mapzest

MAPZEST COUNTRY ESTATE SOLUTIONS

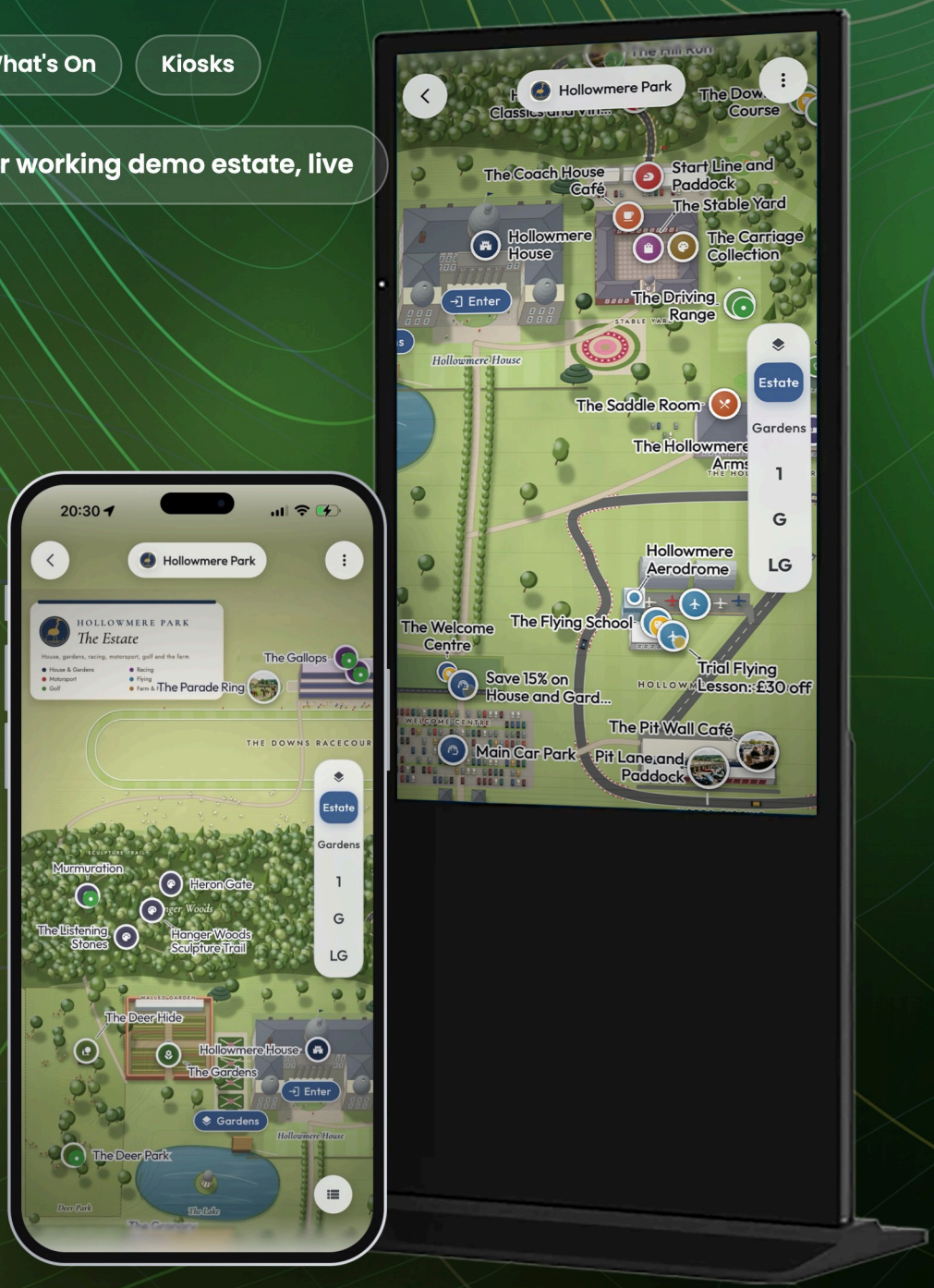
MAPZEST FOR ESTATES

Apps & Kiosks for Country Estates

Your country house or estate's own illustrated map and guide – a living, interactive guide that connects you with your visitors, helps them discover more and opens up new revenue streams.

App | Illustrated map | What's On | Kiosks

See Hollowmere Park, our working demo estate, live



WHY MAPZEST

Your property. Your visitors. Better connected.

Fewer repeat questions, less time wasted and more enjoyment – with your tours, café, shop and events filled along the way.

A guide of your own creates a direct connection between your visitors and your team, from the moment they arrive to the moment they leave. They find their way around easily and move from one attraction to the next, while everything they see informs, suggests and promotes.

In their pocket

The free Mapzest app on iPhone and Android – and it stays usable in the far corners of the grounds.

