



what3words

# Agenda

1. **What's what3words?**
2. **What3words in the UK**
3. **What3words for Global Travel**
4. **What3words in the US**
5. **Case Study: Premier Inn**
6. **Case Study: Cannery Row**



***Are you giving the best possible location information to your visitors?***

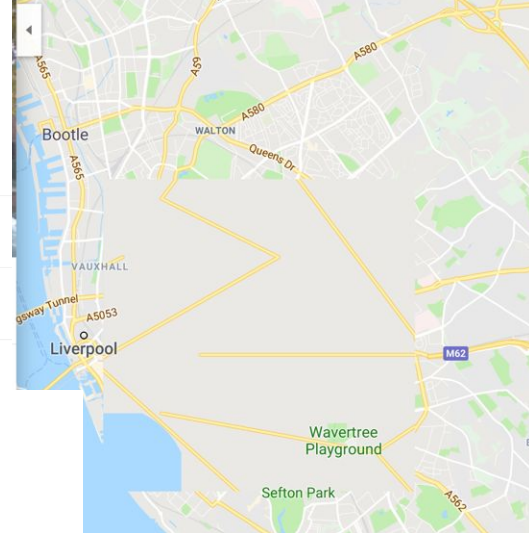
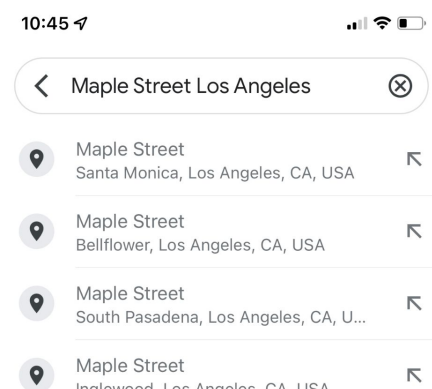
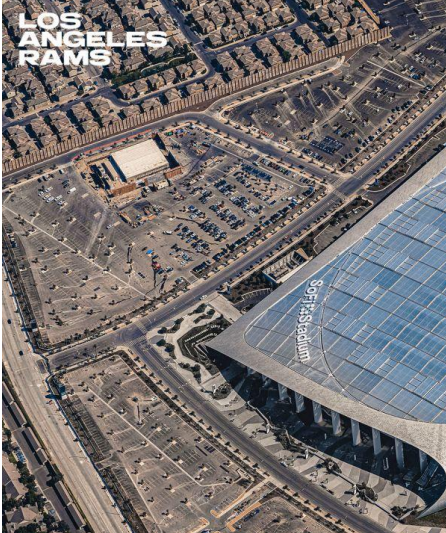
[///trains.repels.lakeside](http://trains.repels.lakeside)





**Many places  
don't have an address**





# Urban centers have addressing issues



Replying to [@sethmpk](#)

The confusions between like 100th ave, st, road, etc are gonna cost lives

1:22 AM · Apr 4, 2020 · [Twitter for Android](#)

10 Retweets 285 Likes



An aerial photograph of a residential development. The houses have prominent red-tiled roofs and are arranged in rows. Some houses have swimming pools visible in the backyards. A yellow rectangular box is overlaid on the image, containing the text '///fooling.merrier.pans' and 'FLORIDA, USA'. A yellow line extends from the bottom of this box down to a smaller yellow square box on the ground in the lower part of the image.

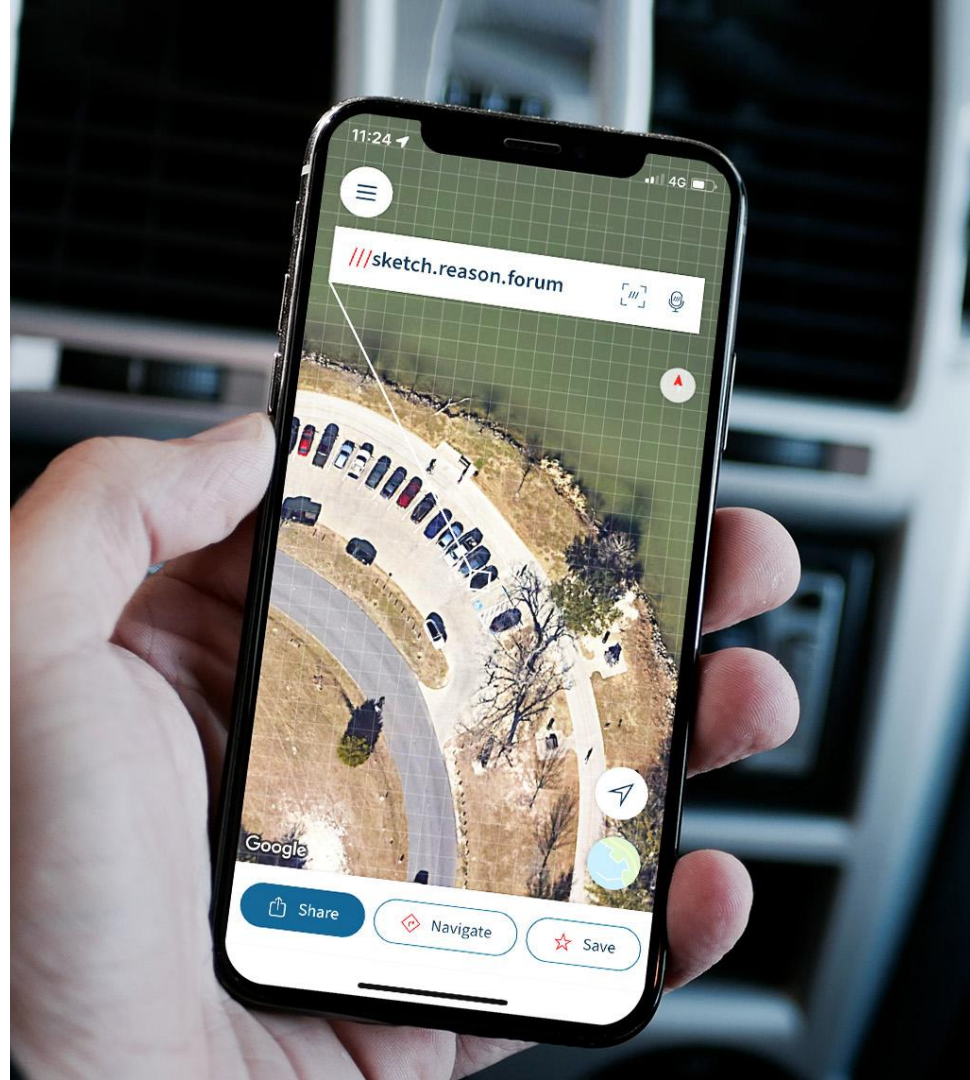
///fooling.merrier.pans  
FLORIDA, USA

**The solution:  
what3words**

## The simplest way to communicate location

what3words has divided the world into 10 foot squares and given each square a unique combination of three dictionary words: a what3words address.

It's free to download and use the what3words app and there's no cost to find, share, or navigate to a what3words address.







