

wikiloc

TRAILS OF THE WORLD

Photo by Montse @wikiloc



EXPLORE THE WORLD

WIKILOC.COM



GOOGLE EARTH

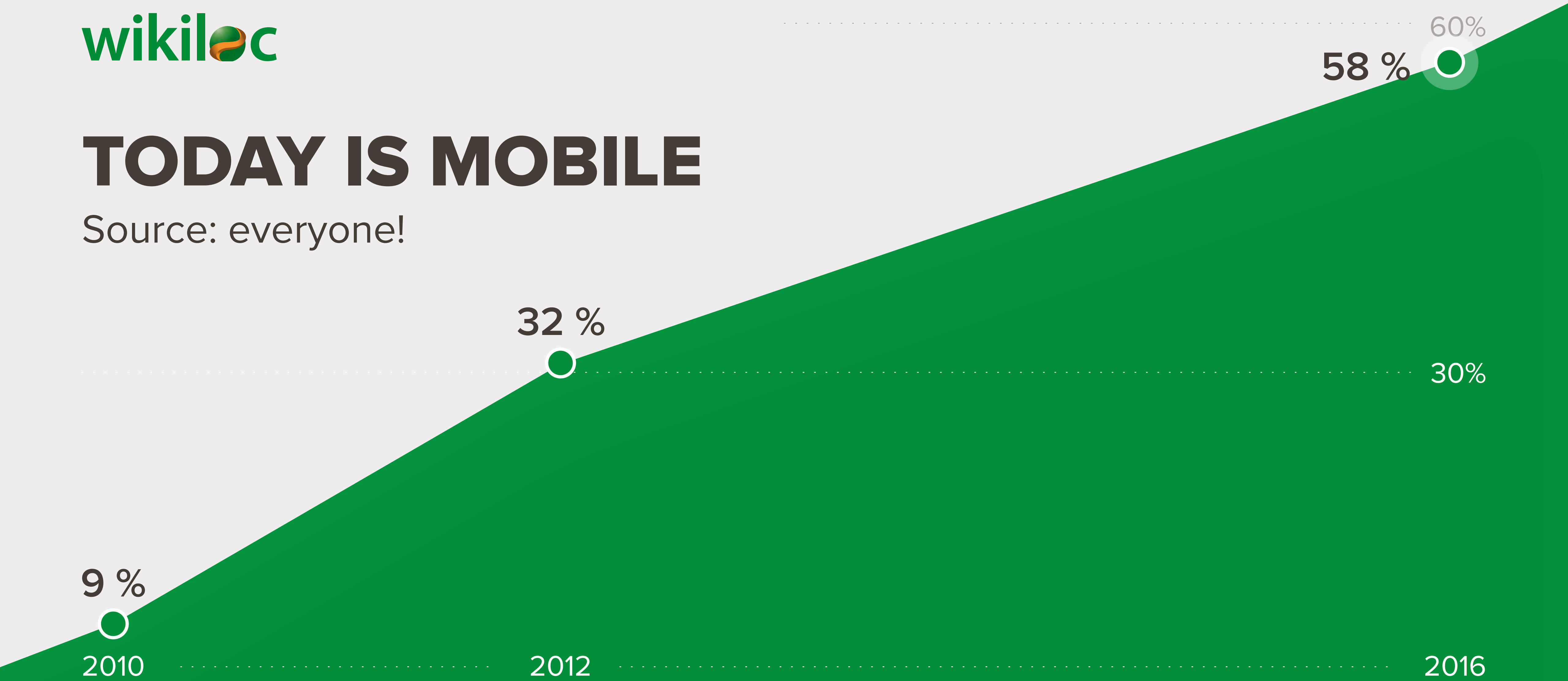
APP

| TRAILS OF THE WORLD



TODAY IS MOBILE

Source: everyone!





