

## TOURING & CRUISING

TOUR AND DESTINATION INFORMATION ALL IN ONE PLACE.  
IMPROVE GUEST CONFIDENCE AND SAFETY.  
BOOST YOUR RATINGS.



A DESTINATION MANAGEMENT AND CUSTOMER ENGAGEMENT TOOL.

# CONNECT WITH GUESTS THROUGHOUT THEIR VACATION, AND BEYOND

CUSTOM BRANDED WITH YOUR LOGO AND COLOURS



## HOW POPGUIDE WORKS

- Concept to delivery in 8 weeks.
- Full-service package, no setup costs.
- Flexibly adapts to model your itineraries.
- No charge for custom branded contents.
- Multi-language capability to your specification.
- Application based so no hardware required.
- Easy download for every guest.
- 24/7 virtual support and maintenance.
- Simple back-of-house controls for easy updates.

YOUR BRAND. THEIR EXPERIENCE.

## OPERATOR BENEFITS

- Cost-effectively engage with guests throughout vacation.
- Meet customer demand for vacation personalisation.
- Highlight itineraries, hotels, pick-up/docking points.
- Assist travel directors with push notifications for guests.
- Your ship or hotels navigable as 'Home' on city maps.
- Communicate important company or travel information.
- Drive promotions with articles and sales messages.
- Get rich data on visitor behaviour and activity trends.
- Improve ratings through better guest satisfaction.
- Drive UGC via links to social media and review platforms.



## CUSTOMER BENEFITS

- Their own personalised experiences within your vacation.
- Explore places in their own time and at their own pace.
- Never-get-lost with geo-located pick-ups and hotels.
- Offline mapping so no roaming charges or 4G blackspots.
- Add your suggested excursions and walking itineraries.
- The latest information on day by day schedules.
- Insider knowledge on local attractions in free time.
- Easy to use with intuitive navigation in chosen language.
- Take home audio and rich contents as souvenir.



# IT'S AS EASY AS 1-2-3

## STEP 1



Download 'POPGuide'



## STEP 2

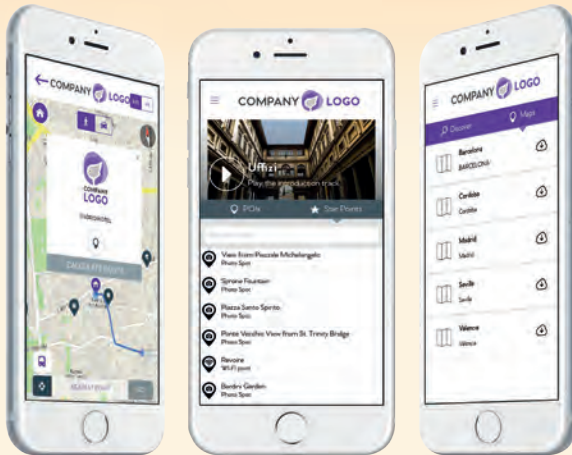


Open the app and  
login using your  
QR code.

## STEP 3



Download the map, navigation  
and audio contents. You are  
ready to go!



THE SMART SOLUTION FOR TOUR & CRUISE OPERATORS AND THEIR GUESTS



[www.voxtours.com/operator](http://www.voxtours.com/operator)