



TrekTraka-Maps©: Overview and Implementation Guideline

A Powerful System for Placing Interactive Trek or Tour Maps on an Operator's Website

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TrekTraka LLC
e info@trektraka.com
w www.trektraka.com

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1. Purpose of this Guide

This guide outlines the capability and marketing potential of the **TrekTraka-Maps**® functionality included as part of the TrekTraka social media marketing system. It shows how a trek or tour operator can easily extend their existing TrekTraka implementation to also gain the powerful marketing benefit of informative and interactive maps that can be viewed from any point on an operator’s website to help market the various adventure travel destinations they offer.

2. TrekTraka-Maps© – how it works

TrekTraka-Maps® utilises the core mapping functionality from the TrekTraka system and facilitates the simple deployment of informative and interactive maps on an operator’s website.

This allows an operator who is currently using TrekTraka to easily add links to any number of maps for the routes that they offer – this includes the ability to show off live tracking maps for current trips in progress or expedition maps of previous trips completed by the operator.

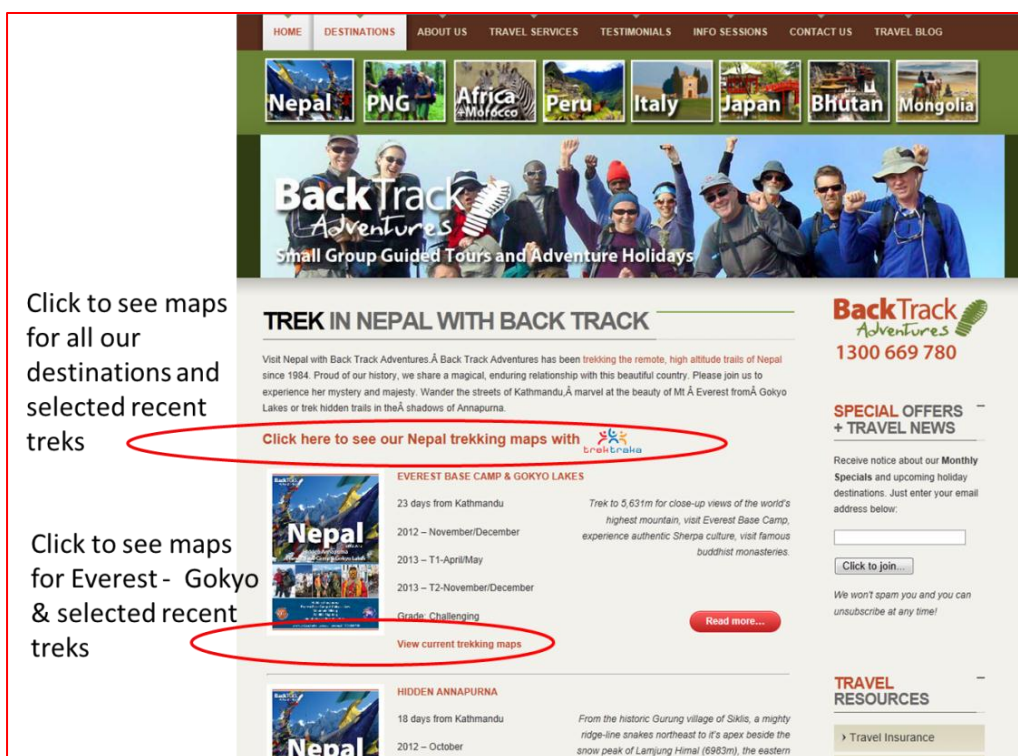


Figure 1 - Example of inserting links to TrekTraka-Maps®

Figure 1 above illustrates 2 alternative approaches for displaying maps of your destinations or past trips directly from a page in your web site.

The first link highlighted above will bring up a list of maps for all Routes that are associated with a particular TrekTraka Family & Friends Landing Page (eg all of the Routes in Nepal).

The Second link will just bring up maps for a specific destination (eg just the Everest Base Camp route).

When a visitor to the above website clicks on the one of the map links the original Family & Friends Landing Page setup as part of the existing TrekTraka implementation is displayed with a list of available trips and/or routes that can be viewed. This list is illustrated in Figure 2 below.

