



# RoadTrip Radar

finding your points of interest along your route



RoadTrip Radar

Driving, done the way  
you want to

Where the journey is as  
enjoyable as the destination...

...discovering the most fantastic  
attractions along the way.





**Co-founders AJ and Clare Durling** love travelling around – to see friends and family, or to see the country – with their three children, a big dog, and a love of different and exciting attractions. But they have found quickly that keeping kids cooped up in a car for long stretches doesn't make for a fun day!

Looking for great places to break the journey, but without having great knowledge of every attraction around, they didn't know how avoid the obvious service stations, and found that there was no facility or website in the UK to help with this.

They started to write the website themselves. As with all of these things, they quickly found that everyone has their own, favourite place of interest – that you only learn about after the event! They decided to crowd-source the attractions database to allow people to list their own hidden gems for others to find, meaning that the database is maintained by the best editors in the world: other travellers!

Given the range of requirements for the wanderlusters out there, they include the usual kinds locations that are useful to many – McDonalds, Marriotts, etc – as well as the independent, personal recommendations that can make the difference between a good trip and a great one!





## Driving is big business.

In fact, trips made by car (as a driver or passenger) account for 64% of all trips made and 78% of distance travelled in the UK\*.

- Within this market, parents travelling with children make up a significant proportion: on average, more trips are made by people living in households containing 2 adults with children than any other household type.
- Similarly, travelling professionals (e.g. sales reps, etc.) make up 3% of all trips, but account for 10% of all distance travelled
- "Tourist driving", such as holidaying in the UK, accounts for the largest proportion of trips of over 250 miles

Trying to capture this market is not easy – people travel for various different reasons, and their routes can be unpredictable.

Route planning is similarly problematic, with no way of cohesively drawing together the differing requirements of the discerning wanderlusts.

That's where we come in.

\* Source: National Travel Survey, Department of Transport: <http://assets.dft.gov.uk/statistics/releases/national-travel-survey-2010/nts2010-01.pdf>



# Service Features

- Create journeys using the most extensive database and granular search-and-select service online.
- Search by different kinds of locations (such as "tourist attractions" or even just "museums") or a set genre (such as "child-friendly" places)
- Save your trips for future reference, give them the wow-factor with personalised YouTube backgrounds, and share them via Facebook, Twitter and Google+.
- Search for stimulating, publically available roadtrips, and vote on them to allow other users to find inspiration from the most popular journeys.
- Add your own hidden gems to our crowd-sourced database, and keep them up-to-date – all through the website.
- Find other travellers to share your journey using the native CarShare facility.
- Print your journey, with driving directions
- For business users, add your prospect- and customer-base to your own, personal RoadTrip Radar Database and reduce your travel costs while, at the same time, increasing your sales.
- Our solution helps your travelling representatives plan smarter journeys – maximizing the amount of visits they make, while expending the least amount of travel effort and money. Our technology ensures that you create an efficient route that moves logically from account to account, taking the quickest routes that covers the least miles.
- As well as this, when looking for hotels, restaurants and other business services required on the road, your team can choose locations that are on their route of travel so that they save time and fuel.



# FAQs

1. **How long have you been operating?**

We launched into public-beta in October 2013.

2. **Where does the data come from?**

It is crowd-sourced from users of the service and publically available, open-source data.

3. **How much does RoadTrip Radar cost to use?**

It is 100% free to use the consumer service, and we have no plans to ever charge for it.

4. **How will RoadTrip Radar make money?**

Through three channels: targeted advertising, our affiliate program, and our Corporate service.

5. **Which countries do you serve?**

The public-beta is currently running in the UK, Ireland, USA, Canada, Australia and New Zealand. Each of these services will be launched properly after the beta – pending investment and development.

6. **Do you have an app?**

Not yet – but we hope to within the first year of launch!



# Resources



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