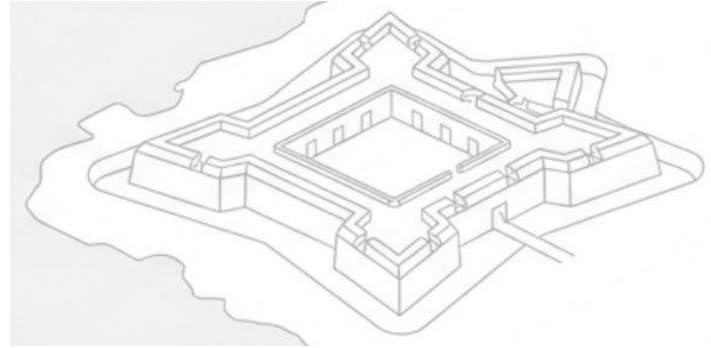
Nearly half of parents report leaving exhibits early due to bored children.

Meaning does not live in the stone; it lives in the narrative.



Visual Heritage

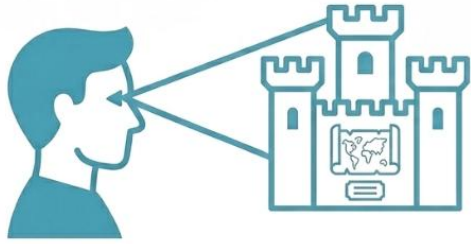
Absorption time: ~30 seconds



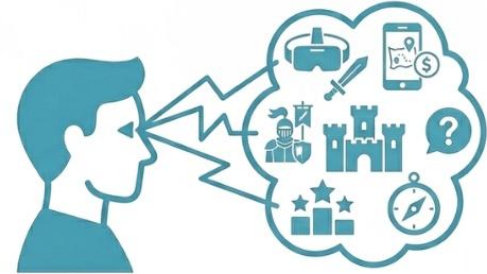
Contextual Heritage

Requires understanding of
Verboom's redesigns,
Operation Félix, or Strait
geopolitics

We are designing for deep attention in a hyper attention world.

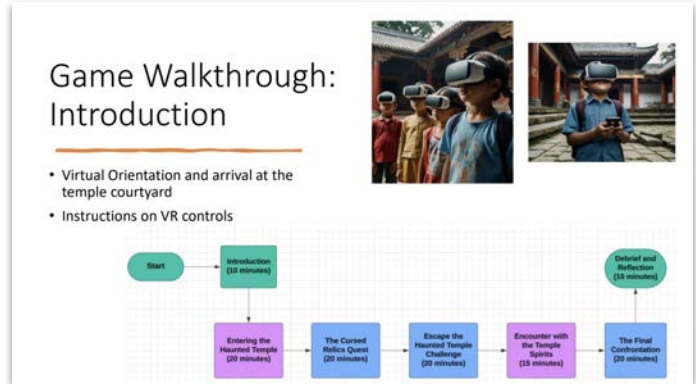


The Old Paradigm:
Deep Attention



The New Paradigm:
Hyper Attention

Insights from the Study Project BTU Cottbus-Senftenberg



Gamification In The Prison of Cottbus

Echoes Through Time

Gamification in Cultural Heritage

Shahriyar Zarei Kasiri


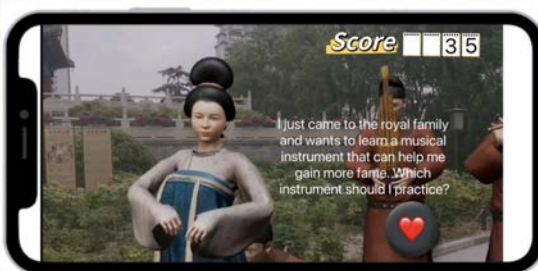
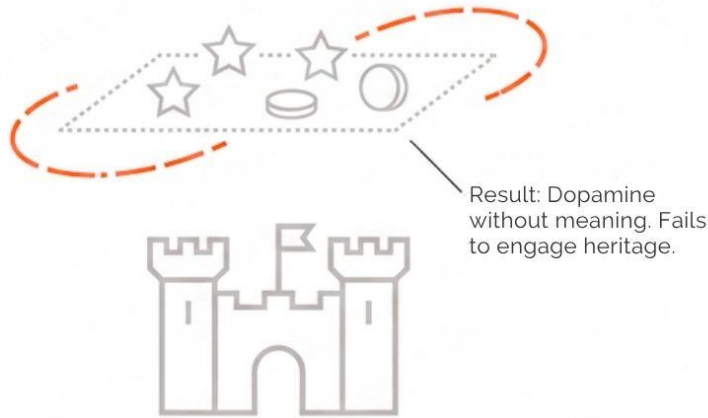


