



Go To Rio: Travel Guide

FREE DOWNLOAD | OUT NOW

EXPLORE ONE OF SOUTH AMERICA'S MOST VIBRANT CITIES
ON YOUR **IPHONE, IPAD OR ANDROID** DEVICE!

Visit gototravelguides.net/rio or search for "Go To Rio" on the App Store or Google Play



Rio de Janeiro



Paris



Amsterdam



Bora Bora



Valencia



Your City

THESE APPS ARE COMING SOON, PLUS MANY MORE!

FEATURED IN...

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WHO ARE WE?

We're Nat and Mase; a husband & wife team from London, UK who love travelling to different countries to experience different cultures, try new foods and take lots of photos. We founded Go To Travel Guides in 2013 to inspire people to visit new destinations and to help tourists navigate cities they are visiting

WHAT DO WE DO?

We create Visual Travel Guide Apps for iPhone, iPad and Android. We have visited over 45 destinations across 30 countries, taking thousands of photos, recording videos and collecting lots of useful and original information for our apps. By trade, Mase has 12 years commercial experience as a website and mobile app developer; Nat has spent the last 5 years as the Head of Recruitment for a global beauty company

HOW CAN WE HELP TOURIST BOARDS, HOTELS & AIRLINES?

We can create a mobile & tablet app for **your destination**, putting your destination in the hands of hundreds of millions of mobile and tablet users worldwide. Doubling up as a travel inspiration app and a travel guide, a "Go To" travel guide app will promote your destination with high-res, full-screen visuals. Our apps **drive direct bookings** to hotels, airlines, tour companies and restaurants from multiple screens in the app, so as a sponsor, you can take direct bookings and cut out the middle-man



“ as a sponsor, you can take **direct bookings** from our travel guide apps and cut out the middle-man ”

WHY DOES YOUR DESTINATION NEED A VISUAL TRAVEL APP?

VISUAL INSPIRATION CREATES INTEREST

Like a virtual postcard, beautiful photos inspire people to want to discover your destination

PEOPLE LOVE TO TRY BEFORE THEY BUY

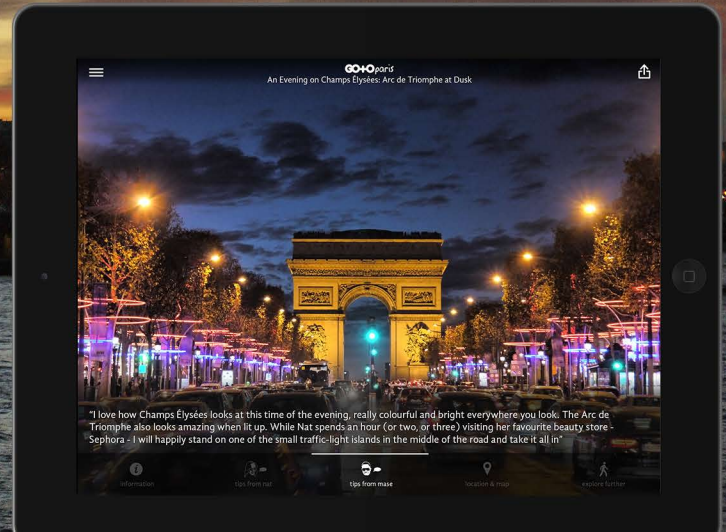
By swiping through our photo guides and watching our in-app videos, users feel like they are already *exploring* the destination

REACH MILLIONS MORE TOURISTS

There are **Over 1 Billion** smartphone and tablet users worldwide, with a high majority of travellers using travel apps as opposed to the mobile web when accessing travel information



let users virtually explore
your destination and it
can inspire them to visit



WHY DOES YOUR DESTINATION NEED A VISUAL TRAVEL APP?

easily inspire & entice potential visitors to your destination with beautiful photos

reach millions of tourists who speak english, chinese, spanish, russian, japanese & more



GO+O Rio
Pedalinhos: Giant Swans on the Lagoon

Carrier 2:45 PM
GO+O 里约
从科尔特瓦多山俯瞰里约

从这里可以欣赏到令人难忘的 views of Christ the Redeemer. The "pedalinhos" cost 10 Reais (\$9 USD / €6.50) and 40 Reais (\$18 USD / €13) for 30 minutes. 这样您就可以随时抓拍到照片。如果您要返回，您可以...

pedalinhos are a relaxing way to experience the lagoon, its scenery and views of Christ the Redeemer. The "pedalinhos" cost 10 Reais (\$9 USD / €6.50) and 40 Reais (\$18 USD / €13) for 30 minutes. 这样您就可以随时抓拍到照片。如果您要返回，您可以...