Marcus Taylor • You

Enterprise Partnerships at what3words

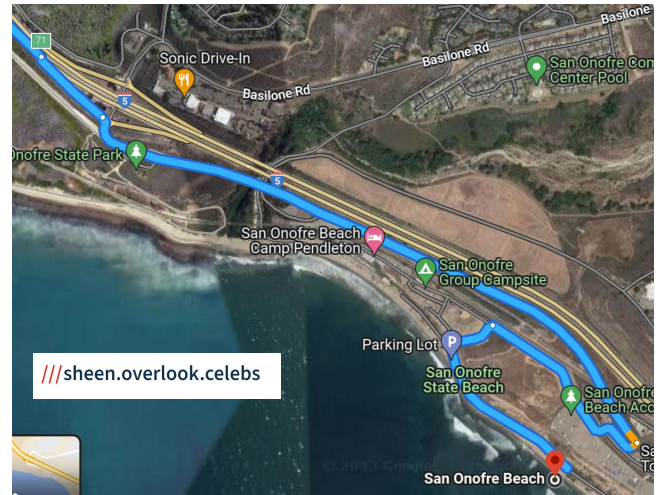
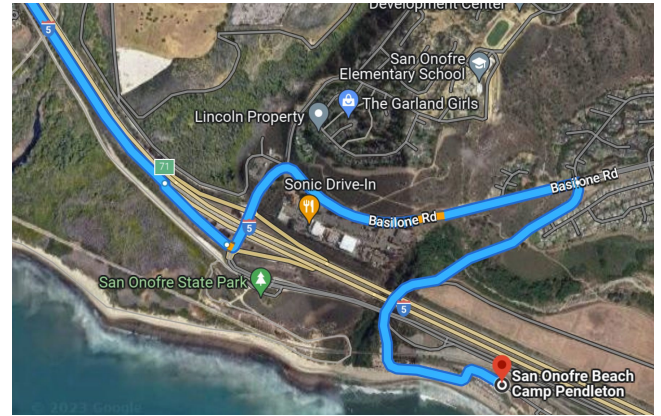
1 mo • 🌐

what3words 🗺️ The Golden State 🌄

Last April, I took a 2 week road trip down the California coast, from San Francisco all the way to San Clemente.

There were a few bumps in the road, like trying to find my way to San Onofre State Beach and accidentally driving onto a US military base (apparently this happens a lot!).

If I'd used ///sheen.overlook.celebs instead, I'd have taken a much easier route to the beach...



///skilderdoek.verbodly.s.ankerpale

///excava.teóricos.jarabe

///むがむちゅう・もんくなし・やくぶん

///opvangen.Overgrootmoeders.kinderwereld

///நன்மிகைமையாக எல்லாவுதான் கலைஞனாக

/// صدقي، غيار، إستراتيجيات

///valpastunut.ui mapukuja.sijamuoto

///ಮೆಂತೆಸೊಪ್ಪು ಶಿರವನ್ನು ಬಳಿಗಳೆ

///fødselen.bedyre.dekompresjon

///మన్నట్టు నేర్చుకున్నా పలచన

///буквално.дърводелците.водопроводен

///gûêlerions.émission.fringante

///이질성.약해졌다.응모됐다

///otwartym.karimaty.żelatyna

///การประกวด.ราคาโทรศัพท์.กรุณา

///ধরেছে.মূলগতভাবে.জানালো

/// אשמתמש.האג.לכאן ///

///ലോഹങ്ങൾ.പ്രഥമം.നിസ്സംഗം

///ultrajante.autorizada.desmandar

///saklayamazsın.etmeden.gidecek

///zdivo.glosovati.vykrajovátko

///ध्यानपूर्वक.प्रतिनियुक्ति.खाद

///ембүү.хөдлөлийн.жишээлэхэд

///acustice.înzestrarea.nepotrivate

/// یربیز، نپٹے والی، باریک

///aflåst.forsamlingshuset.gruppebilde

///műalkotások.gondolkodás.tartósabban

///पदनियुक्ति.संघटनेशी.उच्चांक

///натурщица.выигрышный.координаты

///sizingela.ziyaqhuba.chumisa

///kurier.scheinbar.weststadt

///diatomit.terpeper.berdandan

///kelencong.kuatkah.licin

///sirap.virka.symptomatiskt

///阿爸.系列化.尔等

///προσωπικό.πιαστό.με.ανεβείς

///elettromagnetiche.filassarci.ciambelle

///đỉnh.đầu.phânkhóa.đồng.mũvải

///rakuni.tukaamini.akadhani

///uzophendula.sizobekezela.tholanile

///ଏଠି.ଶିମ୍ବେଜୁ.କୁଡ್ದ

///वर्षदिखि.गन्तव्य.पियो

///retraced.spatulas.acres

///cynfas.anghronnus.gwirionaist

///ಓಲಕೆ.ಹಡಾಓಡಿ.ರೆಗಿಣ



# Used by 1,000s of businesses and organizations worldwide



Mercedes-Benz



VINFAST



SUBARU



ArcGIS



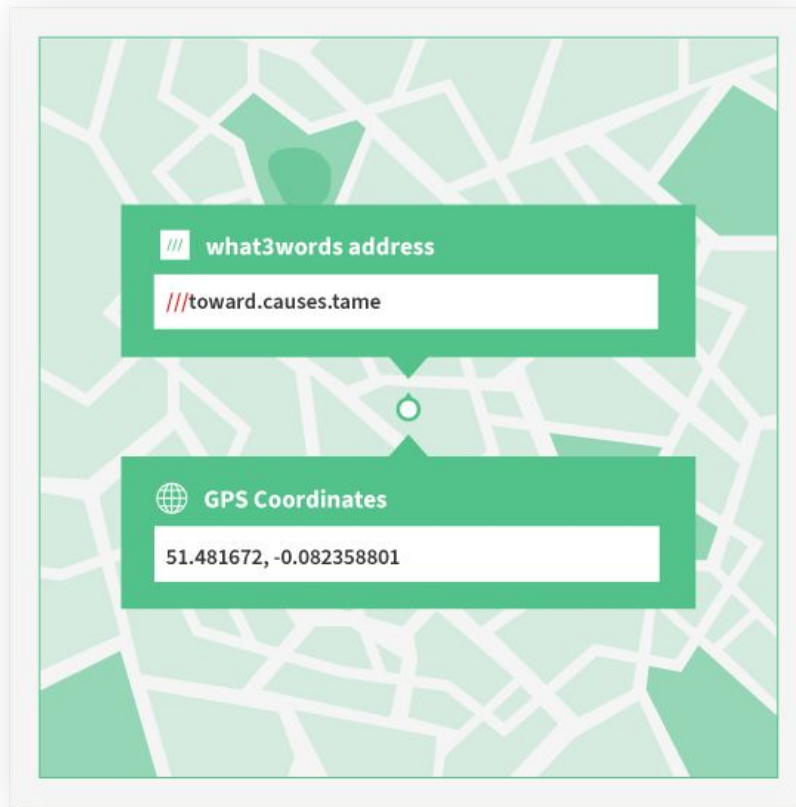
# Business model

## Revenue

what3words makes money in a very simple way: charging businesses to turn a string of text – *word.word.word* – into a GPS coordinate for routing. This is done through licensing our products:

- **APIs (for online use)**
- **SDKs (for offline use)**

The what3words app is free to download and use, all over the world.