EVOLUTION

2.4 million users

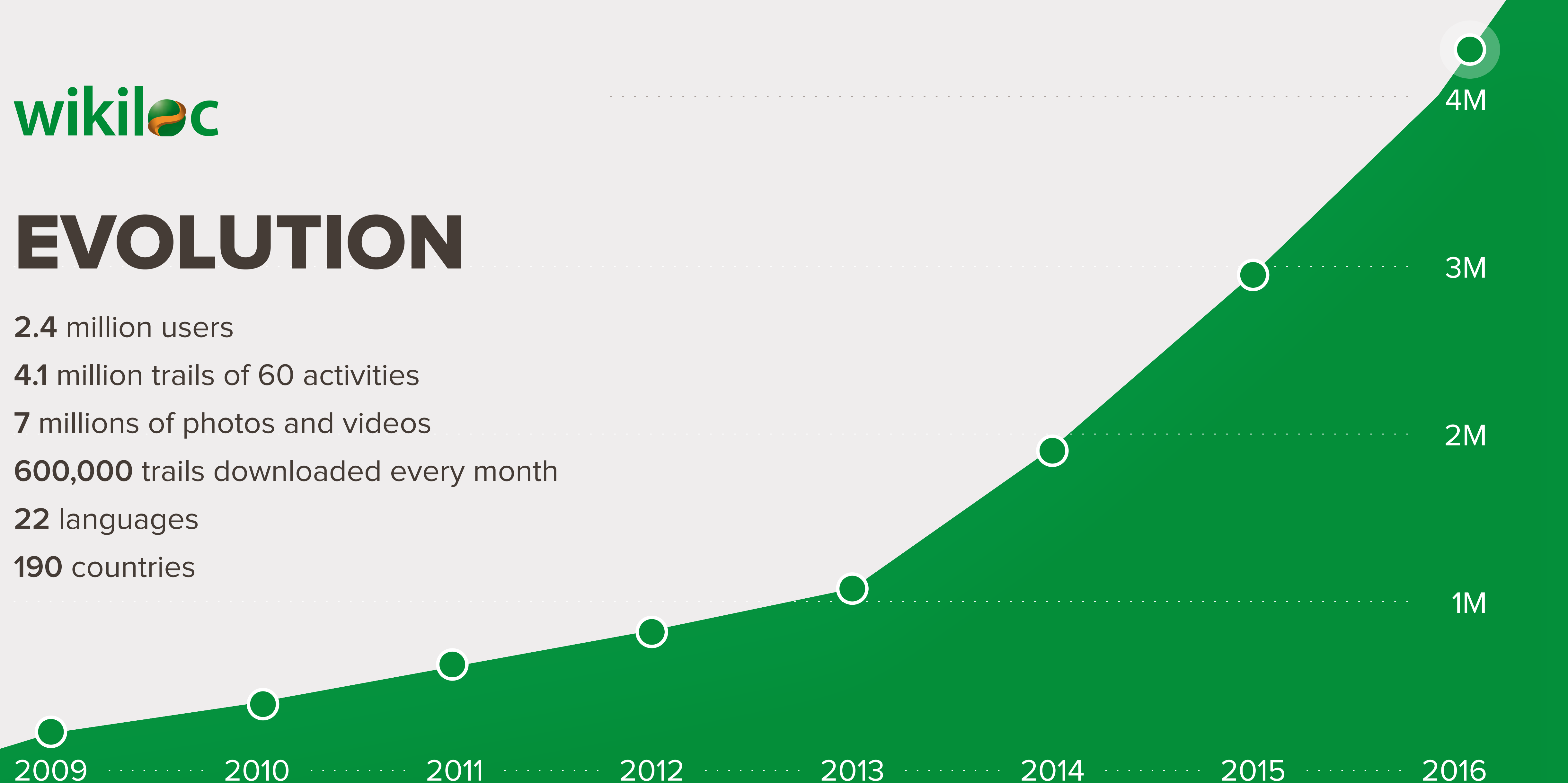
4.1 million trails of 60 activities

7 millions of photos and videos

600,000 trails downloaded every month

22 languages

190 countries



wikiloc

AWARDS



One of the 3 winners of the
National Geographic Geotourism
contest

(611 projects)

