

SMART

DIGITAL
SUSTAINABLE
TOURISM

Electrek Explorer

Practice Category/(ies)	Environmental protection and conservation
Author of the Practice	Electrek Explorer
Country/EU/Worldwide	Scotland
Short Description	Electrek Explorer, is a mission-focussed company, aiming to help tackle the climate crisis by promoting low-carbon, electric vehicle travel and nature-based tourism.
Long Description	<p>Electrek Explorer is developing the following key products.</p> <p>Nat Nav : To help manifest their vision of tackling the climate crisis by promoting low-carbon, electric vehicle travel and nature-based tourism, they have created a Nature Navigation System that helps to recharge and reconnect in nature by navigating through scenic routes with adventures along the way.</p> <p>Electrips promote the exploration of the natural world for E-Bikes and electric cars while connecting carbon-conscious explorers with nature sites through road trips, trails, walks and activities. The navigation system promotes sustainable nature-based tourism experiences while at the same time contributing to low carbon travel and tourism.</p>
Type (online platform/ mobile app)	Online platform; other
Target Group	Professionals
Free/To be paid for	To be paid
Adaptation Needs	The navigation system could be further adapted to indicate local sustainable tourism offers and experiences.

Website	https://www.electrekexplorer.com/about
Contact	-

