

NFTGA Washington DC Conference

January 21-22, 2016

In all, there were **EIGHT CTPA members in attendance** at the **National Federation of Tourist Guide Assns.-USA (NFTGA) DC conference, January 21-22, 2016**. Approximately 85 people from a variety of guide associations around the U.S. attended the conference. There was even one guide from Sweden!

Donna Primas was the CTPA representative at the delegate meeting prior to the conference itself. There were no important votes or decisions made at the delegate meeting, but Chicago contributed heavily with agenda items and suggestions even prior to the meeting. The main message of the delegate meeting was: the NFTGA board are volunteers and they are committed to increasing communication to and between the member associations of the NFTGA. All associations have much that we can share and learn from one another.

The conference disruptor was the weather! You may recall that a big blizzard hit the area, which is not used to big snow and cold. The extreme weather was forecast for days and it was predicted to blow in on Friday, January 22, the last day of the conference. Yet even before the meeting started, participants were getting text messages and emails saying that their flights home were cancelled. Even Amtrak trains were cancelled!

In the end, four CTPA members escaped the weather, although they did miss a bit of the conference in their concern to hit the road before things got bad. Terry Hall has written an excellent summary of that tale of adventure! (Read it below.)

The other four CTPA members ended up staying in DC during the foul weather. Surely have some stories to relate of their “captivity”! Can you imagine that DC shut down all public transportation—subways and buses—from about 5:00 p.m. on Friday January 22 until Monday January 25 about 7:00 a.m.? Of course the close-in Regan Airport (DCA) was closed too!

The “Drivers” – Terry Hall, Wayne Galasek, Beverly Livingston, Donna Primas
Snowed in – Ben Archer, Esther Banike, Holly Jensen, Michael Levinson



Conference participants huddling on the steps of the Capitol after a group photo was taken prior to a special evening tour of the building, followed by dinner. (The group photo can be viewed on NFTGA Facebook page.)

Here are...

...a few impressions or memories of the conference,
...a summary of the remarks Donna Primas made a panelist on the Technology session,
...information on a student tour handbook whose author presented in DC, and
...the saga of the drive from DC to Chicago as related by Terry Hall.

Michael Levinson CTG:

I enjoyed all of the seminars and the opportunity to meet with my counterparts from other US cities.

I took a DC guided tour of "Lincoln's Washington," which was perhaps my most interesting tour memory. The tour began at the historic Willard Hotel, where the term "lobbyist" was coined and concluded at the Peterson Rooming House where President Lincoln died from his wounds.

The best part of that tour for me was the middle part...where we visited the small chapel, (St. John's) where Lincoln would attend. It was an 1830s or 1840s Greek Revival narrow structure across from Lafayette Square Park. Inside the chapel, Lincoln would come in after the service had begun and sat alone in the rear right pew. There is a bronze plaque on that pew today. He would come in late so as to not disrupt the service. He would also leave before the service concluded so that he would not again disrupt the service. As I gazed at his pew, I imagined all of the weighty thoughts that must have been on his mind during his visits. A powerful tour moment.

Holly Jensen CTG:

Attending the NFTGA conference brought to life the numerous education, training programs and activities offered by the various local associations.

The round table discussions were enlightening as well as humorous. I enjoyed the stories the guides shared with us.

For me, the best was meeting a guide who lives part time in Florida less than 10 miles from my new house. She has already contacted me to get together.

BOOK TO LOOK FOR
Transforming Student Travel: A Resource Guide for Educators
By Faye Brenner (presenter at conference)

Transforming Student Travel calls for a paradigm shift in the student tour industry: educators collaborating to create a student-centered, inquiry-based tour. Marcel Proust said, "The real voyage of discovery consists not in seeking new landscapes but in having new eyes." This resource guide explores ways educators can encourage students not only to see with "new eyes," but also to understand how they know.

FAYE BRENNER was part of the Friday morning panel about "sticky situations". She wrote, "I am sorry that I ran out of copies, but they can be purchased on www.transformingstudenttravel.com as well as Amazon. I am so glad to have met so many wonderful people in such a short time! Also, check out the website for **FREE resources for tour guides and teachers** at many sites not in the book -- written by participants as part of the Transforming Student Travel workshop." <http://www.transformingstudenttravel.com/> \$32.00

Summary of the Technology Presentation by Donna Primas

There were three presenters covering various aspects of technology at the NFTGA conference in Washington DC, January 20-22, 2016. **Donna Primas CTG** was one of the presenters. Donna presented in two areas: 1) Websites that may help guides find work and 2) Technology trends.

