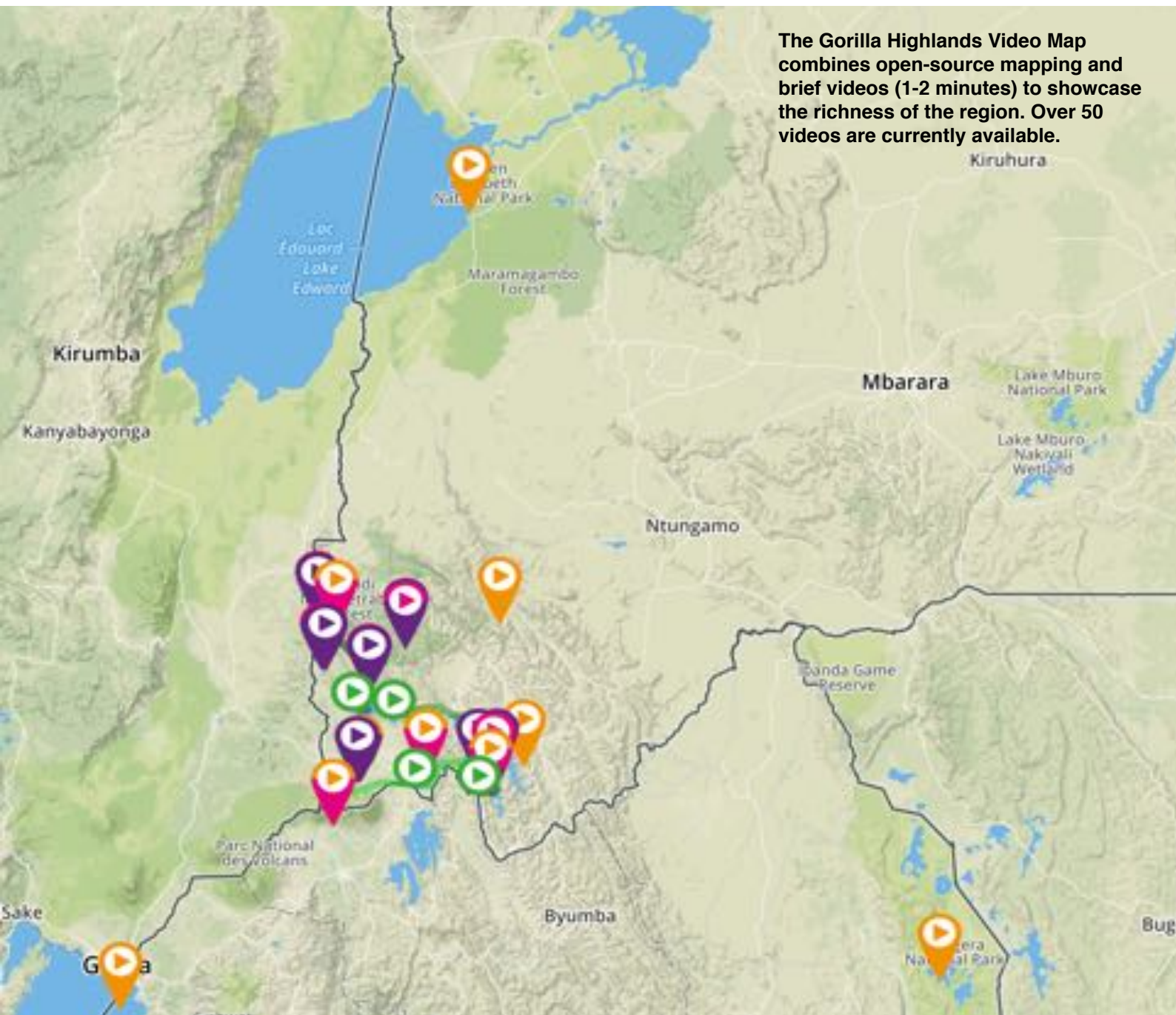


# Innovation

Copying will not take us far... We have to be creative and dare looking for new services, new solutions.

There are too many amazing destinations, tour providers and accommodations competing for today's traveller — one needs to offer something different to stand out. Not every innovation will work out. But the biggest failure is not trying at all.



The Gorilla Highlands Video Map combines open-source mapping and brief videos (1-2 minutes) to showcase the richness of the region. Over 50 videos are currently available.