

Visorando, the leading website and app for hiking in France, buys Plotaroute to expand in English-speaking countries

With 27 million practitioners, hiking has become the number 1 sporting activity in France. More than 2 in 5 people enjoyed trail walking in the countryside between April 2022 and March 2023.

A craze that explains the great vitality of Visorando, the go-to collaborative platform for preparing and sharing your hikes. In 2022, its website recorded more than 25 million visits and its application totalled 2,100,000 downloads.

On Wednesday 29th of November 2023, to strengthen its presence in English speaking countries, Visorando has just acquired the English platform Plotaroute, a global route planner for all outdoor activities with a strong community and an already well-established reputation across the UK and beyond.

«This agreement was born from a shared desire. It will create strong synergies while preserving the power, complementary nature, and continuity of each of these two tools and their respective communities.»

Fabien and Arnaud, the founders of Visorando

An incorporation based on shared history and values

For several years, Visorando has been expanding in Europe: the website and mobile app have already been translated into English and German, and thousands of routes are available in the United Kingdom in English and in Germany in German.

To accelerate its development across the UK, and more broadly, in English speaking countries, Fabien and Arnaud have joined forces with local organizations and businesses sharing the same values and interests in order to establish fruitful collaborations.

It was in this context that they had the opportunity to speak with John Pears, the founder of Plotaroute, a strong player in the outdoor activities sector within English speaking countries worldwide.

Discussions around a possible partnership commenced in late 2022 revealed a convergence in the strategies put in place for their respective projects.

Visorando then proposed the idea of the acquisition to John, in order to provide Visorando with:

- An already well-established English-speaking community, like that existing already around the French platform;
- Services and technologies that would provide real added value to those of Visorando.

