





WHO ARE NAT, MASE & LAYLA?

We're a British family of three from London who love travelling to different countries to experience different cultures, try new foods and have fun! We've been together for 22 years and have visited **49 countries** across 6 continents (4-year old Layla has been to 17 countries). We founded Go To Travel Guides in 2014 to inspire people to visit new destinations and to help tourists easily find the very best things to see, do and eat when they travel.

WHAT DO WE DO?

We create Visual Travel Guide Apps for Mobile, Tablet and TV. To date, our apps have helped more than **100,000 tourists from 190 countries** to plan their trips. By trade, Mase has 18 years commercial experience as a website & mobile app developer; creating websites and apps for **The UK Government, Sky TV, BBC, Barclays, Cisco, JP Morgan, UBS, The NHS, Experian, Betfair** and more. Before becoming a mother in 2016, Nat obtained a masters degree in Occupational Psychology and spent 7 years as UK & Ireland's Head of Recruitment for the French beauty company **L'Occitane**.

HOW DO WE HELP TRAVEL BRANDS?

To promote your brand to our audience, we created a unique digital marketing strategy, which combines **travel apps, influencer marketing, content creation & push notifications**. We help you to increase your brand awareness and engagement, by putting your brand in the hands of family travellers and holidaymakers on multiple platforms. Whilst inspiring families to explore destinations, our apps also **drive direct bookings** to hotels, airlines, tour companies and restaurants; cutting out the middle-man.



MARKETING CAMPAIGNS: HOW DO WE HELP TO MARKET DESTINATIONS, HOTELS AND AIRLINES?



STEP 1

WE VISIT YOUR **DESTINATION**, STAY AT YOUR **HOTEL** OR FLY WITH YOUR **AIRLINE**



STEP 2

WE HAVE AN **INCREDIBLE EXPERIENCE** AS A FAMILY !! WE CAPTURE OUR EXPERIENCES WITH HI-RES PHOTOS, AERIAL DRONE PHOTOS & VIDEOS, HALF UNDERWATER SPLIT-SHOT PHOTOS, TIMELAPSE VIDEOS & HYPERLAPSE VIDEOS

STEP 3

DIGITAL MARKETING & CONTENT CREATION DELIVERABLES



A FAMILY-THEMED APP FOR MOBILE, TABLET AND TV.
E.G. "FAMILY FUN IN HAWAII" OR "FAMILY FUN IN BALI"



2 FAMILY-THEMED BLOG POSTS.
E.G. "10 FUN THINGS TO DO IN BARBADOS FOR TODDLERS" OR "TOP 10 KID-FRIENDLY RESORTS IN CANCUN"



SOCIAL MEDIA COVERAGE:
PHOTOS, VIDEOS AND STORIES SHARED WITH OUR AUDIENCE OF 16,000+ FOLLOWERS



1 PROFESSIONALLY EDITED VIDEO, SHOWCASING THE FUN FAMILY EXPERIENCES WE ENJOYED ON LOCATION



PUSH NOTIFICATION MARKETING, PROMOTING YOUR BRAND TO OUR TRAVEL APP USERS EVERY 2 WEEKS WITH A VISUAL MESSAGE

HOW DO OUR FAMILY-THEMED TRAVEL APPS INSPIRE FAMILIES TO VISIT DESTINATIONS AND STAY AT HOTELS?

- ✔ **TRAVEL INSPIRATION:** Our apps show us having genuine fun as a family, which inspires other families to think “we want to do that!”
- ✔ **VISUAL STORYTELLING:** Our personalised family travel tips, itineraries and storytelling is always based on our own experience as a family
- ✔ **SPEED:** People can quickly swipe through the most fun things to do and best places to stay for families; available offline - no internet connection needed
- ✔ **PRACTICALITY:** We make visiting your destination with a child look easy, and we show people how family-friendly your hotel or resort really is!

more than 1,000 tourists click through to the tourist board's website each month to find out more about the destination



THEMED APPS: IN ADDITION TO FAMILY APPS, WE OFFER 3 MORE TARGETED APP THEMES

THE "HISTORIC" APP

This app reaches people who enjoy a deeper understanding of a destination through cultural and historic sites, off-the-beaten-path activities and local museums

