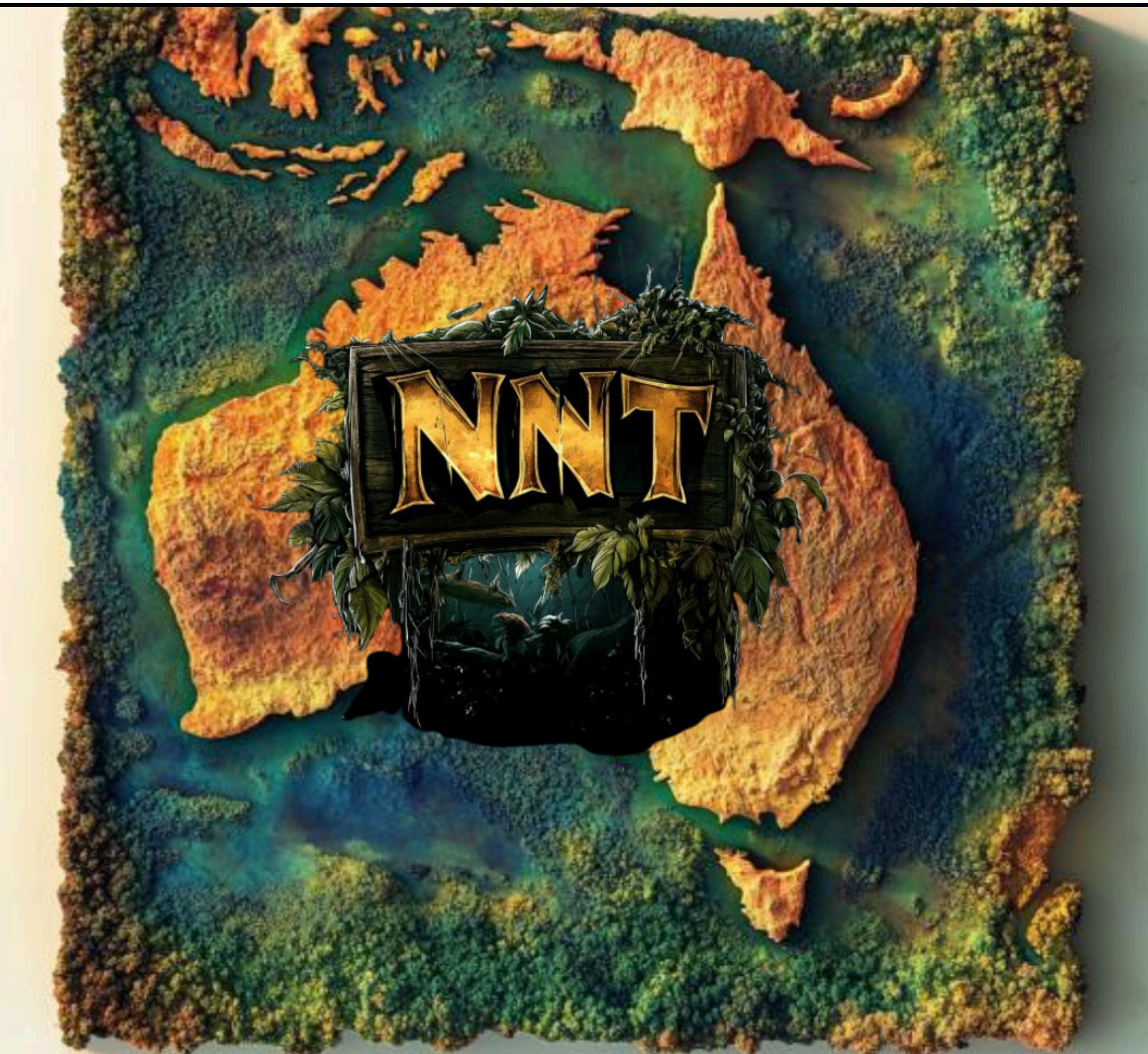


