

wikiloc

# TRAILS OF THE WORLD





# EXPLORE THE WORLD

WIKILOC.COM



GOOGLE EARTH

APP

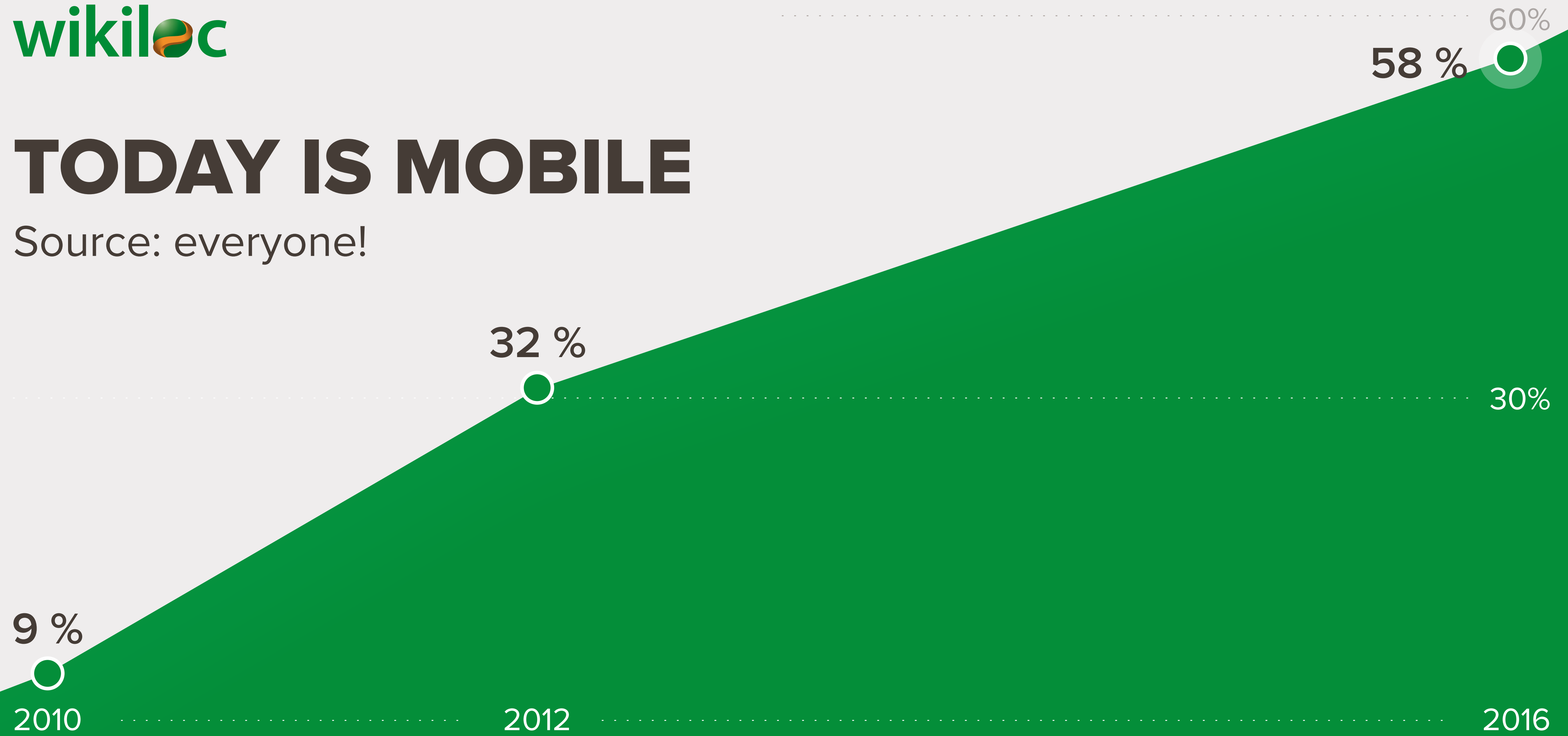
TRAILS OF THE WORLD





# TODAY IS MOBILE

Source: everyone!





