

# Onsite Information Systems – Value Proposition

My company, Onsite Information Systems, increases tourism revenues to the local economy by retaining visitors for longer and influencing what sites and locations they visit next.

We do this by enhancing the visitor experience at sites in the locality encouraging them to stay longer on the site and in the area and giving them a reason to return to the area at a future date

We provide them with an exciting proposition to relate to their networks thereby encouraging their friends, colleagues and relatives to visit at a future date

Unlike the competition, OIS will deliver to the visitor the unique story of the site in the context of the site at a fraction of the cost of a visitor/interpretative centre thereby delivering a far greater return on investment

Our vision is to develop remote or environmentally sensitive sites as well as sites that lack access to multi-million euro funding, into Virtual Interpretive Centres

# Onsite Information Systems – Existing Problem

One problem experienced by anyone responsible for visitor sites and tourist attractions of historical and cultural significance is how to relay the stories of the site in a way that is financially feasible and environmentally acceptable

The ongoing costs of running an interpretive or visitors centre including staffing, security, energy etc. can be prohibitive even if funding is available for the initial construction

How to give the visitor a compelling reason to spend longer on the site, and spend more time in the locality to maximise the potential benefit to the local economy

How to stimulate and provide an opportunity for the visitor to learn and absorb the stories, characters, history, heritage and culture of the site and not have them leave the site without knowing and experiencing why the site is there and why it is important in a larger context.

First hand experience through involvement in local tourism over many years but specifically the frustration experienced by our community group with the prohibitive costs of building a visitor experience to tell the story of our sites to visitors

# Onsite Information Systems – Issues to be Addressed in Developing the Visitor's Experience

- Convey Accurate Information to Visitors
- Increase Dwell Time
- Increase Context Awareness
- Influence Where Visitors Go Next
- Tell the Story
- Capital; Cost of Visitor/Interpretative Centre or Museum, ongoing staffing and running costs
- Effects of Physical Structure on Environment
- Planning Regulation
- Remoteness
- Restrictions of Interpretative Panels
- Tour Guides – Hours/Language/Educate/Employment Regulation/Set Times

# Onsite Information Systems - The Big Idea

What if we could deliver content rich insights and information about the site, its history, its culture, its geography and its people to visitors on their own devices in real time while they are on the site?

Increase the time they spend on the site (Dwell time)

Deliver the story of the site while they visit the site (Context awareness and education)

Eliminate requirement for physical structure on the site (Cost savings, non-intrusive, friendly to surrounding environment)

In the visitor's own language and in their own time (Convenience)

Influence where the visitor goes next (Control)

VIH meets all this criteria at a fraction of the cost of a physical, bricks and mortar structure and without the limitations

# Onsite Information Systems - The Solution

We are developing a cost-effective solution that will allow site owners and custodians to store relevant content on site and transmit it to visitors, through a wireless local area network, in audio or visual media to their hand-held devices or laptops while they are on site.

This will increase dwell time (the time the visitor spends on site), deliver the stories and history of the site in context

It offers the owner/site custodian the opportunity to influence where the visitor goes next thus further increasing the time the visitor spends in the area.

Future versions will incorporate VR, AR and CGI technologies to further enhance the visitor experience as well as GPS triggers to allow for a tour of the site, visitor feedback, and data collection.

# Onsite Information Systems – Market Opportunity

Total of 8.6 million overseas trips to Ireland in 2015 with an average length of stay of 7.1 days.

Total expenditure, excluding fares, was €4.2Bn with an average spend of €487 per person