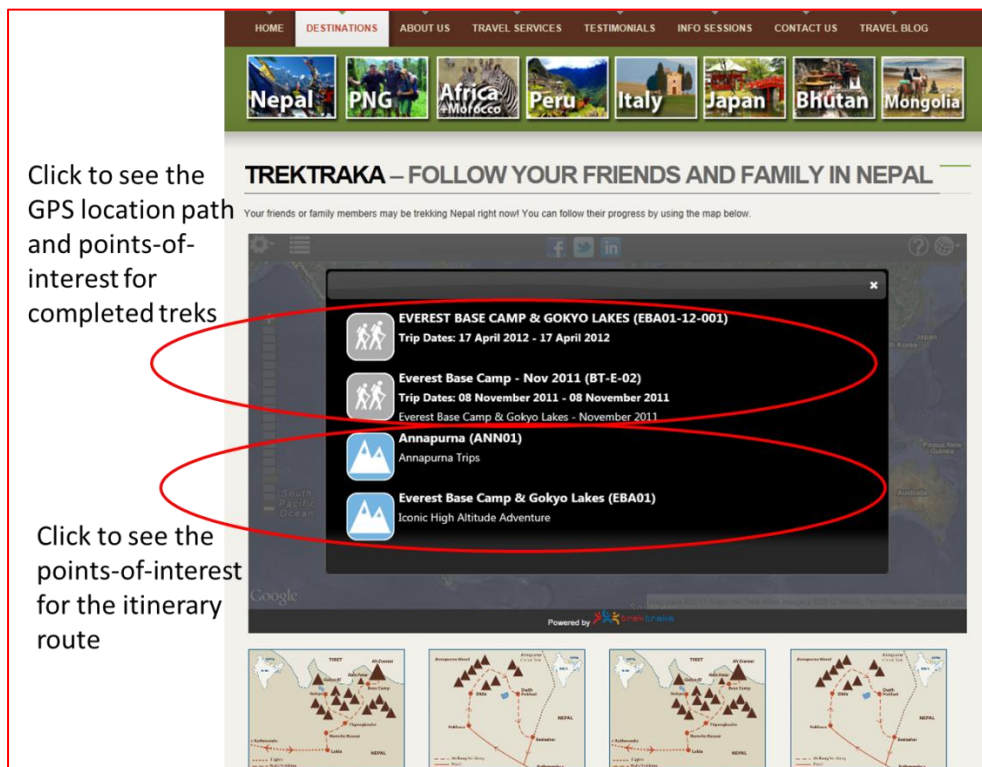
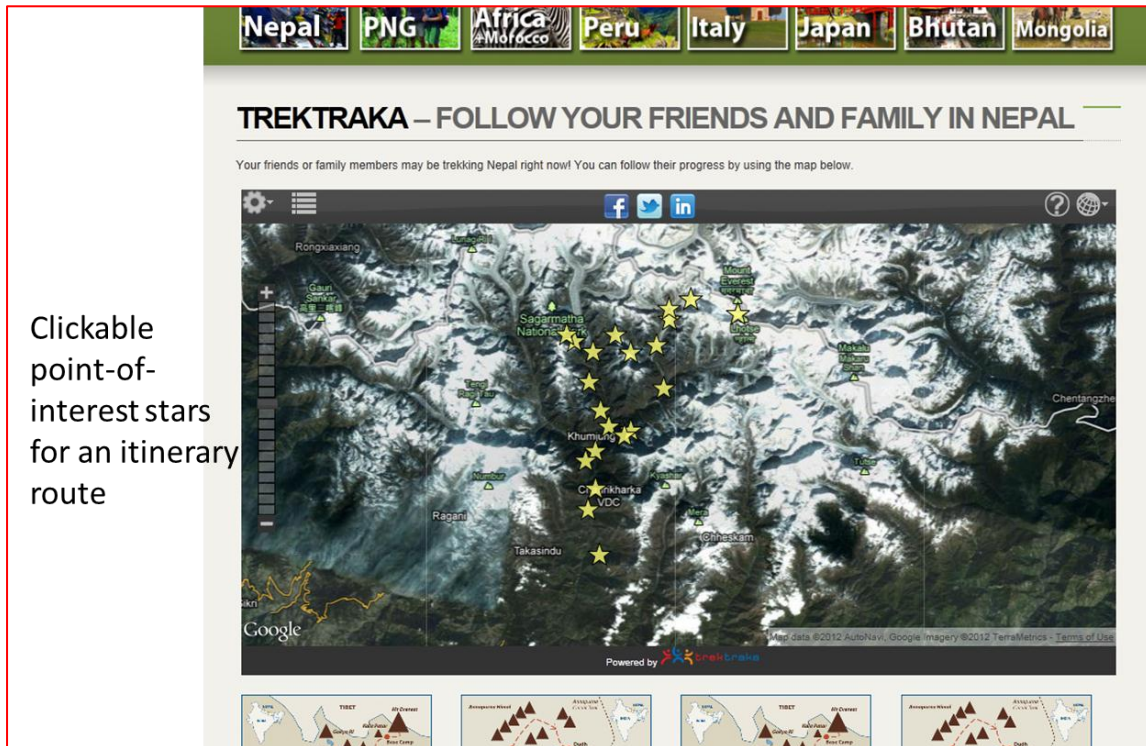


