

Inspirational Media

Connecting people and places



For  
Discovery – Commerce – Fun

Dave Gill

Inspirational Media

Author and publish unique  
outdoor experiences

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Location based games in the  
heart of Wessex

# Our approach...

- We publish under two brands - **Treasure Trails** and **The Explorables Company**
- *Covering locations across the heart of Wessex - what we collectively refer to as our...*

*Area of Outstanding Natural Fun (AONF)<sub>TM</sub>*

- Our offer extends to families, friends, groups, organisations and teams





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# Treasure Trails

Value for money fun with family and  
friends



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# THE EXPLORABLES

Bespoke and published activities  
and events for Groups and  
Organisations

# How are we different?

- Our Geography – Dorset, Hampshire, Somerset and Wiltshire
- We focus on unique locations not typically utilised by main stream experience providers
- Over 75 locations (*1200 nationally for Treasure Trails*)
- Covering 300+ miles of Trails (*over 3000 miles nationally*)
- Authoring and maintaining over 1600 individual clues
- Creating unique story content that utilises the location assets
- Providing all the year round engagement and fun



# How do we make a difference?

- We enhance footfall by making centres fun to be in
- With over 250k people engaged in the South West since we started our customers are loyal followers always looking for new locations to have fun
- Our stories place people in a street, a park, a building – wherever we consider we can develop a valuable and fun experience

# How do we make a difference?

- We engage locals and visitors to interact with the heritage and culture that surrounds them
- We help to create a more active community by bridging the gap between sofa and ramblers
- We provide value for money entertainment



# How do we make a difference?

- We engage local traders and businesses to join in the stories and interact with our customers
- We strengthen the family and extended family by providing a reason to play together
- We encourage groups to bond more effectively in a non-threatening, fun and inclusive way

# How do we make a difference?

- We help accommodation providers add value to their offering by enabling them to offer something a little extra to their residents
- We encourage our customers to eat, drink and buy to help provide essential support for local traders
- Our customers react to offers just like others, so coupons help provide the incentive for them to take action