Photo: generated by AI

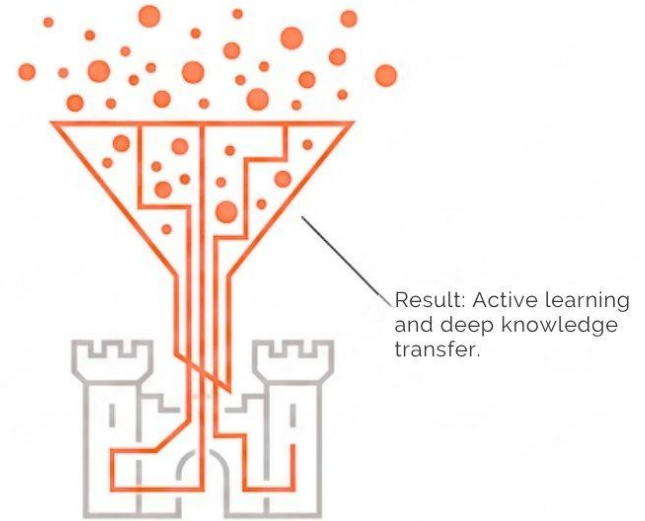
Game Introduction: **Prototype**



Gamification is not a polish for poor content; it is an amplifier for expert curation.

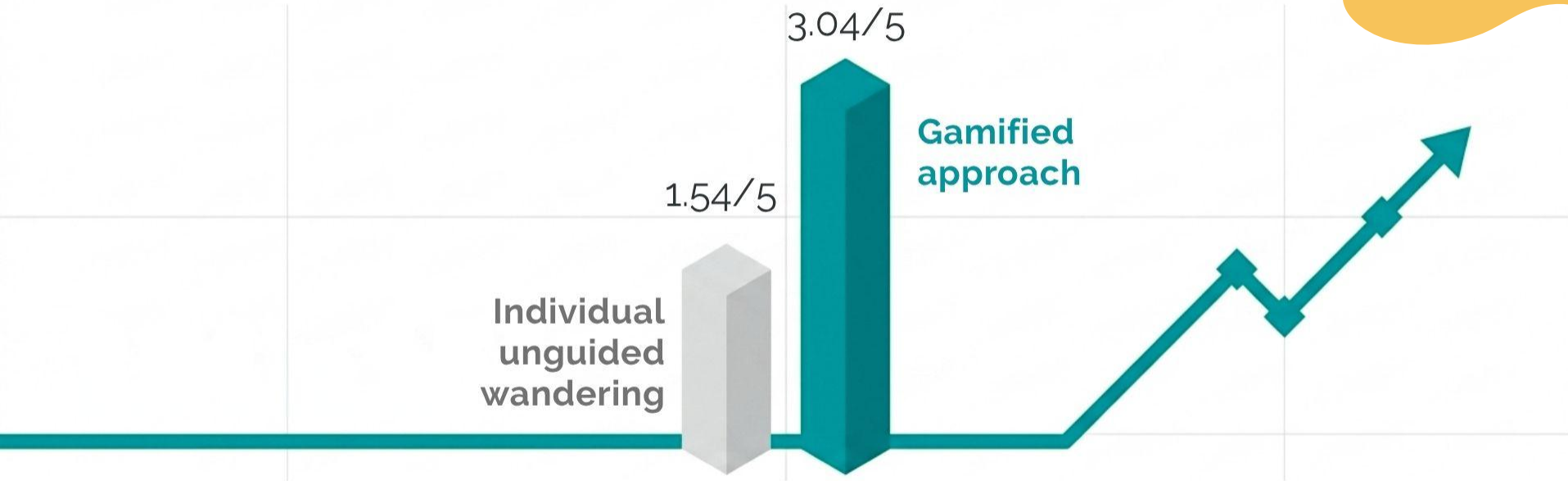


Model A:
Surface Gamification



Model B:
Effective Gamification

Gamified interpretation delivers measurable outcomes.



