



Social Media Strategies  
&  
Geocaching

## Consumer Trends in Travel Industry

Research intensity has been increasing steadily. Travelers are consuming more content online before booking a trip.

Travelers are searching more for local, user-generated and point-of-interest-based information around a destination while planning for and during a trip.

Travel search terms with a “destination component” are up 117 percent more than hotel, car rental, and air searchers.

## Consumer Trends in Travel Industry

Mobile is playing an increasing role in gathering information and transacting while traveling.

Consumers are booking their trips online closer to the travel date.

Search engines honour authentic „fresh“ and developing content in their rankings.

Social Media Concept

Non-Commercial, Independent

Promote eco-friendly, responsible travel

Stimulate low-season occupancy rates

Support dialogue, close the gap between  
guests and island people

Use of innovative technologies (Open-  
Source, Interactive Map, Mobile, GPS,  
...)

# The Magazine's Features



**ARTICLES  
 COMMENTS**

**ARCHIVES**

**CATEGORIES  
 KEYWORDS  
 SEARCH**

**GEOGRAPHY**

**SOCIAL APPS  
 MOBILE ACCESS**



# The Magazine's Features



## Amorgos Island Magazine

Lokales/Reisen [Info bearbeiten](#)



Pinnwand

Amorgos Island Magazine · **Neueste Beiträge**

Teilen: [Beitrag](#) [Foto](#) [Link](#)

Schreib etwas ...



**Amorgos Island Magazine**

Oktopus & Ouzo - painting by Julie Attwood (Exhibition at Aegial)



[via iPhone](#) · [Gefällt mir](#) · [Kommentieren](#) · [Teilen](#)

[2 Personen](#) gefällt das.



**Maria Roussou-Tomasello** And Erwins shadow on the right side...

vor 3 Stunden · [Gefällt mir](#)



**Erwin Werdenigg** watching details?

vor 3 Stunden · [Gefällt mir](#)



**Maria Roussou-Tomasello** sorry !

vor 3 Stunden · [Gefällt mir](#)

Schreibe einen Kommentar ...

[Seite bearbeiten](#)

Administratoren (3) (?)

[Alle anzeigen](#)



[Facebook](#) unter dem Namen Amorgos Island Magazine verwenden

[Benachrichtigungen anzeigen](#) 4

[Mit einer Werbeanzeige bewerben](#)

[Statistiken anzeigen](#)

[Freunden vorschlagen](#)

Du und Amorgos Island Magazine



[53 Freunden](#) gefällt das.

[Seladi Cafe bar - Amorgos, AMORFOS-Amorgos](#)

**Schnelle Tipps**

Bewege mit Facebook-Werbeanzeigen mehr Personen dazu auf deiner Seite auf „Gefällt mir“ zu klicken.

[Steigere die Anzahl der Verbindungen](#)

Beispiel-Werbeanzeige: Amorgos...



Der Text deiner Werbeanzeige wird hier angezeigt.

**Pinnwand**

Verborgene Beiträge

- [Info](#)
- [Fotos \(24\)](#)
- [Video](#)
- [Tweets](#)
- [Bearbeiten](#)

**Info** [Bearbeiten](#)

More about the most romantic island in Greece. Enjoy the new Amorgos webcam...

[Mehr](#)

**899**

Personen gefällt das

[Gefällt mir](#) [Alle anzeigen](#)



**Agios pavlos studios amorgos**



**kunstpiste**



**I ♥♥♥**

# The Magazine's Features



Webcam Aegiali Bay - click to enlarge

**MUST VISIT!**

Visit the **INTERACTIVE MAP** and get your personal view of Amorgos

- Culture
- Environment
- Food
- Health & Wellness
- Eat & Drink
- Shopping
- Hiking & Geocaching
- Beaches
- Diving
- Essentials

Terrain | Map | Satellite | Hybrid

Map data ©2011 Tele Atlas - [Terms of Use](#)

Geo Mashup  
POWERED BY Google Maps

**How to use this Map**

# The Magazine's Features



## Trail Details (one way from Langada to Stavros)

Length: 4,91 km

Total Ascent: 449 m

Total Descent: 22 m

Highest Point: 665 m

Roundtrip Walking Time: 2:30 to 3:00 hours

**Please note:** To master the trail to Stavros we recommend hiking boots and no acrophobia! There is a narrow cliff path between Theologos and stavros! Take care on windy days!