# What3words in the UK



Department for Culture, Media and Sport

@DCMS



HER MAJESTY THE QUEEN'S LYING-IN-STATE QUEUE UPDATE, 9:01PM, 15 Sept

Estimated queuing time is at least 9 hours

Queue end is currently in Southwark Park

What3words: navy.noises.overnight

Tracker: [youtube.com/watch?v=cJxDwD...](https://youtube.com/watch?v=cJxDwD...)

Journey planner: [tfl.gov.uk/plan-a-journey/](https://tfl.gov.uk/plan-a-journey/)

**CURRENT LYING-IN-STATE QUEUE ENDPOINT** LIVE

**THE QUEUE IS CURRENTLY APPROX 4.9 MILES LONG**

**ESTIMATED QUEUING TIME IS AT LEAST 9 HOURS**

**NEAREST LANDMARK IS SOUTHWARK PARK**

**WHAT3WORDS NAVY.NOISES.OVERNIGHT**

21:01 | SEARCH 'LYING-IN-STATE' |

# UK Emergency Services

Over 85% of UK emergency services accept 3 word addresses from callers who would otherwise struggle to say exactly where they need help.

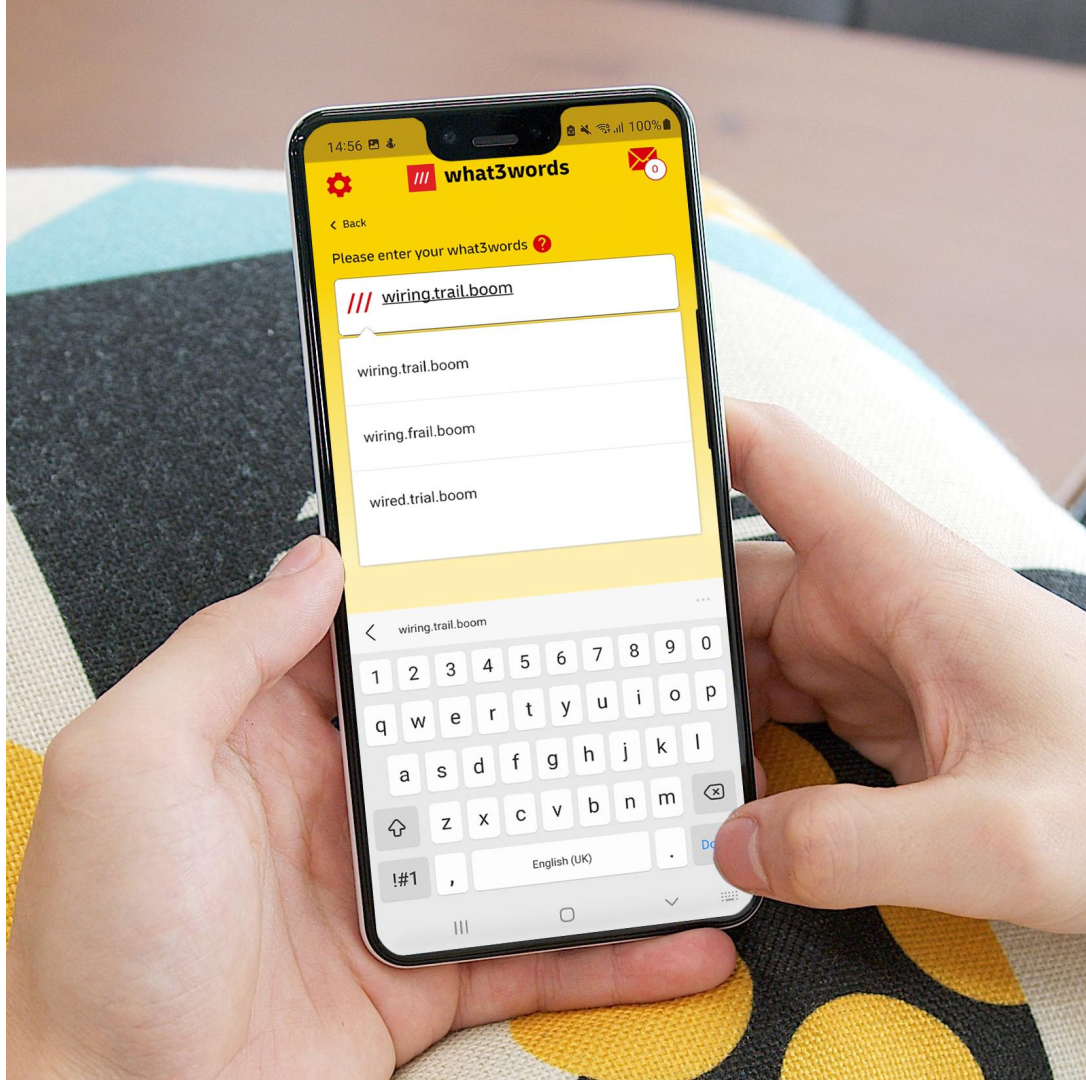


# DHL UK

DHL UK uses what3words to make deliveries to exact locations.

DHL accept what3words addresses directly from retailers and from customers through their Parcel App.

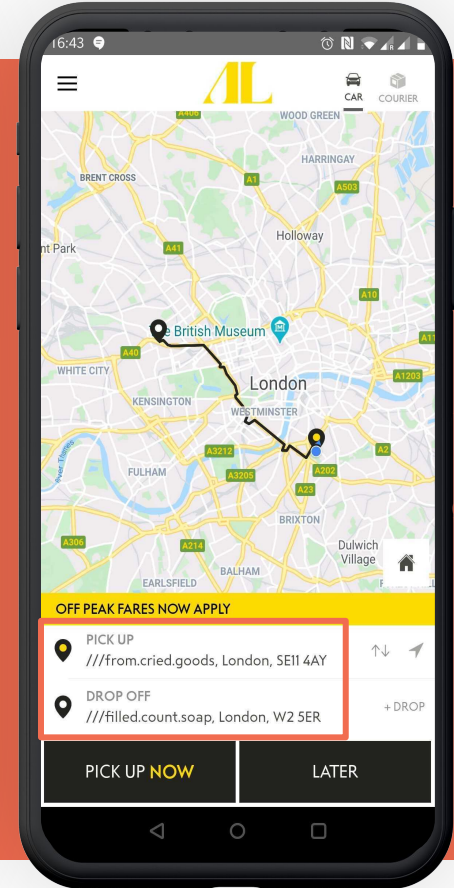
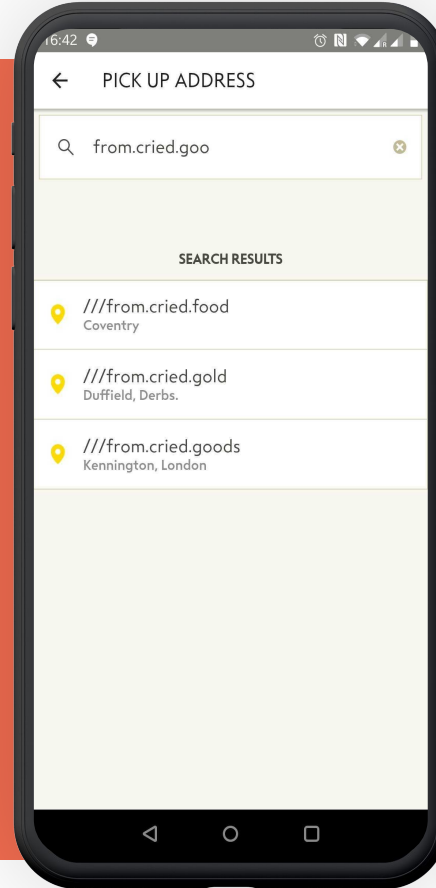
3 word addresses are now a standardized piece of location information for their deliveries.