# EVOLUTION

2.4 million users

4.1 million trails of 60 activities

7 millions of photos and videos

600,000 trails downloaded every month

22 languages

190 countries

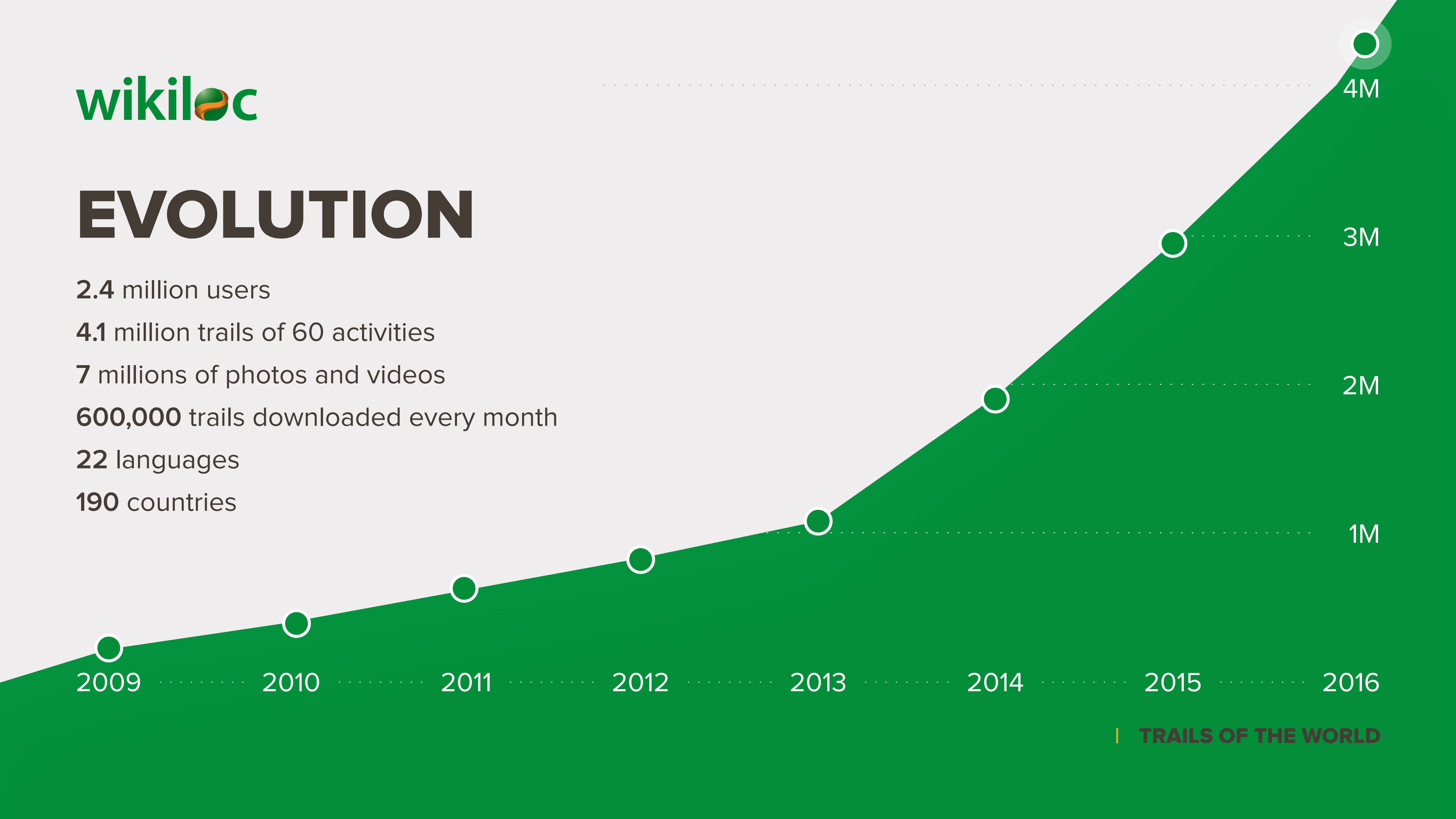
2009 2010 2011 2012 2013 2014 2015 2016

4M

3M

2M

1M





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# AWARDS

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One of the 3 winners of the  
National Geographic Geotourism  
contest

(611 projects)