Figure 2 - The Family & Friends Landing Page displaying a list of available trips and routes to view

Clicking on one of the available items in the list then displays the corresponding map as illustrated in figures 3 & 4 below.

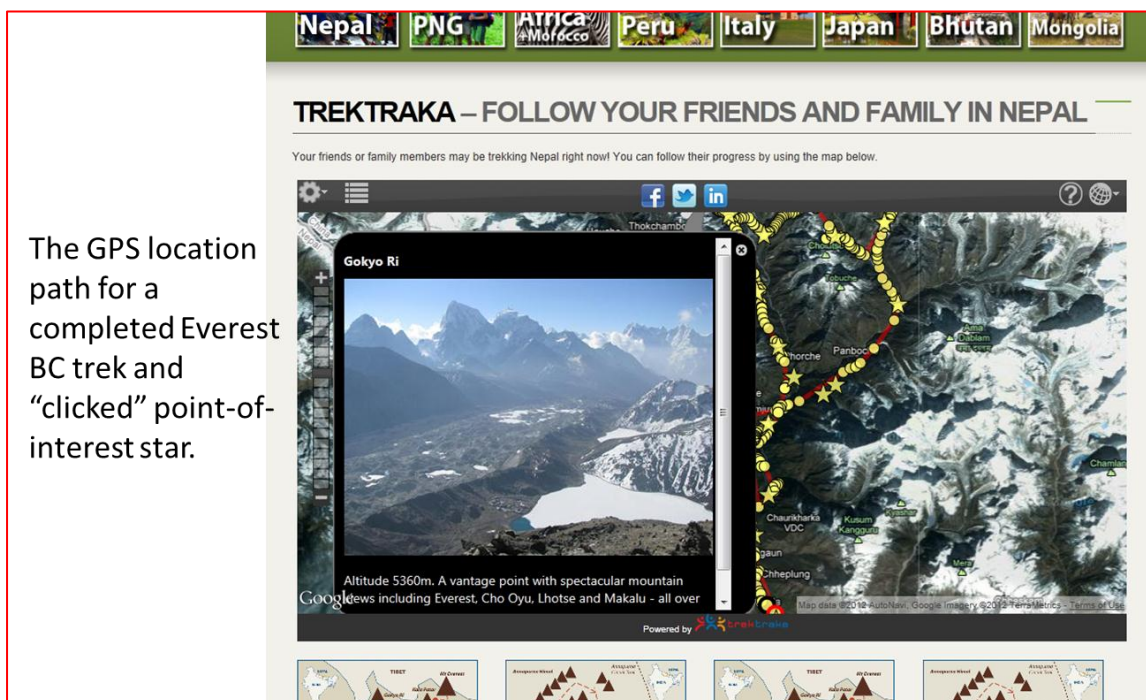
The list of available trips or routes is selected by the operator using the TrekTraka Operator’s Portal. An overview of how this is done is provided in Section 3.2.

It is important to note that the above screen shots are just examples and the web designer should choose the most appropriate way to add the links to their existing web pages.



Clickable point-of-interest stars for an itinerary route

Figure 3 - Viewing a destination Route



The GPS location path for a completed Everest BC trek and "clicked" point-of-interest star.

