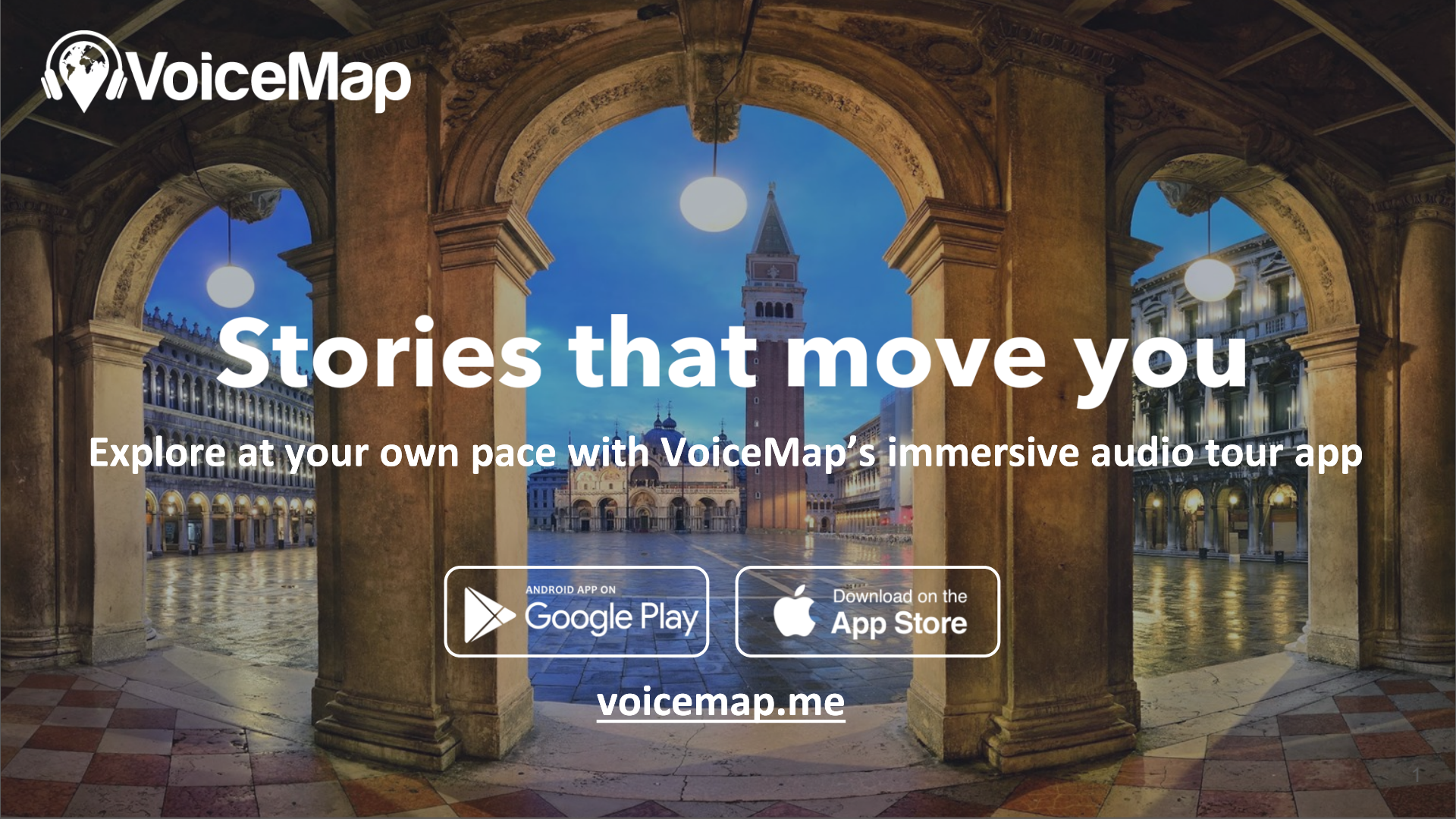

VoiceMap
Stories that move you
Explore at your own pace with VoiceMap's immersive audio tour app
ANDROID APP ON
Google Play
Download on the
App Store
voicemap.me

