



wellness.nl

INDUSTRY: ONLINE PLATFORM FOR WELLNESS
USING TOURDASH SINCE: MAY 2014



ABOUT WELLNESS.NL

The starting point for women and men who want to live happy and healthy. Wellness.nl contains news and inspiring articles about everything that has got to do with well-being and fitness; wellness resorts, food blogs, wellness travel and fitness tips. In short, everything in the field of wellness on one website, all with a great ease.



In this very large Google Maps Business View which exist of 185 panoramas, the TourDash advanced navigation menu provides structure and guides the user over the complex.

TOURDASH IS A PERFECT TOOL TO PROMOTE WITH YOUR ACTUAL PRODUCT

THE OPPORTUNITY

Conscious Dutch are more often looking for ways in which they can eat, move and live responsibly. The website is intended as a source of inspiration for a healthy lifestyle. In America they call this new way of life wellness, which is an amalgamation of the concepts well-being and fitness.

Healthy relaxation remains an important part of wellness. Wellness.nl is the first site in the Netherlands making it possible to interactive view wellness resorts from the inside. Wellness Resort Elysium has the scoop. Digitally you can see everything in the spa resort: of the saunas, the gardens, the pools to the restaurants.



“We notice a trend where companies advertise with their *low prices*. TourDash is a perfect tool to promote with your *actual product*. TourDash enables companies to show what kind of experience they actually offer. This makes it a great promotion tool and asset to your marketing strategy.”

Mark Denslagen
Director, www.wellness.nl

THE EXPERIENCE

We are very pleased with the result and working with TourDash is a fine matter. The software is well thought out and is very intuitive; TourDash is a user friendly software package. After a short learning curve every (web) editor can work with TourDash. The standard options can be used for a quick and easy first setup and offer both tour editor and tour visitor a proper tour experience. If you want to personalize the tour with the look and feel of the company, you are able to tweak it by using HTML and CSS.



CASE STUDY | TOURDASH

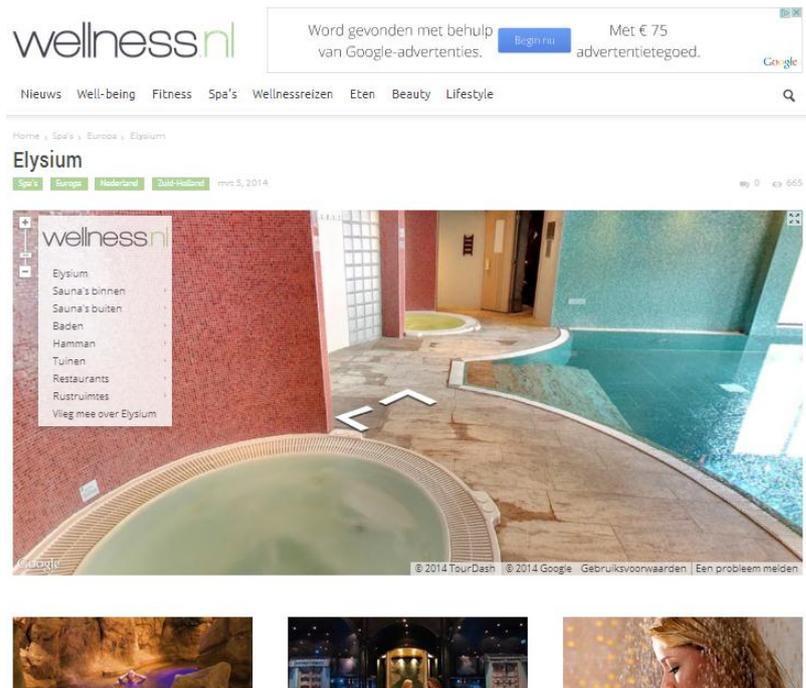


If you buy a ticket what exactly do you get? How does a wellness resort look like from the inside and what kind of things can you do? TourDash is the perfect tool to answer these questions by promoting your actual product that you are offering.

For more information go to tourdash.com

Because TourDash is online based it's very quick and easy to release updates of your tour. You can show actualities, like a daily offer in just a few clicks.

We can display information to the tour visitor by pushing and pulling information towards them. The ability to link tour visitors to the website of the Resort in order to make a reservation or to speak with someone of customer support makes TourDash complementing our online presence.



IN PRACTICE

With over a thousand visits within the first 24h, the tour is an eye catcher for our recently launched online magazine where informing and inspiring is central to our visitors.

TourDash gives an extra experience to a Google Maps Business View; for a larger business a must-have! You want your visitor to have the best possible experience and information available about your company. With TourDash you can present it to them.