Designed for: Travel Diary

Value Propositions

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## Key Partners

possible

Cooperation with other recommendation

• Links from and to **Booking.com** 

Cooperation with local tourist sites

maintained by the city

• Tourist Attractions

Travel Bloggers

Links from and to Tripadvisor.com

systems and booking agencies (Acquisition of

particular resources/customers, optimization)

• Similar cooperation with **hotels, airlines** etc.





Create adverts for marketing purposes

- Get inital userbase, i.e. travel bloggers, on the
- Get inital affiliates for booking and advertisement
- Maintain good relationship with booking and advertisement affiliates
- Keep activity data up to date

Key Activities

- Maintain a highly usable search engine for vacations
- Store vacation plans highly reliable
- Promote and maintain a friendly and helpful userbase
- Acquire new customers, lead them to our site

## **Travel Bloggers:**

- Easy to use platform to share experiences (Convenience/Usability)
- Provide audience
- Receive acknowledgement for ideas

### **Vacationists:**

- Recommendation system (Risk reduction, cost reduction)
- **Search** for cool vacations / holiday activities
- Individual, customizable vacation planning (customization)
- Support in activity and budget planning (cost reduction)

# Customer Relationships



# Co-creation goes beyond traditional customervendor relationship to co-create value with the

- customer • **Self-service** helps customers to find answer of their queries without any manual help
- **Personal assistance** is based on human interaction

# Customer Segments



### **Travel bloggers:**

- Experienced travellers
- Like to share their experiences

### **Vacationists:**

- Average earner
- Short-term trips (~2weeks)
- Frequent vacationists (holiday at least once a year)

# Key Resources



- Data about activity releated places and reviews,
- e.g. reviews from Foursquare or Google
- Human experiences on vacation, specifically on activities
- Domain for website
- Content maintainers and moderators
- Advertisement affiliates for marketing the
- Affiliates for simple booking of vacations
- Exerienced travellers, i.e. well known travel



- **Social networks** are the most effective marketing channels to reach, communicate and attract potential customers
- customers find vendor website and is an important part in the discovery process
- and find specific vacation plans suiting their choice

- Web server running the Travel Diary website
- Travel Diary brand
- bloggers, which share their vacation experiences
- Programmers for extending and maintaining Travel Diary

## Channels



- Business blogs influence B2B buyers, help
- Web allows Travel Diary customers to search
- Travel agencies have potential to route their customers to Travel Diary

## Cost Structure



- **Domain** name needs to be purchased
- Insurance, license and permit fees must be checked and acquired
- **Development** cost as services increase
- Advertising and promotion will be needed once initial release is final
- Maintenance cost will be needed in the long run
- Customer Support is essential to build contact with customers
- Information collection will prove to be the biggest cost
- Employee expenses will increase as services increase
- Research expenses will be needed to stay in competition • The **interests** from borrowed money need to be incurred from the initial investments
- Physical space will have rental costs associated with it

# Revenue Streams







• Recommendations are currently being paid for by

• Booking agents charge customers money for their services















