

Have you experienced Google Earth?

We have an idea that will **revolutionise the way you promote your hospitality business** using Google Earth. What makes our technology proposal exciting for you is that it puts the world's geographic information at the click of a consumer's mouse - **500 million consumers to be precise.**

Google Earth offers a unique tool for the user to view the products and services on offer in a real geographical context and aid in the planning of the journey through its ability to show geography, distances and the real beauty of the location.



Google Earth layer of Cape Town depicting hotspots

The BIG idea

As travel technology experts we can build and display the exact GPS location of your hotel or destination and the surrounding attractions and places of interest in your region through a dynamic Google Earth layer on your own website. At the click of a button, visitors to your site will view a 3D spinning globe, 'fly into' areas of interest and view attractions in their surrounding environment.

Take a look at an example of a layer built for South African Tourism which has been hugely successful. View <http://earth.southafrica.net/> to see how it works (make sure you have Google Earth installed first. Download it from here: <http://earth.google.com/> if you haven't) for which we won the **Econsultancy Award for Innovation in Search**. The media interest in the layer has been extraordinary: it has been featured in The Times (offline print, online and video interview); it has been on CNBC and has been featured in Business Day. Furthermore, almost 150 blogs and websites have written about the layer, furthering our traffic-driving and link building objectives. In addition, site traffic has also increased by 1000% since its launch.

A world of virtual visitors

The Google Earth application offers a new virtual experience. If your virtual customers like what they see, they can click on a link to discover more information about that hotspot. Essentially the Google Earth layer is a new and exciting vehicle that visitors can experience your destination through.

What are the benefits?

- It will ensure that your brand is visible when users are looking for a hotel or destination.
- It increases the number of visitors to your website.
- It will greatly increase the chances of a visitor to the site converting into a customer as it presents them with a much more tangible depiction of your offering.
- It will add 'stickability' to the site; i.e. it will ensure that the site generates a lot of repeat visitors.
- Furthermore it presents a huge opportunity to build inbound links into your site, which are key to helping your site rank within the search results pages.
- Lastly this layer acts as an educational tool. Fly-throughs can act as a travel guide, history resource or even entertainment pieces.

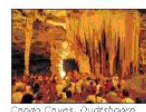
SOUTH AFRICA
It's possible

Klein and Central Karoo

Situated between scenic mountain ranges, the Klein Karoo's fertile valleys produce world-class fortified wines; Outshoorn is a major attraction with its ostrich farms, limestone Cango Caves, unusual wildlife ranches and annual cultural festival. Dotted with flat-topped hills and windmills, the red-sand plains of the Central Karoo, appear desolate until precious rainfall releases brilliant flower carpets and aromatic Karoo scrub to feed its famous lambs.



Central Karoo



Cango Caves, Outshoorn

Sutherland's crystal clear skies are perfect for stargazing; see beehive-shaped Corbelled houses in Williston and Praserburg, while the Tankwa Karoo National Park is a global diversity hotspot. Next memorable of all, the Karoo's hospitality is as legendary as its landscapes.

Plan Your Trip

- Get news and deals
- Create an Itinerary

Explore South Africa

- Find Out More
- Virtual Tours
- Klein Karoo
- Central Karoo

Contact SA Tourism

- Visit SouthAfrica.net
- Contact Us



Click on a link and a pop up displays relevant information.



Screenshot of South Africa using Google Earth

Why choose bigblueroad and Quirk?

Why are we the right team to build this Google Earth layer for you? As a division of Discover the World, BigBlueRoad has over 28 years experience in the global travel industry and has represented the interests of many tourism boards. We understand the needs of the tourism board sector and have the expertise to develop the right solution to best fit your needs. Quirk, not only developed the concept, but created an established relationship with Google to ensure we build your layer perfectly. We believe our idea brings together industry expertise with web savvy technology to **provide an intelligent and proactive solution to your brand**. We won't bore you with our credentials; visit www.quirk.biz and www.discovertheworld.com if you would like to know more about us.

Google Earth packages

Bronze package

20 icons, 3 types of icons and 3 templates for balloon popups

Cost: £20 000

Silver package

40 icons, 4 types of icons and 4 templates for balloon popups

Cost: £25 000

Gold package

60 icons, 5 types of icons and 5 templates for balloon popups

Cost: £30 000

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