



TRAIPISE

Take your brain for a walk.

What Traipse can bring to your destination:

We know you are trying to please many people. The tourists who visit your destination. The local businesses that serve those visitors along with locals. The managers, elected officials, and boards who oversee your programs. The funders, including citizens, grantors, and others who want to see a return on their investment.

We know you spend so much time and energy thinking about how to showcase the best of your Place, be it a large jurisdiction, a historic business district, or a cultural institution. To both attract people there, but also provide a compelling experience so that they want to come back, again and again.

Did you know that there's now a tool that can help you accomplish all of those goals, without breaking the bank or monopolizing your time?

The Basics

Traipse is a free smartphone application that leads users on a walking tour of landmarks and local businesses, or in non-urban settings on a driving tour of cultural heritage and agri-tourism sites. At each stop on a Traipse tour, users get some information about that site and are challenged with a location-dependent riddle or puzzle to solve. Traipse "gamifies" the experience of visiting a tourist attraction or leisure destination, or attending an event – much like Fitbit gamifies exercise or Pokemon Go facilitates collecting virtual artifacts in real world locations – while also involving local businesses and organizations.

Traipse provides an engaging way to spend time at a destination, explore its hidden stories, and appreciate its unique character.

Contact Us to Discuss Your Goals:

☎ 540.999.1395 ✉ sales@traipse.co

Traipse Mission and Vision

The **mission** of Traipse is to connect people with community in a fun, interactive and educational way, while bolstering local economies by promoting locally owned businesses along with historic and cultural assets.

The **vision** of Traipse is to provide a platform for this connection that gives agency and organizational clients, nationally and globally, the opportunity to co-create curated, thematic, gamified experience for visitors and guests.

Social Benefit

Traipse believes that the best qualities of a nation are found within the urban neighborhoods, business districts, parks and agricultural areas that showcase its history, its entrepreneurial spirit, its diversity and its sense of community connection and pride. Traipse aims to preserve and enhance such “Capital-P Places” by providing residents and visitors a means to learn and explore them and have fun while doing so. Traipse intends to be a force in ushering in a renaissance of the local American economy.

User Appeal

Traipse has been described by users as “The Amazing Race in app form” and “geocaching on steroids”. The app is great for a date night, pub crawl, shopping day, foodie adventure, kid friendly activity, or a team building exercise. It combines into one unique, addictively fun package with several elements that are only growing in popularity and appeal:

- 📍 Exploring walkable neighborhoods that are both historic and vibrant, as a tourist or resident (and avoiding the cost and time constraints of the traditional guided tour)
- 📍 Participating in “nerdy”, social and outdoor activities such as scavenger hunts, escape rooms, and geocaching
- 📍 Promoting economic and environmental sustainability, and “shopping local”, especially with the incentive discounts

What our users say:

“I’m seeing things that I never noticed before.”

“I’m not noticing how far I’m walking.”

“It was a really fun afternoon, we were able to discover a lot of new things in a fun way, as we are new to the area. I would love to see Traipse in my [my city].”

“Traipse is such a fun idea. Hope you branch out to [my area]. 😊”

“We had so much fun with this app!! It was a great way to visit new places and learn about the town.”

“Fun! I love this app, and look forward to it being active in other places.”



Traipse is the only destination marketing app that offers all of the following:

| | |
|---|---|
| <p>📍 Turns a passive tour experience into an active one that engages both visitors and residents</p> | <p>📍 Rewards users with discounts and other promotional offers at participating businesses</p> |
| <p>📍 Offers significant control to clients to manage how they present themselves as a destination and communicate directly with visitors and customers</p> | <p>📍 Helps turn community events into immersive experiences that provide real value to sponsors</p> |
| <p>📍 Allows users to explore or complete tours at their own convenience</p> | <p>📍 Is FREE for users and local business participants</p> |
| <p>📍 Serves as a directory (both in list and map form) of local attractions and locally owned retail businesses but doesn't put the burden on you to maintain the information</p> | |

Traipse is the most affordable and feature-rich option for clients seeking a mobile app presence that highlights both historic and cultural assets and locally-owned businesses.

What does a typical Traipse puzzle look like?

Traipse puzzles are location dependent – you can't solve them unless you are at the location of the puzzle, and they don't require the knowledge of trivia, historic or otherwise. They are designed to reveal the things "hidden in plain sight" and cause an "A-ha!" moment that makes the user feel smart, regardless of the user's age or knowledge base. For example, a certain store in a Traipse city has a section of used books, which are priced using a color-coded system of dots.