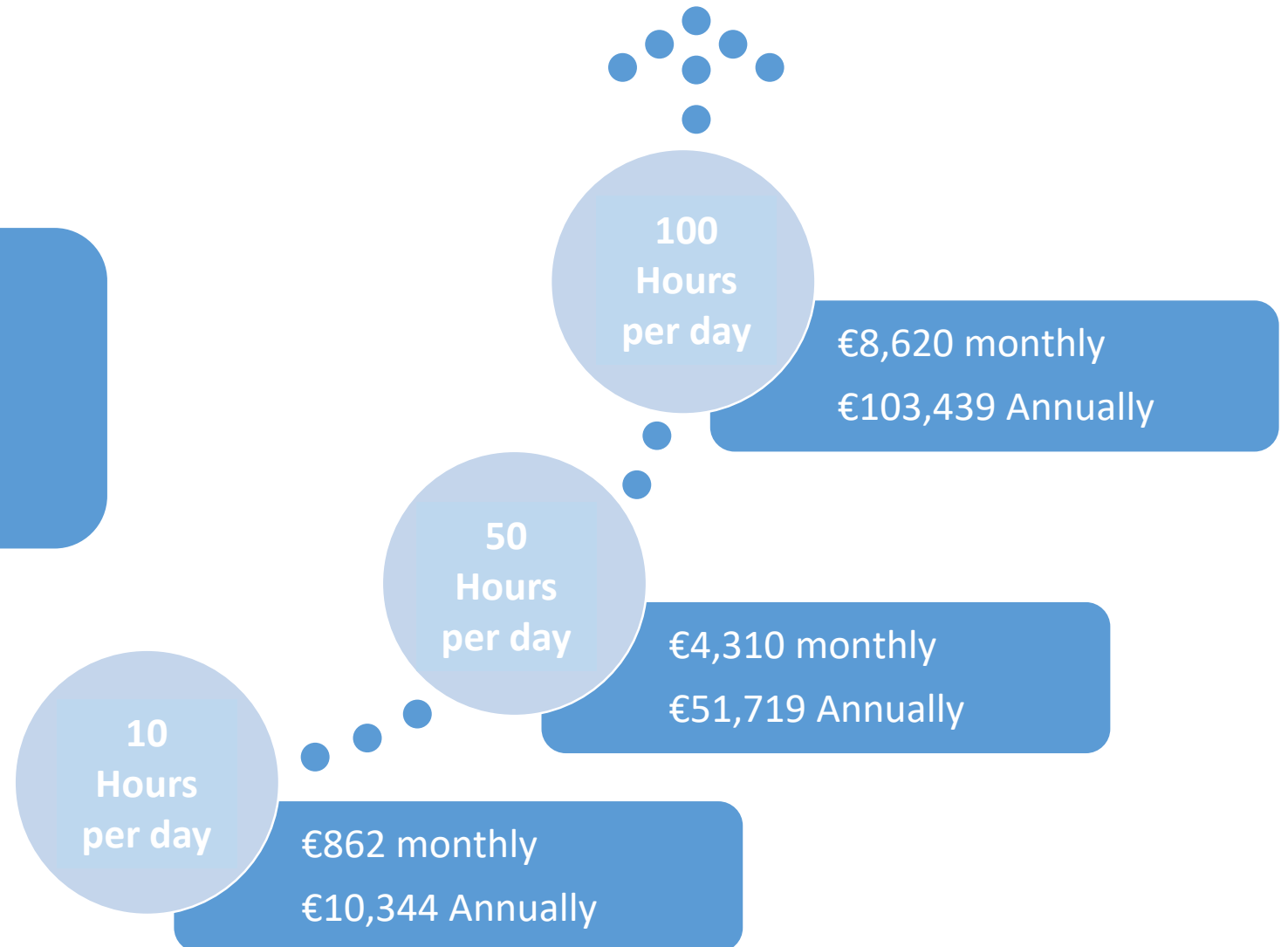
Every hour that an overseas visitor remains in a locality is worth €2.86, on average, to the local economy

To increase the time that visitors spend in an area by 100 hours per day would be worth over €100,000 annually to the local economy positively impacting local employment and business

