



# WONDER STOPS

*Guide Visitors Every Step Along the Way*



# Visitors discover in real time, not before the trip

While in your area,  
visitors rely on:



Google, Yelp, Tripadvisor



Social Media and Influencers



"What's Nearby" Searches

*They are looking for something  
to take the work out of their trip*



# The real risk: You lose control of the narrative



Visitors are guided by outside platforms



Review and social shape perception



Bad or "meh" experiences get amplified



Your brand becomes whatever gets shared



Sarah M.



Overhyped and overpriced.  
Not worth the stop.



@WanderWithMike

There are way better places  
just down the road.  
Skip this one.



LocalExplorer

Meh. Expected more.  
Wouldn't go again.



One negative post can reach thousands. You don't control the narrative—they do.

# Most solutions are half measures or too expensive

## Kiosk pros:

- Interactive, informative
- Available in multiple locations

## Kiosk cons:

- Hardware requires a sizable investment
- Cumbersome to upload or change
- Same content displays in all locations
- Susceptible to damage, weather
- Expensive to operate, repair, replace



## Most solutions are half measures or too expensive

### Visitor center pros:

- Staffed by knowledgeable experts
- Deep access to insider information

### Visitor center cons:

- Only in limited locations
- Only available during limited hours
- Require staffing, hiring, training
- High overhead, operating expenses
- Expense of stocking materials, brochures



# Most solutions are half measures or too expensive

## App pros:

- Visitor supplies the hardware (phone)
- Available whenever, wherever they are

## App cons:

- Requires significant, long-term investment
- Visitor experience remains the same
- Designed for static content, not changes
- Expensive to build, modify, maintain
- Requires updates for iOS, Android
- Requires ongoing relationship with developer(s)