Example app names: *Historic Jordan, Historic Athens, Historic Rome*

THE "R&R" APP

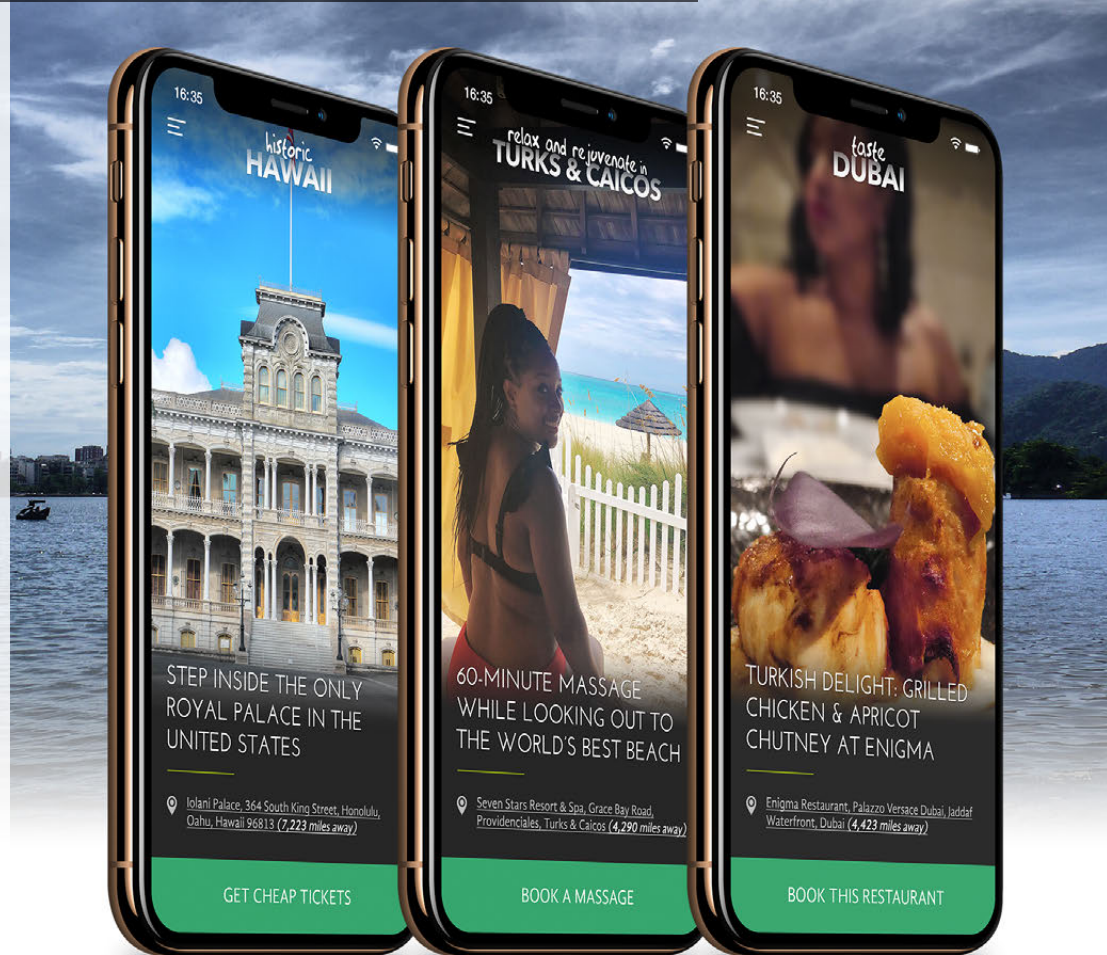
Focusing on wellness, this app informs tourists where and how they can recharge their batteries in a destination, with spa treatments, yoga, hiking and indoor & outdoor fitness

Example app names: *Relax & Rejuvenate in Antigua, Relax & Rejuvenate in Bali*

THE "TASTE" APP

Aimed at foodies, this app features all of a destination's culinary delights that visitors should try during their trip, a selection of the finest restaurants, local food tours, tasty street food and a showcase of the local chefs

Example app names: *Taste Bangkok, Taste Buenos Aires, Taste Tokyo*



DID YOU KNOW? SMART TV APPS ARE 5 TIMES MORE POPULAR THAN TABLET APPS!

