Over the course of this year, 1.5 Billion people will travel to a foreign place. With tourism increasing exponentially every year, there are more and more people looking for the next best places to explore. However, there is no way of bridging the gap between tourists and locals to find these hidden gems.

Enter Placebook.

Placebook is a simple, intuitive, free-flowing way of doing just that.  
With Placebook, a local can add their favorite local restaurant, venue or niche, and a tourist can instantly find that place and everything they need to know to find it. Users can view their favourite contributors and all their favourite places to expand their repertoire of locations. You can also rate your favourite places to gain them recognition with other people on the site.

It’s pretty easy to use Placebook. Placebook works on two simple ideas: adding and viewing. Once logged in to an account, which takes all of 30 seconds to setup, you can add your favourite place, customize it with an image, a description and some custom tags to make finding easier. Placebook then does all of the magic in the background and sorts that into a nice, organized location page viewable anywhere in the world.

Through the power of the internet, Placebook is changing the way we travel and crossing borders previously uncrossed.

Animation plan:

Calendar infographic > person > zoom to larger graphic of many people > graph increasing > house with magnifying glass > tourists + bridge clipart + locals > some type of visual representation of hidden gems.

Giant falldown slide of Placebook icon and logo.

Commence site usage!