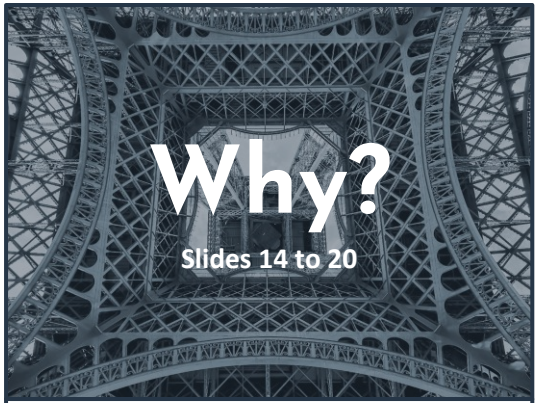
Contents



Podcasts that move with you

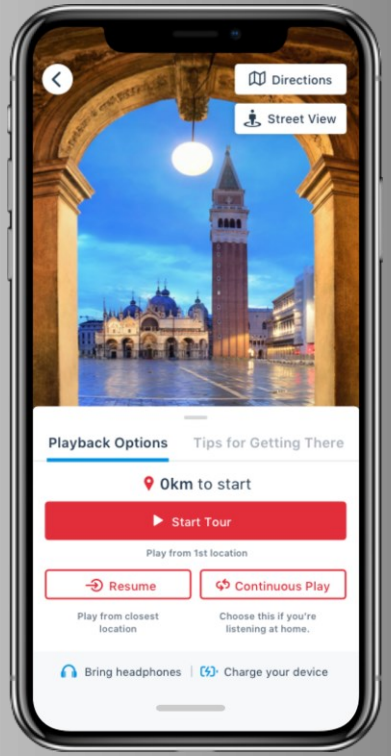


Distribution, content services, and pricing



The power of immersive storytelling

VoiceMap makes your story immersive



Podcasts that move with you, to tell stories about what you're seeing right now. (You need to hear it for yourself.)

68 countries

1400+ tours

47,000+ locations



Average Tour Rating:

4.6/5 (42,847 ratings)

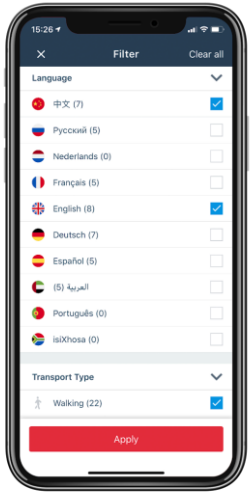
It’s definitely an improvement on guided tours



Guided Tours	VoiceMap
Inflexible schedules	Available on demand
Limited availability	Works offline on user’s own device
Fixed labour costs	Low unit costs go down with volume
Variable quality	Everybody hears the same story
Stop to listen and move slowly	Users go at their own pace and listen while moving



But it's a lot more than that too



- → 12 languages currently supported, and new languages can be added easily
- → Outdoor and indoor tour players
- → Outdoor tour player includes automatic GPS playback and can be used for walking, driving, cycling, train and boat tours
- → Full offline functionality, including offline maps
- → Music locations that loop and fade under voice locations automatically
- → Bearing-sensitive playback, so a location might only play when user is travelling east to west, for example, but not in the other direction
- → Locations can optionally include photos, 360 videos, AR objects and other media types

Awards

APP OF THE DAY 2022

EDITOR'S CHOICE 2021

1st on Google

Keywords include: "audio tour", "audio tour london / paris / singapore / berlin", "create / publish audio tour" (US, UK, CA, AU, ZA)

