

Jumping on Board

How Gamification and Family Travel Can Be Combined to Build Customer Loyalty





We help businesses and organizations to better connect with their audience and customers through virtual worlds, augmented reality, games and apps to enhance the "consumer's" experience, to build brand equity, and to achieve stronger financial results.

Our primary target market is the travel, tourism and hospitality sector.



Growth of Family and Multigenerational Segment



- Rise of Global Middle Class = Travel Realized (not just "Aspirational"...and not just "Economy Travel").
- Re-Connect "Extended Families" + "Bonding Breaks."
- Western "Baby Boomers," "Gen Xers," and "Millennials" now view travel as a necessity not just a luxury.
- Desire to pass along "experiences" not just "things."
- Growing influence of children—now integral in family decisions (including leisure).



The Travel & Hospitality Sector Is Responding...

Packages, amenities and services for the needs of families and the young traveler

The collage features several screenshots from hotel websites:

- Emirates:** A red square logo with the Emirates falcon emblem.
- Novotel:** A screenshot of the Novotel website's 'Family & Novotel' section, featuring Xbox 360 gaming consoles and the text: "Start gaming, get connected, and meet up with friends and family with the Xbox 360".
- Mandarin Oriental:** A screenshot of the Mandarin Oriental website's 'Family Travel by Paul Smith Junior' page, showing a family in a hotel room and a 'check availability' button.
- Kempinski:** A screenshot of the Kempinski website's 'Children travel the world' page, featuring a child in a winter hat and the text: "We are absolutely delighted to welcome you and your family at Berlin's premier hotel. We really care about our little guests... and it shows."
- MasterCard:** A screenshot of the MasterCard Travel website's '#ONEMOREDAY. PRICELESS.' campaign, showing a family walking on a beach at sunset.



The Opportunity Beyond Amenities and Services...



At GeoWhiz, we believe that family, multi-generational travel and the "Digital Elite" represent more than needs to be accommodated. It's a unique opportunity to connect with and engage your guests.

Inform

Enhance

Engage



Emergence of "Digital Elite"



- Ubiquity of Devices: From "Pass Back" to "Possession"
- The "Digital Elite"—defined as travelers who either own or access the internet on both a smartphone and tablet.
 - 50% of the "Digital Elite" have children in their household v. 37% of less-connected travelers.
 - More likely to travel with their kids (51% v. 38%).
 - 78% let their children influence the actual selection of vacation destinations.



The Multi-Generational Connection via "Games"

91%

Parents are present at the time games are purchased

86%

Children receive permission before purchasing a game

9 of 10 parents pay attention to the content of games. Parents are gamers as well.

68%

Believe games provides mental stimulation or education

57%

Believe game play helps family spend time together

54%

Believe game play helps to connect with friends

Virtual Worlds/Games are a key to connecting with kids...and if you connect with the kids, you connect with the parents, especially "Moms."



The Rise of the “Digital Generations” + Gamification

92%

Of US kids between 2-18 years old are “full-time” gamers (i.e., 2 hours/day)

