

# Cooperation

The Gorilla Highlands initiative is built on the idea that the we are stronger together. An idea? Well, a fact.

Instead of competing for the existing 5 clients we should be pooling resources to convince 500 new ones to come. Instead of looking at neighbouring countries with suspicion, we should connect the attractions into an unbeatable combination. Instead of a dump of isolated websites, a network of sites that link to each other will rank higher on search engines.



Every November the Gorilla Highlands Bootcamp introduces our partners to the concept of working hand-in-hand.