# Addison Lee

London-based taxi-hire company Addison Lee accepts what3words.

Customers can speak or type what3words addresses to offer precise pick-up and drop-off points for all phone, web and app-based bookings.





# Winter Wonderland

Tired of Christmas chaos?

Winter Wonderland uses what3words to help people find their entrance gates.

3 word addresses are listed on Winter Wonderland's website and can be found on printed maps and physical signage around the site.

**RED GATE**  
Family Entrance  
///mount.tigers.hotel

**GOLD GATE**  
///limes.petal.robots

**PURPLE GATE**  
Pre-Booked Ticket Entrance  
///status.beast.gravy

**BLUE GATE**  
///spare.groups.giving

**GREEN GATE**  
///party.wedge.elder

To Bond Street, Paddington, Edgware Road, Marble Arch, Oxford Circus (Central, Jubilee, Bakerloo, District, Circle and Hammersmith & City Lines)

To Victoria, Green Park, Hyde Park Corner (Victoria, Piccadilly, District and Circle Lines)

**Attractions**

1 Mr Men & Little Miss - The Show	2 Santa's Flying Sleigh	3 Zippos Christmas Circus	4 Santa Land Express Train	5 Waveswinger	6 Sleigh Ride	7 The Yeti	8 Penguin Party Bumper Cars	9 Racing Coaster	10 Reindeer Ride	11 Santa's Spinning Coaster	12 Winter Spinner	13 Santa's Grotto	14 Fire Department Fun House	15 Small World	16 Traditional Carousel	17 Upside Down House	18 Atmos-Fear	19 Munich Looping	20 The XXL	21 Jumper Jumper	22 Haunted Mansion	23 Xmas Party Ride	24 Reindeer Racer Game	25 Blizzard	26 Wilde Maus XXL	27 Das Fun Schiff	28 Euro Coaster	29 Traditional Waltzers	30 Traditional Ferris Wheel	31 Santa's Workshop	32 Traditional Dodgems	33 Traditional Helter Skelter	34 Austin Cars	35 Traditional Carousel	36 Dr. Archibald VR Ride	37 Traditional Waveswinger	38 Christmas Tree Ride	39 The Hangover	40 Schlittenfahrt	41 Daemonium	42 Avalanche Waltzers	43 Snow Drifters	44 Air Dodgems	45 Irrgarten	46 Double Decker Carousel	47 Star Flyer	48 Ice Mountain Coaster	49 Snow Jet	50 No Limits Trapeze	51 Autodrome	52 Crazy Clown Children's Coaster	53 Flying Jumbos	54 Flying Circus Ride	55 Magic Circus Funhouse	56 Reverse Bungee	57 Sweet Factory	58 The Arctic Lodge Bar	59 Street Food Festival	60 Winter Pergola	61 Moose Cocktail Bar	62 Windmill Bar & Grill	63 Thor's Tipi Bar	64 China Town	65 Kraft Beer	66 Crazy Carouse Bar	67 The Fire Pit Bar & Food	68 Christmas Tree Bar	69 Vegetarian Windmill	70 Christmas Bar	71 Cedar & Spruce Bar + Kitchen	72 Beltane & Pop	73 Jagerwald Bar	74 Wilde Hilde	75 The Rotunda	76 Cafe Bavaria	77 Almshütte	78 Bavarian Hall	79 Bar Hütte	80 Karaoke	81 Explorer's Rest	82 Barwurst Restaurant	83 Circus Bar	84 Luminaire Bar
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**Facilities:**

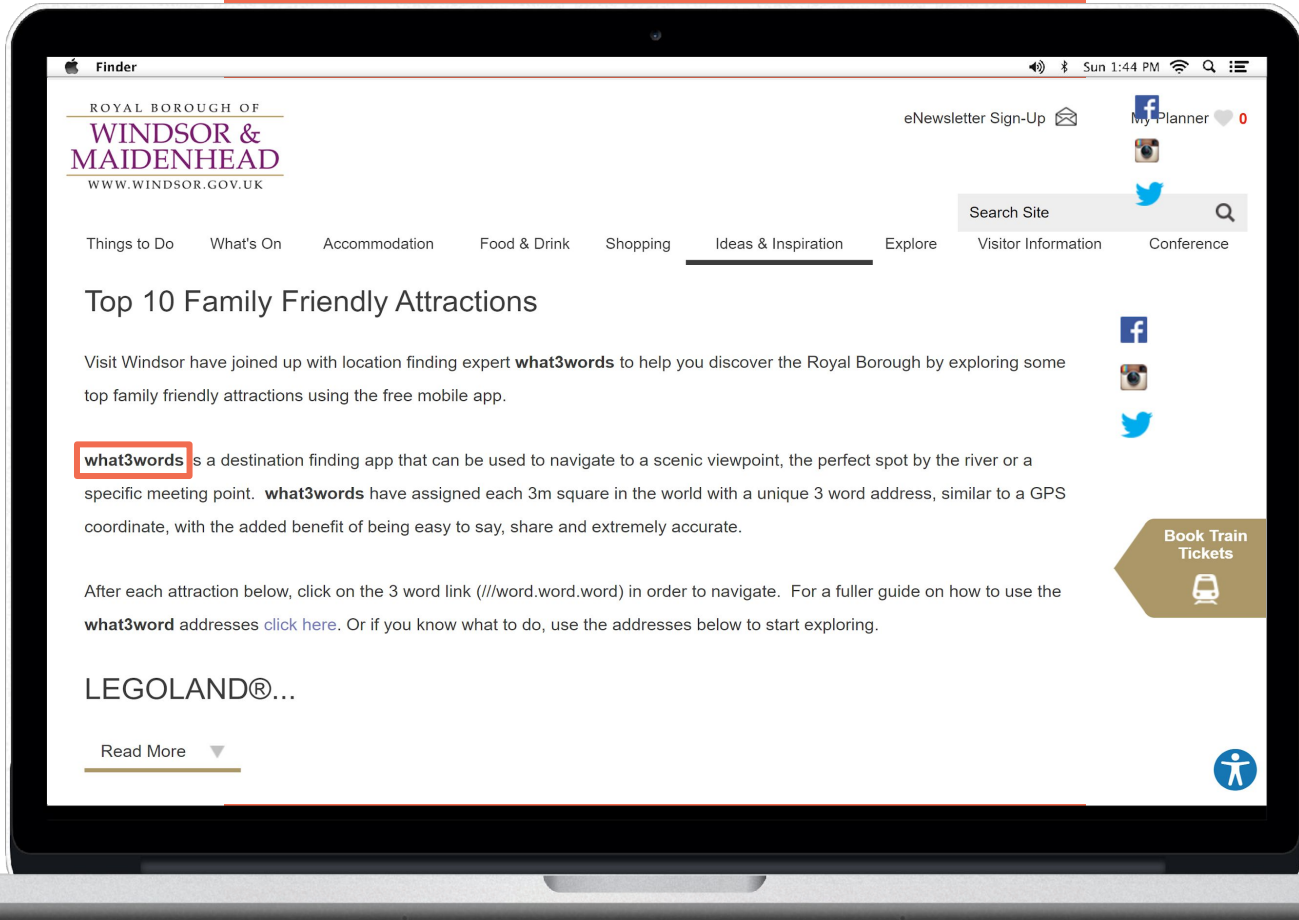
- Toilets
- Accessible Toilets
- Changing Places Toilet
- Unisex Baby Changing
- Free Drinking Water Refill
- Live Music
- Cash Point
- Box Office
- Food & Drink

**Hyde Park Winter Wonderland**

Download the APP!  
Find your way around with the interactive site map, get live alerts, exclusive offers and purchase tickets through the app! You can also plan your day with the personal planner.