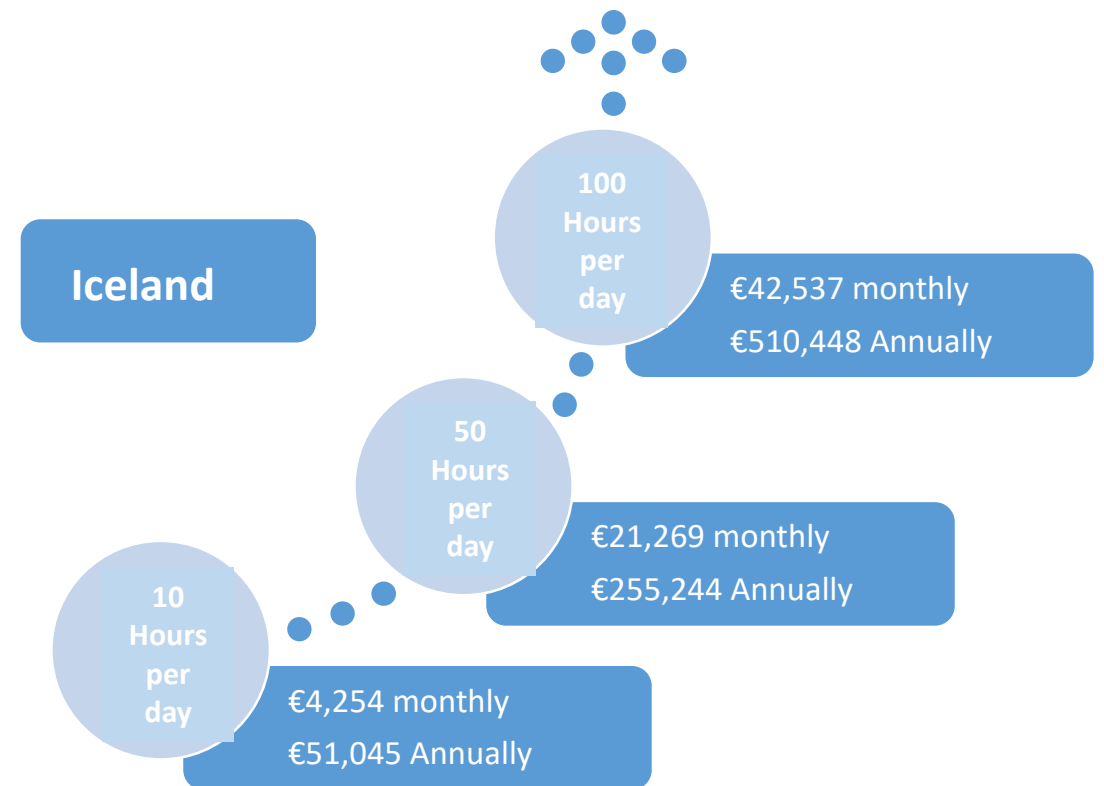
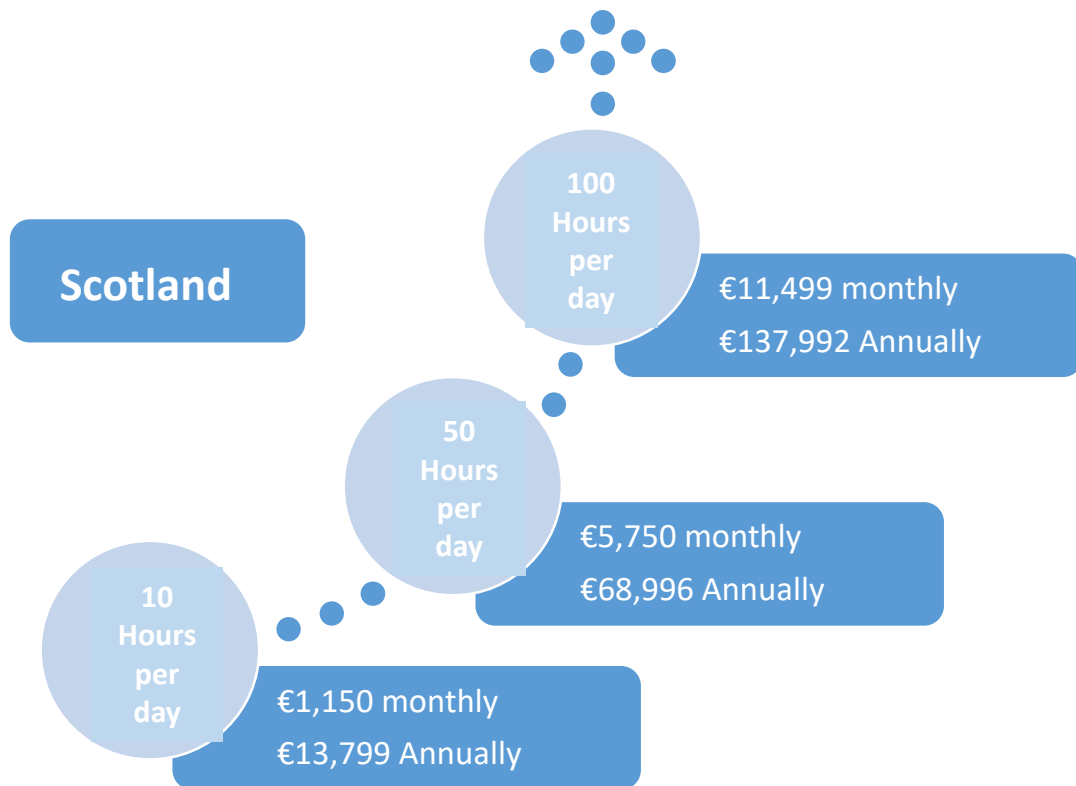
On average, every €1Mn of tourism expenditure helps to support 29 tourism jobs (Failte Ireland)