Gamified interpretation vs unguided museum wandering on a 5-point Likert scale ($p < 0.00001$) (Galindo-Durán, 2025). Against traditional guided tours, gamification still wins but with a more moderate effect ($d = 0.47$)

TripLeap - Technology provider for immersive experiences for children



Founders

Dr. JULIA KORENSKY

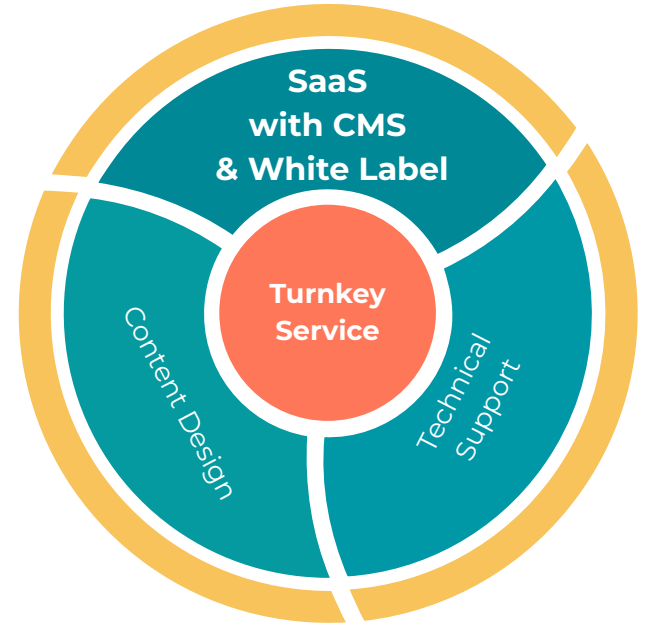
11+ Experience in:

- Project Management
- Tourism & Educational Products
- Expertise in Cultural Heritage

MARIA SOBUR

13+ Experience in:

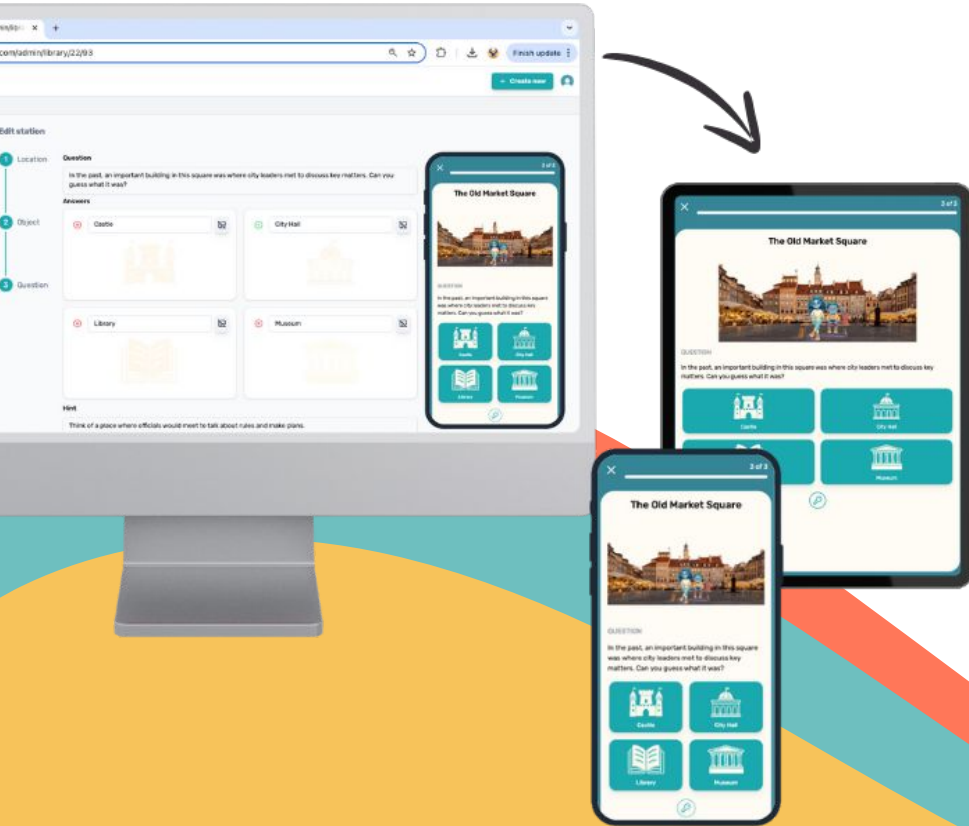
- Webdevelopment & Design
- Business Analytics
- Digital Marketing
- Background in gaming and education