1 BILLION

Virtual world accounts created by kids 5-15 years old in past 3 years

\$90 BILLION

Global games (all categories) > 2x global box office

3X/7X

Since 2011, >3x increase in smartphones; >6x in tablet for travelers

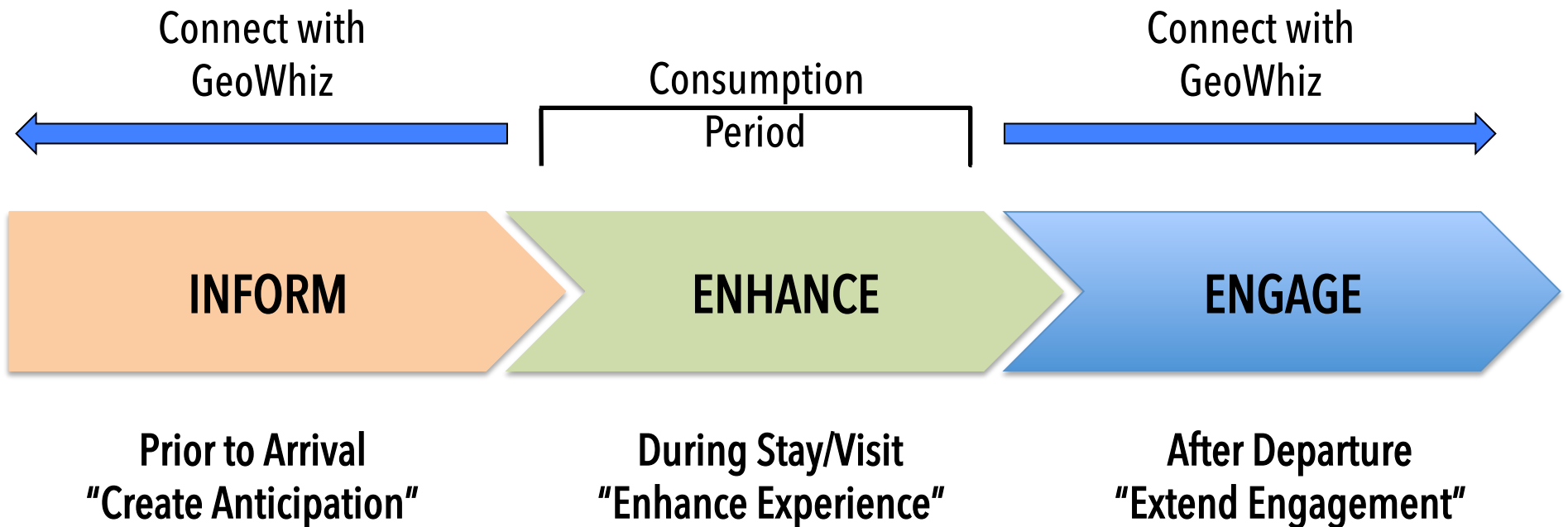
- Digital Natives = Interactive Expectations
- Participatory Media = Higher Engagement
- Ubiquity of Devices & Connectivity = Asset to Leverage
- Multi-Generational Connection = Brand Extension to Next-Gen

Digital media is not just a product or service...it is a channel of communication and connection.



GeoWhiz Extends Connection to Entire "Travel/Visit Experience"

Most travel is booked in advance, consumed in the present, and shared in the future. Use GeoWhiz to move beyond the "consumption period" to leverage all of the traveler's timeline.





"Inform" – Create Anticipation Prior to Arrival

INFORM

GeoWhiz Virtual World

- Virtual tour of the property, amenities and services for the young traveler through a customizable avatar
- Mini-games and guided adventures to discover the destination, property or attraction.
- Accessible as "embedded" section of client Web site or via the GeoWhiz site (with Client branding).

Benefits

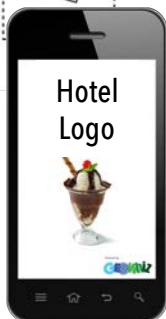
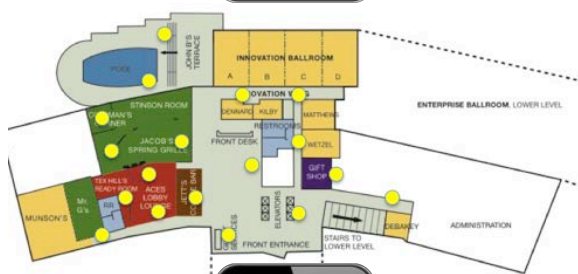
- Better informed guests/visitors are greater consumers of standard and value-added amenities/services.
- New channel for upselling and promotion of in-house special offers.





“Enhance” – Better Experience During Stay/Visit

ENHANCE



Digital Scavenger Hunts / Augmented Reality

- Leverage the digital devices that kids bring on trips.
- “Digital scavenger hunts” or tours to lead the young traveler around the property.
- Successful completion of the hunt/tour earns reward, e.g., from hotel’s F&B, other services, etc.

Benefits

- Opportunity to sell additional covers (F&B) or value-added services to accompanying adult.
- Monthly reporting that tracks participation, flow, and follow on contact with guest.



"Engage" – Grow Relationship After Stay/Visit

ENGAGE



GeoWhiz Access / Mini-Games / Apps

- "After stay thank you" to the guest, GeoWhiz sends a free, downloadable mobile mini-game/app, co-branded with client, to the parent(s) to share with the child.
- Complimentary (for limited time) access to GeoWhiz content from the destination where the client is located or about the client.

Benefits

- Opportunity to inform guest of new services or special offers from the client.
- Continued engagement between client and guest or visitor after the stay.





Summary of Benefits for the Client

BENEFITS



- Enhance guest experience for the child and the parents or adults that accompany them.
- Potential for increased REVPAR (hotels) or revenue through sales to families and promotion of all available services.
- Extend brand awareness to family through the kids-key influencers today and next generation guest.
- Introduce affinity or membership programs to kids-key influencers and next generation client.
- Monetize marketing.



Experience for yourself at: www.geowhiz.com

See information videos and more detailed presentations.

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