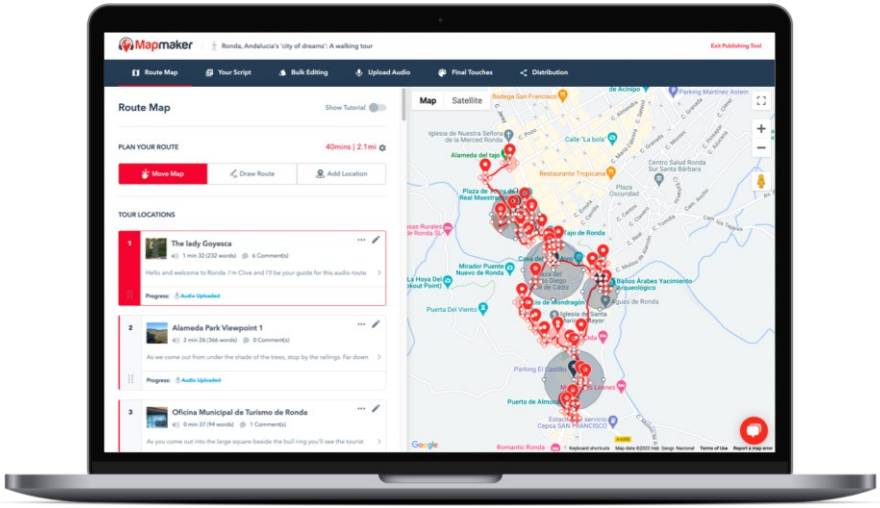
1st on app stores

Apple App Store and Google Play: "audio tours", "audio guides", etc. (US, UK, others)

1320+ OTA listings

Viator, Tripadvisor, GetYourGuide, Musement (TUI), Booking.com, Expedia, Klook

Our tours are better because of Mapmaker, our CMS



- Collaborative, browser-based publishing tool with tracked changes, comments and email notifications
- Support and quality control by experienced audio tour script editors and sound designers
- Text-to-speech audio for tour testing
- Easy updates via the VoiceMap API

Our UX for outdoor tours focuses on navigation



"Took this tour last year and it was one of my favorite days in London! Visiting again soon and I've made sure to tell all of my friends about it. A must do!"

Review of ***Theatreland with Ian McKellen***

- → **Easy navigation sorts tours by proximity to user, with filtering by rating, language, and transport type**
- → **Automatic playback accurate up to 5 metres / yards**
- → **All assets including geodata, map, audio and other media are downloaded before starting, allowing full offline functionality**
- → **Tours typically follow a sequential, set route, and include audio navigation**
- → **But tours with no set route are possible**



Our UX for indoor tours focuses on curation





When users begin a tour, the first location's audio starts playing

Five seconds before audio finishes, the image on screen changes to show the next location, and directions to it appear in the player or as in-app notification if the screen is off

User makes their way to the next location

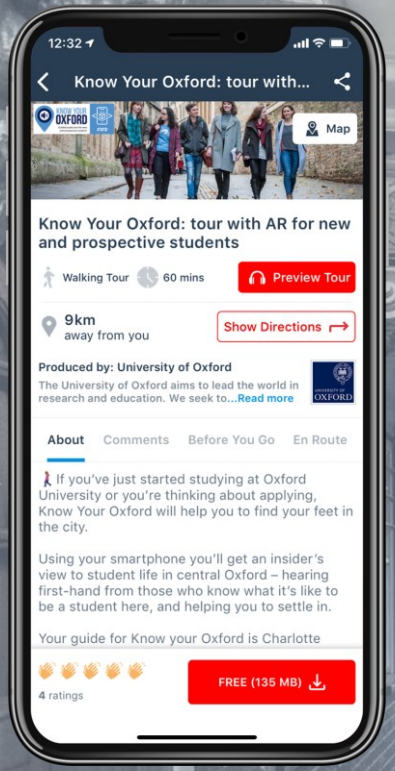
When user taps on play button or "I am here", the next location's audio starts playing

