

The
smART explorer
always in the
palm of your hand



The Global Art Company

SMART
e x p l o r e r

“Seamless
interaction from the
comfort of your
own phone”



About us

“The smARt explorer” is a unique **Digital Visitor Guide** and **Digital Guest Concierge** service helping visitors to Scotland find and connect with some of the best local, regional and national attractions, activities, events, experiences and services



Who Is It For

- ❖ Individuals - to help you find and connect with some of the best attractions, activities, experiences, events and services locally and further afield.
- ❖ Accommodation providers - to help your guests make the most of their in house services and provide information on what's available locally and further afield.
- ❖ Local tourism attractions - to help promote your facilities and amenities and attract new visitors
- ❖ Local service providers - to help raise awareness of your services and generate bookings, even when your closed



What problems are we solving?

Research shows that visitors are increasingly looking to **create memorable experiences** and their visit is more focussed on “what can we do” and **sharing their experiences with friends and family**.

In addition **visitors want to have more control, be more informed** and have the **capability to make their own bookings** and arrangements.

They are also using more **technology to help them fulfil their requirements**.

Due to lack of time, resource or inclination many business owners struggle to make an impact with the increasingly important customer interaction online or on Social Media. With our sm**AR**t collaborative marketing you can increase your online visibility and credibility to help drive new traffic and customers to your website

What problems are we solving?

- Provide an alternative option to the traditional Leaflet boxes and printed brochures
- Provide guests with easily accessible in-house and local information as a “Guest Concierge” type service
- Assist local businesses to increase their reach and visibility on Social Media which is becoming much more significant in influencing consumer behaviour
- Be a catalyst to encourage more local community business collaboration and networking
- Helping tourism/visitor service related businesses to improve customer satisfaction, retention and referrals

What Makes Us Different?



- Multi level engagement and promotion
- Potential to attract new demographic of customer
- Collaborative marketing to achieve wider and deeper reach
- Provides relevant, reliable and trusted recommended services
- Easy to use and no disruption to existing systems
- Increases your community involvement and credibility
- Both online and offline presence

Benefits For Users

Individuals

- Free to use
- Mobile friendly
- Low touch (covid 19)
- Research
- Informative
- Shareable
- 24/7 visibility

Accommodation Providers

Digital Guest Concierge

- Integrated Visitor Guide
- Free version has bespoke QR Code and limited promotion
- Upgrade has bespoke content and increased promotion on the visitor guide as well as our Social Media Platforms
- 24/7 visibility

3rd Party Service providers

Free Listing

- On one page
- Limited buttons

Upgrade to Promoted

- Multiple pages
- Bespoke SmARt Website
- Shareable on Social Media
- 24/7 visibility

Introducing Our Business Model

Local Towns

- Show Key Services
- 12-15 Featured
- Max 6 slots
- Multiple options possible
- Feeds to Regional Section
- Always visible
- Local identity promoted

Regions

- Larger audience for smaller businesses
- Attractive to larger Regional businesses
- Regional identity can be promoted

National

- Attractive to National brands and organisations
- Promotion of Scotland as a destination
- Complete navigational network
- Connecting businesses and areas at all levels

Our unique concept allows the businesses to be seen by visitors from any area or activity they start at, enabling our “circle” to provide the greatest exposure no matter what people are looking for

Benefits for Users, local Area and Business

- For the individual visitor or tourist The smART explorer provides direct access to many recommended businesses and “hidden gems” both locally and further afield thus giving them a better experience and greater propensity to return and recommend to their friends and family.
- We have also created a “hub” for cities, towns, villages and localised spots across Scotland to help increase awareness of the many attractions, activities, experiences and services in the local area.
- For those local businesses and “hidden gems” we provide a platform where they can be easily seen and connected with, as well as showcasing all they have to offer on their bespoke multi paged “smART website” incorporated on our visitor guide.

How Does It Work?


To access simply scan your unique QR code or tap NFC logo placed in your premises

Give visitors, guests and even passers by the opportunity to see all you have to offer, even when you are too busy or closed

- Instant access to all your online information
- Saving staff, visitors and guests valuable time
- You are now with them 24/7 on the phone
- Book Direct
- See Menu's
- Promotions
- No need for long URL's or remember Web addresses
- Easy access to all your social media networks
- Instant connection with EVERYTHING you have to offer

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Simply open your phone camera and scan or tap the NFC  logo

Always in the palm of your hand

What Are The Key Benefits?