Emma Guest-Consales from New York talked primarily about Anyguide.com, which both the New York and Washington DC guides associations use. She compared and contrasted that software and service with two competitors that NYC uses or has used—Peek and FareHarbor.

Mike Pearl from the Denver guide association spoke about recording audio and video tours, which may establish you as an expert and provide income based on sales or downloads of the content you record.

The first section of Donna's presentation was based on a 4-page handout listed guide and tour listing sites that she had compiled. A copy of the handout was in the conference participants' packet for future reference, so Donna just highlighted a few sites mentioned and shared some pro and con comments based on CTPA members and others who answered a short pre-conference survey that Donna had circulated. **The recently updated Guide Listing Sites document is attached.** Donna asked everyone to make this list more valuable by contributing their input. The NFTGA said they are committed to circulating updated to this list.

The second portion of Donna's technology presentation dealt with trends to be aware of and to consider when marketing your services. Some of the information, statistics and quotes she mentioned are summarized below.

- The best innovation is not necessarily a new technology tool.
- Be wary of technology, which may have un-welcome and unexpected consequences.
- Make no mistake, if you have or want to have a web presence, you are in marketing. The brand is YOU.
- "The tours and activities sector remains one of the digital travel industry's greatest untapped markets. Consumers spend somewhere between \$100 billion and \$200 billion annually..." (1)
- "Customers want to be informed, entertained and inspired, not sold." (2)
- Find a passion and become an expert. Specialization and unique tours (food or running tours, niche topics or tours requiring special abilities such as speaking a foreign language) often yield higher returns (pay!).
- You need to "get social" in 2016. That means using once of more of these channels: Twitter, Instagram, Facebook, LinkedIn, Foursquare, Snapchat, WeChat, etc. The channels you choose may depend on who you are trying to reach. It is interesting to note that in 2015 Instagram eclipsed Twitter with 400 Million Instagram users compared to 307 Million for Twitter. (3)
- Lynda.com is an online library of videos and courses to help you learn new technology as well as creative and business skills. You may sign up for a free trial or see if your local library card has partnered with Lynda to allow free access.
- A smart phone is an essential tool for today's tour guide. "Worldwide, 66% of respondents said smartphones are the most essential item." More than 90% of Chinese, Taiwanese and Thai travelers consider their mobile phone an important travel companion. (4)
- If you deal customers who live outside the U.S., you probably need to download free APPs like Skype, Viber or WhatsApp to connect to foreign clients without expensive international phone, text or data charges.
- Mobile booking tools and APPs as well as devices such as Square (<https://squareup.com/>) that connect with your mobile phone can help you easily accept credit card payments. [Anyguide (www.anyguide.com) has mobile software tools that are used by the DC and New York guide associations.]
- Chinese Travellers spent USD229 billion overseas in 2015. (5)

- If you are good with technology, perhaps you can add an income stream by helping older and less tech savvy guides learn to use social media, put up a website or market themselves!

Quotes are from these sources:

- (1) Skift Report – Content Marketing Trends in the Travel Industry
- (2) Skift Report – Future of Tours & Activities Tech & Marketing
- (3) Skift Magazine – Megatrends Defining Travel in 2016 (a free 60 page downloadable PDF, <http://skift.com/2016/01/13/skift-annual-forecast-megatrends-defining-travel-in-2016/>)
- (4) Travel Weekly – “Smartphone the most essential travel item, survey finds”
- (5) The Travel Mole – “Chinese Travellers spent USD229 billion overseas in 2015”

Editor: *When learning of the driving adventure from DC to Chicago, Ed Mazur was the first suggest that someone should write up how enterprising CTPA guides can be in the face of adversity, then share that information with the membership. I was personally in awe of the contingency plans that Terry Hall made, and I think you will be, too! I also liked the way she inserted some life lessons learned over many years of planning and leading tours!*

NFTGA Post-Convention Adventure January 2016 *by Terry Hall*

Four CTPA members added a road trip adventure following the recent NFTGA conference in Washington DC. We think, though, and are thankful, that it was probably less adventurous than the experience of those who remained at the convention for the ensuing great Blizzard of 2016.

Having carved precious time out of my busy schedule to attend the January conference, and planned a good deal of work and appointments for the days immediately following it, I became concerned about travel arrangements as soon as storm predictions began on Tuesday. That evening I changed my Saturday flight reservation to Friday, planning to get out before the storm was expected to begin late Friday. On Wednesday, I was notified that my Friday flight was cancelled, changed (back) to Saturday. Knowing that the storm was likely to be in full force Saturday, I began to consider alternatives.