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# Google

Best Google Maps based project

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# Google Earth

Wikiloc featured in its own layer  
in Google Earth

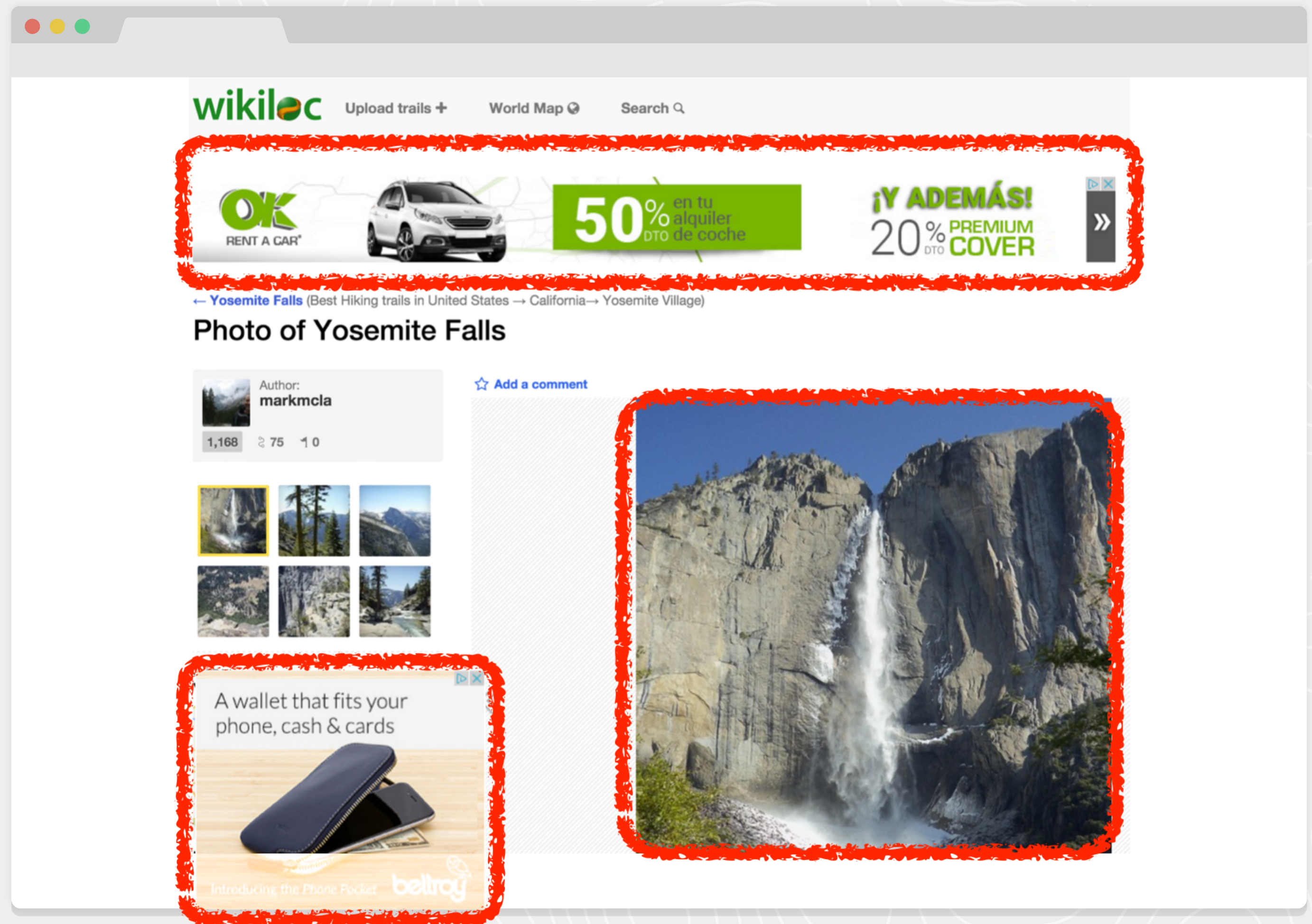
YouTube, NatGeo, NASA, Wikiloc 😊





# OUR OUTLOOK ON THE AD MODEL

Is this a photo of Yosemite Falls or a plumbing repairing services Ad?





# OUR OUTLOOK ON THE AD MODEL

Related to what I'm looking for!

The screenshot shows a Google search for "skiing in andorra". The search bar and the search term are circled in green. The results include several paid advertisements (marked with "Ad") for Booking.com, estiber.com, and TripAdvisor. On the right side, there are organic search results for "Andorra Trips", "Hotel + Forfait Andorra", "Skiing In Andorra", "Andorra ski resorts", and "Andorra Ski Packages". At the bottom, there is a table titled "Today's snow conditions for Andorra".