# Onsite Information Systems – Local Market Opportunity

Increase in Dwell Time  
to the Local Economy -  
Ireland

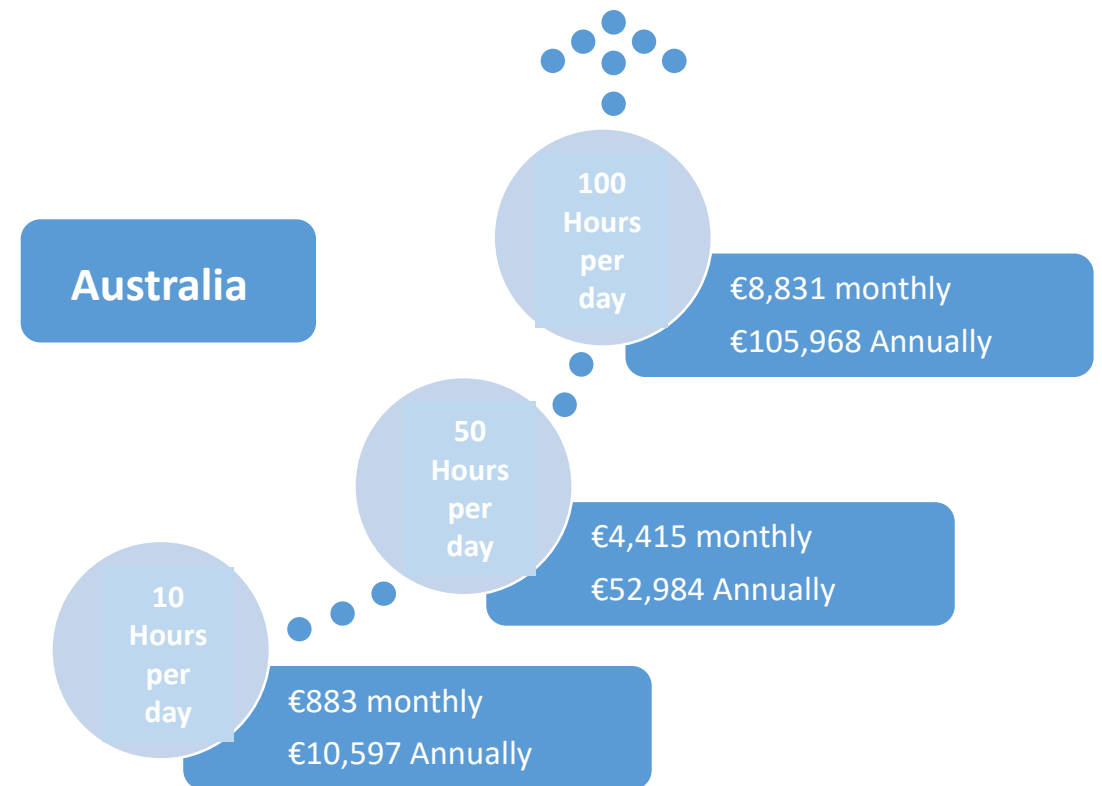
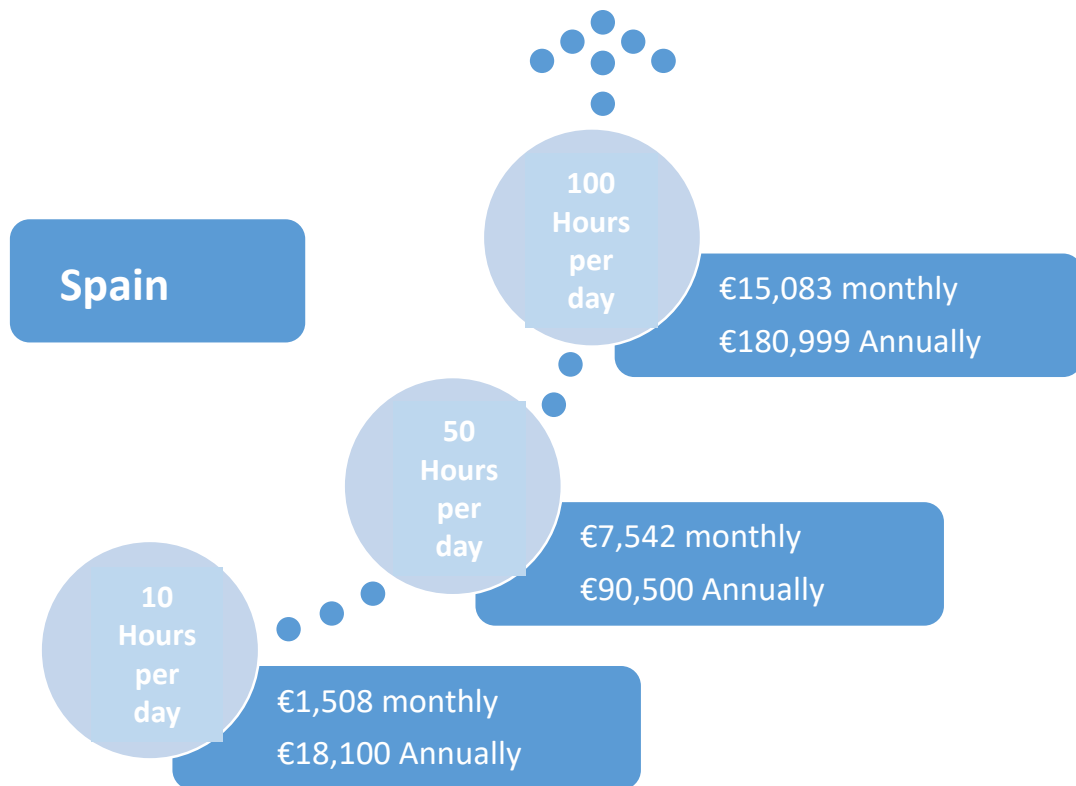


