TRAILS OF THE WORLD

Photo by Montse @wikiloc
TODAY IS MOBILE
Source: everyone!
EVOLUTION

2.4 million users
4.1 million trails of 60 activities
7 millions of photos and videos
600,000 trails downloaded every month
22 languages
190 countries
One of the 3 winners of the National Geographic Geotourism contest (611 projects)

Best Google Maps based project

Wikiloc featured in its own layer in Google Earth

YouTube, NatGeo, NASA, Wikiloc 😊
OUR OUTLOOK ON THE AD MODEL

Is this a photo of Yosemite Falls or a plumbing repairing services Ad?
OUR OUTLOOK ON THE AD MODEL

Related to what I’m looking for!
BEYOND ADS

✓ Brand visibility
✓ Trust
✓ Statistics of your trails
✓ Your own navigation app

NO ADS!
Just interesting and relevant content.

Links to profiles of Tourism Destinations on Wikiloc, where you’ll discover featured or official trails in the region.

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