Worry earlier rather than later!

The price of a Friday afternoon train ticket from DC to Chicago was listed as \$110 on Wednesday night. I also considered flying home Thursday or waiting out whatever was to come. After sleeping on it, I decided Thursday morning to book the train ticket, now down to \$93. I also purchased the travel insurance for \$17.

*When buying last-minute travel straight into bad weather,
buy the insurance if you can!*

As I made my train arrangements, I monitored the Weather Channel. The coming storm was being described as "historic" and "a monster," with many warnings of imminent travel disruptions and cancellations. Throngs were already gathered at area airports trying to move up their flights and get out. As an experienced tour manager, I know that Plan B often gets implemented and works just fine, but Plans C and D can be lifesavers. I checked the Hertz website and found that renting a car would be a whopping \$360 with the drop charge, but two extra nights in Washington would cost just as much, so I reserved the car. I also lined up a spare bedroom in Virginia, just in case.

When you see a crisis coming, consider all the options!

By Thursday afternoon, the price to get on the not-yet-cancelled train rose to about \$350, but by the end of Thursday all flights and trains out of town were cancelled. Talk was of a huge storm that would cripple the East for days. That night, as I was reconfirming the car and the indefinite delays for train or plane, and deliberating

the boredom of a 10-hour drive with no audiobook vs. the certainty of getting home Friday night, Donna Primas asked whether I'd be interested in sharing the drive, because she also wanted to get home. The prospect of good company instead of talk radio on the trip decided me immediately, so we planned to meet, pack up the car, and head out before noon Friday.

As soon as the right decision is apparent, make it!

Friday morning dawned clear and dry, but a bright red sky on the horizon presaged bad weather coming. All public transportation out of Washington was cancelled indefinitely. The local Metro and buses as well as most museums and attractions were scheduled to shut down Friday afternoon and remain closed throughout the weekend.

I tried to check rental car websites for the current cost of a car to Chicago, but everything showed "sold out." Apprehensive now about whether Hertz had hung onto my car for me or maybe given it to someone with more clout, I hurried over to Union Station to pick up the car.

I discovered plenty of cars available for the asking, at normal prices and drop fees, and a helpful attendant who said they simply shut down all the websites because if a crush of on-line demand started, they couldn't handle it while also getting a lot of phone calls and walk-in business. He assured me that anyone who wanted a car would be able to get one. I picked up the car and was back at the hotel with it by 8 a.m.

Don't believe everything you see on-line, especially when it's important!

On my return, Wayne Galasek approached me to see if we could take another passenger. Yes, indeed! The more the merrier. He, Donna and I all fetched our baggage, then loaded up the surprisingly spacious trunk of the itty-bitty Hyundai, then headed back in to attend a little of the Friday conference session before leaving. Inside Beverly Livingston asked for the fourth spot in the car. Sure! Luckily her small bag fit in the trunk.

We all piled in and left about 9:15 a.m., at least four hours ahead of the predicted storm. We crossed the city heading for the expressway, passing the Mall and the White House and other sights, giving each other four-way superfast group tour commentary until we were clear of the city.

When bad stuff is chasing you, don't waste any time getting out of Dodge!

The four of us enjoyed a wonderful and easy trip home, sharing the driving and talking all the way. We encountered no bad weather whatsoever, and hardly any traffic either, and we were happy to have a very tame "adventure" trip home. All four of us were very happy to be safe in our own beds Friday night, free of the worry and stress of fighting a blizzard and working our way home several days in the future.

Including gas and tolls, the car cost split four ways was about the same as our return flights would have been, all of which were fully refunded. As a nice bonus, the travel insurance on the cancelled train ticket may even cover part of the rental car cost.

*Good Luck comes to the Alert and Prepared!
As Tour Guides, that is our stock in trade!*

Guide Listing Sites

Always a Document In-Process!

Prepared by Donna Primas of the Chicago-Tour Guide Professionals Assn. (CTPA), primascopy@aol.com

When information is in “quotes” the text was pasted in from the website!