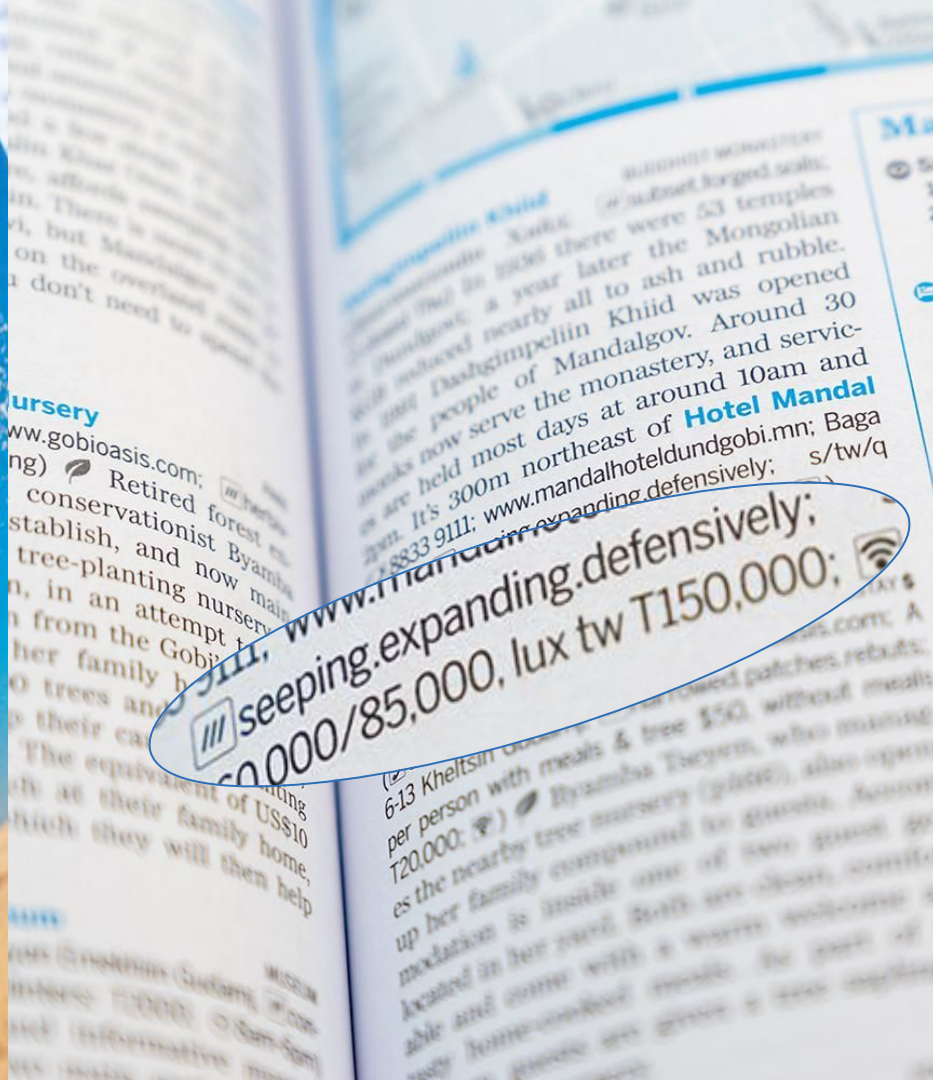
Google play App Store





# What3words for Global Travel






# Airbnb hosts around the world are already using what3words

Cozy room in Munich Laim

Listing Booking settings

before they book



11 photos

Title

Cozy room in Munich Laim  
///racked.view.codes

## Cozy 2BD close to Champlain Bridge

Brossard

Entire bungalow  
4 guests 2 bedrooms 2 beds 1 bath

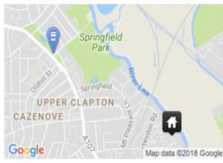
- Great check-in experience  
95% of recent guests gave the check-in process a 5-star rating.
- Self check-in  
Check yourself in with the lockbox.
- Free parking on premises  
This is one of a few places in the area that has this feature.

Whether you are a couple, a small family, or a business traveler, you will enjoy our cozy 2 bedroom home. It is strategically located next to Champlain Bridge and Highway 15 in Brossard, right on the Brossard bike path.

This Airbnb can be found easily with what3words. Once you've booked, we'll send you the what 3 word address so you can use the free what3words app to find the exact location.

Riverside Cafe  
Spring Hill ES 98L


It's friendly and the food is excellent value for money with food veggie options Find it with the 3 word address //river.mile.rate



Stores

Co-op Food - Hackney - Theydon Road  
E5 9BQ


Close by and handy for basic essentials and open till 11, even on a Sunday. Find it with the 3 word address //splice.miss.cakes



zh.airbnb.com/experiences/643102

概览 体验达人 评价

已订满 浏览类似体验



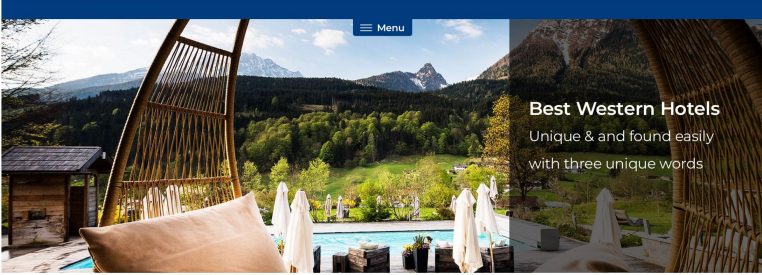

Throughout our Beijing food tour, your local friend will recommend some local snacks for sampling. You will explore the stories behind tasty treats There's an  
What3words address: ///rifled.bigger.yoga

**BW | Best Western.**  
Hotels & Resorts

English +  
Login | Shopping Cart  
Cancellation


Menu



**Best Western Hotels**  
Unique & and found easily  
with three unique words


[///yarn.delay.foremost](#)

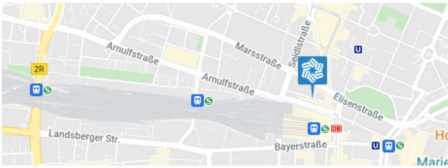
**Location & Directions**

 Annulfstraße 12  
80335 München

 [speaking.panels.verse](#) 


Tel: +49 (0)89-551390  
Fax: +49 (0)89-55139777



 [Write email](#)




**what3words**

**Location** what3words gives every 3m x 3m in the world a unique 3 word address. This one describes the precise entrance of the hotel.