Augmented reality and 360° videos

AR TOUR PARTNERS

University of Oxford

Cape Innovation & Technology Initiative

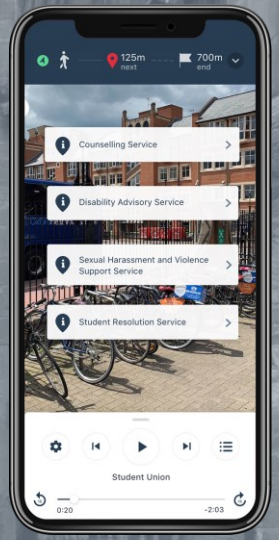




AR objects and 360° videos are opened from the player screen



Detects flat surfaces and places 3D objects onto them



Displays geolocated signboards with text and web links



Takes augmented selfies using native Apple and Google APIs

Choose the right plan for your tours

Basic

$0



Get Going

Sell tours through VoiceMap's apps and website with no upfront fees, but plenty of support from our editors

Start Now

Growth

$150



Grow Your Audience

List with resellers, get help with SEO and buy download credits for your own distribution channels at $0.89 instead of $2

Start Now

Priority

$290



Produce Better Tours

Get priority script and audio editing plus hands-on help with map setup, voiceover coaching, sound design and marketing

Start Now

Pro

$620



Focus On Reach

Make your exceptional tours free and get our full suite of marketing services from your own account manager

Start Now

Premium

$1,570

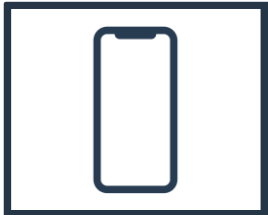


Scale Up Productivity

Work at institutional scale with 5 review slots, monthly reports, 65% royalties and download credits for $0.31

Start Now

Tour distribution options: public or private, free or paid



Mobile Apps

- Free, lightweight iOS and Android apps with 3 playback modes: **tour start, resume, at home**
- Easily discoverable in the App Store and Google Play: search rank, category rank, featured
- In-app purchases with lifetime access via multiplatform VoiceMap account



Web

- Audio and scripts accessible at voicemap.me
- Payments using Braintree (Paypal) sync with mobile apps automatically via VoiceMap account
- Highly ranked domain and landing pages (SEO)
- Dashboard with live download, royalty and voucher reports



Voucher Codes

- 8 digit alphanumeric codes, e.g. “1sample2”
- Distribute them for free or sell them
- Use them to keep tours private / unpublished
- Make 1 code valid for any number of copies or generate unique codes valid for only 1 copy
- Redeemable in-app from the main menu. Just select Tour Codes. (Try it with 1sample2!)



Tour production services



- ➔ If you lack the capacity or expertise to create your own tours, our editorial team will work with you to tell a story that reflects your voice and identity.
- ➔ Our developers will also work with you to develop custom features, if you need something special for your tours.

Planning

The ingredients of a perfect tour

1. A route with a few surprises
2. A narrative that develops, establishing context early on and expanding on it later
3. A climax that brings things together at a particularly captivating location
4. An authentic narrator

Production

The spoken word, in the here and now

1. Entertaining, not comprehensive
2. Clear directions at the right time
3. Each location starts with a focus then zooms out to the general
4. Includes a perspective where appropriate, i.e. Ian McKellen
5. Audio without mistakes, breathing or background noise
6. Immersive sound effects and music

Testing

1. Testing with scratch audio prior to voice over recording prevents or at least reduces costs of re-recording
2. Tests performed with multiple devices under various conditions