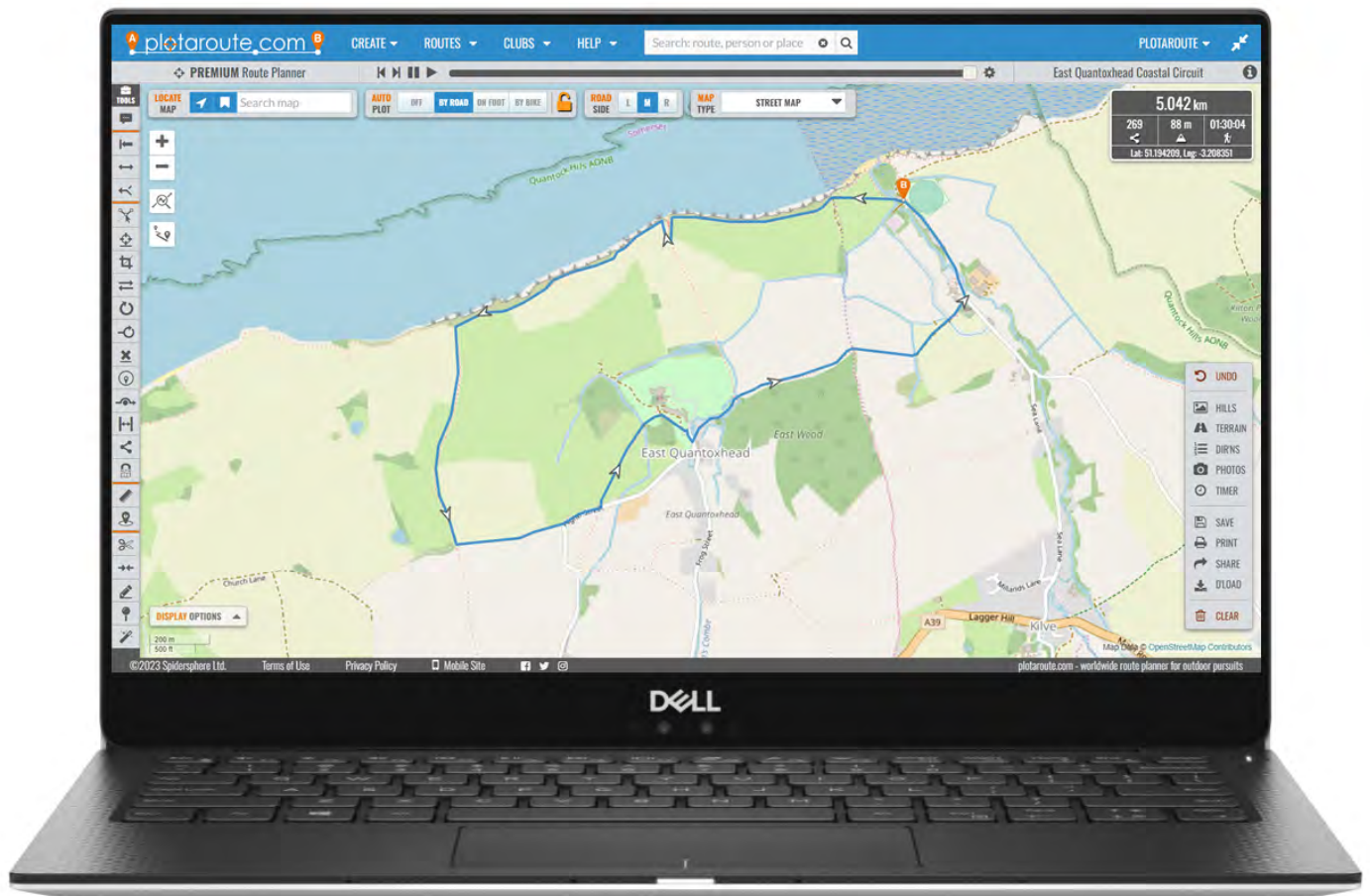
A marked international ambition

With this acquisition, Visorando wishes to accelerate its growth in the market of digital tools for outdoor sports, first in the United Kingdom and then on to the broader English-speaking market.

Fabien and Arnaud will continue John's work, while integrating their know-how into Plotaroute. Specifically, this would include translation of tools, from the English platform into French and German. At the same time, the technical tools of Plotaroute will be added to Visorando.

With one objective: to create links between the two communities.

Plotaroute : the route planner for outdoor activities



Whether for running, walking or cycling, Plotaroute has become a go-to app for creating routes with ease.

This free tool offers both flexibility and inspiration since it is possible to:

- Plan a bespoke route in detail;
- or to choose places to visit and let Plotaroute suggest routes for you.

Once you have chosen your route, you can download it to a GPS device or another application.

The (big) little extras: precise data (road surface, elevation, etc.), some of the best recreational maps in the world (OpenStreetMap, Ordnance Survey, etc.), and the multitude of tools that you can use to make changes to your routes.

Visorando : the go-to website & app in France for hiking



«Every year, several million hikers follow the trails thanks to Visorando.»

