

CAVES of the WORLD

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www.cavesoftheworld.com

Caves of the World has been established with the aim of bringing show caves around the world together onto one website and providing a joint promotional platform.

Utilising high quality imagery and virtual tours, the *Caves of the World* website will provide information on:

- tours, bookings, costs,
- how to get there,
- local service providers such as accommodation and activities
- special events such as local festivals

How will it work? Individual show caves will join *Caves of the World* as a member at the level of service and promotion that suits their operation or budget. Caves of the World will host the images and information and promote its members through online and traditional marketing techniques.

How is this any different from my own website? In the next three years we aim to host up to date information on more than 80% of show cave sites across the globe. Each of these sites will be able to update their information, provide news feeds and special offers onto the *Caves of the World* website. The power of this central hub of information and activity is that it raises the rankings of the Caves of the World website on searches for show caves, tourist activities or accommodation. Therefore we can promote your cave site to potential visitors and provide you with more visitors. Managers of show caves can utilise *Caves of the World* in two distinct ways;

1. Use the Caves of the World website and marketing services as an extension of their own website and marketing practices, and
2. Utilise Caves of the World to establish a fully functional website for their site and use the *Caves of the World* marketing services as an extension of their own marketing practices.

How will the public benefit from using the *Caves of the World* website? Members of the public can visit the Caves of the World website and access information on show caves in many locations around the world and plan their holidays based upon the information hosted by Caves of the World.

We aim to have 80% of the world's show caves listed on our website in three years. We have started out in Australia and Malaysia. We will be seeking listings in New Zealand early in January 2015, America in April 2015 and Europe not long after.

The *Caves of the World* website was established in October 2014. We have all of South Australia, Victoria and Tasmania's show caves photographed and are in the process of listing them. New South Wales and Western Australia are approximately 50% photographed and are due to be listed soon. We have lots of work to do on our website, it is far from complete and probably never will be due to the dynamic nature of the world wide web and the clients we are dealing with, but it is growing quickly.

The functionality that we will be implementing in the next 12 months includes: online tour and accommodation booking, a loyalty/ rewards program and various members lists. In addition we are beginning to offer client merchandising opportunities where the benefits of group buying will see you being able to purchase a wider range of goods at group buying rates.

What to do now:

1. Visit our website
2. Send us an email: info@cavesoftheworld.com expressing your interest in having a chat
3. We will call you and together we can determine the way forward.