Around your estate

Touchscreens in the visitor centre, the stable yard café or reception, always showing what's on next.

A scan away

QR code signage at the entrance and around the grounds takes visitors straight to the right place.

✓ **Never out of date, never reprinted. A closed room, a new menu or a rained-off event is changed in seconds and live everywhere.**

It works for everyone at your estate

Visitors Find what they're looking for in seconds, discover the places they'd have walked straight past and never miss the event they'd have loved.

Outlets Café, shop and tenants get a page of their own, a place on the map and offers that reach visitors as they decide where to go.

Front of house Teams, volunteers and guest relations field fewer repeat questions – more time for the welcome and the stories.

Owners A guide that's quick to build, simple to keep current, never needs reprinting and costs far less than building your own app.

See Mapzest for Resorts & Estates online mapzest.app/vqs4s →

YOUR ESTATE MAP

Not a pin on someone else's map

Most visitors find the café or the house – and never discover the sculpture trail, the walled garden or the event starting in twenty minutes. Mapzest draws your whole estate as one illustrated, three-dimensional map.



Hollowmere Park, our working demonstration estate

01

Drawn in your style

Your site plan becomes an illustrated 3D map with every garden, building and facility marked, colour-coded by area.

02

Step inside the house

Tap Enter at the door: the gardens, the principal floors and below stairs, each drawn as its own plan with every room in place.

03

"Where's the tea room?" answered

Visitors search for a room, a garden or an event, browse by area and see exactly how far away it is.

We draw your property for you.

Send us your site plan and building plans. We turn them into an illustrated, multi-level map in a style that suits your estate, with every place pinned in position.

EVENTS, ROOMS & GARDENS

Every event, pinned to where it happens

You already run a brilliant programme – the problem is that most visitors only find out about half of it.



One live programme

Tours, talks, demonstrations and family activities sit on the map at the exact spot they happen, with a live calendar filtered by day and by area. Recurring sessions are added once, not every week.

Clear about what's included

Visitors see whether it's great for children or comes at an extra charge, tap the heart to save it, and head straight there. When a session moves indoors, everyone sees it at once.

Hidden corners get their moment

Every place has its own page with photographs, its story and practical good-to-know tags – so the still room gets the same attention as the headline attractions.

Your estate as a feed

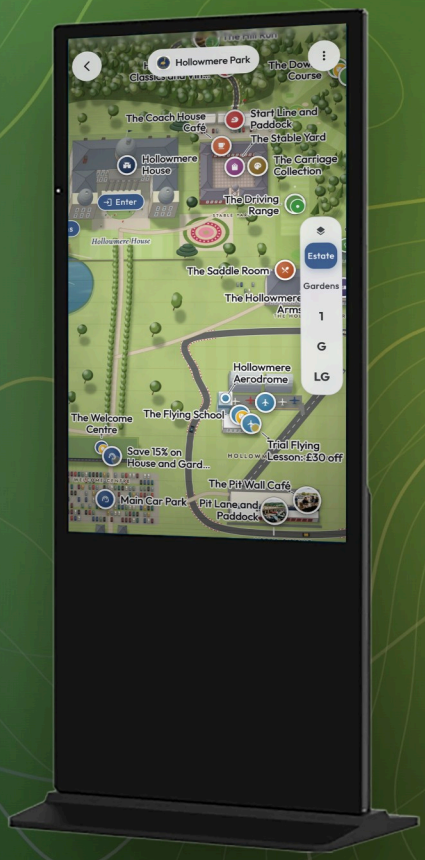
VibeCheck brings Instagram posts from your café, shop, gardens team and tenants, tagged with your hashtag, into one feed – in the app and on your screens.

MAPZEST KIOSKS

Interactive screens in the visitor centre and beyond

The very same guide on large touchscreens in the visitor centre, reception or the stable yard café. Visitors walk up, search for a room or browse what's on next, and see exactly where to go – families gather round the map together.





Autopilot: a screen that keeps working between visitors

When nobody's using a kiosk, Autopilot plays through what's coming up today and tomorrow, highlights from across the estate and your offers – each full screen, with a QR code visitors can scan to take it with them. Nothing to design, nothing to print and no running order to update.

Brand presence

Screens that look every bit part of your estate.

Phone hand-off

Scan from the screen to carry the guide away in the free app.

Fresh for every visitor

Touch it and it's back to the map; it resets when they walk away.

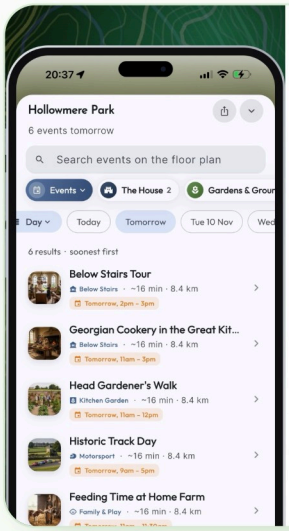
Supplied by us – or not at all

We can provide kiosks, totems and QR signage. The app works on its own.

