

The global leader for guiding solutions in tourism and culture

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STIMULATING AND SUPPORTING PROFITABLE VISITOR GROWTH

# **BID BENEFITS**

- Increase dwell time by sharing your story with engaging audio-visual multilingual tours and trials
- Create an equal voice and in-map presence for all stakeholders
- Use navigation to guide visitors directly to stakeholders' physical and online businesses
- Extend business revenue bubbles across the entire district
- Sell an extensive range of local activities with the in-app marketplace
- Personalise the user experience with your district branding and message
- Collect and use visitor statistics to improve your customer engagement strategies





POPGuide - a unique marketing and promotion solution to increase footfall and spend

We will assign a project manager to liaise, create and build an amazing visitor experience Together, we will select the important points of interest, languages, itineraries, etc. BID stakeholder info, links and offers will be placed at the forefront of the user experience

**TRAIL TO SUCCESS** 

Vox Content Studios, will take care of storytelling creation, translation and production

# THE COMPLETE SMARTPHONE EXPERIENCE CONNECTING VISITORS WITH BID STAKEHOLDERS

# **VISITOR BENEFITS**

- Easy activation and fast download with a simple QR code scan
- An expert local guide and itineraries always in your pocket
- ✓ Fully geo-located, so never get lost
- Take advantage of constantly updated offers and promotions
- Avoid roaming charges and blackspots with off-line navigation
- Learn about history and culture through fascinating stories from local experts
- Find best photo locations and Wi-Fi hotspots
- Continue to enjoy your full BID experience at home with POPGuide



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Your package is ready to be distributed to consumers via QR codes in just 8 weeks

# **RECOMMENDED BIDs PACKAGES**

### **SMALL BID**

#### **MEDIUM BID**

### **LARGE BID**

| 0             | 50 POINTS OF INTEREST  |
|---------------|------------------------|
| <u>র</u><br>ন | 3 LANGUAGES            |
| $\uparrow$    | UP TO 250,000 USERS PA |
| £             | 22 000 PA              |

◎ 75 POINTS OF INTEREST CA 3 LANGUAGES ↑ UP TO 500,000 USERS PA (£) 33 000 PA

- ◎ 100 POINTS OF INTEREST
- CA 3 LANGUAGES
- ↑ UP TO 750,000 USERS PA
- (£) 44 000 PA

Note: Users and pricing based on a 3 year contract. Additional languages available.

## **CONTACT US TODAY**

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