Google

Best Google Maps based project

Google Earth

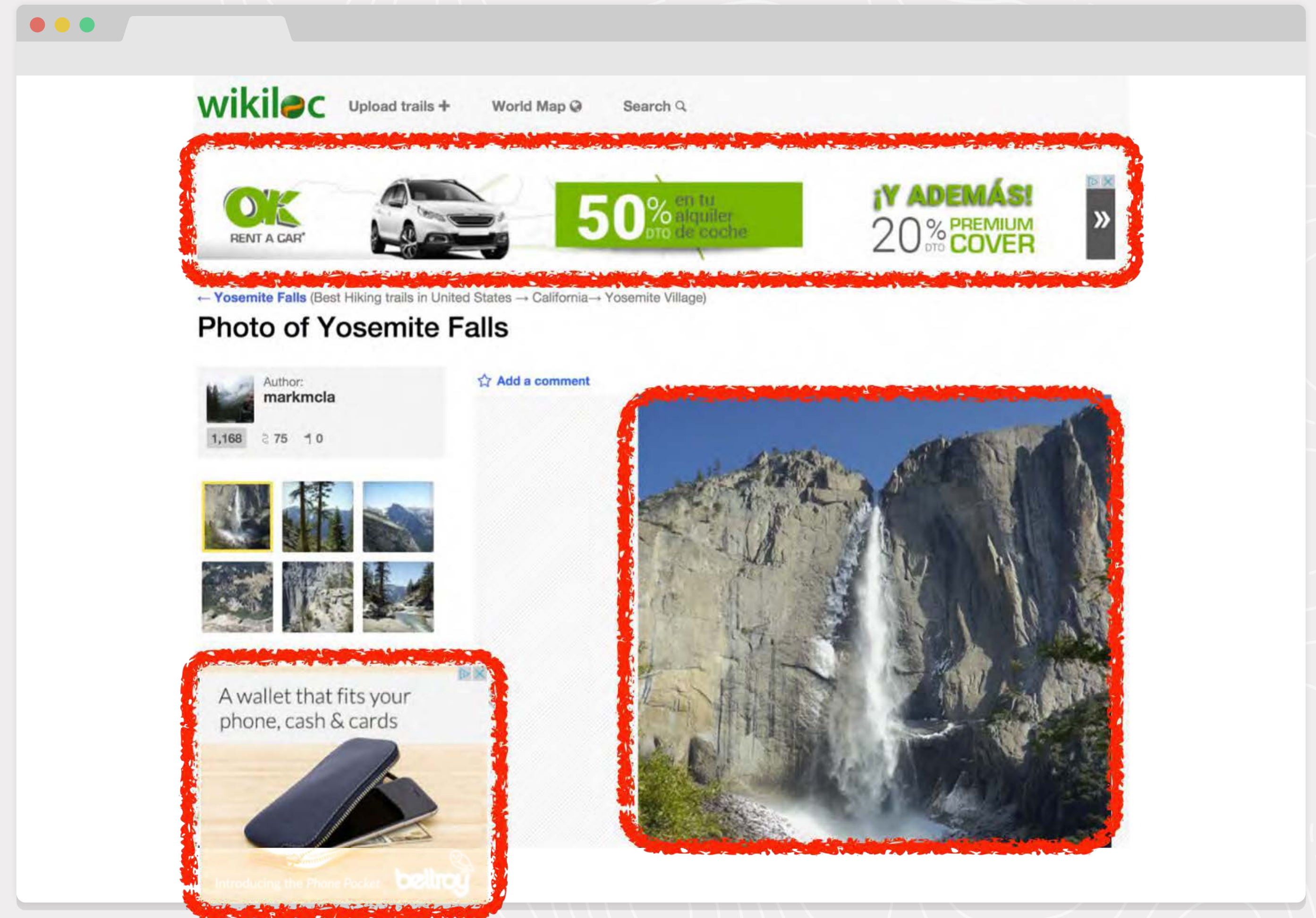
Wikiloc featured in its own layer
in Google Earth

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 query are circled in green. Below the search bar, the "All" tab is selected. The results show several paid advertisements (marked with a green "Ad" icon) and organic search results. The ads include:

- Hotels Ski Resort Andorra - Booking.com**: www.booking.com/. Skiing in Andorra. No reservation costs. Great rates.
- Andorra Ski - estiber.com**: www.estiber.com/. Los precios de esquí más baratos Descuentos en reservas online. Esquí el fin de semana - Semanas de esquí - Ofertas esquí Inmaculada.
- The 10 Best Andorra Ski Hotels - TripAdvisor.com**: www.tripadvisor.com/. Browse 150+ Million Travel Reviews & Opinions. Plan Your Perfect Trip! Easy price comparison · Candid traveler photos · Millions of hotel reviews. Services: Traveler Reviews & Photos, Price Comparison, Online Reservations. Winner, 2015 People's Voice Award for Travel – Webby Awards.
- Andorra Trips**: www.viator.com/andorra. Book a Day Trip to Andorra & France. Tours from Barcelona on Viator.
- Hotel + Forfait Andorra**: www.logitravel.com/viajes-esqui/Andorra. 2 noches+2 días FF al mejor precio. Los mejores Hoteles a Pie de Pista.
- Skiing In Andorra**: www.soldeuski.net/. +376 851 485. Spacious Ski Apartment In Top Location. Call Now to Book!
- Andorra ski resorts**: www.preciosde.es/Andorra+ski+resorts. Los mejores precios de España? Cientos de ofertas y productos.
- Andorra Ski Packages**: www.about.com/Andorra+Ski+Packages.

