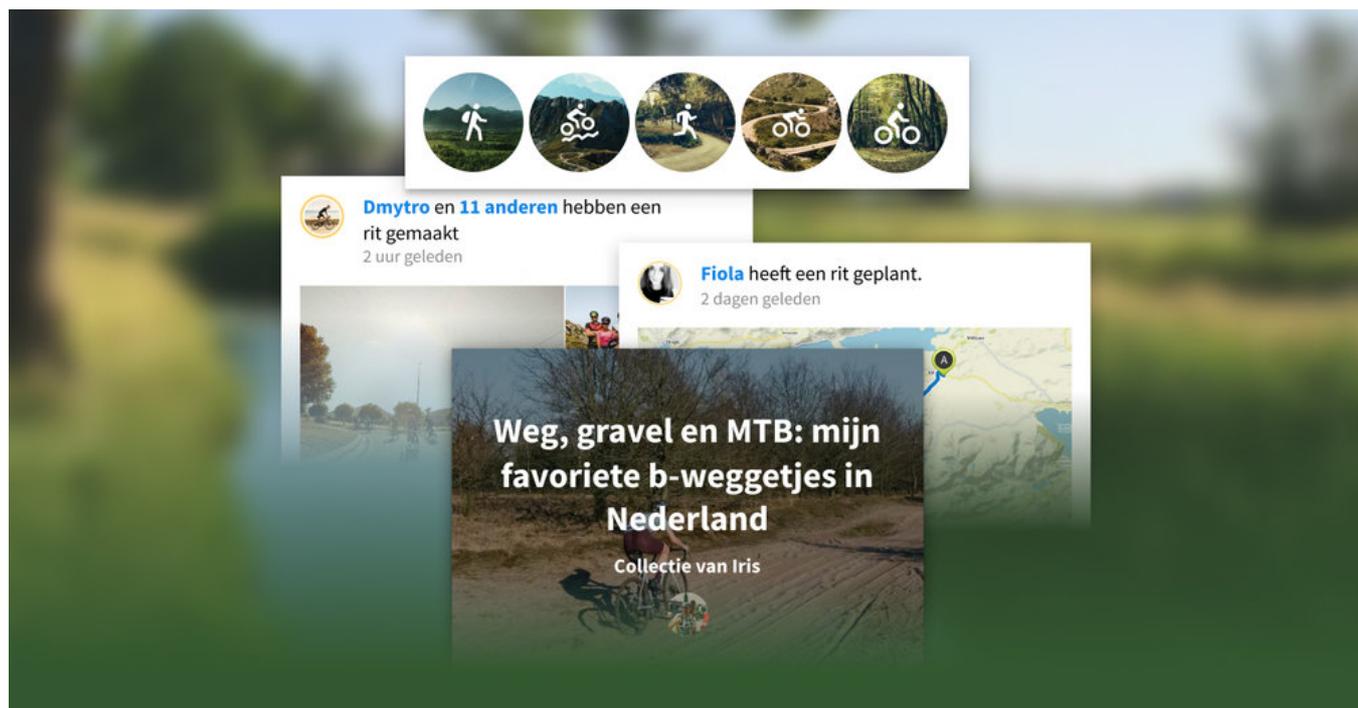




© 08 July 2020, 01:00 (CEST)

## Komoot launches its Discover Feed in the Netherlands - bringing Inspiration and Local Routes to its Community's Fingertips

*Potsdam 7th July 2020* - Komoot, Europe's biggest digital community of outdoor enthusiasts and acclaimed route planning and navigation app, has unlocked its Discover feed for users in the Netherlands. An update to its recommended Tours feature also makes it easier than ever to find and explore routes from wherever you are.



Until now, komoot users residing in the Netherlands used komoot primarily for planning, navigating and tracking hikes and bike rides, with komoot's interactive maps as the primary source of information. **As of today, Dutch komoot users will be inspired by the new Discover feed - appearing as a tab in their komoot interface on desktop and mobile. This feature is free of charge.**

The komoot Discover feed is a rich and entertaining news feed with a variety of inspiration tailored to every user: from exciting adventures their community of friends has been enjoying, to rich and informative cycling and hiking guides tailored to users' localities. Komoot users will be inspired by Tour recommendations and inspirational route Collections based on their preferred outdoor activities, and the ability to see what other adventurers in the area are getting up to. They'll also get suggestions for komoot users worth following. Komoot is a place for the outdoor community to connect online, and now, thanks to the Discover feed, it's an exciting source of inspiration for Dutch explorers too.

## Personalized inspiration curated by local editors and users

From beautifully themed Tour Collections compiled by local komoot editors, to area Guides using smart technology to showcase Tour recommendations for the selected sport and region, Komoot users in the Netherlands now have access to thousands of possibilities for adventures in the great outdoors, both near and afar.

## Komoot presents users with the best Tours - wherever they are

Komoot is home to millions of Highlights, which are tips and recommendations left on the komoot map by local experts to help others plan their best adventures. Komoot's Tour recommendations are location based, the results of a smart technology that finds the best routes and Highlights near users' current locations. By comparing a wide range of factors such as way type and surface types, activity types, relevant highlights and high quality imagery, komoot can create awesome hiking, cycling, and running route recommendations that make exploring with komoot even more convenient and relevant. Recommended Tours automatically include the highest ranked Highlights on the way, while Tour recommendations in other areas can be explored by zooming out or searching in a specific location on the map. Tour recommendations are presented in a list with the highest quality Tours ranked on top.

[Browse Tour recommendations](#) and learn in more detail about how komoot's Tour recommendations work [here](#)

Inspiration Feed Media Kit: [http://newsroom.komoot.com/media\\_kits/223827](http://newsroom.komoot.com/media_kits/223827)

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## ABOUT KOMOOT

Komoot empowers, enables and inspires people to explore more of the great outdoors. With its smart route planner, tips from other users, turn-by-turn voice navigation and inspirational content, it has become the outdoor app of choice for 12 Million people all over the world. Komoot is home to the largest digital group of outdoor experts in Europe. For the more adventurous outdoor enthusiast and cyclist, komoot recently launched a premium version aimed at those among its community who wish to 'go further'. Komoot Premium has advanced features such as dynamic, on-Tour weather forecasting, a multi-day Tour planner and sports-specific maps. In 2020 komoot is the proud sponsor of the Atlas Mountain Race, the Silk Road Mountain Race and the Transcontinental Race and counts Lael Wilcox, Laurens ten Dam and Steffi Marth among its growing list of ambassadors.

Headquartered in Potsdam Germany, komoot currently employs approx. 60 people who work remotely all over Europe.

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