Translation

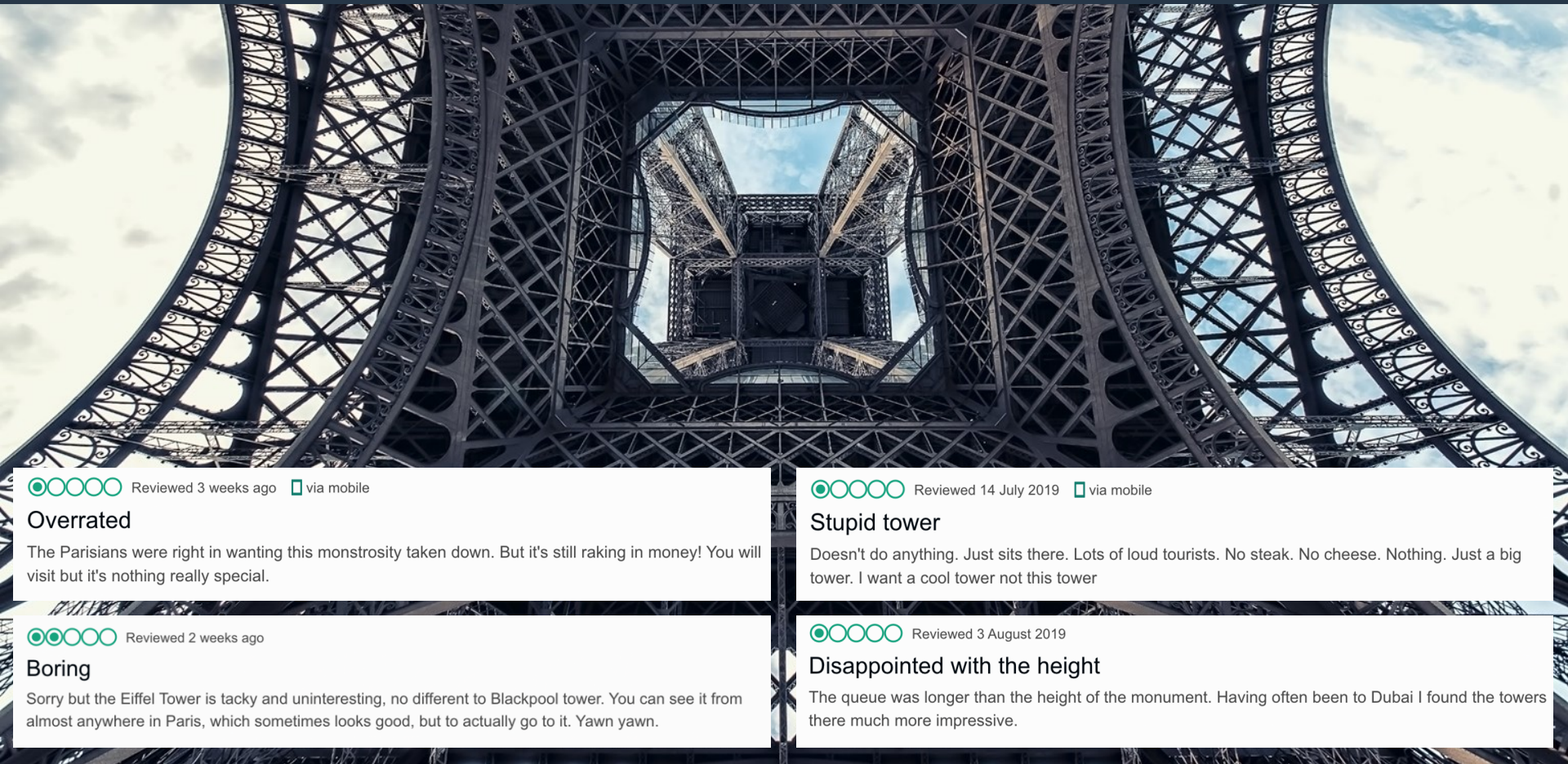
1. Mobile app user interface already available in 11 languages: English, Mandarin, German, Spanish, French, Dutch, Portuguese, Italian, Russian, Arabic, and Xhosa
2. New languages can be added easily
3. No further testing is required for translations because we work with experienced translators and voice artists to make sure these match English audio times and directions

Tour production process and fees

Pick and choose from our services, then do the rest yourself. Fully produced tours typically cost between $2,000 and $8,000, depending on requirements.