# Onsite Information Systems – Export Market Opportunity





# Onsite Information Systems – Export Market Opportunity



# Onsite Information Systems – The Client

Initial target Customers are eligible to apply for Failte Ireland funding through their small-scale projects support scheme (Grants less than €200,000)

Failte Ireland are looking to partner with state and semi-state bodies, companies and individuals, and not-for-profit organisations to achieve their key strategic objectives

## **OIS can assist Failte Ireland clients to meet these objectives**

- Increase visitor numbers to less visited areas
- Increase dwell time, thereby satisfaction and spend
- Improve linkages between and add value to a range of attractions, activities and experiences
- Deliver a world-class visitor experience
- Differentiate Ireland within the international tourism marketplace through
  - Quality heritage experiences
  - Clear and memorable narrative
  - Linking experiences
- Disperse visitors to lesser known attractions (hidden gems) from more popular ones
- Develop compelling and stimulating visitor experiences attractive to their target market segments

# Onsite Information Systems – The Client

Failte Ireland have identified a number of strategic partners;

## **Public Sector Bodies**

- The Office of Public Works (OPW)
- National Parks and Wildlife Service (NPWS)
- Coillte
- National Transport Authority (NTA)
- Waterways Ireland
- Local Authorities

**Private Sector Bodies** – Companies and other legal entities and individuals

**Voluntary Organisations** – Not-for-profit organisations including charities, trusts, community groups, and companies limited by guarantee

**Initial target customers** will have sites within a specific distance of existing, high performing attractions and within a corridor of an established route such as The Wild Atlantic Way, Ireland's Ancient East, The Wales Coast Path etc.

# Onsite Information Systems – The Competition

Creative Monopoly in the supply of virtual interpretation services to undeveloped and under developed sites

Designers and manufacturers of interpretive signs and panels

Builders of bricks-and-mortar interpretive and visitors centres

App developers? Not viewed as real competition as the premise of the product/service is that the content is site specific and only available on site and when the visitor is on the site. Also, content on VIH accessible on any web browser, Android and IOS development is not required

We have identified a market that sits between interpretive signs and panels and a full-scale bricks-and-mortar interpretive/visitors centre

# Onsite Information Systems – Business Model

OIS supply and install the VIH on site to client specifications

Installation of Media content

Soft services such as research, collation of information, scripting, translations, narration, filming, editing, post-production etc.