Site	PROs	CONs
All Guides Here http://www.allguideshere.com/		Only 21 guides listed in the USA
American Tour Guide Assn. http://americantourguide.org/	Offers training courses to help tour guides and escorts get certified in several cities (DC, NYC)	Membership (\$) based. Open to qualified tour directors and guides with professional training and experience. All members must attend ATGA professional training and development conferences to maintain their membership.
Any Guide www.anyguide.com	Based out of San Francisco. Offer both a booking site as well as account management. NY and DC guide assns use their services and like them. They have an easy invoicing system (tool) that can accept credit cards that anyone can use—even or especially on your own website or webpage.	Business model is changing with experience.
Free Walking Tours By Locals www.freewalkingtoursbylocals.com	Emphasizes supporting family-owned local businesses, enjoyment of personal service, getting knowledge that only a local can share, etc.	Limited to several European cities, one operator per city. Contact page takes you another URL for that city. Never really explains “free”. Solely tip based?
Get Your Guide https://www.getyourguide.com/		Really lists tours more than guides.
Good Spot https://www.good-spot.com/en	“Good Spot is the platform that meets all your needs: a free service, a creative personal space and a secure online payment.”	
Groupon (was Side Tour) https://www.groupon.com/	Guides can list their tours as activities with codes for special prices	Lists museums, “big box” tour sites as well as individual guides.
Guide Advisor https://www.guideadvisor.com/	Has guide listings and tour listings as well as a “travelogue” section that includes blogs about travel, travel advice and inspiration, etc. “By building the most comprehensive listing of tour and adventure guides on the planet, we aim to connect guides and	

	travelers so they can create the best experiences in the world together.”	
Just Orbit www.justorbit.com	“Create, Discuss & Finalize Your Trip in a Group”	
Linked In Pro Finder https://www.linkedin.com/profinder	Uses the robust Linked In network to help you find skilled professionals with certain abilities. It then shows if or how those people are related to your Linked In listing.	Does not have a “tour guide” category.
Living Social https://www.livingsocial.com/locations	Guides can list their tours as activities and offer especial prices discounts	Friendly than Groupon, with a better payout.
Local Guides Worldwide http://www.localguidesworldwide.com/	The website is “an intermediary between the traveller and the local guide. It allows travellers to search and connect directly with professional local guides anywhere in the world at no cost to either guide or traveller. Travellers make arrangements directly with the guide of their choice and it’s a free service to both users.”	
Localyte http://www.localyte.com	More of a forum for getting answers about destinations	
Meetrip http://meetrip.to/	NFTGA 2016 Meeting Corporate Sponsor <i>For travelers:</i> 1 Talk with Locals, 2 Book Online, 3 Meet Locals. <i>For hosts (guides):</i> 1 Create an Activity, 2 Meet Travellers, 3 Get Paid	Geared towards international travel
On Yo Way http://www.onyoway.com/	Founded in 2012	Very limited booking service for guides
Peek www.peek.com	Booking and account management. GANYC (NY guide assn) uses or has used this.	
Pocodot.com www.pocodot.com	NFTGA 2016 Meeting Corporate Sponsor Pocodot uses your phone's GPS to detect your location and finds you an available tour guide nearby. Tours paid upfront to Pocodot, they charge a service fee. Suggests customer add a tip at end. (They do not take service fee on tips!)	Guide must be in the area of the tour starting point to learn of a tour need. Short lead time to respond. Customer can cancel before tour start.
Private Guide http://www.privateguide.com/	Launched Oct 2010, service is free for guides and tourists. “We are focusing on independent professionals, including passionate beginners in the industry. This will ensure that you can make your choice searching between different price ranges, tour-types and attitudes (from formal to informal-friendly).”	Very few U.S. guides. Some non-native (poor) English use on site. Located in “GMT+1 Time Zone.”
Rent a Guide http://www.rent-a-guide.com/	Selected holiday activities in over 110 countries	Very limited
See My City http://www.seemycity.com/	Arranges photo walks, workshops and mobile photo contests. SeeMyCity is an international city marketing initiative based on advanced and creative	