Stage	Task	Fee	Average Duration	Notes
Planning	**Tour Design**	$485	5 days	Detailed brief and summaries of all locations
	Tour Mapping	$130	1 day	Map of tour with route line and all locations
Production	**Script Writing**	Local rates, per word	1 month	Completed to brief and outline by local freelancer
	Voice Over	Starting from $135 per studio hour	2 hours	Recording of voice artists selected by clients
	Studio Rental	Local rates	2 hours	Professional recording environment
	Sound Design	$35 per hour	1 day	Addition of sound effects and music, excluding music licenses
	Final Mixing	$35 per hour	4 hours	Audio editing to remove stumbles and breath noise, etc. Ensures consistent levels. Includes export and upload.
Testing	**Scratch Audio**	$55	2 hours	Creation of scratch (dummy) audio for testing
	Testing	Local rates	4 hours	Testing with scratch audio to prevent changes after final recording, and prevent additional voice over and studio fees
Translation	**Script Translation**	$0.15 to $0.30 per word	2 weeks	Price depends on language
	Voice Over	Starting from $135 per studio hour	2 hours	Recording of voice artists selected by clients

Why do 7 million people visit the Eiffel Tower every year?



Reviewed 3 weeks ago via mobile

Overrated

The Parisians were right in wanting this monstrosity taken down. But it's still raking in money! You will visit but it's nothing really special.

Reviewed 14 July 2019 via mobile

Stupid tower

Doesn't do anything. Just sits there. Lots of loud tourists. No steak. No cheese. Nothing. Just a big tower. I want a cool tower not this tower

Reviewed 2 weeks ago

Boring

Sorry but the Eiffel Tower is tacky and uninteresting, no different to Blackpool tower. You can see it from almost anywhere in Paris, which sometimes looks good, but to actually go to it. Yawn yawn.

Reviewed 3 August 2019

Disappointed with the height

The queue was longer than the height of the monument. Having often been to Dubai I found the towers there much more impressive.