Annual License Fee

Aftersales servicing such as battery replacement, parts replacement, cleaning and general servicing

Upgrading of hardware and software, latest version

Updating of content, development of story etc.

As the portfolio of OIS sites grows, we will look at developing digital marketing department for the external marketing and promotion of client sites

Future possibilities include a revenue/revenue share model option with end-users receiving initial content free on site and paying to unlock deeper/more detailed information and experiences

# Onsite Information Systems – The Team

**Declan Bruen** B.Bus (Honours), IT Sligo 2014

- “Wild Atlantic Way Champion” 2017/18
- Co-founder & Treasurer Grange and Armada Development Association (7 Years) (Recipient of the Order of Isabella the Catholic 2017 from His Majesty King Felipe VI of Spain)  
Established relationships with local and national government in the Republic and Northern Ireland, Failte Ireland, The Spanish Embassy and the Spanish Ambassador to Ireland, The National Museum, The Underwater Archaeology Unit of The National Monuments Service as well as academics involved in archaeology, heritage and culture in many European countries.
- Co-founder, Event Manager & Treasurer Celtic Fringe Festival (7 Years)
- Co-founder, Producer, Actor and Director, Grange Players (12 Years)
- 20 + work experience including self employment, customer services, management and logistics

# Onsite Information Systems – The Team

**Sean Bruen** Project Manager and CTO, B.Eng. (Hons) in Mechatronics, Post-grad Project Management

- Aug. '15 - Present: Automation Engineer, AbbVie Pharmaceuticals, Sligo
- Jun. '12- Aug. '15: Project/Plant Support Engineer, AbbVie Pharmaceuticals, Sligo
- Oct. '10-Jun. '12: Engineering Technician, Helsinn Birex Pharmaceuticals
- Nov. '07-Oct '10: Self Employed Maintenance Technician
- 2002-Sept. '06: Maintenance Technician, Bristol-Myers Squibb Pharmaceuticals
- 2001-2002: Technical Manager, Electrofast Ltd.
- 1992-2001: Avionics Technician, Irish Air Corps

**Ciaran Bruen** BSc. Information Technology

- 20 years' experience, full stack software development creating enterprise-wide web applications in complex multi-national environments. Test driven development using NUnit, xUnit, Moq, qUnit, Selenium
- Main technologies: Microsoft ASP.NET, C# OO, jQuery, Ajax, Angular, Knockout.js, HTML, CSS (Bootstrap) JSON, Entity Framework, Oracle, SQL Server, SQL, NUnit, Moq, qUnit, Selenium, Jenkins, IIS, SVN, TFS
- Full SDLC background, also experienced in Scrum: sprint cycle, product backlog, sprint backlog, stories / tasks / task board, DoD, daily scrum, planning poker, sprint review & retrospective

# Onsite Information Systems – The Team

## **Denise Mulvaney** Design and User Experience

- User Experience & Design, Digital designer and front-end web developer with over seventeen years of professional experience with design concepts for both print and web design. Specialises in Front-end web design and development, UI/UX design, HTML/CSS, Website traffic growth, Print design, WordPress, Project management, Technical Specification Documents

## **Dan Nelson** B.Eng. Utah University

- Dan's interest has always been in wireless communications. He has a background in both electronics and computer software development with a primary focus on commercial Wireless Sensing Networks.
- American & Irish citizen (living in Ireland). In the US, he worked for a large computer firm (now UniSys) in the areas of 'world-wide technical support' (both hardware and software), technical marketing consultation, and embedded software development for communication systems.
- He has several patents to his name (sole & co-inventor for a variety (4) companies). Patent areas include: wireless meter reading, electronic shooting game, mesh network routing techniques, remote access to refrigeration, and his own patent on a wireless mesh network.