# Introducing Wonder Stops

Your chance to guide visitors  
at every stop along the way



Deliver the right story  
at the right place



Suggest what to do next



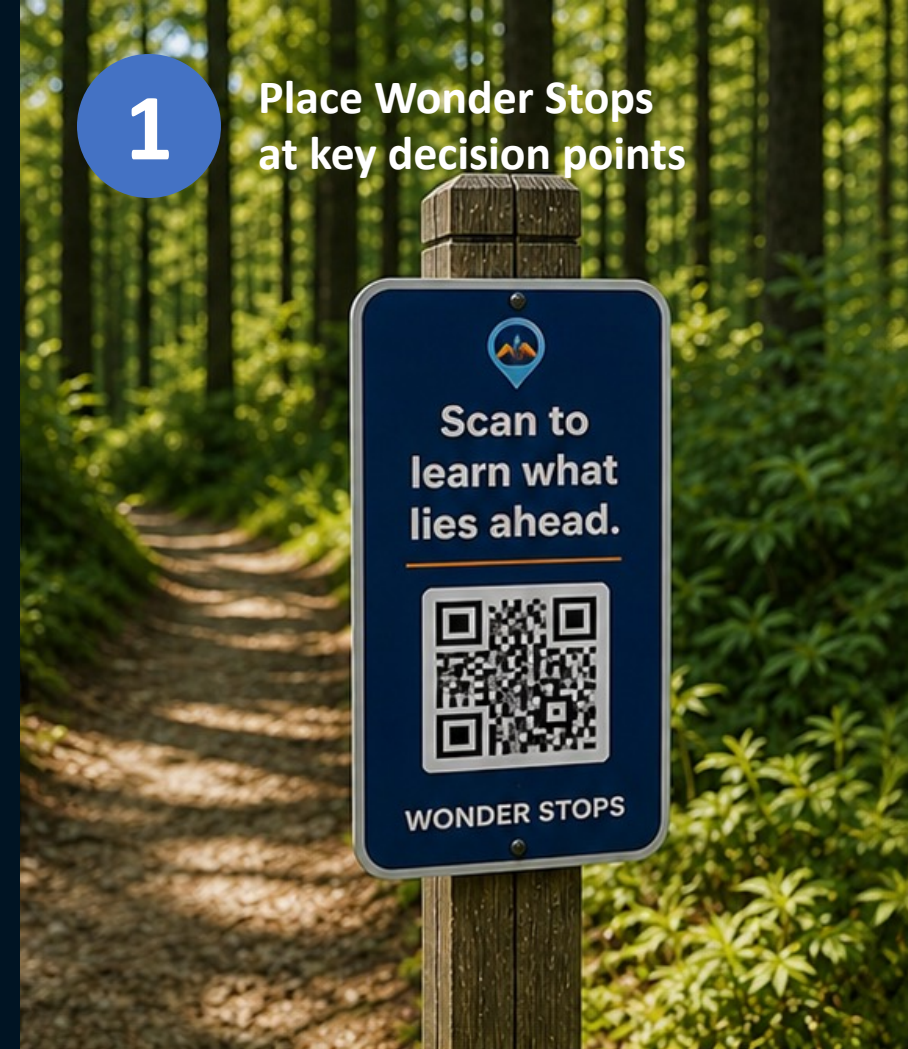
Turn stops into  
engaging experiences



WONDER STOPS

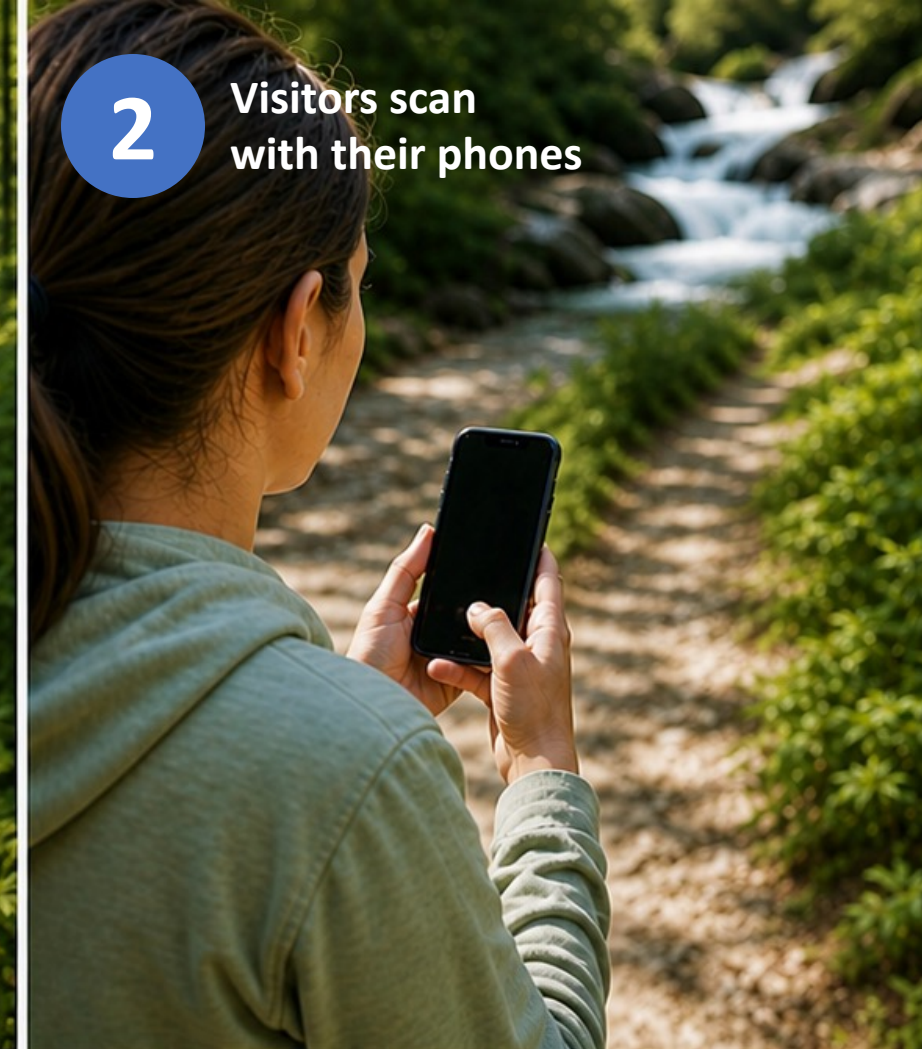
1

Place Wonder Stops  
at key decision points



2

Visitors scan  