Because it immerses them in the story of Paris



Eiffel Tower
Aviary of the world
Sing Sing

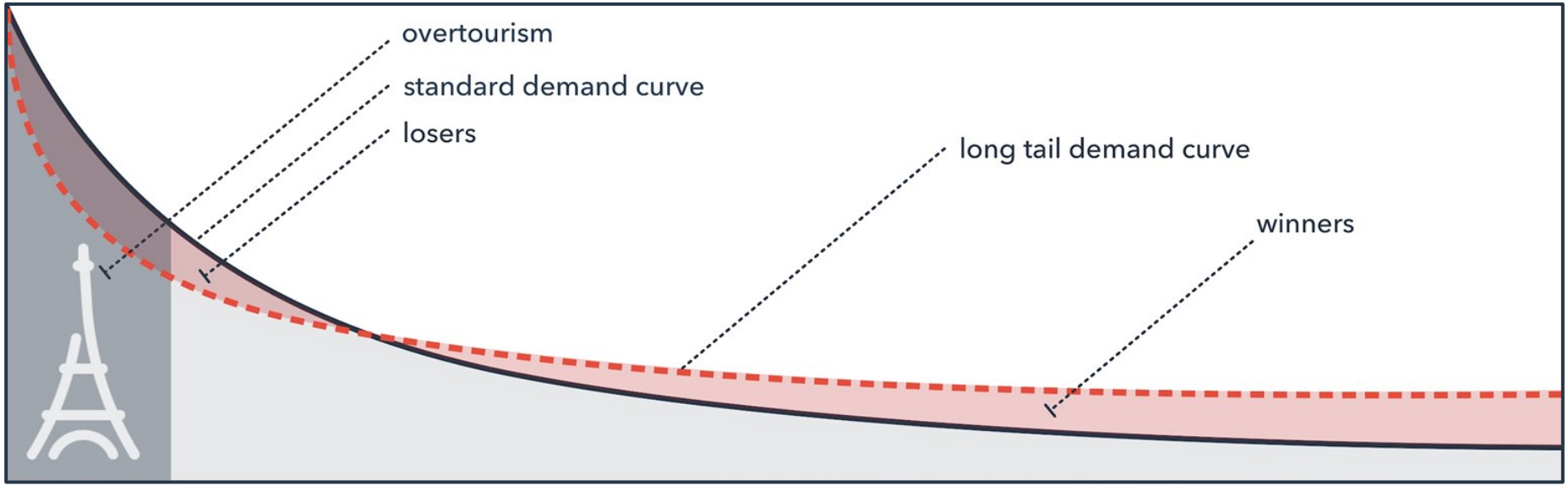
Bell-clang of Paris

The giant hanging in the void
is a poster for France

On the day of Victory
you'll tell it to the stars

Vicente Huidobro, 1918
translated by Eliot Weinberger

Why is this an opportunity? Long tail vs overtourism



- ➔ It was by bringing underutilised, long-tail inventory online that Amazon disrupted retail, Netflix disrupted TV, and Airbnb disrupted hotels, etc.
- ➔ In the tours and attractions industry, this process is accelerating because of overtourism
- ➔ This creates a time-limited opportunity for organisations to change consumer behaviour by using new, digital channels to tell their story and reimagine their products

How do you make sure visitors know your story?