Below the ads, there is a section titled "Today's snow conditions for Andorra" with a table showing details for Vallnord / Pal...

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

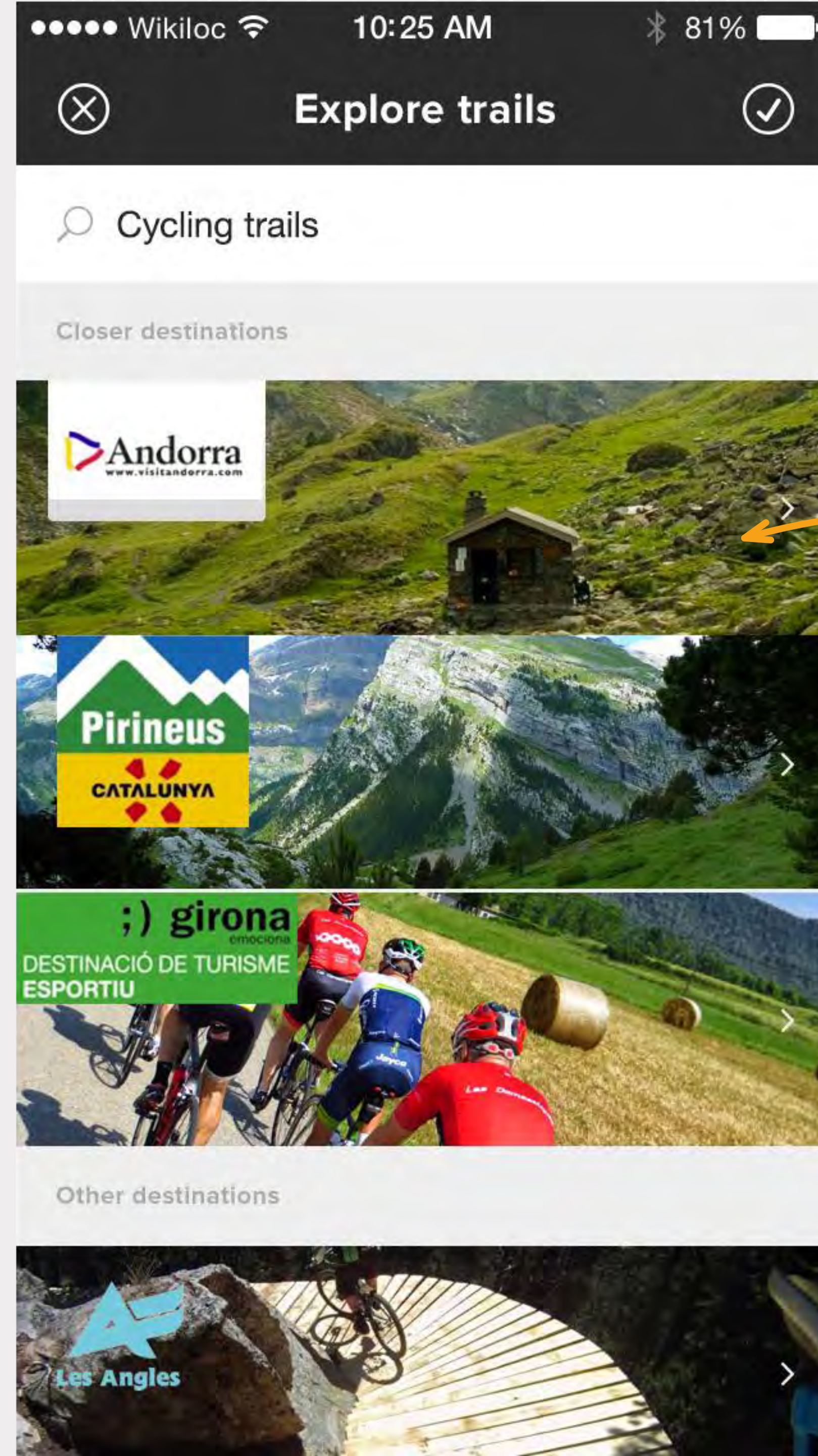


BEYOND ADS

- ✓ 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!

Jordi Ramot
jordi@wikiloc.com

 @ramot