with their phones



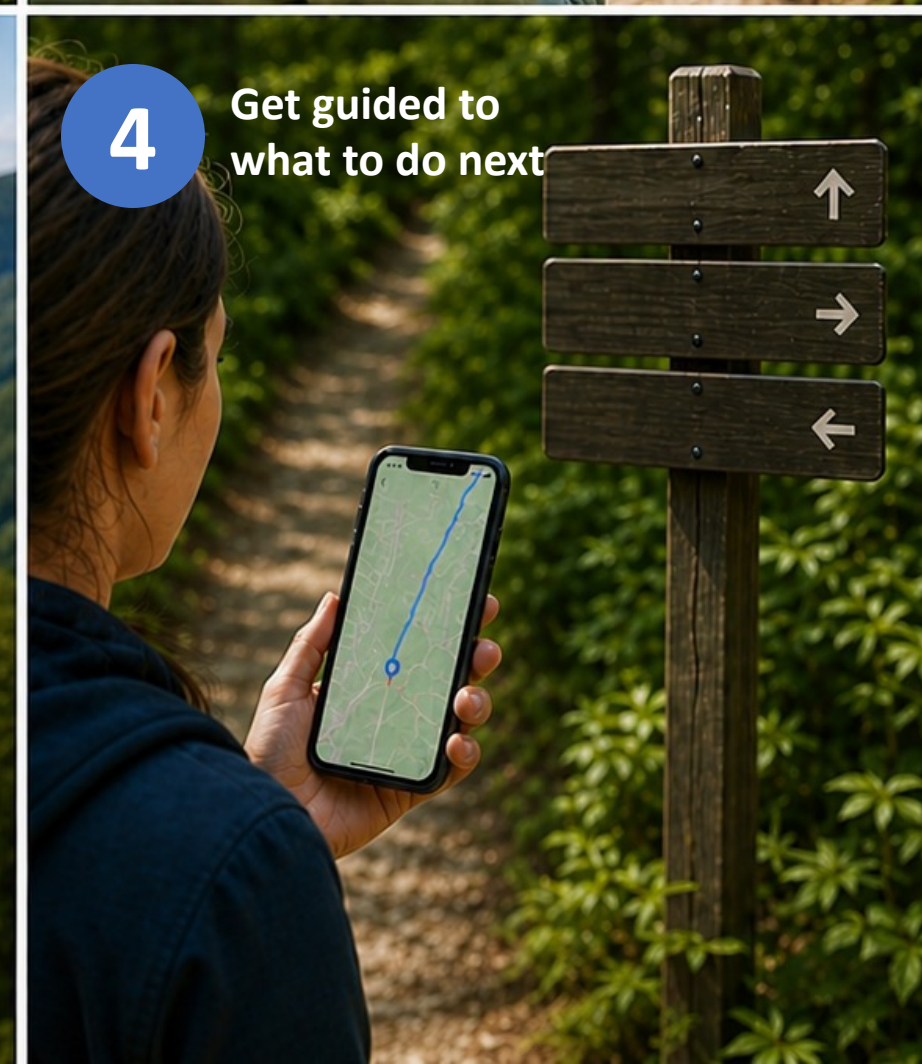
3

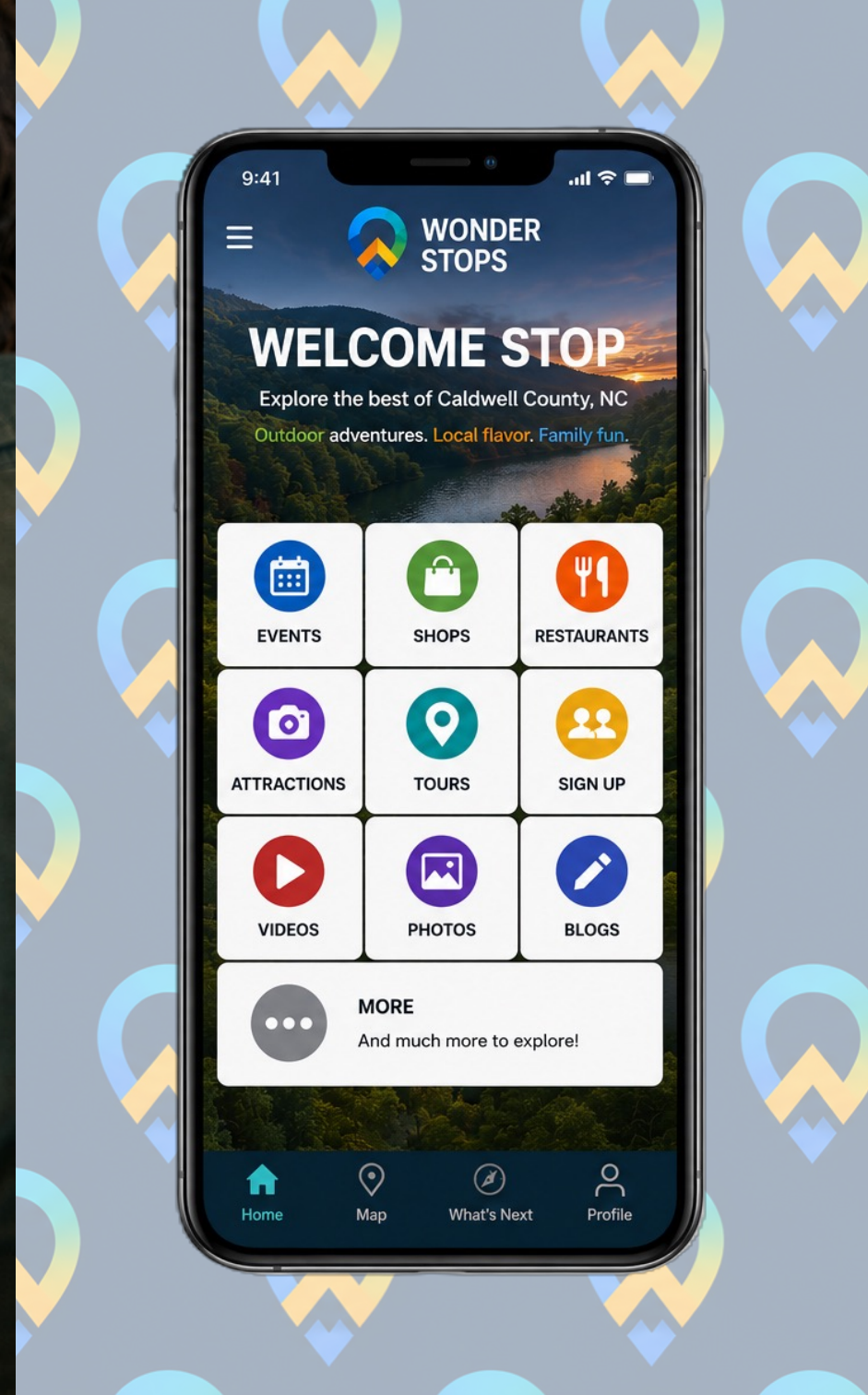
Instantly receive  
relevant content



4

Get guided to  
what to do next



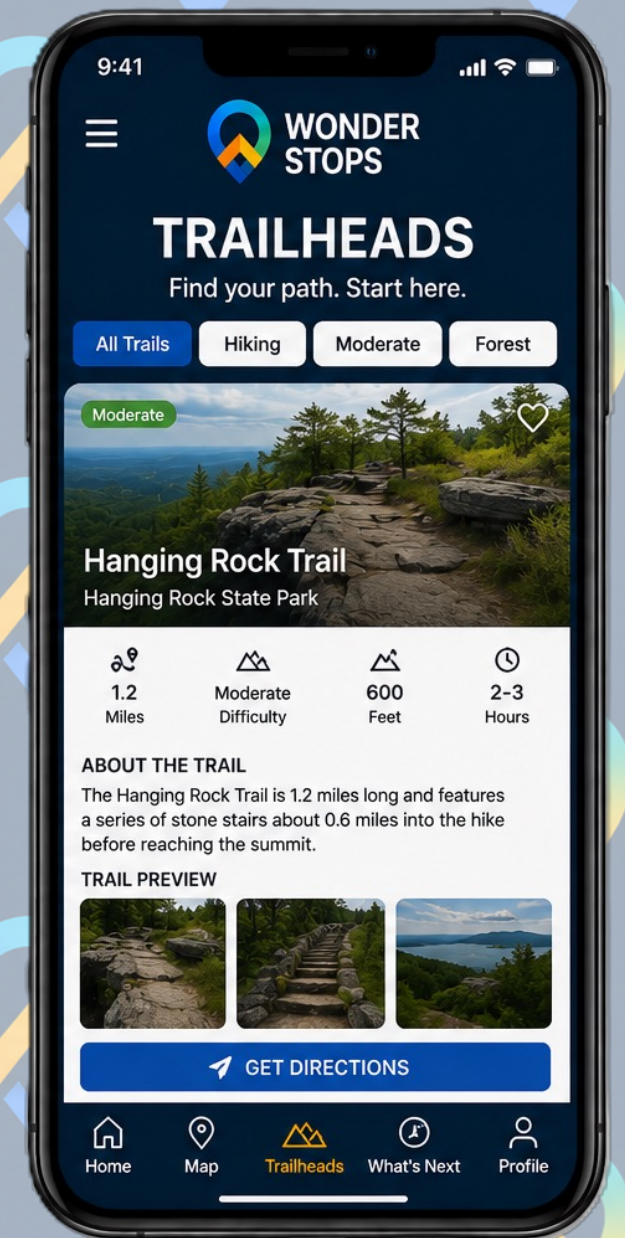
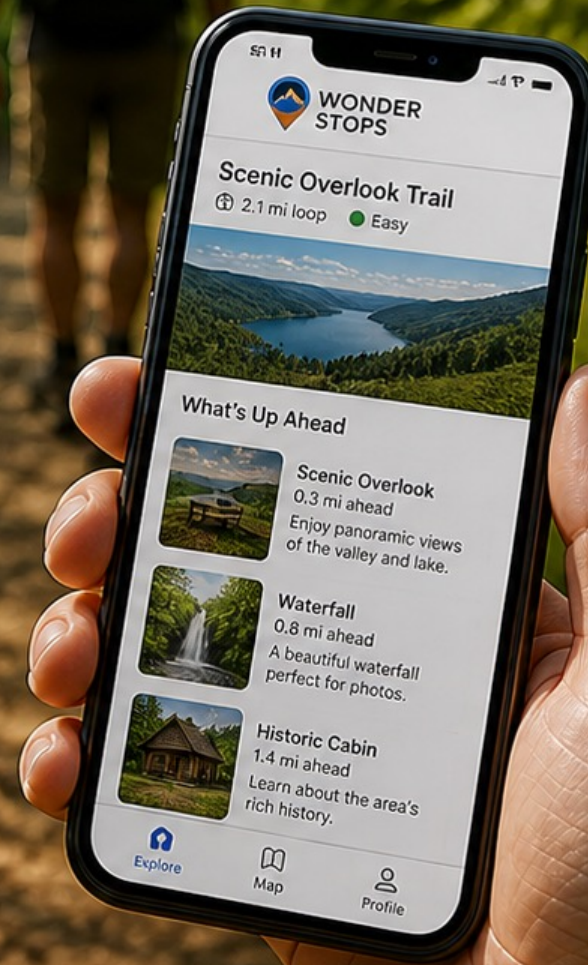


## WELCOME STOP:

*Think virtual visitor center. Our Welcome Stops allow you to deliver all types of media to the visitor based on season or location. Add videos, photos, blogs, itineraries, sign up forms, maps, brochures, and more in one quick scan.*



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STOPS**



## TRAILHEADS:

*Help visitors choose the best path. Upload video, photos, maps, and more to give visitors an overview of what lies ahead on local trails.*