	mobile photography and social media	
The Good Guide http://www.thegoodguide.com/	Register & provide insights and photos on the area that you live in.	Does not see to provide income to contributors.
Thumbtack https://www.thumbtack.com/	Connects customers wanting all kinds of services, including tour guiding.	Not solely for guiding, but can be used for it.
Top Tourist Guides or Fair Deal Tours http://www.toptouristguides.com/	Started by Carlos Ortega, a licensed tourist guide from Spain and former president of Federation of European Guides (FEG). Site was introduced and discussed at the WFTGA in Prague 2015. Permits only qualified and accredited tour guides. Follows the Code of Conduct and the Quality Charter adopted by FEG and the WFTGA. The portal is in five languages: EN, ES, DE, FR, IT. Soon to be in Portuguese.	Just starting in Europe, few U.S. listings.
Tour HQ https://www.tourhq.com	Register For Free, Interact With Travellers, Make The Deal (Travellers directly contact you and request your services), Reap The Benefits	
Tourmandu http://www.tourmandu.com/	“Tell us the place you want to travel to and we'll find you a local tour guide. Go local! We do.”	Only 20 guides listed in the USA
Tournative https://www.tournative.com/	“Online travel agency with a twist.” “Create new income source for locals and change lives while enjoying unique experiences.”	100% money back guarantee to consumer. Does not highlight licensed guides.
Tours By Locals www.ToursByLocals.com	Vancouver based on-line booking company for private tours. All done on-line. Guide lists tours for the visitors to choose. As tours are pricy, usually interesting clients. They reconfirm and pay you for your tours by check or direct deposit, and they collect credit card payments. Good support. Committed to quality.	They read all correspondence between customers & guides. They limit how many guides are listed for each area. Their commission is 20%.
Trip Advisor http://www.tripadvisor.com/	See Viator. Very popular. Ask customers to rate you to help you get a high ranking	Make sure 100% of reviews are from paying customers.
Trip Nut https://www.tripnut.com/	Is a community for people “who are nuts about travel”. Has blogs, forums, galleries, rants & raves, destinations, etc.	
Vacaza Creative & Culinary Escapes http://www.vacaza.com/	Does not book guides. Travel advisors may represent third parties and publish an unlimited number of different activities - culinary, creative, wellness and outdoor - to increase their visibility at the front end of the Vacaza website. Local travel experts are also authorized to publish travel itineraries and articles about artisan wine makers, cheese makers, outdoor events, etc.	Very few listings

Vayable https://www.vayable.com/	Discover and book unique experiences offered by local insiders.	
Via Amigo http://www.viamigo.com/tour-guide-jobs	Free membership. Includes a lengthy list of different types of tours/guides: art gallery, museum, bird watching, city tours, driving tours, ecotourism, fishing guides and hunting, helicopter, historical, mountaineering, skiing and rock climbing guides, personal tour guides, safaris and wildlife, sailing, scuba diving, surfing, walking guides, whale watching, wine tasting and wine tours, etc.	
Viator www.viator.com http://tourguides.viator.com/	Global use. Associated with Trip Advisor. Reconfirms bookings. Had a representative at the WFTGA 2015 conference in Prague.	No long endorsed or partnering with the WFTGA. Does not allow guides and customers to directly link. Charges 20%.
Vimbly https://www.vimbly.com/	Vimbly shows thousands of local activities, date ideas, and things to do—any of which can be booked directly with a best price guarantee. Browse by category, day/time, price, or location.	
You Go Do http://www.yougo.do.com/en/Home.aspx	The world's biggest activities & experiences site	Really lists tours more than guides
Your Tourist Guides http://www.yourtouristguides.com/	Spain based company. Site is in English & Spanish. "The largest database of tourist guides in the world at your fingertips!" "You can find tour guides in more than 200 countries and over 1,000 cities around the world."	Does not have many U.S. guides listed. None for some major cities. 20% advance payment to site, guide gets 80% when touring.

YOUR HELP NEEDED!

If you know of other sites to add to these lists, please contact Donna Primas,
primascopy@aol.com so that they can be added and shared!

Other Tourism & Hospitality Work Sites

Do you only do local guiding? Some local guides relocate seasonally and some work in a variety of areas to fill their calendar (hospitality desk, convention work, transportation, over-the-road student tours, corporate meetings and incentive travel programs, senior groups, etc.) These sources may help.

Site	PROs	CONs
Cruise Jobs http://www.cruisejobfinder.com/fm/tourguides/	Register to see “the thousands of open jobs right now”.	
Current Temp www.current-temp.com	Provides expert, efficient and knowledgeable LOCAL staffing solutions for a variety of programs and events	
ESI Event Staffing Innovations http://www.staffyourevent.com/	Staffing for on-site registration, trip directors, airport meet & greet, shuttle coordination, local and over-the-road tour guides, etc.	
Executive Travel Directors (ETD) http://www.traveldirectors.com/	“Head hunter”. Founded 1988, has changed ownership over the years Hosting a registry of more than 2,000 professional Travel Directors, ETD provides onsite logistical assistance to more than 5,000 programs annually.	Must register with them. They offer work, but it may be low paying, compared to being hired direct.
GCG Event Partners http://gcgeventpartners.com/	Provides Experienced, Trustworthy, Local On-Site Meeting Professionals	
Meeting Jobs www.meetingjobs.com	Accepts posted resumes Has open job listing board Offers low cost webinars for more info about key topics	
Professional Meeting Planning Network (PMPN) http://www.pmpn.com/	Supports the varying needs of meeting and events professionals across all industries.	
Trade Show Temps http://www.tradeshowtemps.net/	Serves the state of California & Las Vegas Staffing for trade show booths, registration	

Recorded Tours, Apps, & Other

This area is growing quite quickly. Many use a smart phone to give or take a tour or access content. Some require you download an application (APP) to your smart phone.

