

What Is Tapnbe Destinations?

Tapnbe Destinations is a mobile phone-based wayfinding system. Much like physical wayfinding signage and paper maps, Destinations helps tourists find the best that Cape Breton has to offer. Destinations also allows you to promote your business, put your business on the wayfinding map and present any of your online content directly to tourists, who are physically present in the community.



Tapnbe Destinations' Objectives

1. Provide tourists with a wayfinding system that guides them to the best of what Cape Breton has to offer and entice them to "engage" with businesses.
2. Promote every business that can benefit from tourism, in a low cost and easy manner.
3. Increase per visit revenue from all visitors no matter what brought them to Cape Breton. They may come by cruise ship, plane, bus or car and may come for business or pleasure.

The Need To Communicate

The pandemic has created many unknowns and uncertainty. In 2022 we will need to communicate in real-time with tourists that come to Cape Breton and provide them with timely and relevant information.

How Tapnbe Can Help

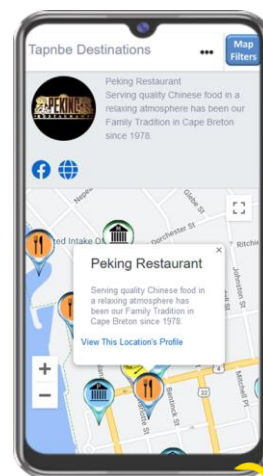
Tapnbe is in a unique position to help make real-time communications happen. We are experts in making interactive signs and decals that can be placed anywhere, in any community on Cape Breton Island. These smart signs/decals can interact with any smartphone allowing tourists to get specific, relevant and timely information, on the spot.

Interactive Window Decals



Placement Of Smart Signs/Decals

We installed wayfinding smart signs on the Port of Sydney Property, the Sydney Airport and at participating businesses in downtown Sydney. We also have interactive signs present in Open Hearth Park, St. Patrick's Church, Cossit House, Jost House, Sydney Museum, the HAT Building, and the Sydney Downtown Development Association has some ready for the Adirondack chairs that are placed on Charlotte Street. We are also actively seeking participation from other businesses and communities throughout Cape Breton. This year we have designed a Cape Breton themed smart window decal that will be given out to subscribing businesses. These decals will be individually unique meaning that you will be able to showcase your business, specifically! You will be able to present any online content like menus, websites, social media, etc. The smartphone wayfinding tag will also be on the paper maps handed out to cruise ship passengers.



Business Header

Wayfinding Map

Signing Up Has Never Been Easier

We have added the smart decal to our eStore (shop.tapnbe.com). The decal is free with your initial subscription to Tapnbe Destinations. Setup is as easy as with all our products; just create an account, activate the smart decal and enter your business information. That's it! You are on the map and in front of tourists! You can also contact me directly for more information using my contact information in the footer.

~Ron~