The Traipse puzzle for this store is the following:

"Red and blue usually make purple, but here red plus blue equals 11. If that's the case, what does red plus green plus blue equal?"

The user can then take one or both hints that help direct them to the right place. As you can determine from this photo, the answer to this puzzle is 16 and the app would accept several variations of that answer. After submitting correct answer, the user gets a congratulatory message and a discount offer at the store.



By the Numbers

Sources: Google 2015 "Travelers' Road to Decision" and 2016 Travel Trends Report

78%

of leisure travelers have downloaded / used a travel-related smartphone app.

Mobile search volume for destination activities has increased

40%

>50%

More than half of both leisure travelers and business travelers use a smartphone during their trip.

Traipse combines the two biggest sources of information for leisure travelers at their destinations: **walking around (37%)** and **website / app for the destination (36%)**

Test Market Usage Statistics in 24 months (with minimal promotion):

- 📍 More than 2300 app installations - 1/3 Android and 2/3 iOS (Apple)
- 📍 More than 1100 registered users and more than 4000 Traipse stops completed

Now active in four different Virginia markets, Traipse has been downloaded more than 6000 times, with nearly 4000 registered users. In one recent month, more than 1500 people used Traipse.



PRICING GUIDE

Traipse Implementation Guide

Traipse Packages for Locations and Events include several customization options to fit client needs. Because of the high degree of tailoring to each individual client, actual project costs are determined on a case-by-case basis. Contact us to discuss your goals and we will be happy to provide a detailed proposal.

Traipse Locality Packages



Bring Traipse to your city, business district or neighborhood! Starting at \$5,000, all packages assume a minimum implementation of at least 50 Traipse stops and 4 themed Traipse tours; differences are in which tasks are performed by Traipse and which by local managers and creators.

“Spot Traipse” Packages



With packages starting at \$2,000, it's easy to bring Traipse to your spot, be it in a campus, resort, park, event venue, or other specific destination with a single business or management entity. Assumes 10-20 Traipse stops and 1-2 Traipse tours.

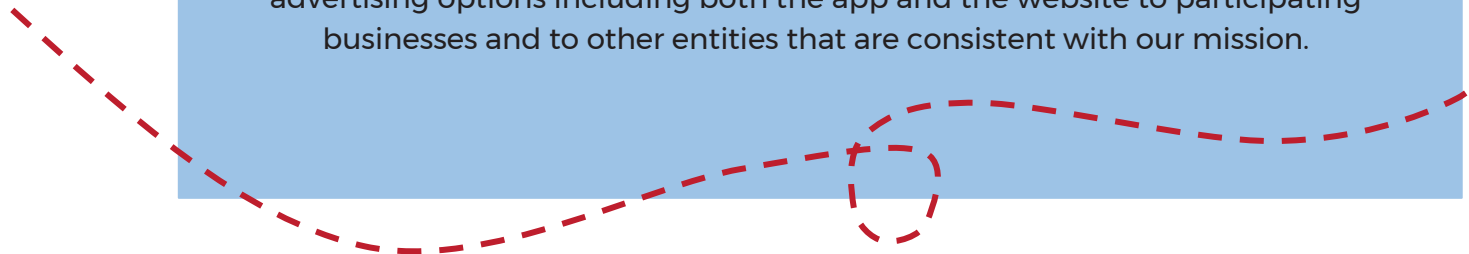
Customized Traipse Events



For as little as \$500, make Traipse part of your event, be it a festival, conference, wedding, team building, part, or other occasion.

Advertising within the Traipse Ecosystem

While it is free for local businesses to participate as stops in Traipse, we also offer advertising options including both the app and the website to participating businesses and to other entities that are consistent with our mission.



Let's Do This!

For both “evergreen” Traipse implementation in localities and spots, as well as event-specific Traipse projects, clients can determine how much they want to take on themselves and how much they want Traipse to do, with packages priced accordingly. Because we know money's tight, but we also know you're way too busy.

DIY Method

Traipse provides content development and management training and “seed content” along with editorial and maintenance services.

Custom Collaboration Method

Traipse develops all puzzle content, but other tasks are shared. Tasks that can be taken on by local managers and creators include identification of stop locations, descriptive and historical content and imagery compilation, interaction with participating businesses, marketing/promotion, and event coordination.

Separate Client-Branded “White Label” App

Optional feature that provides a separate client-branded app while also hosting the content in the Traipse app.

All packages include Traipse management and maintenance for 24 months from launch date. For events, cost variables include degree of structural and content customization, number of users, time-frame, and involvement of businesses (such as a food tour element).



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