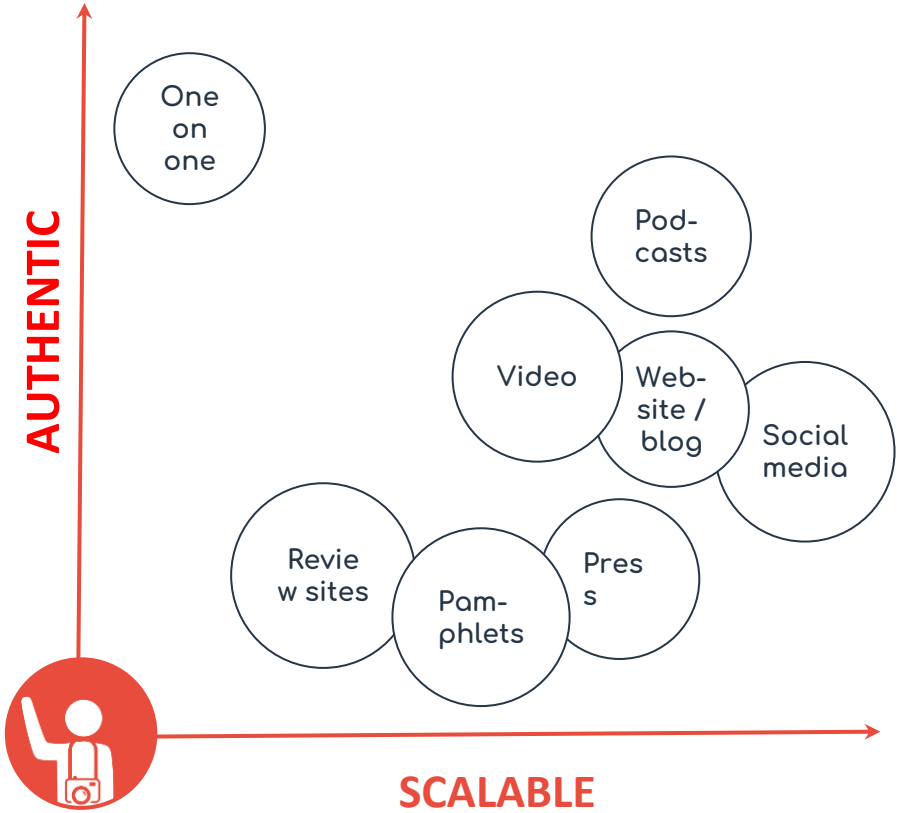
To tell a memorable story
you need

ATTENTION

+

TRUST

but both are scarce,
and every channel's mix is different

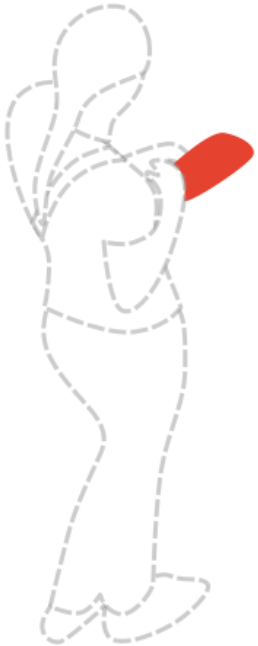


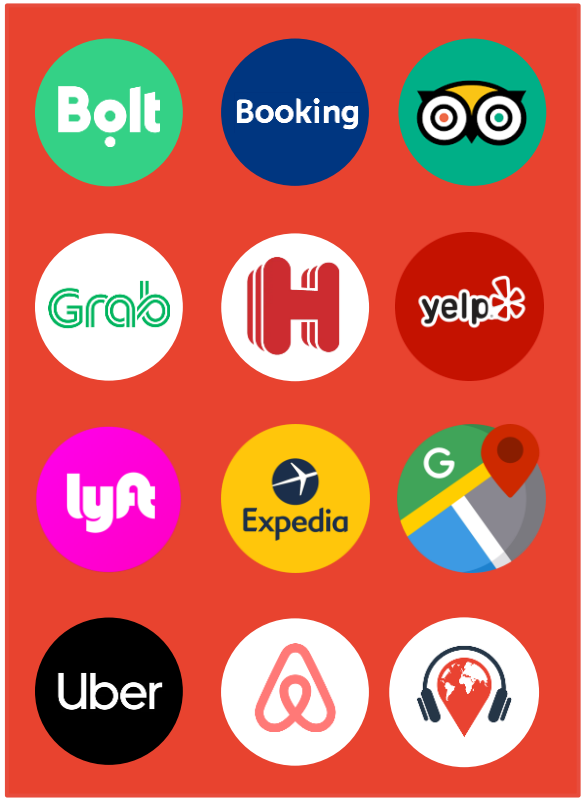


"Smartphones are the new concierge. Over 70% of US travelers agree that they 'always' use their smartphones when travelling, up from 41% in 2015."

Google / Phocuswright Travel Study 2017

Say hello to the invisible traveller





- Travel apps make price comparison easy
- But they also reduce contact with frontline staff – and in some cases eliminate it entirely
- This makes it difficult for suppliers to tell their story and differentiate themselves
- Which reduces their products to commodities, competing on price alone

Learn more about VoiceMap

CNN

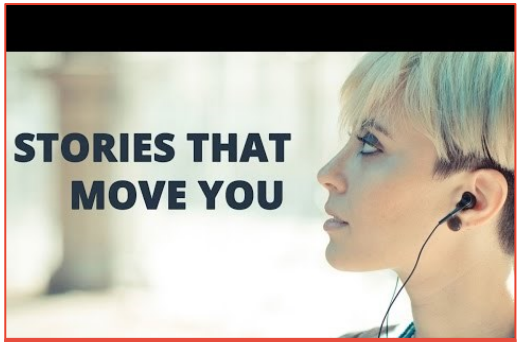
"Lost your travel guidebook? Can't be bothered to carry one around? No need to fret, a popular celebrity could be at hand. At least that's the aim of VoiceMap, a cellphone application that offers personalized audio tours of cities around the world. In some cases, the guide could be a local journalist or knowledgeable resident. Gandalf himself, Sir Ian Mckellen, has even created a tour for London's theater district."

The New York Times

"We may be biased, but could there be anything more helpful than having a journalist in your pocket when touring a new city? How about a historian, a novelist or just a really passionate local? VoiceMap culls city-specific stories from them all and fits them neatly into walking tours."

lonely planet

"High-quality self-guided walking tours…Narrated by local experts, they provide insight into corners of the city sometimes overlooked by regular guided tours."



How 10 years of travel led to a storytelling startup



It's about the storytellers