TrailTale Introduction

The TrailTale Story

A Popular Mobile Phone Application

Released in November 2015

Currently there are over 97,000 downloads

Used internationally, with users from over 170 countries downloading it even today

Providing two services:

- Guided Walk Routes in GB – 142 routes
- 'Explore Near Me' – a GPS based service displaying all the Points of Interest around the user's location – about 3000 points, in or around 132 places in GB

Excellent reviews:

"Wonderful free app. So simple. It guides you to interesting corners and sites off the beaten track and doesn't try and sell you stuff. Refreshingly generous in spirit."

TrailTale Route Coverage

Map view
All the trails appear on one map for the visitor's choice

List View, sorted alphabetically by place name

Intro image

Credits

Summary

Walking Trail

Cycling Trail

Urban-Rural Trail

Urban Trail

Distance

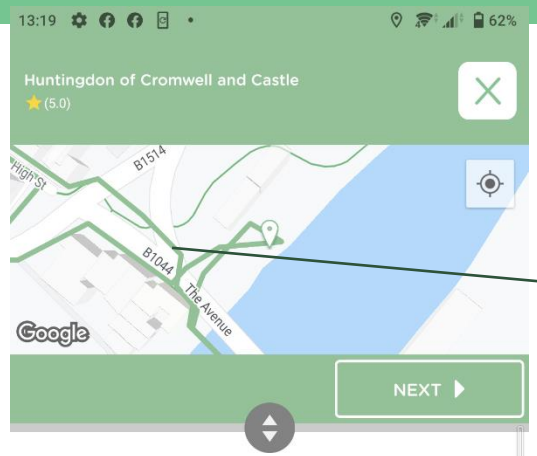
Time Allocation

'Explore Near Me' service

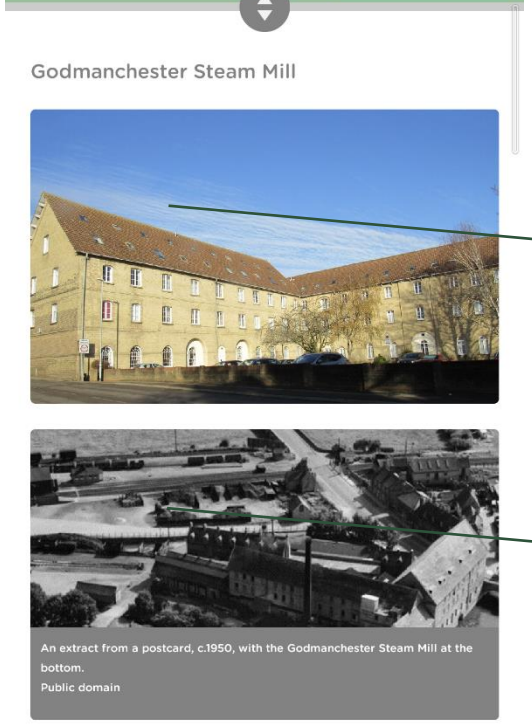
WC Location

TrailTale Page Details

When on location, GPS Position will be shown on the map



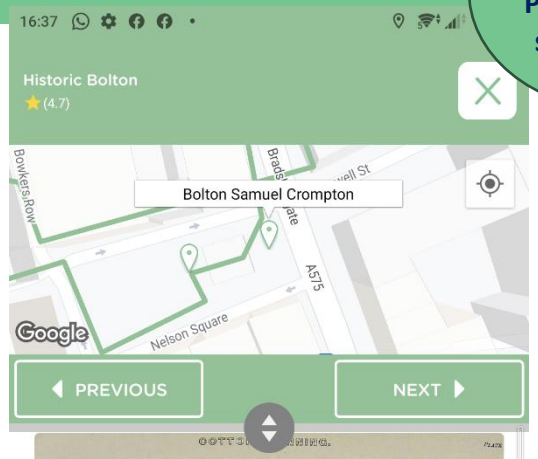
Trail Map

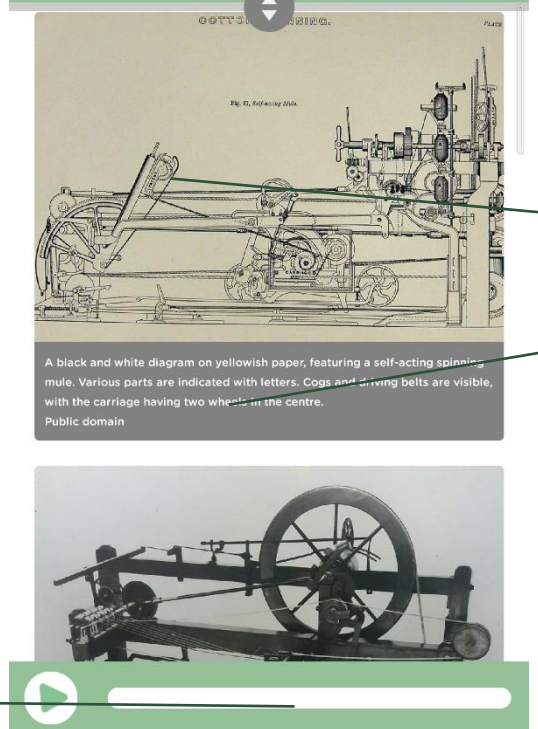


Point's Current Image

Historic Images

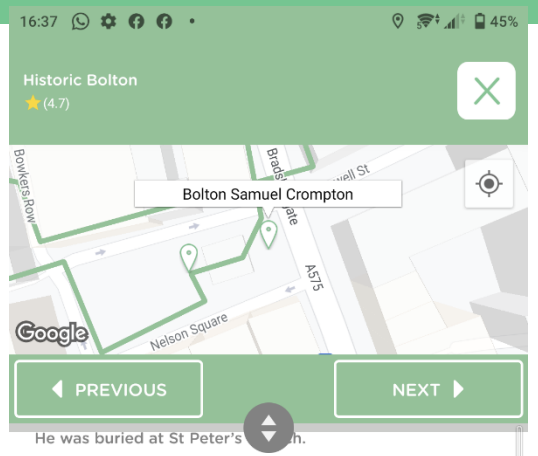
Audio Clip Narrating the Stories





Diagrams

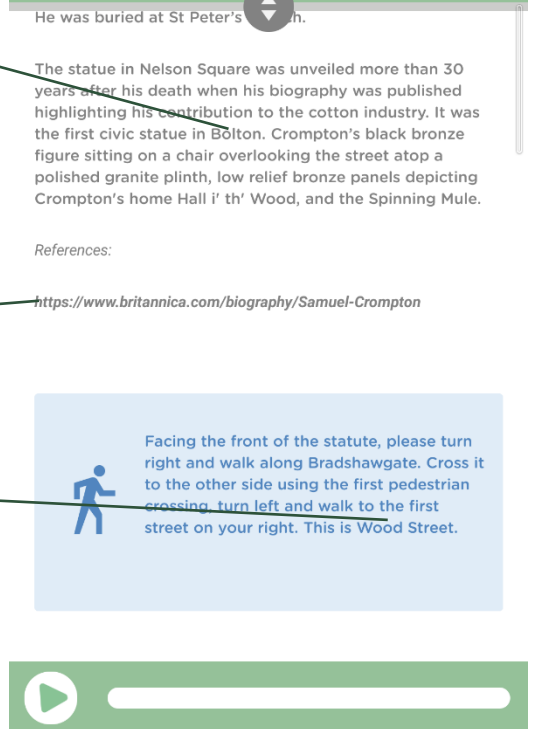
Detailed Image Description



POI Story

Further Reading Links

Detailed Walking Instructions



Our Proposal to Towns

Let us use our experience and excellent platform to develop and host an informative and enjoyable heritage trail taking the visitors via the High Street and local attractions

01

We will undertake the following to complete the work:

- Research the town to find the best route
- Travel to the town to take the necessary photos, and confirm the suitability of the route
- Write the story behind each of the points (200-400 words typically)