Resort	Snow condition	Last snowfall	Summit depth	Weather	Open trails	Open lifts
Vallnord / Pal...	Machine groomed	10cm Feb 15	90cm	N/A	41/42	29/30
Vallnord	Machine	10cm				



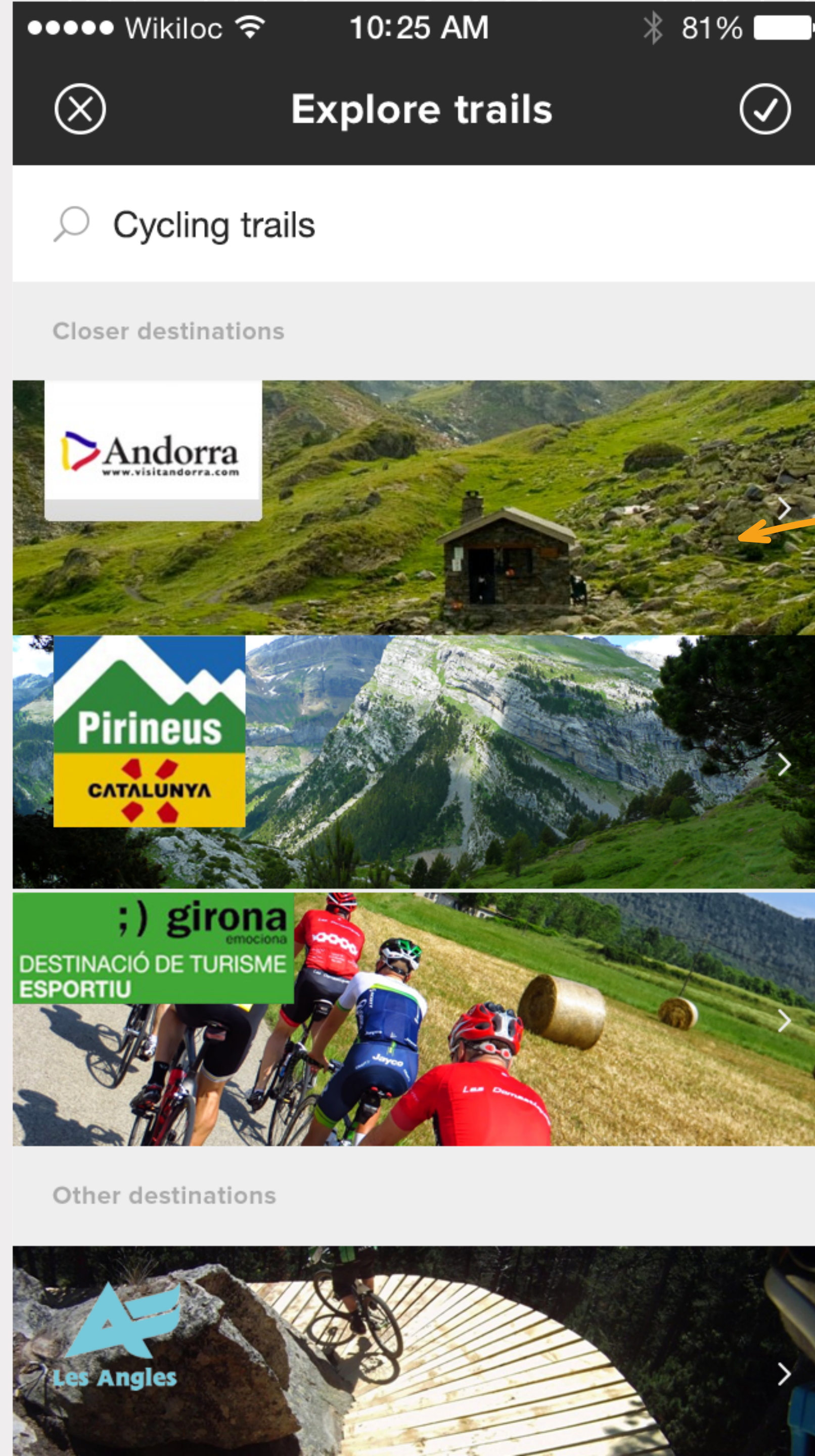


# BEYOND ADS

- ✓ Brand visibility
- ✓ Trust
- ✓ Statistics of your trails
- ✓ Your own navigation app

**NO ADS!**

Just interesting  
and relevant content.



Links to profiles of  
Tourism Destinations  
on Wikiloc, where  
you'll discover  
featured or official  
trails in the region.

| **TRAILS OF THE WORLD**





# THANK YOU!

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**Jordi Ramot**  
jordi@wikiloc.com

 @ramot