Figure 4 - Viewing a specific Trip (including tracking data)

3. TrekTraka-Maps© Setup Instructions

3.1. Before you Begin...

This guideline assumes that an Operator is already signed up to TrekTraka and has implemented the TrekTraka Family and Friends Map into one or more new *Family & Friends Landing Pages* as described in the user guideline “*Guideline – Integrating the Family and Friends Map Into an Operator’s Website*”- available for download from our website at :

<http://www.trektraka.com/trektraka-training-resources/>

Once a Family & Friends Landing Page has been created TrekTraka-Maps can typically be setup in a matter of minutes by your website content manager by following the simple 3-Step integration instructions below:

3.2. 3-Step Integration Instructions

Step 1 – Select the Trips and Routes you wish to display

Log in to the Operator’s Portal and identify which *Trips* and/or *Routes* (destinations) you wish to display by choosing the relevant list options in the Trip Details and Edit Route forms as illustrated here in figures 2 and 3.

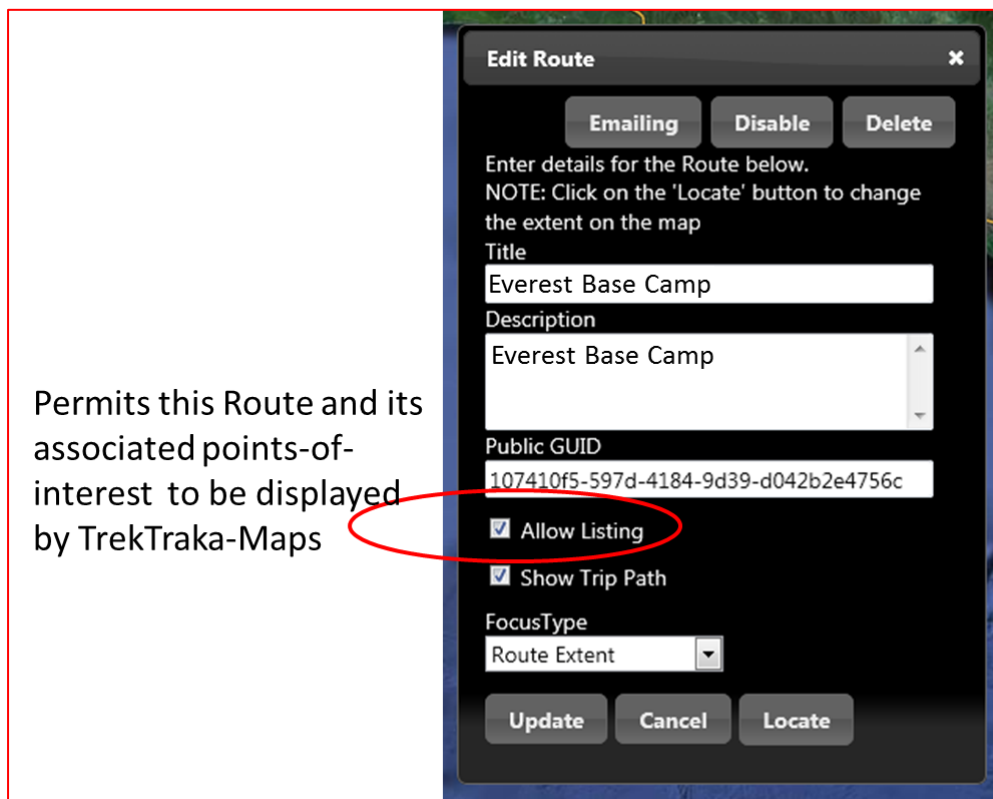


Figure 5 - Choosing to display a Route

An operator may select Routes to display on their website plus actual past or current Trips. In this case visitors to the website may click to see the actual GPS path a trek or tour took and its associated point-of-interest locations and their interactive content.

For this specific Trip, permits the GPS location points and journey path, and its associated points-of-interest, to be displayed by TrekTraka-Maps for either:

- 60 days after the completion of this trek, or
- for all time.



Figure 6 – Choosing to display a Trip

A specific trek may be selected to display on the website for a period of 60 days after the completion of the trip. Alternately, a trip may be selected to display for all time on the website.

Step 2 – Determine which Family & Friends Landing Page is going to be used for each new link and obtain the Family & Friends Landing Page URL

a) Determine the Landing Page

It is important to remember that an operator may have multiple Family & Friends Landing Pages setup and so you first need to determine which page you wish to be used to display the map for each link that you add. For example they may have a specific page setup for their Nepal based adventures, a different Family & Friends Landing Page setup for their African based adventures and yet another Family & Friends Landing Page setup for their New Guinea based adventures.

