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**About Our App**

The mobile App's main purpose is to help visitors navigate attractions in the park and display visitor flow data on a map.

* It provides details about the attractions such as introduction, location, opening hours, ticket prices, etc. Users can post pictures, reviews, etc. to the App. Quality photos and transcripts will be selected and compiled into an album.
* Animations will be used to vividly show the attractions. The App will have marks for tourists to grow grass, and the higher the recommendation index, the more marks for planting.
* This allows tourists to see which popular scenic spots are by checking the location and number of the marks.

**Market Overview**

The tourism industry has seen sustained and rapid growth, and the advent of mobile Internet technology has opened up new possibilities. As demand for tourism rises, the mobile App market for tourism applications is experiencing a rapid surge. In this scenario, a mobile App that provides real-time, dense traffic conditions for attractions in the park is a highly promising project.

**User Preferences**

As epidemic prevention and control policies become more relaxed and the tourism industry recovers, people's willingness to spend is increasing and more and more people are choosing tourism as a leisure activity.

During tourism, people are increasingly paying attention to the crowding of scenic spots and their desire to share experiences. This has created a high demand for a mobile app that can provide information on the crowds at scenic spots and meet users' sharing needs, as well as recommend popular destinations by "planting grass".

**Competitive Landscape**

The mobile App market for travel applications already contains a few similar apps, such as "Hornet's nest(马蜂窝）" and "Where to go(去哪儿)". These apps have taken a portion of the market, but they mainly focus on travel planning and booking hotels, with little attention to the specific tourist attractions and real-time traffic density in scenic spots .

Knowing the real-time traffic density can assist tourists in coming up with better route plans, minimize the time spent waiting and improve their overall satisfaction. Therefore, a tourism application that provides real-time traffic density in scenic spots has an advantage over the competition.

**Market promotion**

**Social Media**

Social media can be used to publicize travel strategies and tourism information. Platforms such as WeChat and Weibo can be utilized to reach potential users..

**Cooperate with tourism platforms**

Platforms related to tourism, such as online travel agencies, and park management agencies can work together to promote and advertise a mobile application.

**Promotion**

In order to attract more users to use this product app, some promotional tactics can be implemented, such as launching new user registration points or discounts, to draw their attention.

**App Development in the Future**

The tourism industry has seen tremendous growth, which has led to an increase in the popularity of tourism mobile apps. In the future, these apps should consider adding more features, such as providing AR guides and maps for popular tourist destinations.

Furthermore, they should focus on improving user retention by introducing personalized recommendations, travel strategies, and other services that offer comprehensive and personalized travel experiences.

**Conclusion**

Our tourism application mobile App offers a user-friendly map and user-shared footprints of real-time dense traffic flow of scenic spots, catering to users' park experience needs and having a great market potential.

To promote the App, social media publicity, collaboration with tourism-related platforms and promotional activities can be used. In the future, the App can be improved and optimized to offer users more comprehensive and personalized travel services.