COMMERCIAL VALUE

More visitors through every door

Your guide is a channel you control, in every visitor's pocket for their whole day – filling tours, the café, the shop and every event.



REVENUE STREAM 1

Fill every tour and event

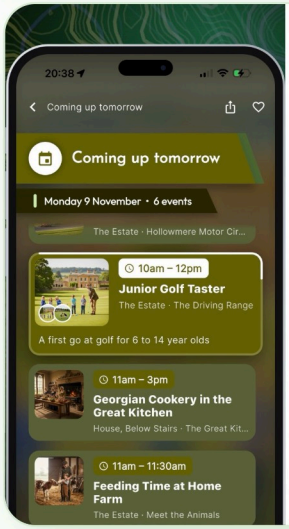
Tours, cookery classes and experiences on one live calendar, with paid extras clearly tagged alongside everything that's included.



REVENUE STREAM 2

Every offer, one wallet

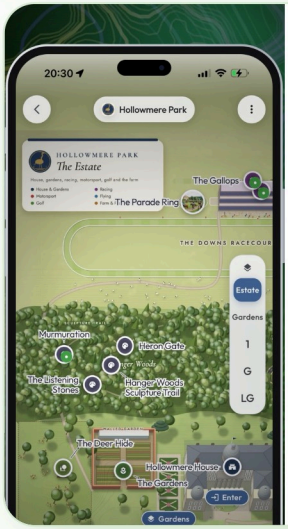
Deals from the café, shop and tenants land in the visitor's pocket, right when they're deciding where to go next.



REVENUE STREAM 3

Screens that sell between visitors

Autopilot keeps your kiosks playing what's coming up and your offers – each with a QR code to take away.



REVENUE STREAM 4

Visible beyond your gates

Your estate also surfaces on the wider Mapzest destination map, reaching people exploring the area.



More ways to reach visitors

Visitor guides and programmes in print

Printed guides and event programmes built from your places, events and offers, with QR codes to each listing.

Share posters

Ready-made posts and stories for every place and event, so visitors and tenants spread the word for you.

DONE FOR YOU

The full package, handled for you

We work with your team from first conversation to the first visitor arriving – as hands-on or hands-off as you'd like.

1

We draw your property

Your site and building plans become an illustrated, multi-level map in your style.

2

We fill your guide

Rooms, gardens, the café and shop, facilities, events and offers – from what you already have.

3

Launch everywhere

In the app, on your screens and on QR signage around the grounds.

4

Keep it current

Changes go live straight away – centrally, or by each team and tenant.

All we need from you

- ✓ Your site plan and building plans
- ✓ Visitor information you already have
- ✓ Your events programme
- ✓ Your café, shop and tenant offers

Manage everything centrally, hand the café, shop and other teams their own listings, or mix both.

What businesses say

"We have found Mapzest to be an extremely efficient and well thought out platform that is both easy to navigate and highly effective at promoting local businesses, events and attractions in real time."

Bob Higginson
Owner, The Chart Room First Class Coffee Lounge & Restaurant

Hollowmere Park is a fully working demonstration – book a call and we'll walk you through it live, on your own phone.

Quick answers

Do visitors need to download an app?
They can use the free Mapzest app, and QR codes take them straight to the right place. Kiosks need nothing from them at all.

Will it look like our estate?
Yes. Your own illustrated map, drawn from your plans, with a legend that matches your brand.

Do we need kiosks?
No. The app works on its own; kiosks, totems and signage are optional.

What does it cost?
Every property is different – talk to us and we'll scope it around your estate, its levels and buildings.

Can you map inside the house?
Yes – the gardens and every floor of the house can each be their own level, with Enter buttons on the map.

Can teams and tenants manage their own listings?
Yes, if you want them to – or we manage everything centrally.

Where can our estate be?
Anywhere in the world – there are no limitations.

LET'S TALK

Ready to give your visitors their own guide?

Book a demo and see Hollowmere Park live on your own phone – then let's talk about drawing yours.

Book a demo

mapzest.app/xwdcr

SCAN ME

Get the free Mapzest app

Scan to install Mapzest – we'll walk you through Hollowmere Park, our demonstration estate, live on your own phone.

mapzest.app/d4mzn

- Illustrated 3D estate map
- House floors, room by room
- Live events programme
- Offers and paid extras
- Gardens, trails and grounds
- Kiosks and visitor print



mapzest

The visitor experience platform for festivals, exhibitions, resorts and estates, retail and hospitality, and destinations.