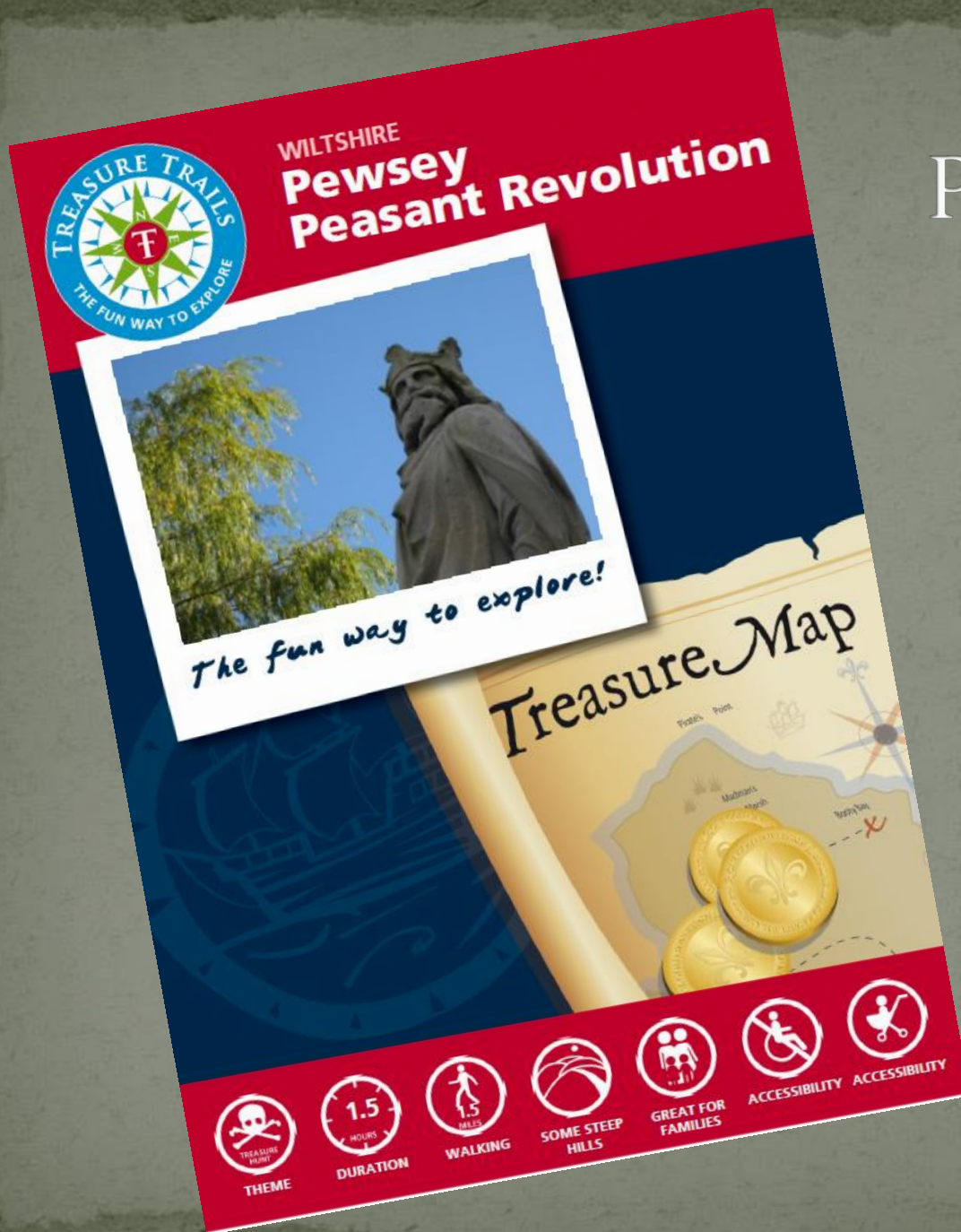


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# Kennet and Avon Canal Series