GO+O Rio
Up Close with Christ the Redeemer

Cristo Redentor is a 98 foot tall statue of Jesus Christ which stands on a 26 foot pedestal on top of Corcovado Mountain. Weighing 635 tonnes, the statue was constructed between 1922 and 1931 after the Catholic Circle of Rio (a religious group) proposed the idea and collected donations to have the structure

SPONSORSHIP BENEFITS: INCREASE DIRECT BOOKINGS, ONLINE VISITORS & DOWNLOADS



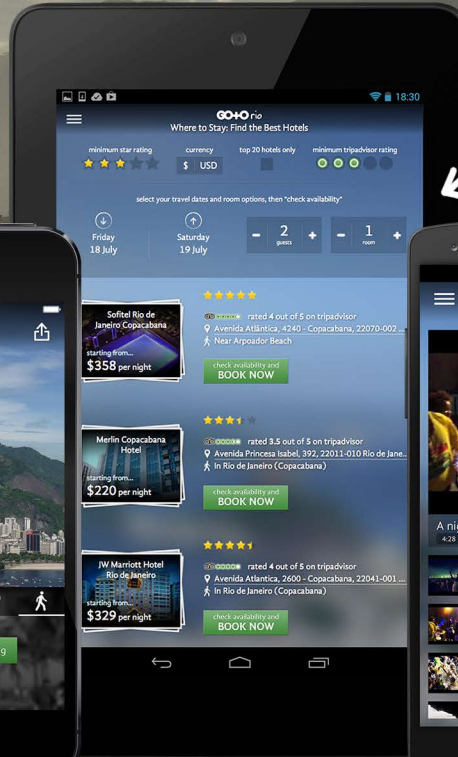
We promote your company app so users can download it from our home screen

home screen: we send users directly to your website to make a booking

Free Download
Get the Hilton Hotels App and get special discounted rates on our Paris Hotels!

SPONSORSHIP BENEFITS: DIRECT BOOKINGS & CONTENT MARKETING

photo guide: we send users to your website to book tours, restaurants, hotels & flights



hotels screen: we send users to the booking page on your website when they click "book now"



videos screen: we promote your youtube video content to our users

SPONSORSHIP BENEFITS: CONTENT & SOCIAL MEDIA MARKETING

WE HELP YOU TO INCREASE YOUR ONLINE PRESENCE

We **retweet** your tweets, **re-pin** your pins and **share** your Facebook & LinkedIn posts so our social media followers are exposed to your content

WE PROMOTE YOUR BRAND USING 100% ORIGINAL CONTENT

We *create videos* to promote your destination and brand, then we upload these videos to YouTube, Instagram and Tumblr. We also share our original photography of your destination on Flickr, 500px, Pinterest, Instagram, Facebook, Twitter, Google+ and Tumblr

WE'RE AN EXTENSION TO YOUR MARKETING TEAM

We've created a **25-Step Marketing Plan** which we carry out when promoting each app. As a sponsor, when we promote our app, we promote YOU at the same time across 18 different online platforms



“ we're young professionals, we work hard, we ~~play~~ hard
and we take pride in everything we do ”

WHY WORK WITH NAT AND MASE?

NAT

OCCUPATION: RECRUITMENT MANAGER

EDUCATION: MASTERS DEGREE IN OCCUPATIONAL PSYCHOLOGY, BACHELORS DEGREE IN PSYCHOLOGY

Spending the past 5 years as the UK head of recruitment for the French beauty brand **L'Occitane**, Nat has driven strategy and implemented campaigns to attract and retain top talent in the UK business. Nat prides herself on a hard-working, can-do attitude and always approaches new challenges in a strategic and professional manner



MASE

OCCUPATION: WEBSITE AND MOBILE APP DEVELOPER

EDUCATION: BACHELORS DEGREE IN MULTIMEDIA COMPUTING

Mase has spent the past 12 years developing websites and mobile apps for **Cisco**, **JP Morgan**, **BBC Worldwide**, **Channel 4**, **Sky TV**, **Barclays Capital**, **Betfair** and more... Mase loves travel equally as much as he loves technology and just like his wife, he prides himself on a do-what-it-takes attitude, approaching every project with the highest level of attention-to-detail and professionalism