Important – Only routes and trips associated with a particular Family & Friends Landing Page will be available in the list of trips displayed when you add a link to that Family & Friends Landing Page.

b) Identify the URL to the particular Family & Friends Landing Page

Once you have decided which Family & Friends Landing Page you will be using to display the maps you must get the URL for this page from within the company settings. To do this you can log into the Operator's Portal and click on the company name in the top menu bar as illustrated in Figure 7 below.

Once the company settings page has been opened click on the 'Family & Friends Pages' tab to display the range of landing pages that have been setup for the operator. This is illustrated in Figure 8 below.

Once you have identified the correct URL then copy this so that it is available to use in setting up the link. For example the URL for the chosen Family & Friends Landing Page may look something like:

<http://www.backtrack.com/nepal-trektraka>

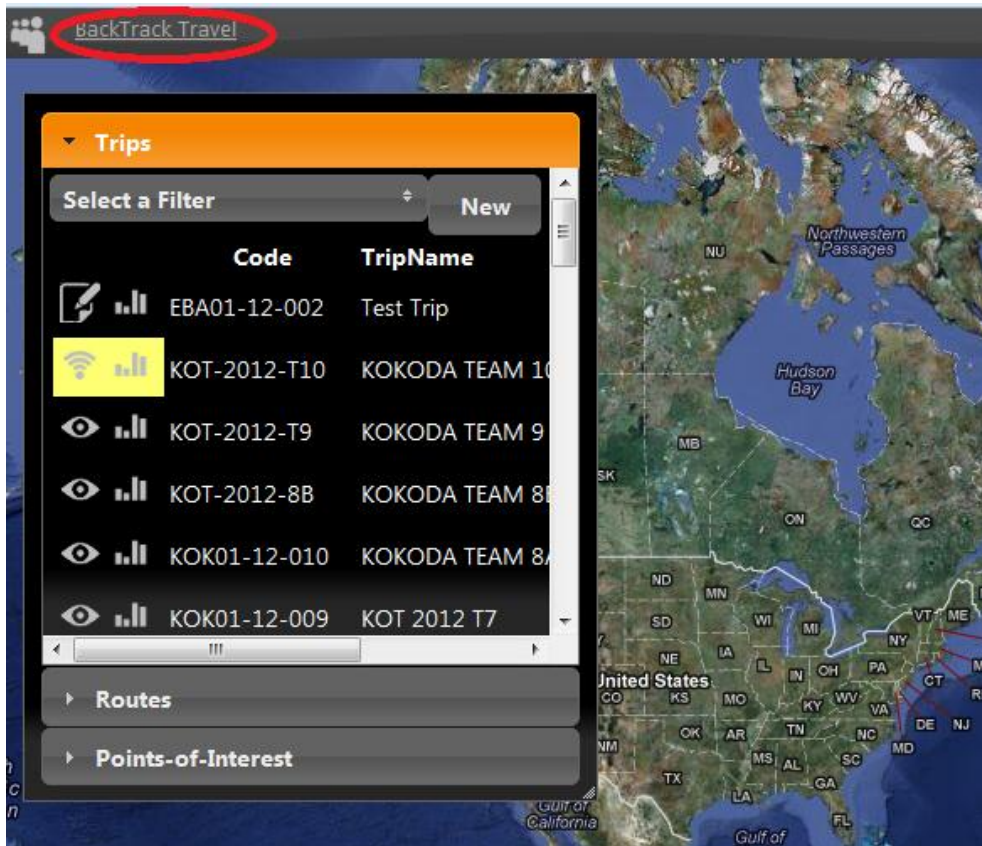


Figure 7 - Opening the company settings window

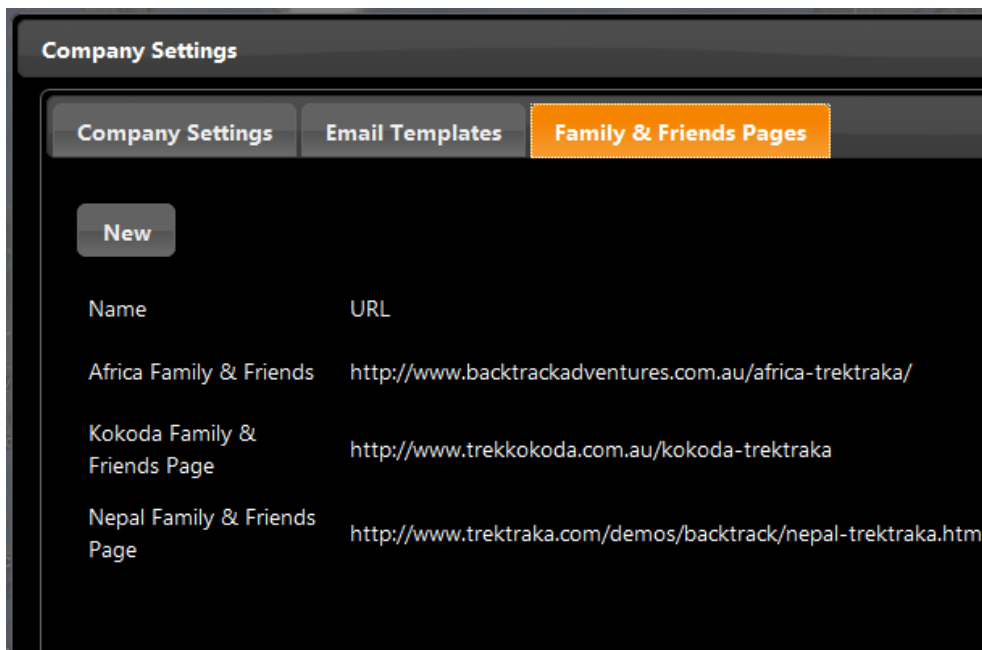


Figure 8 - Displaying the URL for the Family & Friends Landing Pages

Step 3 Add links to the Family & Friends Landing Page(s)

Links to these maps may be placed anywhere on the operator's website. This could be on the homepage, on a new menu or on specific pages focused on particular travel products or itineraries.

There are 2 approaches to adding links to the maps.

Approach 1 – Add a link to the chosen Family & Friends Landing Page and show **all** the available routes and trips.