 Annulfstraße 12  
80335 München

 [speaking.panels.verse](#) 

Tel: +49 (0)89-551390  
Fax: +49 (0)89-55139777

 [Write email](#)

**As are Best Western  
Hotels (Germany)**



# What3words in the US



**ATCEMS**   
@ATCEMS

Are you headed out to Austin City Limits Music Festival (ACL)?

The first info #911 needs from you in an emergency is your location. #ATCEMS encourages all festival goers to download @what3words to assist in locating you or even locating people in your group.

#Help911FindYou

**Enjoy ACL, Well!**  
Safety Tips From Austin-Travis County EMS

#Help911FindYou  
///folk.suitable.chart

ATCEMS recommends downloading What3Words app



# US Emergency Services

In 2021, **Los Angeles Fire Department** announced its adoption of what3words to help locate callers faster in emergencies.

Today, we're used by over 150 emergency services across the US, including **San Francisco FD, Oakland PD, Dallas PD / FD** and by cities like **Nashville** and **Austin**.



ABC7 SOLUTIONS

What3Words: At a sporting event or a hike, new app helps you locate someone pinpoint accuracy

# The LA Coliseum

The LA Memorial Coliseum uses what3words to help people find specific locations all around their stadium.

They created a specific what3words webpage, with 3 word addresses for their ticket offices, entrance gates, car parking, information centers and more.

The LA Memorial Coliseum uses **what3words** to help find precise locations at the venue, such as entrances, exits, the ticket office, and more. Every 10 foot square has been given a unique combination of three words: a **what3words address**. We have added some popular locations here for the venue, find each location by clicking on the link or entering the corresponding 3 word address into the free **what3words app**:

Blue Structure Parking: [//quite.pipe.rides](#)

Gate 29: [//solar.pines.chefs](#)

Ticket Office Gate 29: [//scores.visits.outer](#)

Ticket Sales/Will Call Gate 1: [//before.pace.tricks](#)

Ticket Sales Gate 19: [//spend.agents.bend](#)

West Administration Building: [//items.handed.star](#)

Founders Entry Gate 7: [//tunnel.yoga.incomes](#)

Gate 16: [//racing.kept.pepper](#)



## PLAN YOUR VISIT

[GETTING HERE](#)

[PARKING](#)

[ADA INFORMATION](#)

[COLISEUM BUILDING POLICIES](#)

[COLISEUM MAPS](#)

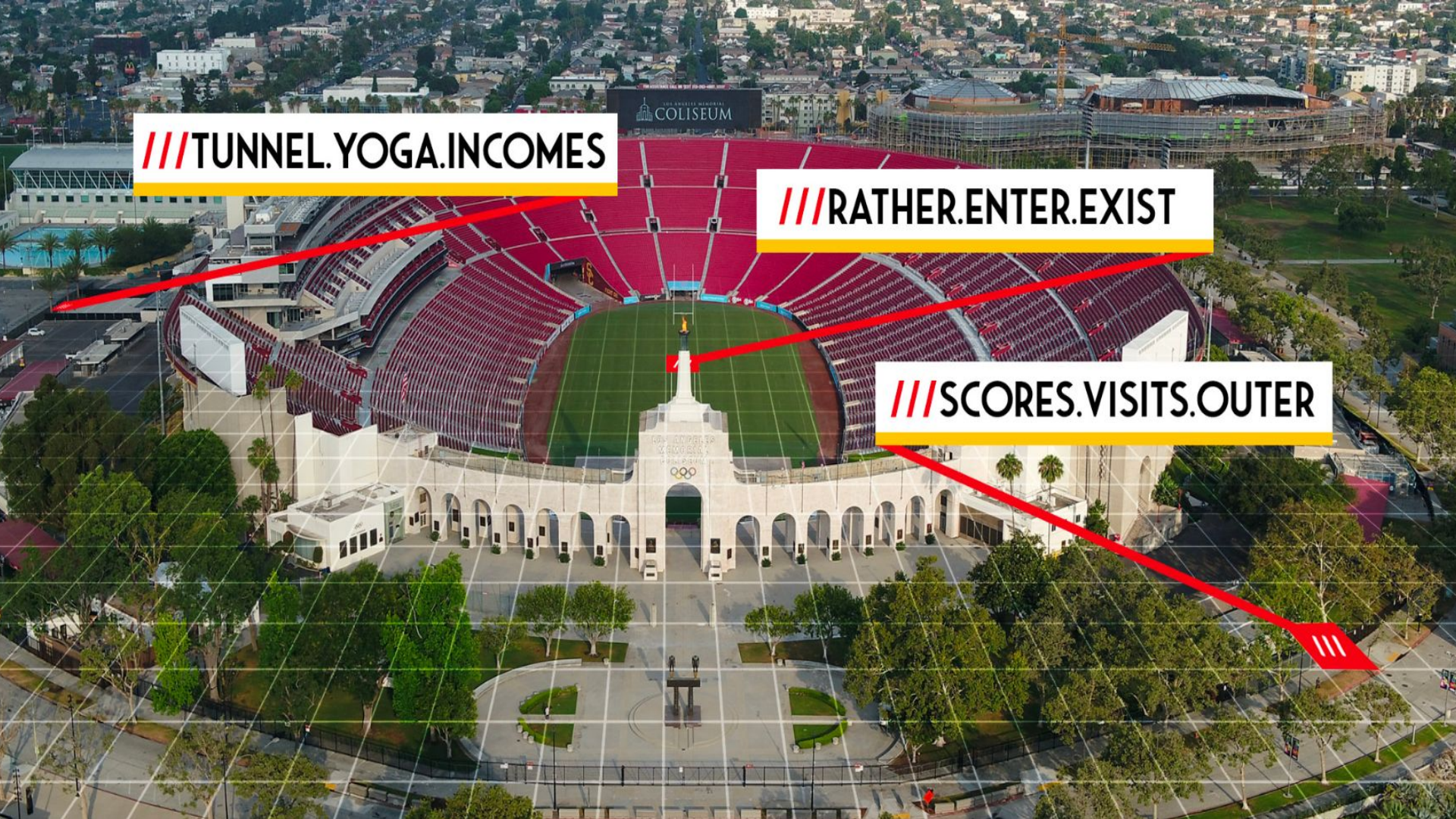
[CONCESSIONS](#)

[COLISEUM HISTORIC TOURS](#)

**///TUNNEL.YOGA.INCOMES**

**///RATHER.ENTER.EXIST**

**///SCORES.VISITS.OUTER**



# SXSW '23

SXSW used what3words at this year's festival to share the location of its moving SX Merch Truck.

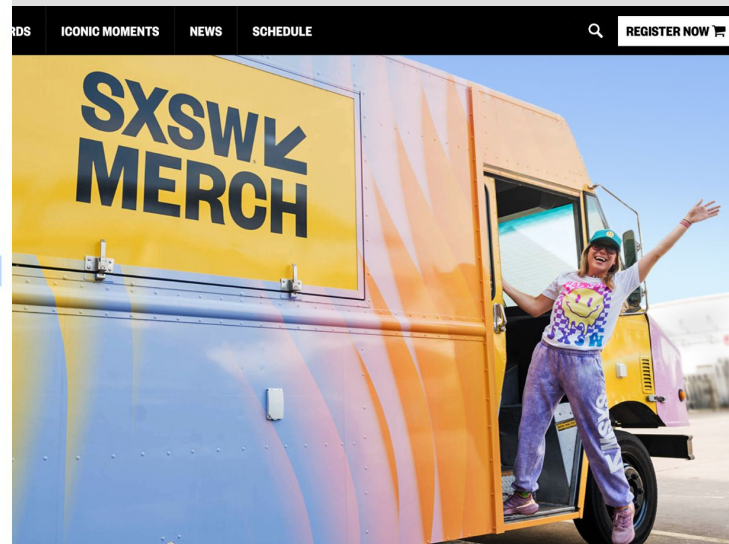
Each day, the truck would pop up in a new location, and users could find use the links on this page to find the 3 word address.