Site	PROs	CONs
Captiva Tour http://captivatour.com/	Uses a smart phone and APP. Interactive audio guide company based out of India. Has Taj Mahal sample content with 110 minutes of audio, 75 photos and 18 points of interest. Story based, customizable.	New JAN 2016. Little content.
Detour https://www.detour.com/	Started by ex-GroupOn co-founder and former CEO. Has San Francisco content and is now expanding in Chicago. "Detours are narrated by locals who know the city best, and are infused with cinematic scoring and storytelling by some of the best writers and sound designers in the world. Taking a Detour is like walking around inside a movie."	Substantial time may be invested, but not sure how content/time is paid.
Georama www.georama.com	Has real time "live" tours, which is then archived. Participants watch on screen and can interact (ask questions) and get answers during the live tour.	Must use special technology
iTunes Podcasts http://www.apple.com/itunes/podcasts/specs.html	Make a audio podcast, then sell it on iTunes	May not make much money without quality content and self promotion and marketing.
LibriVox https://librivox.org/	Free public domain audiobooks, Read by volunteers from around the world. You can record one or download one. Good use of your vocal abilities?	Not a money making site.
Meerkat http://meerkatstreams.com/	Live streaming started in 2015 - uses social networks to get the word out about live broadcasts. Meerkat lets creators schedule a livestream 24 hours before it starts. Once a stream is scheduled, a URL is automatically created that Bolthouse can then push out to Facebook, Instagram and Twitter to remind people to tune in. READ MORE http://time.com/3742746/meerkat/ AND http://www.adweek.com/news/technology/side-side-marketing-test-shows-3-ways-meerkat-soundly-beating-periscope-165581	
Must See http://home.getmustsee.com	This iPhone app allows tour guides to create free audio tours to enhance their real time tours. A rep named John Soppe, spoke to Philadelphia guides at APT meeting. He has done free workshops in online marketing for their association, too. (Shared by Bob Skiba)	
My Tour Guide http://mytourguide.com/	Suggested itineraries, mobile tours and travel content from professional guides and official travel destinations. Endorsed/partners with the International Tour Management Institute (ITMI)	
Periscope	"Explore the world through someone else's eyes."	"Watch events

https://www.periscope.tv/	<p>Livestreaming started in 2015. Connected to Apple TV. READ MORE: http://variety.com/2015/digital/news/periscope-meerkat-twitter-social-live-streaming-1201540620/</p>	<p>unfold live, it's a more authentic experience" ...but production values may suffer (images bouncy)! Periscope doesn't offer a scheduling option. People simply hit a button and start livestreaming.</p>
<p>Soundwalk http://www.soundwalk.com/</p>	<p>Founded in the early 2000s. International collective based in NYC, mixes fiction & reality to provide an exclusive and poetic discovery of a city. Immersive sound journeys mostly NYC based. Has maps, video and audio samples. Can purchase tours.</p>	
<p>Stray Boots https://www.strayboots.com/</p>	<p>"With unique scavenger hunts in over 40 cities, serving hundreds of people every day, we make team outings fun, seamless and meaningful." Receive challenges, earn points, learn about a city. Scavenger hunts are available in 30+ cities.</p>	<p>Author gets a percentage of sold tours.</p>
<p>Travel Brains http://travelbrains.com/</p>	<p>Award-winning publisher of self-guided audio tours and guidebooks to historic and cultural destinations. Works with historians, park rangers, and other subject matter experts, focusing on the history, geology, art, and science. Distills and packages the most interesting stories into a product that is unlike any travel guide you've ever seen. Part guidebook / part multimedia tour.</p>	<p>Only seems to sell CDs...</p>
<p>Zpot http://www.zpot.org/</p>	<p>Developers are in Santiago, Chile. Offers audio guides and maps for unique experiences. Gives address, hours, phone # and a brief description on an interactive map. Tag line: "Don't be a tourist, be a traveler."</p>	<p>New JAN 2016. Little content.</p>