- English proof the stories using an external expert
- Source additional images where appropriate
- Source the location for each point
- Upload the information onto the TrailTale repository
- Assemble the route and publish it
- Host the route on the TrailTale app

02

Promote the routes via our campaigns, blogs and website

03

Provide a very cost effective product, using economy of scale if several routes are needed

04

Make it exceptionally quick, each route development as listed above is delivered within four weeks

Why TrailTale?

The only mobile phone app dedicated to publishing routes for smaller cities, towns and villages

All the other apps are focused on London, and the main tourist cities

It is free to download and use

Other apps charge to download, or use each of the trails. A free app generates significantly more downloads, creating a more positive vibe with users

Simple to use

Within a couple of clicks the user is taken to their desired route, or find individual points of interest

TrailTale's routes and stories are more informative than any of its rivals

Our carefully selected POIs and stories that we tell, make it the most enjoyable guided walks app

Theme selected POIs

There are 15 categories from which the user can select their preferred themed points of interest, including – Military affiliated, Child centred activities, Nature points, Royal stories, Film locations, Transportation and Art venues

To Summarise

TrailTale is a free, popular and enjoyable mobile phone app

TrailTale covers small cities, towns and villages in GB, which none of our rivals do

We have the expertise, knowledge and passion to do the same for the rest of GB's towns and villages

We can do that very cost effectively, and deliver a typical route within 4 weeks

TrailTale technology provides the infrastructure to scale up, in a performant and secure manner

Thank you

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