TripLeap SaaS CMS Platform

AI-powered and no-code CMS

Enables global creators to **design and monetize** interactive treasure hunts and tours – either directly on our platform (**B2C creator** marketplace) or as a white-label solution (**B2B**) in their own branding.



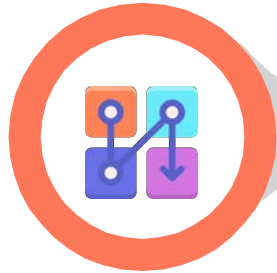
TripLeap Site-Exploration Games

Follow the route, explore real locations, hear engaging stories and complete kid-friendly riddles at each stop.

- **Kid-Led:** Children become the "navigators", turning a walk into a mission.
- **Digital-to-Physical:** Using the phone to look into the real world, not away from it.
- **Edutainment** and **meaningful time** as a family.



Value for Individual Sites



Visitor Flow Management

Smart redirection of visitor flows to underutilized areas of the site.



Marketing & Monetization

Reach new target groups, increase dwell time, and enable subscription or revenue-sharing models.



Full Content Control

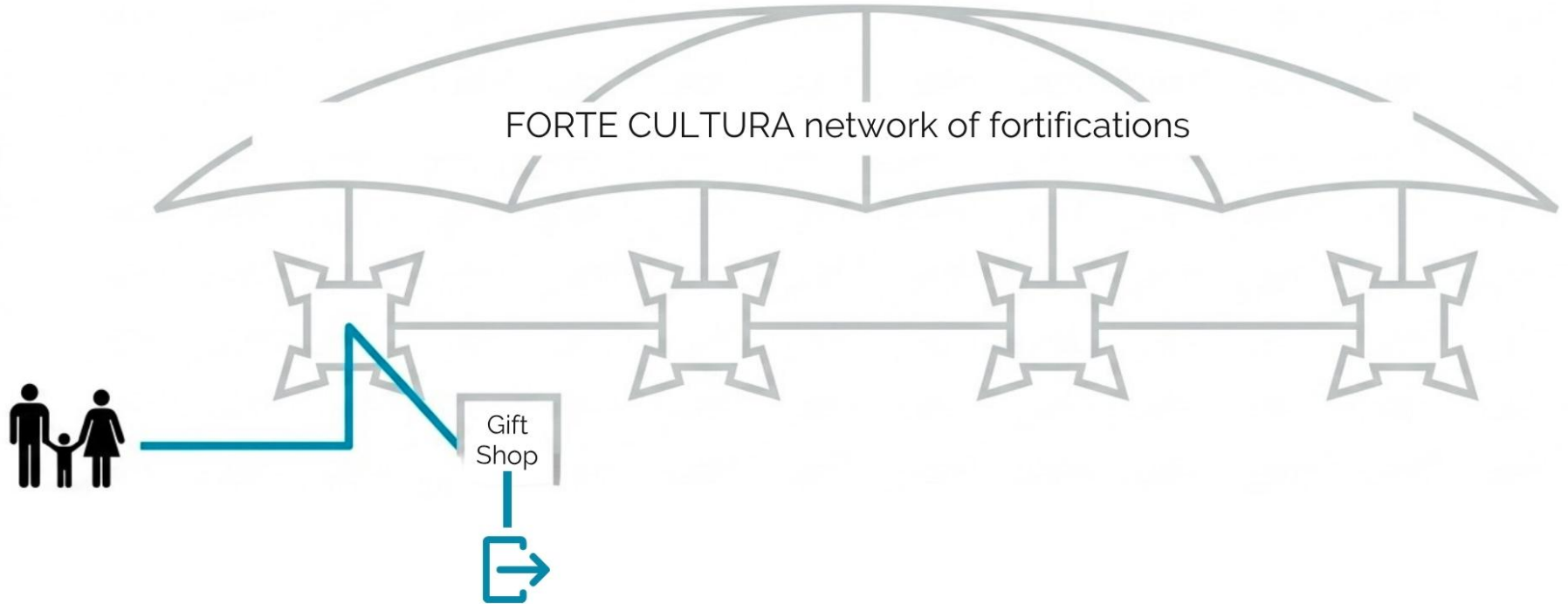
The SaaS CMS allows easy creation and management of content, including custom branding and mascots.