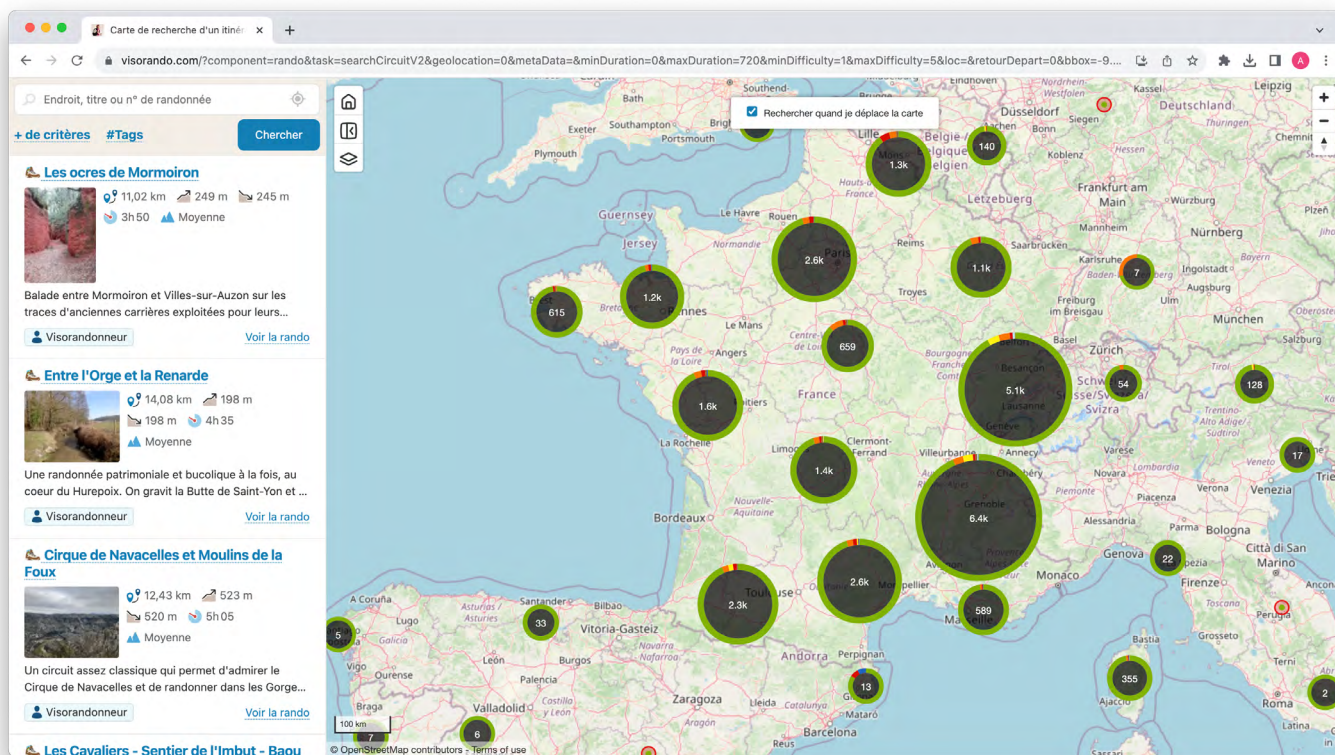
From a Sunday stroll to a committed mountain journey, including itinerant hiking or urban hiking... Visorando offers hikes for all tastes on foot and by bike/mountain bike.

The circuits explore France, overseas communities and abroad, with the same guarantee of quality: each walk sheet is described precisely and is accompanied by a hiking map. A must to be guided in the field, step by step.

The Visorando mobile application then allows you to follow the hike, being positioned with GPS location.

Beyond France, Visorando also appeals to hikers abroad, whether French-speaking or not: available in English and German, the site invites you to discover thousands of trails in the United Kingdom and Germany.

More than 29,000 hikes with verified descriptions



The site was built on a collaborative model: everyone (individual, tourism professional) can suggest their own hiking trails.

But not just anyhow! Unlike the competitors, Visorando undertakes to have each circuit verified by 3 different moderators before their publication. Volunteers and enthusiasts, they re-read all the routes and correct the route if necessary. They will also ensure that they provide consistent content, following precise editorial rules regarding the presentation of the files.

Hikers are then invited to offer their opinion on the routes followed.

This 360° collaborative approach has allowed Visorando to build and offer an unequalled level of quality on the free web: by collecting information “live from the field”, the platform offers constantly updated content.

About the Dream Team

Visorando is managed by the eponymous company based in Alsace, at the foot of the Vosges, and run by a team of 15 full-time people, in addition to the team of moderators.

The managers of Visorando, Arnaud and Fabien, are cousins. Arnaud is a self-taught web professional and Fabien, Mid-Mountain Guide (AMM). The creation of Visorando first came to mind in 2007 during a family dinner.



Noticing a lack of essential tools in his hiking practice, Fabien shared this with his cousin Arnaud, with whom he has always hiked and whose computer skills he knows. The Visorando collaborative platform was created on the web in 2010.

«Today, after more than ten years of existence, our vocation remains unchanged: to share the passion for hiking by making this activity more accessible.»

More info

Plotaroute

Site web : <https://www.plotaroute.com>

Visorando

Site web : <https://www.visorando.com/>

Facebook : <https://www.facebook.com/visorando>

Instagram : <https://www.instagram.com/visorando/>

LinkedIn : <https://fr.linkedin.com/company/visorando>