To do this simply add a link with the url to the chosen Family & Friends Landing Page (see step 2 b above) as illustrated below:

```
<p><a href=" http://www.backtrack.com/nepal-trektraka" style="font-weight:bold;">View all of our Nepal destination maps with TrekTraka</a></p>
```

Note – **substitute** the correct landing page URL and suitable destination **description** into the above code.

Approach 2 – Add a link to the chosen Family & Friends Landing Page **but filter** the available trips to only show those relating to a particular Route.

To do this you simply add a link with the url to the chosen Family & Friends Landing Page but also add the Route ID to the URL as part of the call – eg show only trips for the Annapurna route you would add the unique Route ID for the Annapurna Route as illustrated in the sample code below:

```
<p><a href=" http://www.backtrack.com/nepal-trektraka.htm?routeid=8461357d-f5bb-4116-952a-b094b5c00927" style="font-weight:bold;">View our Annapurna trekking maps with TrekTraka</a></p>
```

Note – **substitute** the correct landing page URL, suitable destination **description** AND the required **RouteID** into the above code.

To obtain the correct **RouteID** carryout the following steps:

- a) Log into the TrekTraka Operator's Portal and click on the Routes menu item illustrated in Figure 9 below.

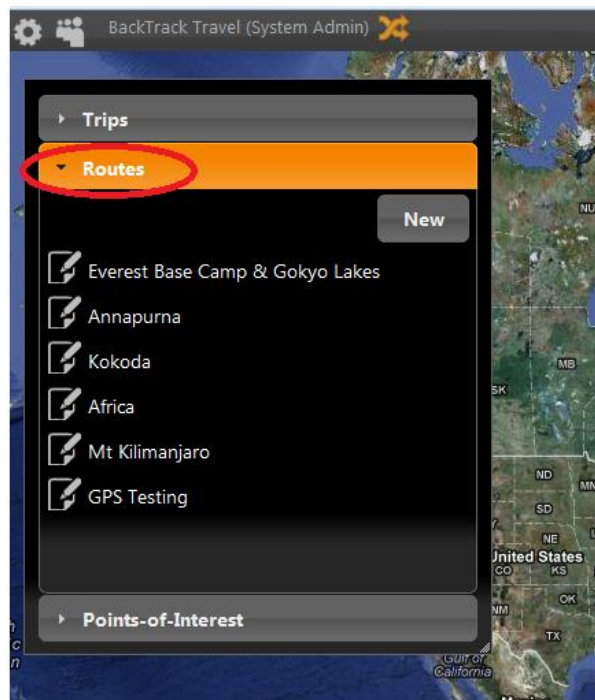


Figure 9 – Opening the Routes form in the Operators Portal

b) Click on the particular Route that you wish to filter on and click edit.