## SXSW MERCH TRUCK

Introducing the new **SXSW Merch Truck**, making it easier than ever for fans to get their hands on official 2023 Merchandise & Wristbands. Keep an eye out as she cruises the Conference & Festival in downtown Austin! We're using what3words addresses to share where the SXSW Merch Truck will appear each day. Click the links below and you'll find a 3 word address for the exact location of the truck

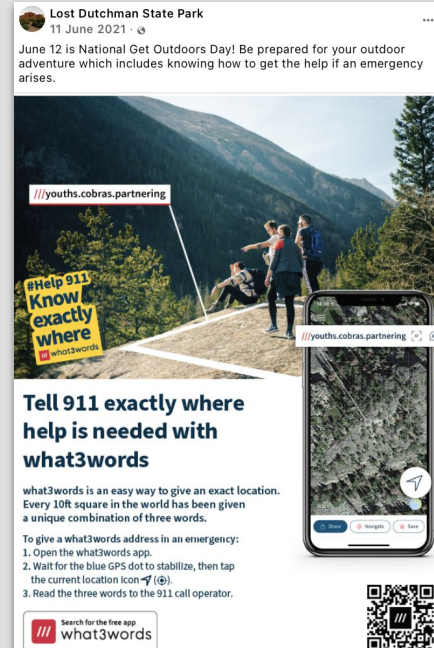
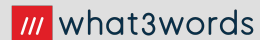
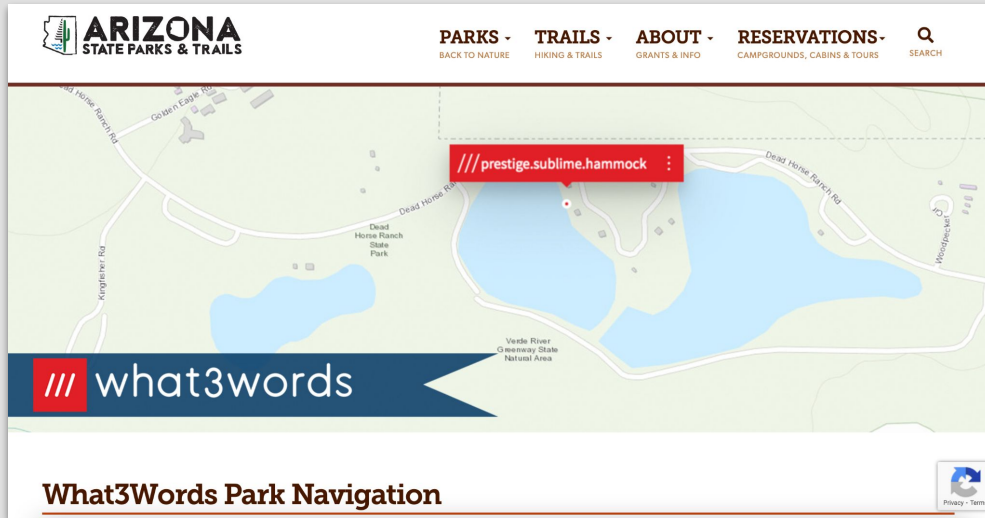
### Schedule:

- 3/9: **EDU Closing Party at Lustre Pearl »**
- 3/10: **Red River / Stubbs »**
- 3/11: **Paramount Theater / Congress Ave»**
- 3/12: **W 4th Street »**
- 3/13: **Paramount Theater / Congress Ave»**
- 3/14: **W 4th Street »**
- 3/15: **Red River / Stubbs »**
- 3/16: **Red River / Stubbs »**
- 3/17: **Onion Street »**
- 3/18: **Waterloo Park / Old Red River »**



# Arizona State Parks

Arizona State Parks use what3words to improve their park navigation. They promote the system in their social media and comms for wayfinding and safety.





# Adam Sandler

## ADAM SANDLER HONORED WITH STAR ON THE HOLLYWOOD WALK OF FAME

Adam Sandler

Emcee: Hollywood Chamber of Commerce, President/CEO Leron Gubler

Guest speaker: Henry Winkler

2,431st Star on the Hollywood Walk of Fame in the Category of Motion Pictures

at 6262 Hollywood Boulevard in front of the W Hollywood Hotel

on Tuesday, February 1, 2011

In anticipation of the release of his new film, *Just Go With It*, in theaters February 11, 2011, Adam Sandler received a star on the Hollywood Walk of Fame on Tuesday, February 1, in front of the W Hollywood Hotel.

Adam Sandler was born in Brooklyn, New York, and raised in Manchester, New Hampshire. Sandler's first brush with comedy came at age 17, with a performance at a Boston comedy club. From then on he was hooked, performing regularly in comedy

### Star Facts



#### Category

Motion Pictures

#### Address

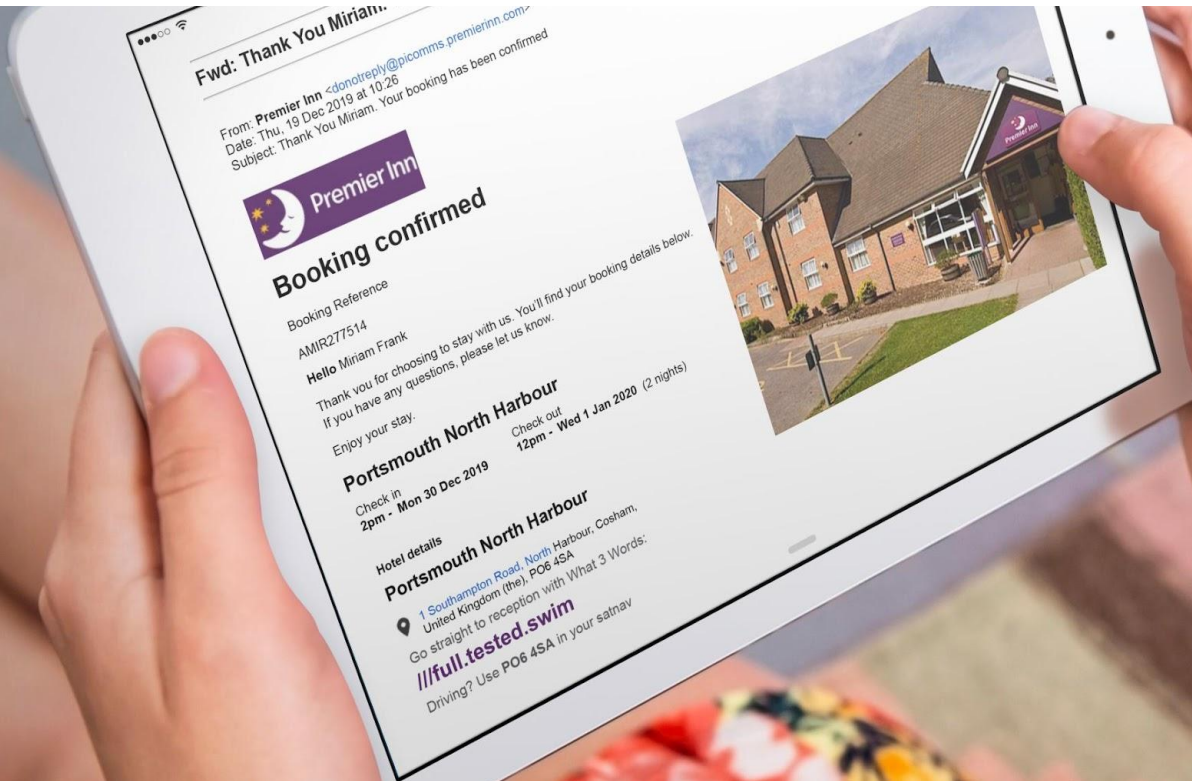
6262 Hollywood Blvd.