# Onsite Information Systems – Next 12 Months

Sept, 2017

- Sept 1<sup>st</sup> Functional pilot in Streedagh (MVP in English and Spanish)
- Sept 24<sup>th</sup> Test product at annual Spanish Armada commemoration. Host stand and receive feedback, potential 1,000+ visitors on the day

Oct, 2017

- Meet with Kevin “Boxer” Moran, Minister of State at the OPW for presentation/demo with a view to gaining high-level intros at OPW and securing OPW pilot projects
- Market researcher in place (initially intern) to research potential projects in Ireland and UK and match them with potential sources of funding
- Develop end-to-end process template for development of projects from project acquisition to handover
- Develop database of potential sites (“hidden gems”) < 25km along the WAW corridor

Nov, 2017

- Complete business plan for years 2018 to 2020 inclusive
- Meet senior executive from Scottish National Tourist Board, Visit Scotland to discuss their required outcomes when funding tourism projects

Dec, 2017

- Secure funding of €250,000 in order to recruit 6 employees over the next 12 months
- Identify 10 locations from October’s database and approach relevant parties with a view to presenting and securing a project

# Onsite Information Systems – Next 12 Months

Jan, 2018

- Will meet with 15 prospective clients with sites within our identified WAW corridor with a view to securing projects

Feb, 2018

- Upgrade Streedagh project to version 2, GPS triggers, visitor feedback and addition of German and French language options

Apr, 2018

- Five presentations to relevant site managers in Scotland with a view to commencing two paid pilots

May, 2018

- Sean becomes full-time CTO and Project Manager
- Denise joins full-time as Design & User Experience Manager
- Recruit researcher and content developer
- Recruit market researcher
- Recruit Office Manager responsible for Administration/Sales Support etc.

Jun, 2018

- Recruit Business/Sales Developer

Jul, 2018

- Research and apply for museum accreditation for Streedagh project



# Appendices

# Dwell Time Calculations

Total trips from out of state	8,643,000				Hours per day	Monthly return	Annual return
Ave length of stay	7.1				10	€869.40	€10,432.77
Expenditure (excl fares)	€4,208,000,000				50	€4,346.99	€52,163.87
Average spend	€487				100	€8,693.98	€104,327.75
Spend per day	€68.59						
Spend per hour	€2.86						
Total domestic trips	9,125,000				Hours per day	Monthly return	Annual return
Ave length of stay	2.72				10	€880.92	€10,571.01
Expenditure	€1,725,000,000				50	€4,404.59	€52,855.06
Average spend	€189				100	€8,809.18	€105,710.11
Spend per day	€69.50						
Spend per hour	€2.90						
Total trips	17,768,000				Hours per day	Monthly return	Annual return
Ave length of stay	4.91				10	€861.99	€10,343.88
Expenditure	€5,933,000,000				50	€4,309.95	€51,719.41
Average spend	€334				100	€8,619.90	€103,438.81
Spend per day	€68.01						
Spend per hour	€2.83						

# Dwell Time Calculations

Overseas Tourism to Scotland			Domestic Tourism to Scotland			Domestic Tourism to Scotland	
Trips	2,590,000		Trips	12,270,000		Trips	14,860,000
Nights	21,490,000		Nights	42,280,000		Nights	63,770,000
Spend	€1,932,300,000		Spend	€3,853,200,000		Spend	€5,785,500,000
Ave length of stay	8.3		Ave length of stay	3.45		Ave length of stay	4.29
Average spend	€746		Average spend	€314		Average spend	€389
Average Daily spend	€89.92		Average Daily spend	€91.14		Average Daily spend	€90.72
Average hourly spend	€3.75		Average hourly spend	€3.80		Average hourly spend	€3.78
Average total hourly spend	€3.76						
			Hours per day	Monthly return	Annual return		
			10	€1,150	€13,799		
			50	€5,750	€68,996		
			100	€11,499	€137,992		

# A Changing Marketplace

**The hottest destinations are the lesser-known locales.** While the city lights of Paris and the buzz of Tokyo will always be appealing to those afflicted with wanderlust, there's an increasing desire to explore smaller and less popular destinations. In these cities and countries, people are discovering uninterrupted local culture and authentic experiences.

More travellers are aware of the impact their experiences have on the planet and as a result, more are opting for sustainable measures in their travel.

Staycations have been a powerful trend in 2016. Many travellers have trended in the direction of sticking around locally to enjoy their vacation time. This has been great news for local tour and activity providers and their communities as more people are looking to boost their local economies with trips close to home.

More travellers are seeking a more personalised, local and authentic experience than ever before