We put destinations, hotels, restaurants and more into the living rooms of families all over the World, showing them what they're missing

BARBADOS
Explore Beautiful Barbados from the Comfort of your Home

32°C / 89°F
The weather is **Sunny** right now in **Bridgetown**

Guide: Fun Things To Do

Take an Epic Road Trip Along the Rugged East Coast

Harrisons Cave: Go on a Journey

GO+O travel guides

BARBADOS
Live the dream... your Barbados experience starts here!
www.visitbarbados.org

amazon

amazon

apple tv

CAN'T WAIT! THE VACATION COUNTDOWN & INSTAGRAM STORY MAKER APP

Count down your upcoming trips, count the days since your past trips and turn your travels into beautiful social media stories



SOCIAL MEDIA: OUR HIGHLY ENGAGED INSTAGRAM FOLLOWERS LOVE OUR FAMILY-ORIENTED CONTENT

Dinner on the World's No.1 Beach
Providenciales, Turks & Caicos



❤️ 1,434 likes, 29% engagement

Clinging on to a Derailed Tram!
Victoria Peak, Hong Kong



❤️ 2,722 likes, 54% engagement

2nd Birthday Celebrations at Disneyland
Paris, France



❤️ 1,864 likes, 37% engagement

3 Elves Having Fun at Christmas!
at Home: London, UK



❤️ 1,615 likes, 32% engagement



@NATANDMASE

1.5K
FOLLOWERS



@NATANDMASE

5K
FOLLOWERS



GOTOTRAVELGUIDES

8K
FOLLOWERS



@NATANDMASE

1.5K*
FOLLOWERS

* MONTHLY PINTEREST AUDIENCE = 60K UNIQUE VIEWERS

MARKETING & CONTENT CREATION PACKAGES: HOW WE PROMOTE YOUR BRAND ON OUR PLATFORMS

	STANDARD	PRO	PLATINUM
WE CREATE A THEMED APP (MOBILE, TABLET & SMART TV) TO PROMOTE YOUR TRAVEL BRAND	✓	✓	✓
MONTHLY CLICK-THROUGHS TO YOUR WEBSITE FROM THE APP <i>(FOR 6 MONTHS)</i>	500 CLICKS	1,000 CLICKS	1,000 CLICKS
SOCIAL MEDIA COVERAGE (PHOTOS, VIDEOS, STORIES AND MENTIONS) FORTNIGHTLY <i>(FOR 6 MONTHS)</i>	✓	✓	✓
PUSH NOTIFICATION MARKETING ONCE EVERY 2 WEEKS TO OUR TRAVEL APP USERS <i>(FOR 6 MONTHS)</i>		✓	✓
THE APP'S CONTENT IS MADE AVAILABLE IN 1 ADDITIONAL LANGUAGE - TO INCREASE MARKET REACH			✓
TWO SPONSORED BLOG POSTS , INCLUDING PERMANENT LINKS TO YOUR WEBSITE			✓
A PROFESSIONALLY EDITED VIDEO FEATURING YOUR BRAND - BASED ON YOUR CHOICE OF THEME			✓
	* PLEASE CONTACT US FOR A QUOTE	* PLEASE CONTACT US FOR A QUOTE	* PLEASE CONTACT US FOR A QUOTE

* OUR PACKAGES ARE PRICED ANNUALLY & THEY CAN BE TAILORED TO YOUR NEEDS

Our annual packages ensure that your brand is marketed for a minimum of 1 year across our platforms. The advertised monthly click-throughs from the app to your website are guaranteed for 6 months only, then may decrease or increase after this time. As part of the package, your brand will be featured in the sidebar of the Go To Travel Guides travel blog (gototravelguides.net/blog) for 1 year. When our visitors click on your logo, they will be taken directly to your website

GET IN TOUCH

Please contact us to discuss **Digital Marketing Campaigns, Press Trips, Mobile Apps, Smart TV Apps, Content Creation, In-App Advertising or Influencer Marketing...** or feel free to reach out if you'd just like to have a chat!

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🌐 www.gototravelguides.net

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