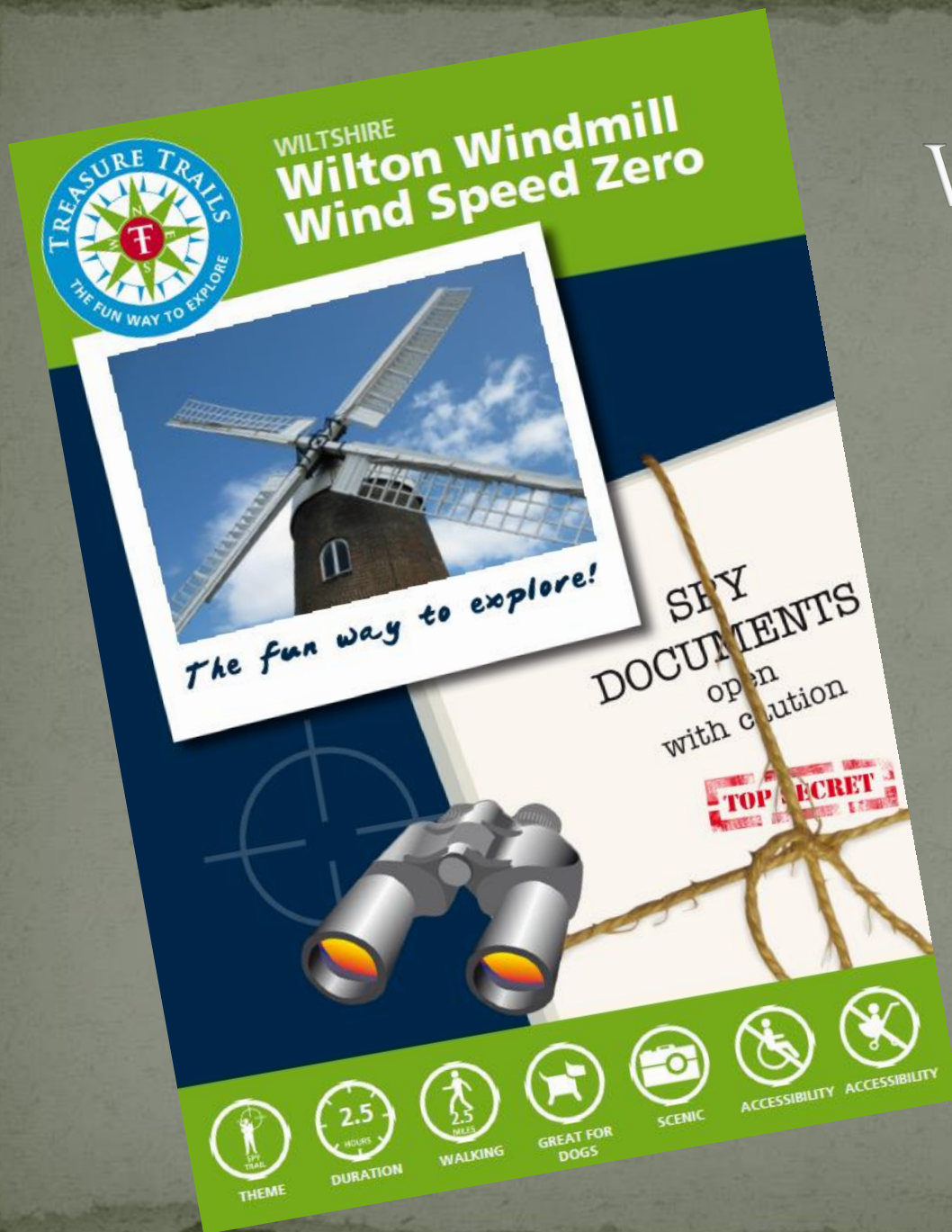
Bath, Bradford on Avon, Devizes,  
Great Bedwyn, Pewsey, Wilton  
Windmill





