

TAM / SAM / SOM

Metric	Definition	Estimate for Kind Visit
TAM (Total Addressable Market)	All tourists visiting Porto annually (~7 million in 2024).	7,000,000 visitors/year
SAM (Serviceable Available Market)	Visitors staying in the city center and open to alternative tourism (~20%).	~1.4 million
SOM (Serviceable Obtainable Market)	Realistic initial target for the pilot (first 2–3 years).	~1% of SAM = 14,000 participants

Market Landscape

Kind Visit sits at the intersection of:

- Responsible tourism
- Short-term volunteering
- Local experiences and cultural immersion

It bridges a gap between:

- Traditional volunteer tourism (long-term, high cost, commitment-heavy)
- Regular tourism (no social impact, passive consumption)

Competitor Analysis

Type	Example	Weakness / Gap	Kind Visit's Advantage
Volunteer tourism agencies	Impactrip, Worldpackers	Require multi-day commitments and high fees.	Offers short, easy-to-join activities with no long stay.
Experience platforms	Airbnb Experiences	Focus on fun/touristic activities only.	Focuses on social good and local community benefit.
NGOs' internal programs	Local NGOs organizing their own volunteers	Limited visibility, language barriers, small scale.	Acts as a connector, simplifying logistics and communication.

Problem Validation

Through feedback, we validated **three main problems**:

1. Tourists want to contribute positively but lack accessible, trustworthy options.
2. NGOs need occasional help but don't have a structured channel for short-term volunteers.

3. Local tourism actors (hotels, Airbnbs, city programs) are looking for ways to make tourism more sustainable.

Kind Visit directly addresses all three by being a simple connector between tourists, NGOs, and local businesses.

Why This Market Matters

- Porto alone receives 7 million visitors/year - a small share can create massive social impact.
- Growing trends: responsible tourism, purpose-driven travel, and sustainability.
- City councils and corporations actively support social impact projects.
- The model is scalable to other cities in Portugal and Europe.