SPONSORSHIP PACKAGES: WHAT WE CAN DO FOR YOU

* OUR SPONSORSHIPS ARE FOR 6 MONTHS COVERAGE & THEY CAN BE TAILORED TO YOUR NEEDS. PRICES EXCLUDE 20% VAT

	STANDARD	PRO	PLATINUM
WE CREATE & RELEASE A "GO TO" APP IN MULTIPLE LANGUAGES, PROMOTING YOUR DESTINATION CITY OR COUNTRY	✓	✓	✓
YOUR LOGO AND BRANDING IS FEATURED ON THE APP'S STARTUP SPLASH SCREEN	✓	✓	✓
YOU HAVE 1 ADVERT ON THE APP'S HOME SCREEN & BENEATH EVERY POPUP MAP IN THE APP, LINKING TO YOUR WEBSITE OR APP	✓	✓	✓
YOUR VERY OWN YOUTUBE VIDEOS ARE FEATURED ON THE VIDEOS SCREEN WITHIN THE APP	✓	✓	✓
YOUR LOGO AND BRANDING ARE FEATURED ON OUR WEBSITE & BLOG , INCLUDING LINKS TO YOUR WEBSITE	✓	✓	✓
DAILY TWITTER, INSTAGRAM, TUMBLR AND FACEBOOK UPDATES WHILST ON LOCATION	✓	✓	✓
TWITTER MENTIONS (MENTIONING YOUR TWITTER ACCOUNT OR WEBSITE)	✓	✓	✓
INSTAGRAM PHOTO MENTIONS (MENTIONING YOUR INSTAGRAM ACCOUNT OR WEBSITE)	✓	✓	✓
WE SHOOT & UPLOAD 15-SECOND INSTAGRAM VIDEOS AND TUMBLR VIDEOS MENTIONING OR DISPLAYING YOUR BRAND	2 VIDEOS	3 VIDEOS	5 VIDEOS
WE SHOOT & EDIT VIDEOS THAT DISPLAY YOUR BRAND, UPLOAD TO YOUTUBE & INCLUDE YOUR WEBSITE URL IN THE DESCRIPTION	2 VIDEOS	2 VIDEOS	3 VIDEOS
WE WRITE AND DISTRIBUTE A PRESS RELEASE PROMOTING THE APP AND YOUR CITY, COUNTRY, HOTEL OR AIRLINE	✓	✓	✓
WE WRITE AND DISTRIBUTE A PRESS RELEASE ANNOUNCING THE SPONSORSHIP	✓	✓	✓
WE DESIGN FACEBOOK ADVERTS & LAUNCH CAMPAIGNS PROMOTING THE APP & YOUR DESTINATION CITY OR COUNTRY	✓	✓	✓
WE TAKE HI-RES PROFESSIONAL PHOTOS OF YOUR CITY, COUNTRY, HOTEL OR AIRLINE & UPLOAD TO PHOTOGRAPHY WEBSITES	✓	✓	✓
WE FILM & EDIT A DESTINATION TOUR, HOTEL TOUR OR AIRLINE TOUR PROMOTING YOUR BRAND & UPLOAD TO YOUTUBE		✓	✓
YOU GET A DEDICATED "ABOUT OUR SPONSOR" SCREEN IN THE APP, WHICH CAN CONTAIN PHOTOS & LINKS OF YOUR CHOICE		✓	✓
WE CURATE MULTIPLE PINTEREST BOARDS PROMOTING YOUR ONLINE CONTENT		✓	✓
WE MENTION YOUR BRAND & WEBSITE ON YAHOO ANSWERS WHEN WE ANSWER QUESTIONS RELATED TO YOUR DESTINATION		✓	✓
WE FEATURE YOUR LOGO ON THE COVER & YOUR WEBSITE URL INSIDE THE KINDLE BOOK WE CREATE FOR YOUR DESTINATION			✓
YOUR LOGO & WEBSITE URL INCLUDED IN 2 SLIDESHARE SLIDESHOWS WE CREATE FOR YOUR DESTINATION CITY OR COUNTRY			✓
YOUR LOGO & WEBSITE URL ARE INCLUDED IN ALL E-MAIL MAILSHOTS RELATED TO THE APP			✓
YOUR WEB CONTENT IS FEATURED ON THE APP'S LINKEDIN SHOWCASE PAGE & SHARED WITH OUR 1,000+ PERSONAL CONTACTS			✓
WE CREATE CUSTOMISED HOTEL LISTINGS & ACTIVITY LISTINGS WITHIN THE APP, LINKING DIRECTLY TO YOUR WEBSITE			✓
1. we visit your destination on a press trip, capturing loads of photos & videos			
2. we develop & release a mobile app for your destination			
3. we promote the app, your brand and your destination for 6 months			
	* PLEASE CONTACT US FOR A QUOTE INFO@GOTOTRAVELGUIDES.NET	* PLEASE CONTACT US FOR A QUOTE INFO@GOTOTRAVELGUIDES.NET	* PLEASE CONTACT US FOR A QUOTE INFO@GOTOTRAVELGUIDES.NET

GET IN TOUCH

We'd love to work with you! Please contact us to discuss anything in relation to **Sponsorships, Press Trips, Mobile Apps, Advertising or Social Media & Content Marketing...** or feel free to contact us if you'd just like to have a chat!

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