



Vox POP GUIDE

UNMISSABLE EXPERIENCES FOR HOP-ON, HOP-OFF SIGHTSEEING

MULTI LANGUAGE SELF-GUIDED WALKING TOURS &
UNMISSABLE VISITS TO REDEFINE THE CUSTOMER EXPERIENCE



INCREASE YIELD & RAISE LOAD FACTORS

THE COST-EFFECTIVE VALUE-ADD FOR HOP-ON, HOP-OFF SIGHTSEEING



HOW POPGUIDE WORKS

- Operates on customer's own smartphone.
- No hardware costs or software development.
- Branded with your colours and logo.
- Simple QR code or alphanumeric activation.
- Included in bus tour ticket prices.
- One-time download allows off-line operation.
- Done! Guests can use throughout their stay.



STAND OUT FROM THE COMPETITION.

YOUR BENEFITS

- Provide 'Unmissable Visits' to sought-after landmarks.
- Create walking tours to alleviate congestion at pinch points.
- Meet demand for content in areas inaccessible by bus.
- Satisfy customer aspirations for personalisation.
- Generate extra revenue through upsell and cross-sell.
- Highlight your bus stops, routes, offices and sales outlets.
- Get trend data and heat maps on customer activities.
- Keeps your brand in the customer's pocket.
- Add a powerful new dimension to your marketing story.



CUSTOMER BENEFITS

- Explore unmissable sites, even those off the bus routes.
- Enjoy extra walking tours in multiple languages.
- Never get lost with offline, geo-located technology.
- Personal pins to plot hotels and favourite places.
- No roaming charges or 4G blackspots.
- Flexibly use this service day or night without limit.
- Commentary and insights from local experts.
- Easy to use with intuitive features and navigation.
- Take home audio and rich contents as souvenir.



“ Maximise load factors with Hop-Off experiences. ”

IT'S SIMPLE!

STEP 1



Scan your QR code to download 'POPGuide' and install your chosen contents.

STEP 2



You are ready to go! Enjoy unlimited self-guided sightseeing and personalised experiences.



THE BEST VALUE-ADD FOR EVERY SIGHTSEEING TICKET