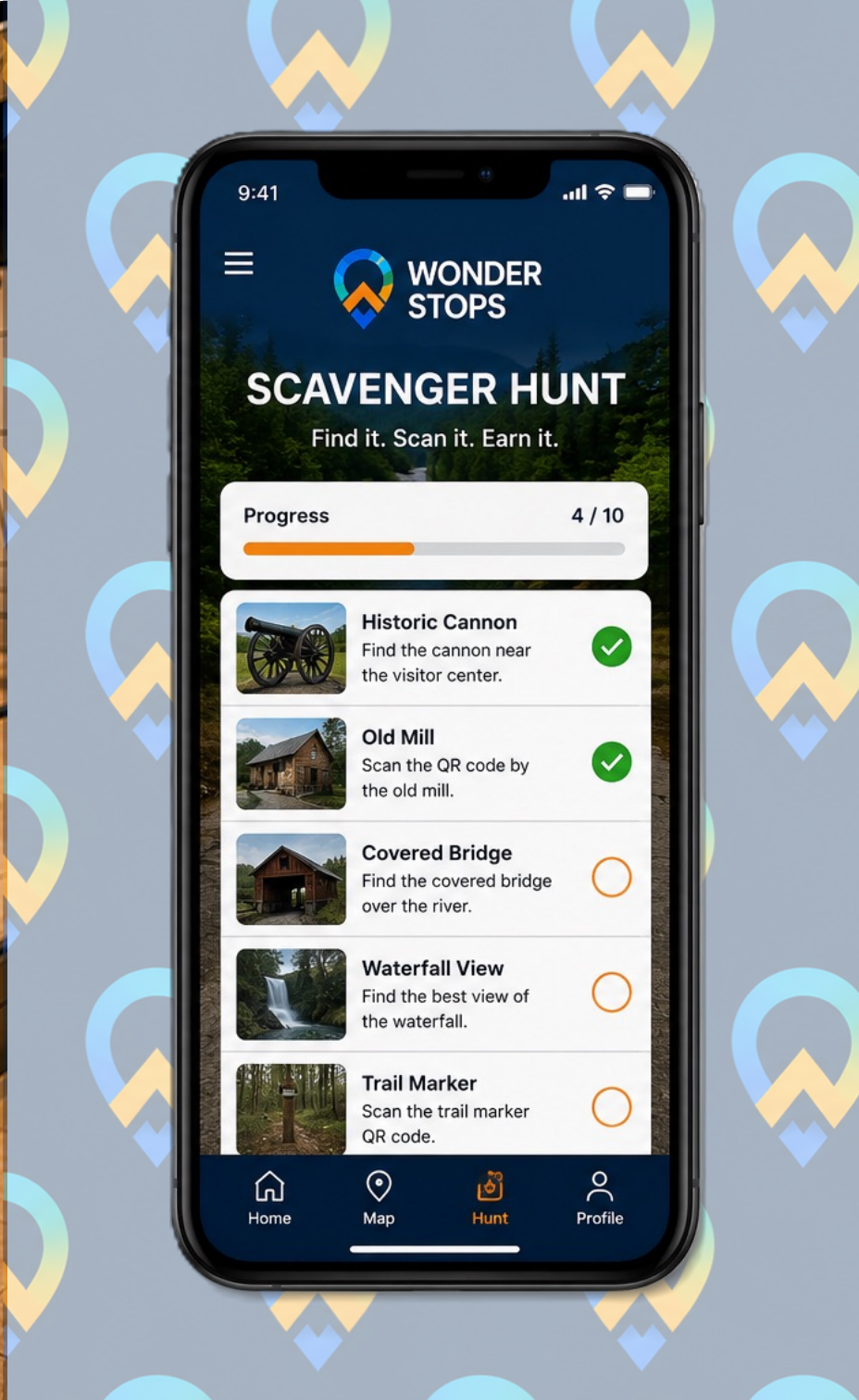
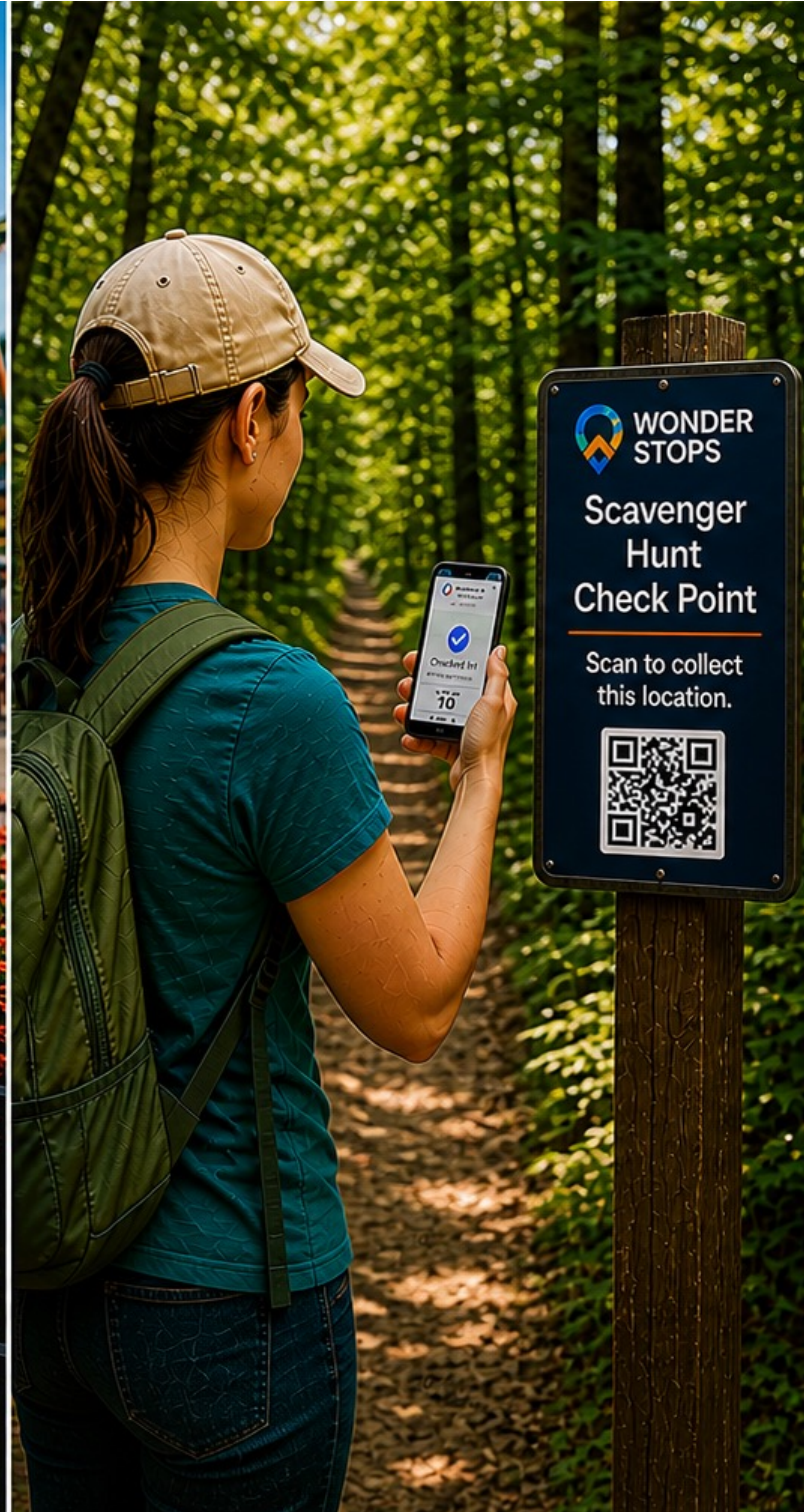




## DIGITAL PASSPORT:

*Reward visitors for going to multiple stores, restaurants, or attractions with a Digital Passport. Visitors get a list of participating locations; once they arrive, they scan in and receive a reward. All visits are tracked for future marketing efforts.*





## SCAVENGER HUNT:

*Reward visitors for exploring your area. Visitors get a list of places to visit or things to find. Once they have scanned them all, they get a prize. All visitors can get a reward. Or you can make this into a competition and reward the first to complete.*



