

TOURIST OFFICES & AIRPORTS

MAKE YOUR DESTINATION THE HEART OF THE REGIONAL EXPERIENCE.
ENJOY THE ECONOMIC BENEFITS OF EFFECTIVE TOURISM MANAGEMENT.



PUT AN EXPERT LOCAL GUIDE SERVICE IN THE POCKET OF YOUR VISITORS

CONNECT WITH TRAVELLERS THROUGHOUT THEIR VISIT, AND BEYOND

CUSTOM BRANDED WITH YOUR LOGO AND COLOURS



HOW POPGUIDE WORKS

- Concept to delivery in 8 weeks.
- Full-service package, no setup costs.
- No charge for custom branded contents.
- In-house audio, image and text creation.
- Multi-language capability to your specification.
- Application based so no hardware needed.
- 24/7 virtual support and maintenance.
- High volume capability at lowest cost.
- Simple back-of-house controls for updates.

HELPING VISITORS GET THE MOST OUT OF THEIR STAY.

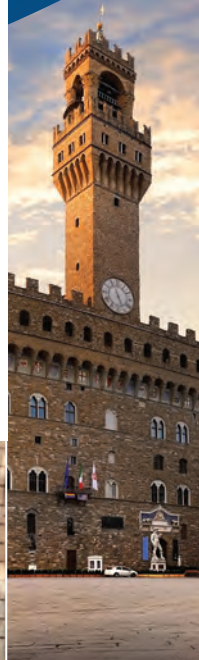
TOURISM BENEFITS

- Welcome and connect with travellers during their visit.
- Provide multi-language audio sightseeing on demand.
- Create itineraries by foot, vehicle or public transport.
- Direct tourism flows away from the usual hotspots.
- Cost-effectively promote points of interest and activities.
- Enhance your destination satisfaction ratings.
- Generate revenue from in-app marketplace and sponsors.
- Effectively communicate visitor safety information.
- Get rich data on traveller behaviour and activity trends.
- Drive UGC via links to social media and review platforms.



VISITOR BENEFITS

- A local guide and itineraries in their pocket.
- Simple download and choice of language.
- Always geo-located so never get lost.
- Learn fascinating stories from local experts.
- Never miss a thing with auto-play function.
- Create personal pins at favourite places.
- Avoid roaming charges with offline functionality.
- Find best photo locations and WiFi hotspots.
- Take home audio and rich contents as souvenir.



“ Be internationally recognised as a preferred travel and getaway destination. ”

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 TOURIST OFFICES AND AIRPORTS