Bring enough water with you!

Download GPX/KMZ file from the widget right beneath

**Webcam Aegiali Bay** - click to enlarge



Amorgos Langada - Stavros Google Earth KML Ok amorgosmagazine



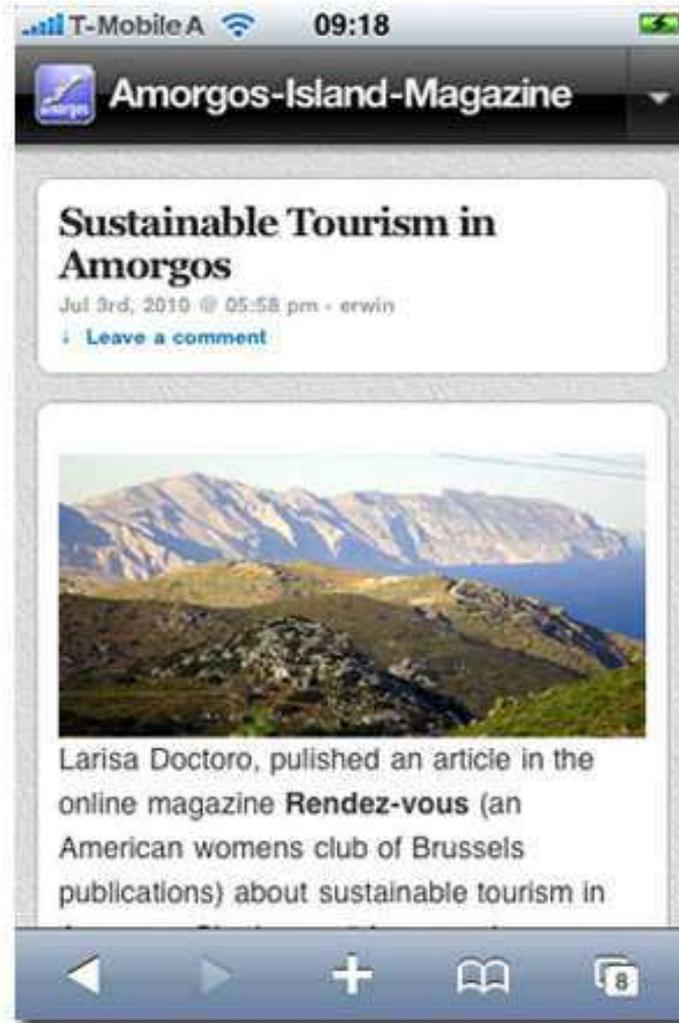
Keywords Categories Weather Links

**Aegiali, Agios Pavlos,**  
Alternative holidays, Amorgos sunset, Animals, Art Craft, Asphondilitis, Boat Cruise, Books, Bus Service, Cafe, Car Rental, Chalara, Chora, Diving, Events, Fava, Fayoum, Festival, Forest, Geocaching, GPS Tracks, Gramvousa Island, Guest Article, Herbs, Hiking Trails, Honey, Hozoviotissa, Kalotaritissa Bay, Katapola, Langada, Maps, Medical care, Photos, Potamos, Raki, Recipe, Responsible Tourism, Solidarity, Sparti Bay, Stavros, Sustainability, Theologos, Tholaria, Travel to Amorgos, Video, Watersports, Wifi Access, Yoga

# The Magazine's Features

enable users to contribute their comments and contents on-the-go, directly during their experience on the points of interest.