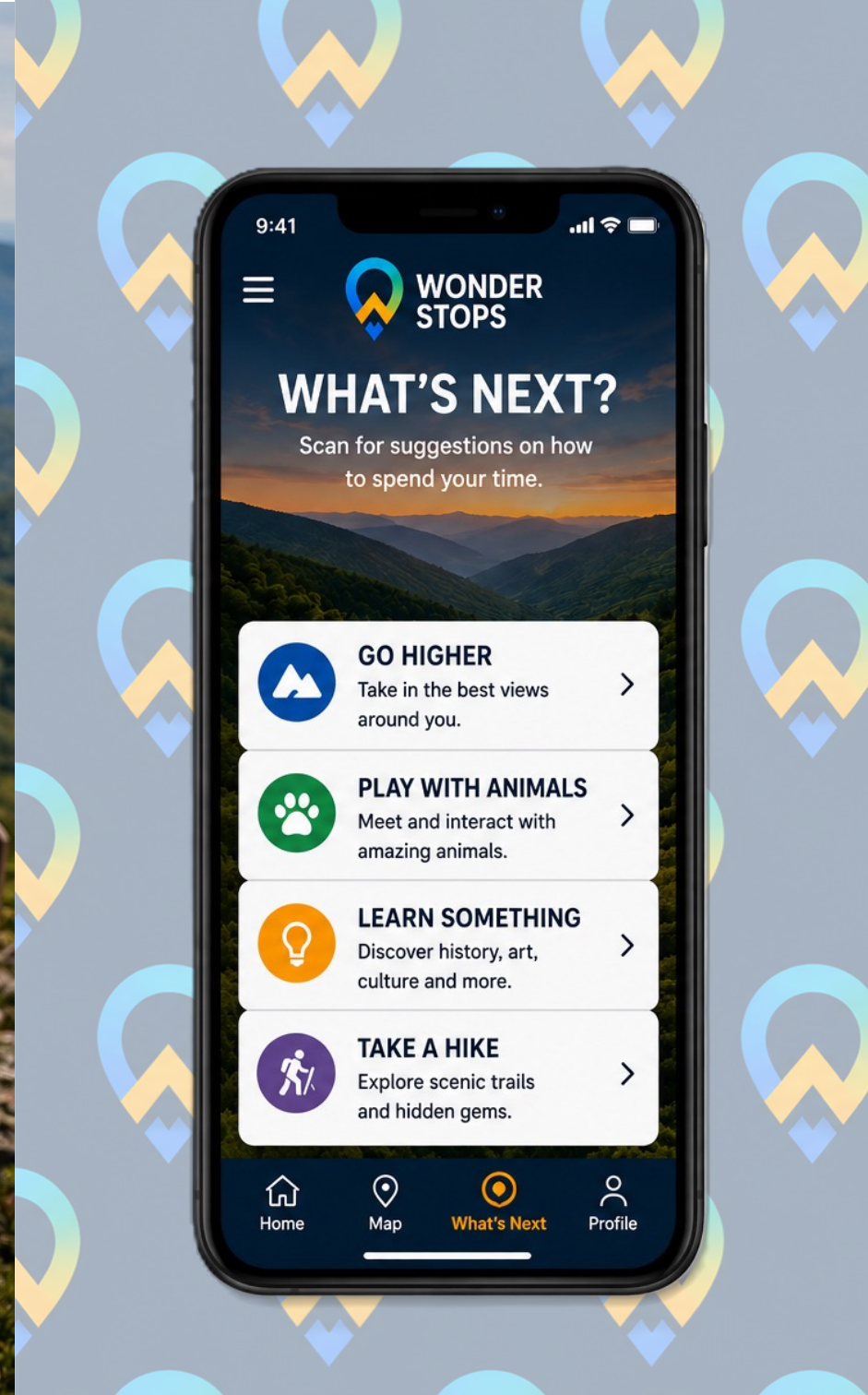
**WONDER  
STOPS**



## QUEST:

*The Quest feature allows you to show a video or image and then ask a multiple choice question. If the visitor gets the question correct, they are given the next location. The process repeats until the Quest final stop is revealed and a prize won. Can be done as a timed competition or reward all who complete.*