❖ Individuals

- Information
- Recommendations
- Convenience
- Research
- Discounts
- Social Media

❖ Businesses

- Enhance customer experience
- Provide useful information
- Help create memorable experiences
- Attract new visitors
- Enhance online and offline visibility

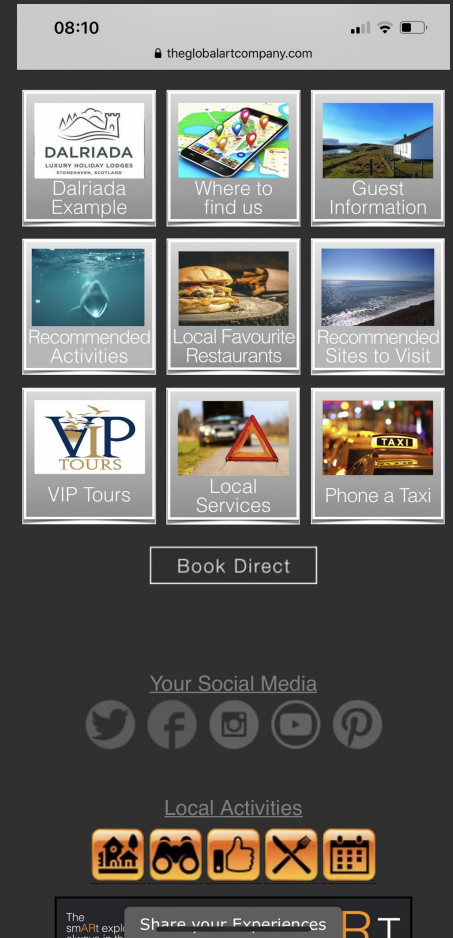
How Much Does It Cost

“The smARt explorer” and “The smARt concierge” are available on two packages:

“The smARt concierge” (£30pcm)

- Personalised smARt website
- Multiple page site
- Branded
- All your services
- Any relevant Visitor information
- Book Direct
- Recommendations
- Covid-19 Free
- Your amenities seen 24/7
- Collaboration
- Networking
- Increase awareness
- Customised to suit your needs
- Prompt your events
- Increased promotion on the explorer
- Social media push-out
- Integrated marketing
- New NFC technology
- Increased organic growth
- Introducing new demographic
- Full Analytics
- 2-way network
- Environmentally friendly
- No large investment
- No long term contracts
- Complete stand alone system

Click to view the “concierge”



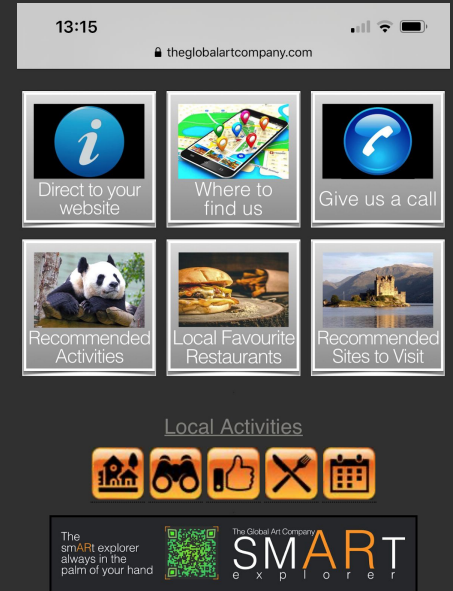
How Much Does It Cost

“The smARt explorer” and “The smARt concierge” are available on two packages:

“The smARt explorer” (Free)

- Your “smARt explorer” presence on the platform
- Local recommendations for your guests
- Increase awareness
- Network with other local business
- Organic growth
- Covid-19 Free
- Environmentally friendly

Click to view the “explorer”



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Click to view
"the smARt concierge"

Click for Information ↕

Share your Experiences



Installation



- Turnkey solution
- Stand alone system
- Infrastructure is already there
- Instant installation
- No personal details required
- No 3rd parties required
- No on-site installation
- We do all the design, work
- No mess, no stress

All you have to do is fill in the [“enquiry form”](#) and let us do the rest.