Pak-Safar

Tourism In Pakistan

One of the major concerns in tourism industry of Pakistan is its inability to reach out to potential tourists and help them plan their trip to visit as much destinations as possible as per their time and budget. Our AI based chatbot will help facilitate in this regard with 3D virtual tour as cherry on the top

Chosen Challenge Set

- Pakistan indeed is an agricultural land however it has a very high potential of using tourism for its economic gain. In 2019, tourism contributed about 5.9% of the GDP and provided 6.2% of the total employment opportunities [1]. Unfortunately, people are yet oblivious to most of the tourist sites that in turn waste those sites.

- Tourists either local or international usually look for a tour agency to plan and execute their trip to make it more productive however, it eventually increases their trip cost. A tourist via a tour agency, has to spent an average 68$ per day in a vacation to Pakistan[2], which mostly carries the commission of agency.

Core Team

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Computer Science Major
Class of 2023

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Solution

- What is your solution?

  - Pak-Safar deploy Artificial Intelligence and Data science to tackle the two issues mentioned on slide 2, by providing every common individual of society a means to know those oblivious sites on the basis of their interests and hence reducing a need of any external/ highly paid tour guide.

  - Every tourist can have a conversation with our bot that will be their personal tour agent, guide them on the basis of their interest and help them plan and execute their trip without charging a huge amount.

  - AI will assist in diagnosing the interests of tourist from its conversation and suggest the best from its huge data set by considering different dimensions at the same time, that is close to impossible for a human tour guide to do.

  - You can customize your plans using our chat bot and take a virtual tour too

Solution

- How does it work? Explain it in 3 simple steps.

1. Log In / Sign Up to our webpage / app
2. Get the basic or premium package
3. Plan your trip using chatbot and take a virtual tour

Marketing Plan

What is the goal of your marketing strategy?

AI Based chatbots will facilitate customers choose the best package as per their budget, time availability and plan their trip hence revolutionized tourism industry via Artificial Intelligence

Virtual tour (3D modelling) of tourist destinations

Exposure to several Pakistani tourist spots that are unknown to the tourists

Awareness of AI based Chatbots in Pakistan and their myriad benefits including serving as a personal yet free tour bot.

Less Investment and more impact/reach

Grab attention of tour agencies to buy our tour-bot in order to promote high tech services in Pakistan

Who is your target market?

AGE 17-*no age upper bound*

Male/Female

Pakistani or non residents Pakistani interested in tourism

Tier every region whose locals are interested to visit Pakistan tourist spots

What strategies will you be using to achieve your marketing goals?

Social Media Marketing

Student Brand Ambassador Programs

Advertisement via Bite-sized videos with trendy music

Print media marketing: newspaper, pamphlets, brochures

Brand Partnership with tour giants such as sastaticket

Cashback prizes for customers who invite their friends to our tour bot

How much money will your marketing strategy cost?

Social Media Marketing: 25-30%

Student Brand Ambassador Programs 5-15%

Advertisement via Bite-sized videos with trendy music: 10-15%

Print media marketing: newspaper, pamphlets, brochures: 20-25%

Brand Partnership with tour giants such as sastaticket: 15-20%

Cashback prizes for customers who invite their friends to our tour bot: 15%

Financial Plan

ALL FIGURES IN USD	Year 0	Year 1	Year 2	Year 3
Revenue	$340	975	1420	1740
Revenue Stream 1: Tour Agencies	300	900	1300	1500
Revenue Stream 2: Subscription Fee	40	75	120	240
Expenses	800	850	1100	1150
Expenses 1: Marketing	500	550	600	650
Expenses 2: Developers	300	300	500	500
Profit / Loss	2040	2625	320	590
Seed Money	2500	2500	0	0
Retained Earnings	2040	4665	4985	5575

Prototype
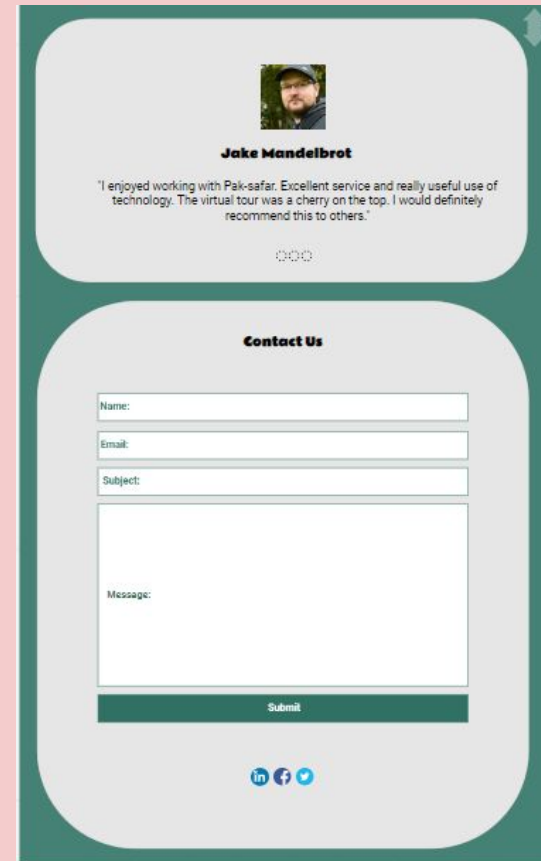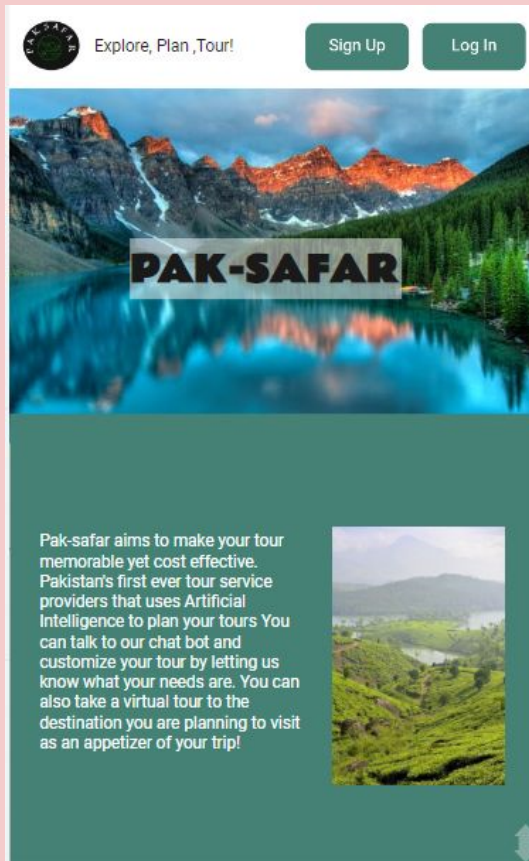
Explore, Plan, Tour!

Sign Up

Full Name :

Email :

Contact :

Password :

Confirm Password :

➜ Join

Explore, Plan, Tour!

Log In

Email :

Password :

➜ Log In