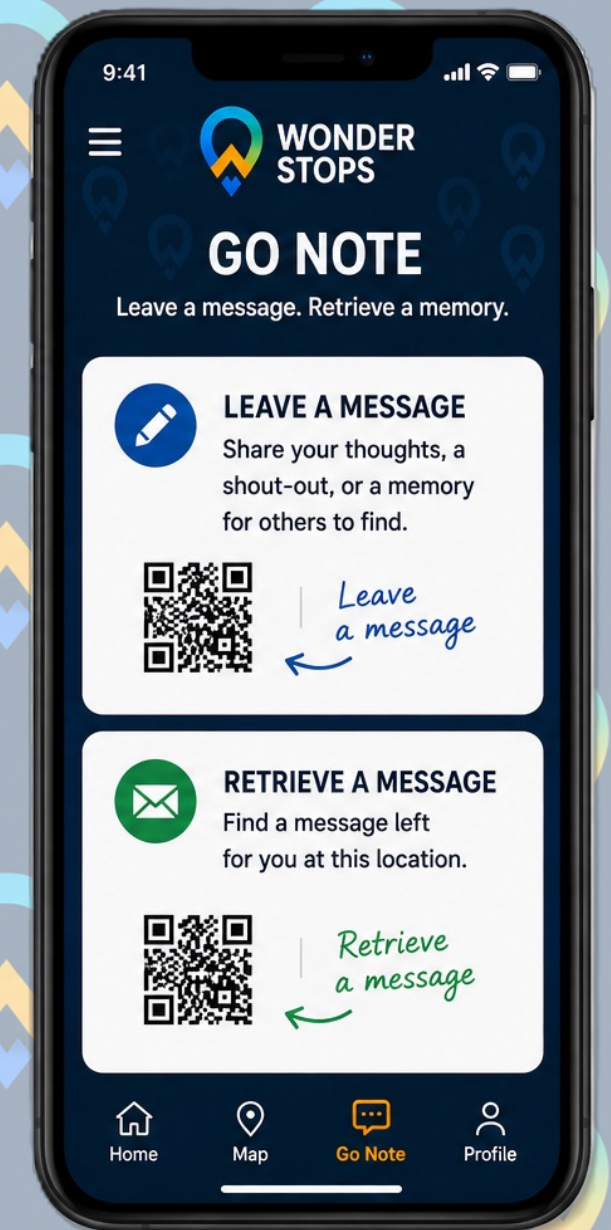


## WHAT'S NEXT:

*Help visitors decide what to do next with the “What’s Next?” feature. Place signs at key decision points and offer simple choices—like Go Higher, Play with Animals, Learn Something, or Take a Hike. Based on their selection, visitors get personalized recommendations.*



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## GO NOTES:

*Let visitors share their experience and invite others to your destination with Go Notes. Visitors scan a sign to leave a message for someone. The recipient gets a timed invitation—but can only unlock the message by visiting the exact place it was left.*

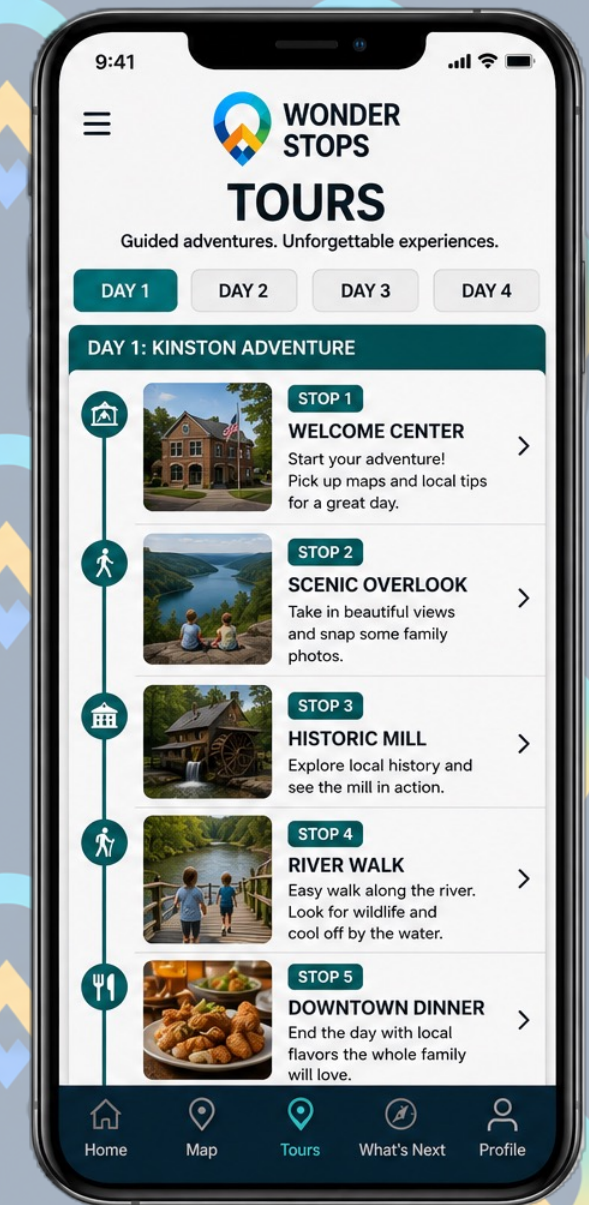




## USER CONTENT:

*Let visitors share videos, photos, reviews, or blogs at key locations. Content is submitted for your review, then can be used across social media, your website, and other marketing channels.*





## TOURS / ITINERARIES:

*Create multi-day itineraries for visitors to help plan their visit. Place themed tours at various locations. For example, the outdoors tour can be at the hiking trails. The Shop and Dine tour can be downtown.*



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## AUDIO TOURS



*Turn your region into an audio guide. Visitors scan a Wonder Stop at any historical marker or local landmark to hear the story behind it.*



## FESTIVALS



*Use Wonder Stops to give visitors quick access to festival schedules, performance times, parking information, and more — all from a single scan.*



## SURVEYS



*Use Wonder Stops to ask visitors their opinion of your region. Change surveys as often as you want or run multiple surveys at once in different locations.*

# Easy to manage. Built to Scale.

## Designed to be simple from day one —and powerful as you grow.

- No staff required to operate or maintain
- Update content instantly from anywhere
- Add, edit, or remove stops in minutes
- Manage everything from one central dashboard

## Unlike kiosks, apps, or visitor centers:

- No expensive hardware
- No ongoing staffing costs
- No single point of access
- No friction for visitors



A dark blue mobile app navigation menu for Wonder Stops. At the top is the Wonder Stops logo. Below it are two sections: 'MAIN' and 'MANAGE'. The 'MAIN' section includes Dashboard, Stops (highlighted), Tours, Trailheads, Content, Media Library, Messages, and Analytics. The 'MANAGE' section includes Users, Clients, Settings, and Help Center. At the bottom, there is a client account selector for 'Caldwell County, NC'.

