Travel App: Deployment & Running Costs Guide

This document consolidates deployment fees, beta vs. full launch workflows, and incremental running costs.

1. One-Off Fees When Deploying

One-off fees

Item	Cost	Notes
Google Play Developer	**$25**	One-time registration to publish on the Play Store
Apple Developer Program	**$99/year**	Required for App Store distribution (annual, not one-off)

Usually free

- **Supabase** – No setup fee; free tier available
- **Geoapify** – No setup fee; pay-as-you-go or subscription
- **Vercel** (web) – No setup fee; free tier for hobby projects
- **Domain** – Optional; ~$10–15/year if you want a custom domain
- **Code signing** – Free (Apple via dev program; Android keystore is free)
- **SSL/HTTPS** – Free via Vercel/Supabase/Let's Encrypt

Summary

- **Android only:** ~**$25** one-off (Google Play registration)
- **iOS only: $99** for the first year (Apple Developer Program)
- **Both platforms:** ~**$124** in the first year
- **Web only: $0** (e.g. Vercel free tier)

2. Beta Release Costs

$0 beta options

Platform	Method	Cost
Web	Deploy to Vercel/Netlify, share URL	**$0**
Android	Build APK → share via Drive/Dropbox/link	**$0**

Beta options that cost money

Platform	Method	Cost
iOS (TestFlight)	Apple Developer Program	**$99/year**
Android (Play Store)	Internal testing track	**$25** one-time

Summary

- **Web + Android beta (no stores): $0**
- **iOS beta (TestFlight): $99/year**
- **Android beta via Play Store: $25** one-time

3. Beta vs. Full Launch Workflow

iOS: TestFlight (beta) → App Store (full)

Phase	What happens	Who can install
Beta (TestFlight)	Upload builds to TestFlight. Add internal (up to 100) or external testers. Optional Beta App Review for external testers.	Only invited testers via email link
Full launch	Submit the same app for App Store Review. Add store listing, screenshots, description, etc.	Anyone can search and download

Flow: Same app in App Store Connect. You use TestFlight first, then submit a build for App Store Review when ready. No separate "beta app" vs. "production app" – it's one app graduating from TestFlight to the store.

Note: TestFlight builds expire after 90 days; you upload new builds as needed.

Android: Testing tracks → Production

Phase	What happens	Who can install
Beta (Internal)	Upload to Internal testing. Add up to 100 testers by email.	Only those testers
Beta (Closed)	Upload to Closed testing. Share an opt-in link.	Anyone with the link who opts in
Beta (Open)	Upload to Open testing. Public opt-in page.	Anyone who joins the program
Full launch	Promote a build from a testing track to **Production**. Complete store listing, content rating, privacy policy.	Anyone can search and download

Flow: One app in Play Console. You put builds in Internal → Closed → Open testing first, then promote a build to Production when ready. The app only appears in Play Store search after it's in Production.

Differences between beta and full launch

	Beta	Full launch
Visibility	Not in store search; invite/link only	Searchable in App Store / Play Store
Audience	Limited (testers)	Public
Review	iOS: Beta App Review (or none for internal). Android: usually none for internal	Full store review (both platforms)
Store listing	Minimal or none	Required: screenshots, description, privacy policy, etc.
Updates	New builds uploaded to TestFlight / testing tracks	New versions submitted for review

Typical sequence

1. **Beta:** Upload builds to TestFlight (iOS) and Internal/Closed testing (Android). Invite testers, collect feedback, fix bugs.
2. **Prepare for full launch:** Add store listing, screenshots, privacy policy, content rating.
3. **Full launch:** Submit for App Store Review (iOS) and promote to Production (Android).
4. **Ongoing:** New versions go through the same review process for each release.

Same app, same codebase; beta is a pre-release phase before making it publicly available in the stores.

4. Incremental Running Costs by User Base

Monthly costs as MAU increases. Assumes ~62.5 Geoapify credits per MAU (static maps + tiles). Photon, Nominatim, Carto, Natural Earth remain $0 at all scales.

MAU	Supabase	Geoapify	Geoapify credits/day	Total/month
1k	$0 (Free) or $25 (Pro)	$0 (Free)	~2k	**$0–25**
2.5k	$25 (Pro)	$59 (API 10)	~5k	**$84**
5k	$25	$59 (API 10)	~10k	**$84**
7.5k	$25	$109 (API 25)	~16k	**$134**
10k	$25	$109 (API 25)	~21k	**$134**
25k	$25	$179 (API 50)	~52k	**$204**
50k	$25	$299 (API 100)	~104k	**$324**
100k	$25	$609 (API 250)	~208k	**$634**
150k	$187	$860+ (Custom)	~312k	**~$1,050**
250k	$512	$860+ (Custom)	~520k	**~$1,400**
500k	$1,300	Custom	~1M/day	**~$2,000+**
1M	$3,025	Custom	~2M/day	**~$4,000+**

Notes

- **Supabase Free:** 50k MAU, 500MB DB, 5GB egress. Fine for early beta; Pro recommended for production.
- **Supabase Pro:** 100k MAU included; beyond that: **$0.00325 per MAU**.
- **Geoapify Free:** 3k credits/day (~90k/month). Covers ~1.5k MAU.
- **Geoapify tiers:** API 10 (10k/day), API 25 (25k/day), API 50 (50k/day), API 100 (100k/day), API 250 (250k/day), Custom (contact).

Generated for Travel App. Supabase, Geoapify, Photon, Nominatim, Carto.