Data & Analytics

Detailed insights into usage, interactions, and movement patterns to support data-driven development of offerings.

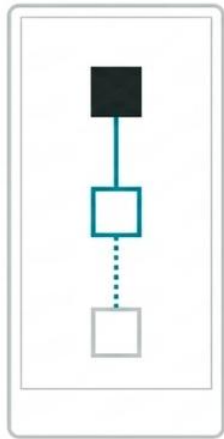
Networks exist in governance, but they break down in the visitor experience.



The Digital Pass: Giving the visitor an artifact of membership.



Progress made at La Línea bastion in Spain becomes the contextual foundation for exploring a coastal battery in Germany. The network becomes experientially continuous.



* Illustrative depiction

From witnesses of the past to active contributors to Europe's future.

The journey 'From Cádiz to Europe' is not just about institutional certification.

For the children who will become tomorrow's heritage advocates and civic leaders, that journey must be a single story they can hold in their hand.

Networked interpretation is the infrastructure that makes this possible.



Try out! “Secrets of the Line”

Treasure hunt

Secrets of the Line

FORTE CULTURA
NETWORK OF THE CULTURAL ROUTE OF FORTIFIED MONUMENTS

START

JULIÁN TEIRO

SELF-GUIDED CITY EXPLORATION

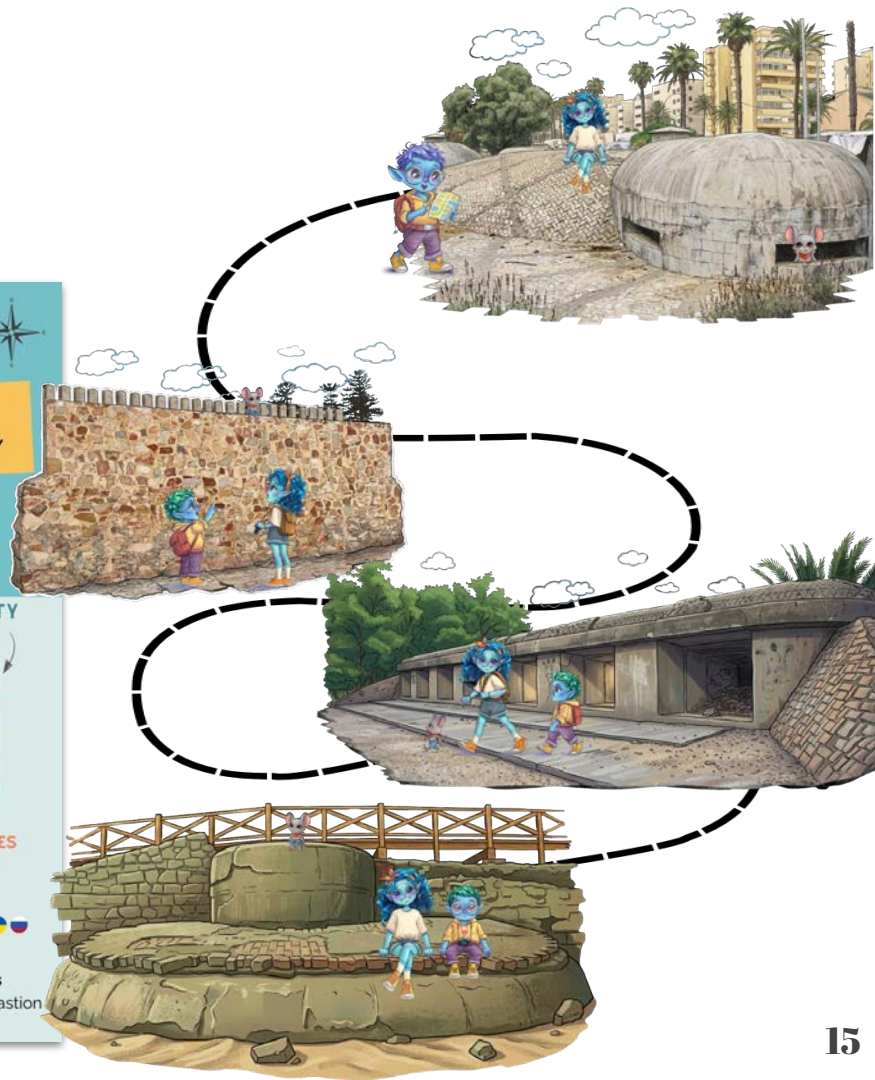
trip-leap.com

FREE FOR ATTENDIES OF SYMPOSIUM

For kids 8-12 y.o.

Text•Audio:

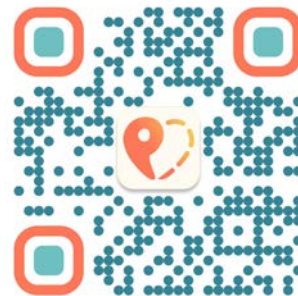