A web dashboard for Wonder Stops. At the top left is a hamburger menu icon and the text 'Stops'. Below this is a sub-header 'Stops' and a description: 'Manage all of your Wonder Stops locations, content, and settings.' There are two summary cards: 'Total Stops 128 Active locations' and 'Published Stops 114 89% of total'. Below these are search and filter controls: 'Search stops...', 'All Categories', and 'All Statuses'. A table lists stops with columns for STOP, CATEGORY, and STATUS. The table contains five rows of stop information. At the bottom, it says 'Showing 1 to 5 of 128 stops' with a pagination arrow.

Stops

## Stops

Manage all of your Wonder Stops locations, content, and settings.











Total Stops  
**128**  
Active locations

Published Stops  
**114**  
89% of total

Search stops...

All Categories

All Statuses

STOP	CATEGORY	STATUS
 <b>Historic Caldwell Courthouse</b> Lenoir, NC	 History	<span>Published</span>
 <b>Gamewell Centennial Park</b> Lenoir, NC	 Nature	<span>Published</span>
 <b>Downtown Lenoir Mural Walk</b> Lenoir, NC	 Art & Culture	<span>Published</span>
 <b>Hanging Rock Overlook</b> Sawmills, NC	 Nature	<span>Draft</span>
 <b>Caldwell Heritage Museum</b> Lenoir, NC	 History	<span>Published</span>

Showing 1 to 5 of 128 stops



# Full Visibility: Understand Your Visitor Like Never Before

See what's actually happening across your destination—in real time.

- Track where visitors go
- See what they engage with
- Identify what gets skipped
- Understand movement patterns across locations

## Measure performance at every stop:

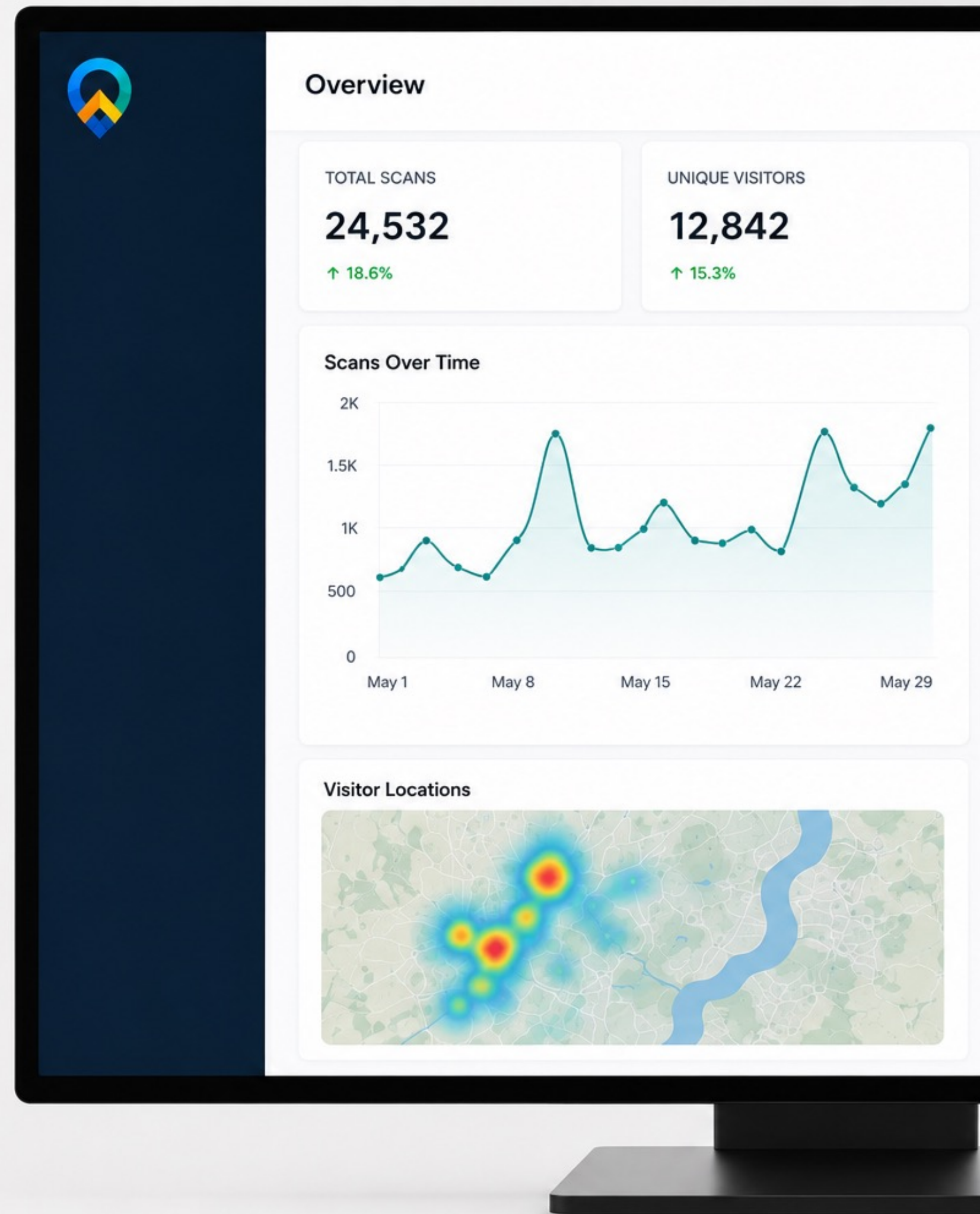
- Scans, interactions, and conversions
- Top-performing content and experiences
- Drop-off points and missed opportunities

## Turn data into action:

Optimize underperforming areas

Promote what's working

Make smarter, faster decisions





# WONDER STOPS

*Guide Visitors Every Step Along the Way*



**CONTACT US**

*To set up a demo and chat about how Wonder Stops can guide your visitors at every step, contact us today.*

**info@wonderstops.com | 336.497.8175**