

press release

myTuur brings AI-powered city tours from Ulm to smartphones worldwide

Ulm, 21 November 2025

Ulm-based myTuur GmbH is launching a new generation of digital city tours: an AI-powered city guide app that creates complete audio tours within seconds, translates them into multiple languages and delivers them live with GPS navigation – for cities around the world. What would normally take weeks or months of production, the app handles automatically.

This makes myTuur one of the first platforms to create city tours in real time and make them instantly available to visitors. Cities can update content without any technical know-how, add new highlights or publish seasonal events – including audio, images and text.

“We make exploring a city as easy as opening an app,” says Jürgen Mayer, Managing Director of myTuur GmbH. “Our AI creates multilingual audio tours in seconds. That saves time, reduces costs – and makes local stories accessible to everyone.”

The app guides travellers with short 3–5-minute audio clips to sights, cultural venues and hidden gems. The route adapts dynamically to the user’s location, and questions are answered by the integrated AI assistant “Tuurix” right at the moment of the visit. Content can be provided in German, English, French, Spanish and Italian – with more languages to follow.

The next step will see myTuur evolve into a community platform: users will be able to submit their own tips, favourite places and photos, which the AI will automatically process and translate. The result is a digital city guide that combines local expertise, AI and community contributions.

At mytuur.com/business, cities, tourism boards, museums and cultural institutions can find information on integration, data security and partnership opportunities.

The myTuur app is available for iOS and Android and can be used worldwide.

App download links

Android (Google Play Store):

<https://play.google.com/store/apps/details?id=com.app.mytuur>

iOS (Apple App Store):

<https://apps.apple.com/de/app/mytuur-city-guide/id6475584259>

Universal link (both stores):

<https://mytuur.onelink.me/LWdT/rtp1zebe>

Press kit (DE/EN)

The press kit includes logos, app screenshots, portrait photos, QR code, and the latest press release in both German and English.

Download press kit (ZIP, 24.8 MB):

[[press_media_de_en.zip] <https://mytuur.com/wp-content/uploads/2025/11/pressmediadeen.zip>]

Press contact

myTuur GmbH

Name: Jürgen Mayer

E-mail: juergen.mayer@mytuur.com

Web: www.myTuur.com