



# Traipse Media Announces Marketing Platform for Outdoor Recreation Industry

*Now Parks and Recreation Land Managers, Concessionaires, Outfitters, Guides, Retailers can come together in a unique marketplace for outdoor consumers*

SAN CARLOS, CA, UNITED STATES, February 28, 2014 /EINPresswire.com/ -- Outdoor Technology start-up Traipse Media launches new platform for the outdoor recreation industry to bring consumers more opportunities to find locations and services for outdoor recreation. Traipse Media partners with park and recreation land managers, concessionaires, outfitters, guides and outdoor event directors to bring recreationalist authoritative content and interactive digital park, trail and recreation maps that include robust features like search, activity and amenity filters and social features like reviews as well as recommended locations and routes.

“Parks, Recreation Land Managers and Outdoor Professionals now have access to a managed solution for their digital content and mapping needs in the cloud” states Tom Landers CEO of Traipse Media “Now they can not only update their site in real-time, but syndicate to a network of sites and mobile solutions with the assurance that their visitors any Traipse Network consumer is seeing the information and messaging our customers want them to see.”

Traipse Media ParkPro is the first PaaS solution for the outdoor recreation industry which incorporates land managers whether federal, state, local or private operators with the ability to manage their information from maps, descriptions, photos, videos, hours, fees, alerts, closures, activities and amenities at the region, park or recreation area, trail or down to an individual amenity in real-time and immediately syndicate their updates to their own online resources and throughout the Traipse Network. Now Traipse Media is also offering solutions for outfitters, guides, concessionaires and event directors with comparable solutions to manage and promote their services and products within the network.

With the launch of this platform Traipse Media can now provide outdoor retailers, publishers, brands and travel sites with access to quality outdoor recreation content and interactive online maps as simply as placing one line of code on their site. Giving them immediate access to thousands of parks and tens of thousand trails, points-of-interest, services with built in features like search, reviews, user recommendations and drilldown to individual park or trail maps. Additionally partners utilizing Traipse Media can create and promote their own locations, events, offers and build custom maps and content to attach to their own articles and online campaigns.

For more information about becoming a Traipse Media customer and managing your content in one location and publishing everywhere contact us at [contactus@traipsemedia.com](mailto:contactus@traipsemedia.com) or to explore opportunities about becoming a partner providing your online visitors with access to unique content contact us at [partner@traipsemedia.com](mailto:partner@traipsemedia.com). To see a showcase of some of our sample maps, content and mobile solutions go to [www.traipsemedia.com](http://www.traipsemedia.com).

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