



TOURISM MAPS & MAGAZINES

A PROFITABLE ADD-ON TO PRINTED PROMOTIONAL MATERIALS
FLEXIBLY INCREASE YOUR ADVERTISING & SPONSOR OPPORTUNITIES



A MULTI LANGUAGE DIGITAL SOLUTION FOR TRAVELLERS' SMARTPHONES

ADVERTISING SEAMLESSLY INTEGRATED WITH SIGHTSEEING EXPERIENCES

CUSTOM BRANDED WITH YOUR LOGO AND COLOURS



HOW POPGUIDE WORKS

- Operates on travellers' smartphones.
- Simple QR code activates contents.
- Allows extensive advertising options.
- Full-service package, we take care of everything.
- Supply us with your company logo for branding.
- No charge for custom branded contents.
- Multi-language capacity to your specification.
- One-time Wi-Fi download allows offline operation.
- Advertising and offer updates are under your control.

YOUR BRAND. THEIR EXPERIENCE.

YOUR BENEFITS

- High volume capability and 600 cities available.
- Attract advertisers with multi-language content.
- Future proof your business with digital adverts.
- Enjoy up to a three-fold increase in advertising partners.
- Create multiple levels of sponsorship.
- Easy visitor navigation to your partners.
- Create pop-ups and virtual billboards.
- Put your brand in the customer's pocket.
- Get rich data on traveller behaviour and activity trends.

USER BENEFITS

- Enjoy sightseeing in a choice of languages.
- Never-get-lost with geo-located technology.
- Interactive functionality works throughout each visit.
- Personal pins locate places and sights to revisit.
- Insider knowledge and audio commentary on local attractions.
- Door-to-door navigation to your sponsors.
- Easy to use with intuitive navigation.
- Take home audio and rich content as souvenir.
- Benefit from special offers and advertiser promotions.



“ Keep your advertisers in the visitor's pocket for longer. ”

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 SMART SOLUTION FOR TOURISM MAPS & MAGAZINES