See some screenshots of the magazine's iPhone version:



Keywords Categories Weather Links

**Aegiali**, Agios Pavlos, Alternative holidays, Amorgos sunset, Animals, Art Craft, Asphondilitis, Boat Cruise, Books, Bus Service, Cafe, Car Rental, Chalara, Chora, Diving, Events, Fava, Fayoum, Festival, Forest, Geocaching, GPS Tracks, Gramvousa Island, Guest Article, Herbs, Hiking Trails, Honey, Hozoviotissa, Kalotaritissa Bay, Katapola, Langada, Maps, Medical care, Photos, Potamos, Raki, Recipe, Responsible Tourism, Solidarity, Sparti Bay, Stavros, Sustainability, Theologos, Tholaria, Travel to Amorgos, Video, Watersports, Wifi Access, Yoga

Maybe also interesting for you!

- Amorgos Island Magazine's next Steps



Visit [our friends blog aegiali.gr](http://ourfriendsblog.aegiali.gr)  
Read latest [Google News about Amorgos](#)



Aventure Game  
Enriches Outdoor Experience  
Innovative, Global  
Community Based  
...  
How does it work?

## What's Geocaching?

Geocaching is a high-tech treasure hunting game played throughout the world by adventure seekers equipped with GPS devices.

The basic idea is to locate hidden containers, called geocaches, outdoors and then share your experiences online.

I use a multi-million dollar  
satellite system  
to find tupperware  
in the woods  
And what do you do?



# Geocaching introduction

## Who and why?

Geocaching is enjoyed by people from all age groups, with a strong sense of community and support for the environment.

- Outdoor-enthusiasts
- Hikers and mountaineers
- Runners and walkers
- Tourists
- Business travelers
- People who like to solve puzzles
  
- Learn about country and culture
- Visit and enjoy beautiful places
- Recommendations from the community
- Edutainment and Entertainment
- Fun!

## Geocaching in the world



There are 1,366,159 active caches and over 5 million geocachers worldwide. In the last 30 days, there have been 5,756,360 new logs submitted.

## Respect the environment!

Generally accepted rules are

- to not endanger yourself and others
- to minimize the impact on nature
- to respect private property
- to avoid public alarm

- 
- acts as a modern tourist guide
  - has to be well prepared with expert knowledge, because an active community gives comprehensive feedback
  - too pushy advertising might be annoying
  - local businesses have the possibility to offer geocaching courses and tours as a new service

## Geocaching on Amorgos

Currently there are

- 13 traditional caches
- 3 multi-staged geocaches
- more caches to be published soon on Amorgos, hidden by a number of geocachers in beautiful and interesting spots all over the island.



## Janana's Gold Beta

...join the next hunt, solve the riddles, find Janana's Gold and win great prices.



HOME

NEXT HUNTS

LOGIN/REGISTER

WIN PRIZES

HOW IT WORKS

ARCHIVE

### The next Janana's Gold hunt

Page 1/2



#### The Hermes Enigma

Janana's Next Adventure starts in:



**08 days 10 h 05 m 18 s**

YOUR PERSONAL  
E-MAIL REMINDER

ADD TO CALENDAR

1 50

amazon.com\*

2 30

amazon.com\*

3 20

amazon.com\*

**50 EURO Amazon Voucher**

30 EURO Amazon Voucher

20 EURO Amazon Voucher

**1st place**

2nd place

3rd place



only 499 participants  
more and you can win  
a brand new **new**  
**iPad2**



Prize Ranges

invite friends

The Hermes Enigma is Janana's next challenge -  
find the hidden treasure!

The Hermes Enigma starts:

**Sunday, May 8, 2011**

**8 pm (GMT+1) / 2 pm (ET) / 11 am (PT)**

Registrieren, um sehen zu können, was deinen Freunden gefällt.

This Treasure Hunt is now open BETA. Register for free right now and follow us on **facebook** or **twitter**.

**TAKE PART**

only €6.90

JGAmorgos2011

## Try Geocaching

Join us for a geocaching live demonstration tomorrow at Asphodilitis!