# Pewsey

- Treasure Theme
- Town Centre
- First of two
- K + A Series
- Fun!



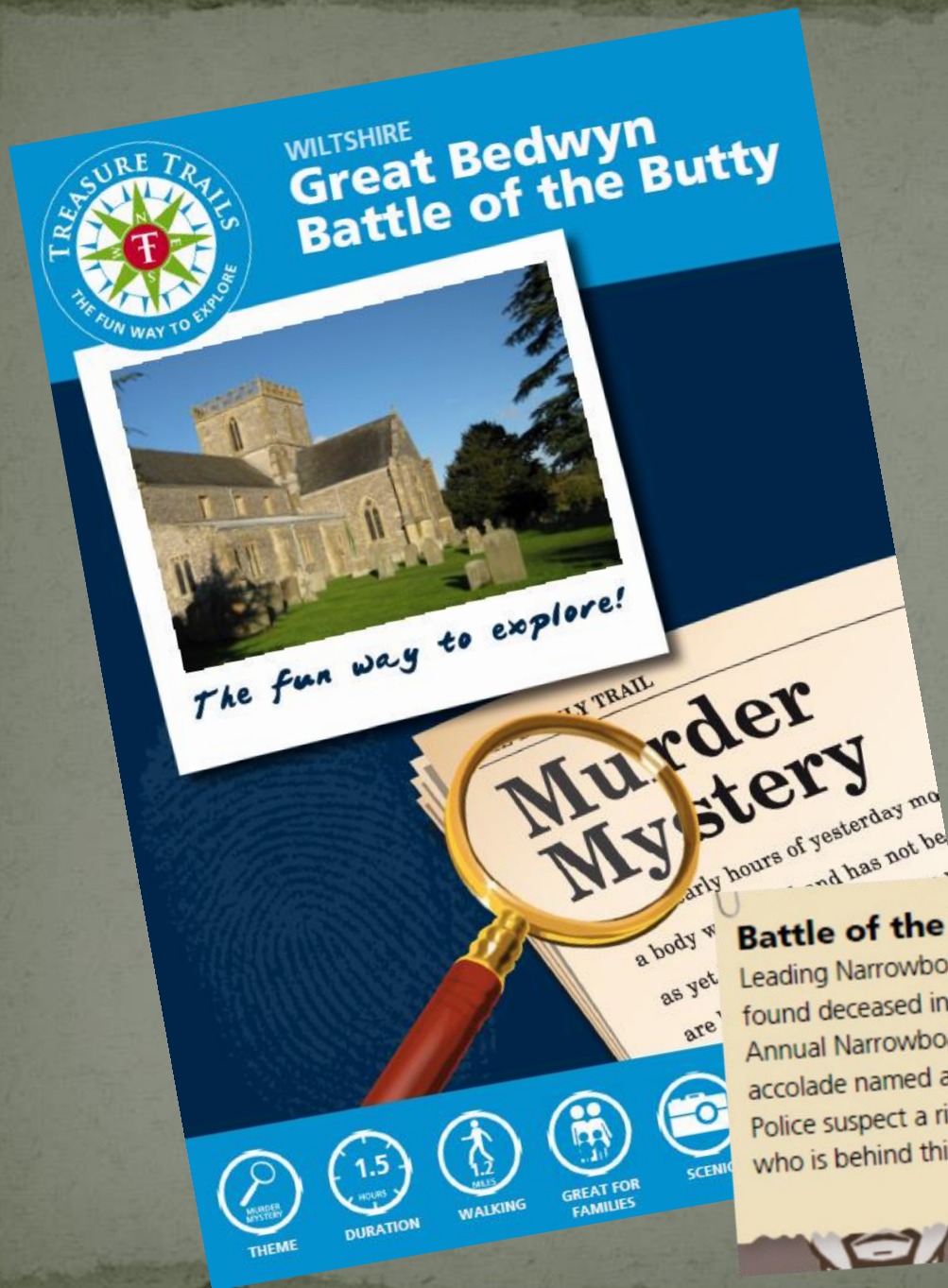
# Wilton Windmill

- Spy Theme
- Windmill
- Beam Engine
- K + A Series
- Fun!



# Great Bedwyn

- Mystery Theme
- Town + Towpath
- Circular
- Text Line



## Battle of the Butty

Leading Narrowboat designer and multi-award winner, Brian Butty has been found deceased in suspicious circumstances on the eve of the prestigious Annual Narrowboat Design Award. A highly competitive and sought after accolade named after Brian's great ancestor - Astern Butty. Police suspect a rival competitor in the Battle of the Butty. Can you find out who is behind this devilish deed and bring them to justice?





# Explorer Days

- Groups and organisations
- Engaging
- Inclusive
- Collaborative
- Fun!
- Half and full day or a couple of hours

# An evolving opportunity – Playable Places...

- People are constantly seeking more for less
- Technology will have a bigger impact on our customers
- People are seeking new experiences all the time (e.g. Escape Rooms)
- Heritage and Cultural sites are under cost or funding pressure
- Centres continue to be starved of footfall in the absence of strategic change



# Upside potential for all

Growing demand for interactive experiences (which non typical destination locations can take advantage of)...

- Live Action Role Play – (LARP)
- Transmedia experiences + Brand Licensing
- Pervasive entertainment – such as Playable Cities
- Geocaching
- Demomographic appeal is widening
- Massive heritage story base from which to source ideas
- Technology impact:
  - Internet of things
  - Sensors
  - Location based
  - Augmented reality



# Partnering opportunities for Pewsey Vale

- Accommodation providers
- Pubs and Cafes
- Group venues and unique venues
- Charismatic local Traders
- Businesses wanting to benefit from a unique marketing experience
- Well informed locals with stories to tell

Become part of the story!

# Our Offer

- Fun experiences to support team bonding
- Unique opportunities to drop people at your front door
- Sponsor a clue near your location
- Sponsor a Trail(s) – short term or long term
- Create a unique experience for a product launch
- Have fun with you family and friends
- Challenge a competitor for a good cause
- Get in front of our local and national database

Thank you for listening!