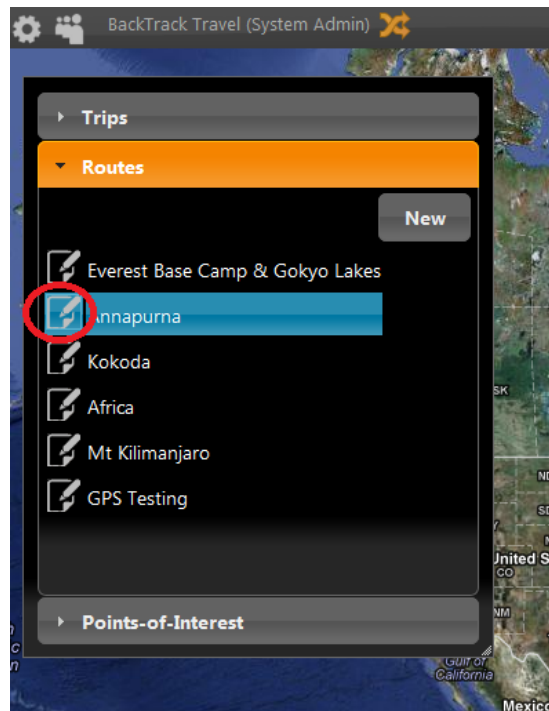
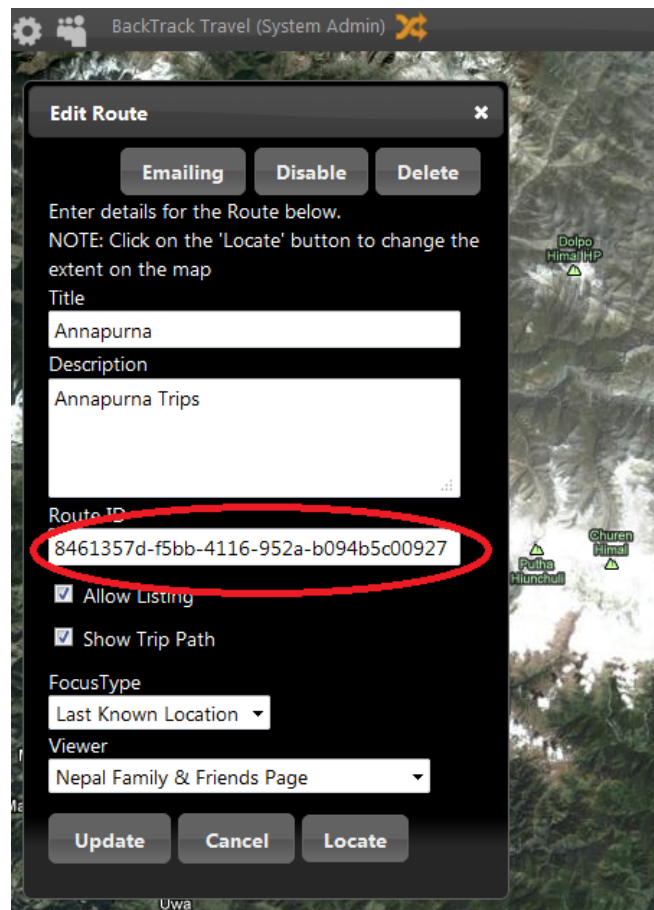


Figure 10 - Open the Edit Route form

- c) Copy the unique Route ID from the field in the **Edit Route** form illustrated in Figure 10 below.



BackTrack Travel (System Admin)

Edit Route

Buttons: Emailing, Disable, Delete

Enter details for the Route below.
NOTE: Click on the 'Locate' button to change the extent on the map

Title: Annapurna

Description: Annapurna Trips

Route ID: 8461357d-f5bb-4116-952a-b094b5c00927

Allow Listing

Show Trip Path

FocusType: Last Known Location

Viewer: Nepal Family & Friends Page

Buttons: Update, Cancel, Locate

Figure 11 - Copy the Route ID