what3words address

///going.views.smiles

#### Ceremony date

# Case Study: Premier Inn

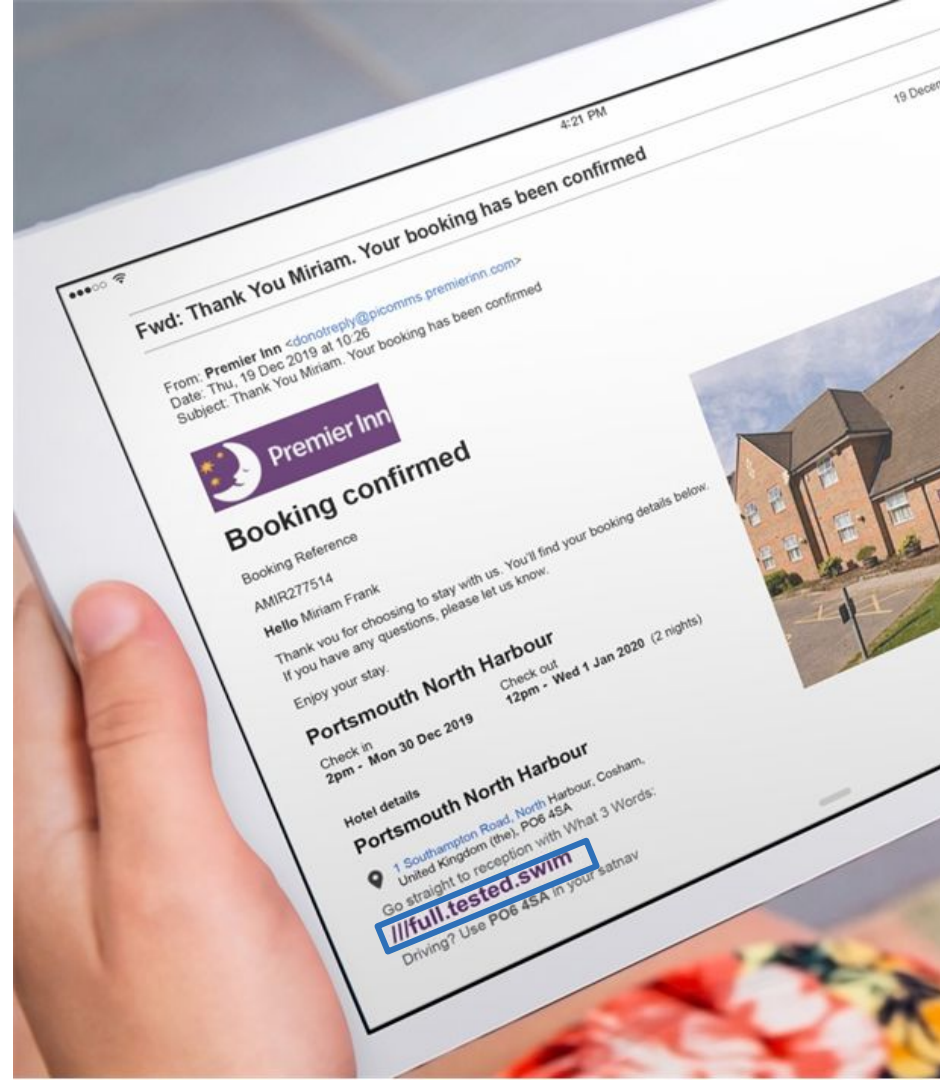


# Premier Inn

Premier Inn is the UK's largest hotel brand, with more than 72,000 rooms and 800 hotels.

They operate hotels in a variety of locations including city centers, suburbs and airports, and cater for short stays, including business travellers who don't want to waste time looking for their hotel.

Guests booking with Premier Inn can find their hotel easily using the what3words address provided in the booking confirmation - ensuring they always have a direct route to check-in and a safer, stress-free experience.





///branded.taxi.times  
BRISTOL, UK

Premier Inn 

# Case Study: Cannery Row

## WHAT3WORDS NAVIGATION



PLAN YOUR VISIT »

We've teamed up with [what3words](#) to highlight some popular destinations along Cannery Row. You can view each location by clicking on the links provided or entering the corresponding 3-word address into the [free what3words app](#):

# Cannery Row

Cannery Row is one of Monterey's most famous tourist attractions, drawing millions of visitors every year.

To make sure it's easy to find their 100+ businesses, they've given each one a what3words address.

These what3words addresses are listed as clickable links in the 'Plan Your Visit' section of their website.

Heading into the busy summer season, visitors will be able to find any exact location on the Row, using just 3 words.



## A Taste of Monterey Wine Market & Bistro

This regional wine bar, market, and bistro is a must visit for wine aficionados v Monterey. Featuring over 95 local wineries, small plates of superb, innovative broad selection of wine related gifts.

[what3words:///looked.jars.laying](#) 

700 Cannery Row, Monterey, California 93940

(831) 646-5446

[Visit Website](#)



## Adventures by the Sea

Adventures by the Sea is the premier recreational company on the Monterey over 25 years, Adventures by the Sea has been providing visitors and locals th to discover Monterey by land and by sea!

[what3words:///fonts.sport.achieving](#) 

685 Cannery Row, Monterey, California 93940

(831) 648-7234

[Visit Website](#)

## ALCHEMY SALON AT THE PLAZA

## Alchemy Salon

Alchemy Salon at the plaza is a luxury salon, Blowbar and lounge. We have ta specializing in Custom Coloring, Precision haircuts, Blowouts, Smoothing Trea Lifts, Airbrush Tanning and Wedding Parties.

[what3words:///mute.method.pose](#) 

381 Cannery Row, Monterey, California 93940

(831) 717-4319

[Visit Website](#)

# Next Steps

If you want to use what3words to give better location information to your customers:

1. Go to [what3words.com](https://what3words.com) or [what3words.com/business-listings](https://what3words.com/business-listings) and start finding the best 3 word addresses for your business.

Or...

2. Get in touch with me! I'm [Marcus Taylor](#) on LinkedIn or you can email me at [marcus.taylor@what3words.com](mailto:marcus.taylor@what3words.com).

Thank you!