Length: ca. 3 km
Duration: ca. 1.5 Hours
Start: San Fernando Bastion





Contact us!

- Telephone:** +(49) 17657891841
- Website:** www.trip-leap.com
- Instagram:** @tripleap.world
- Email:** contact@trip-leap.com
- LinkedIn:** @tripleap



Appendix

Case Study - ex. J. Strauss Museum, Vienna



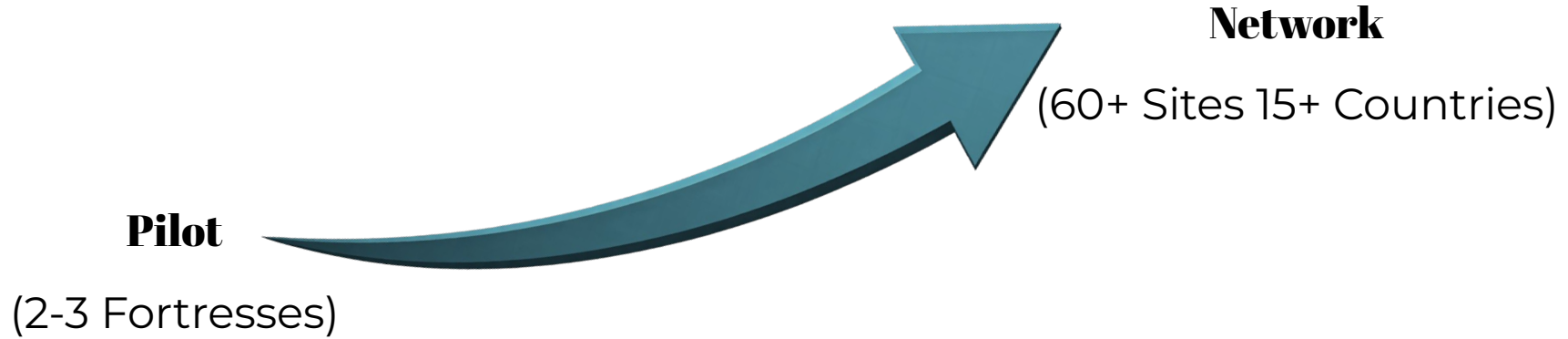
Kontext:

- Highly frequented exhibition venue
- Rotating special exhibitions & extensive collection
- Focus on iconic exhibits
- Limited structured narrative guidance
- Few child-oriented formats

What was implemented:

- Activation of less-visited exhibition areas
- Deeper engagement with collection content
- Structured exploration through story and progression

Long-term value for the entire network



Scalability:

After a successful pilot, the platform can be rolled out to additional fortress sites across the Forte Cultura network.

New Target Groups:

A new tourism offering to sustainably increase attractiveness for younger audiences and families.

Event-Integration:

Digital experience routes can complement events and festivals at fortress sites.

Digital Sovereignty:

A tool that enables you to manage and scale your digital presence independently and cost-effectively.