



The global leader for guiding solutions in tourism and culture

**STIMULATING
AND
SUPPORTING
PROFITABLE
VISITOR
GROWTH**

**British
BIDSTM**

BID BENEFITS

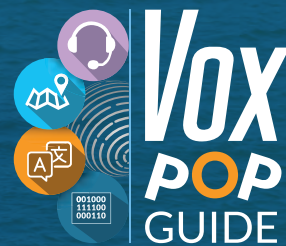
- ✓ Increase dwell time by sharing your story with engaging audio-visual multilingual tours and trials
- ✓ Create an equal voice and in-map presence for all stakeholders
- ✓ Use navigation to guide visitors directly to stakeholders' physical and online businesses
- ✓ Extend business revenue bubbles across 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

THE COMPLETE SMARTPHONE EXPERIENCE CONNECTING VISITORS WITH BID STAKEHOLDERS

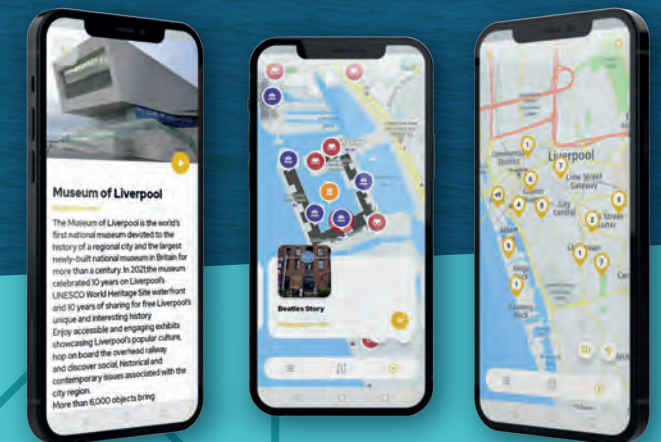


VISITOR BENEFITS

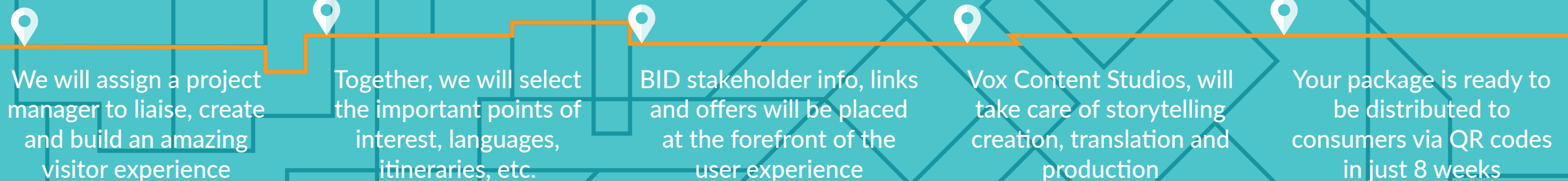
- ✓ Easy activation and fast download with a simple QR code scan
- ✓ An expert local guide and itineraries always in your pocket
- ✓ Fully geo-located, so never get lost
- ✓ Take advantage of constantly updated offers and promotions
- ✓ Avoid roaming charges and blackspots with off-line navigation
- ✓ 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



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



TRAIL TO SUCCESS



in tourism and culture

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BIDsTM

RECOMMENDED BIDs PACKAGES

SMALL BID

- 📍 50 POINTS OF INTEREST
- 🗺️ 3 LANGUAGES
- ↑ UP TO 250,000 USERS PA
- £ 22 000 PA

MEDIUM BID

- 📍 75 POINTS OF INTEREST
- 🗺️ 3 LANGUAGES
- ↑ UP TO 500,000 USERS PA
- £ 33 000 PA

LARGE BID

- 📍 100 POINTS OF INTEREST
- 🗺️ 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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