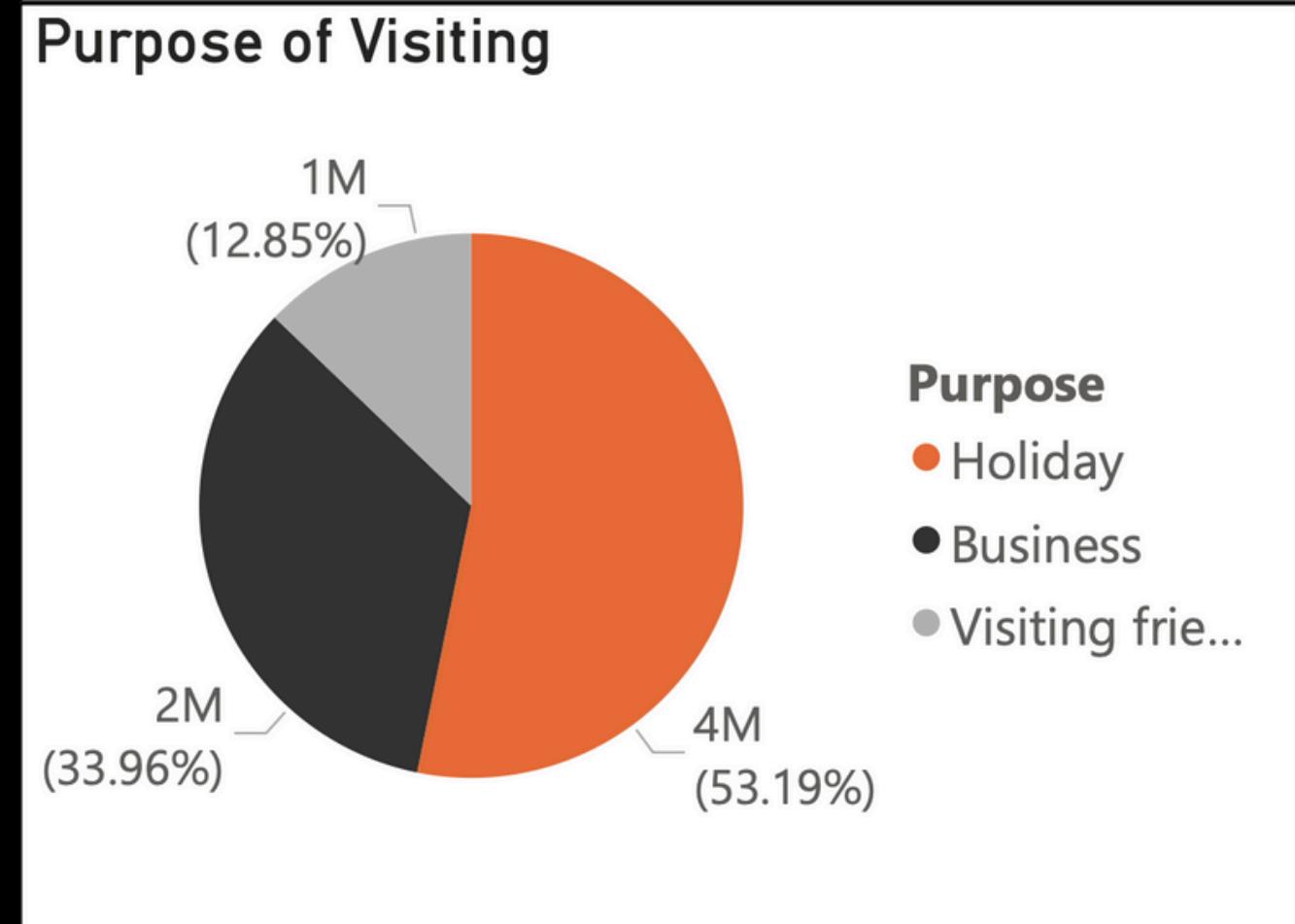
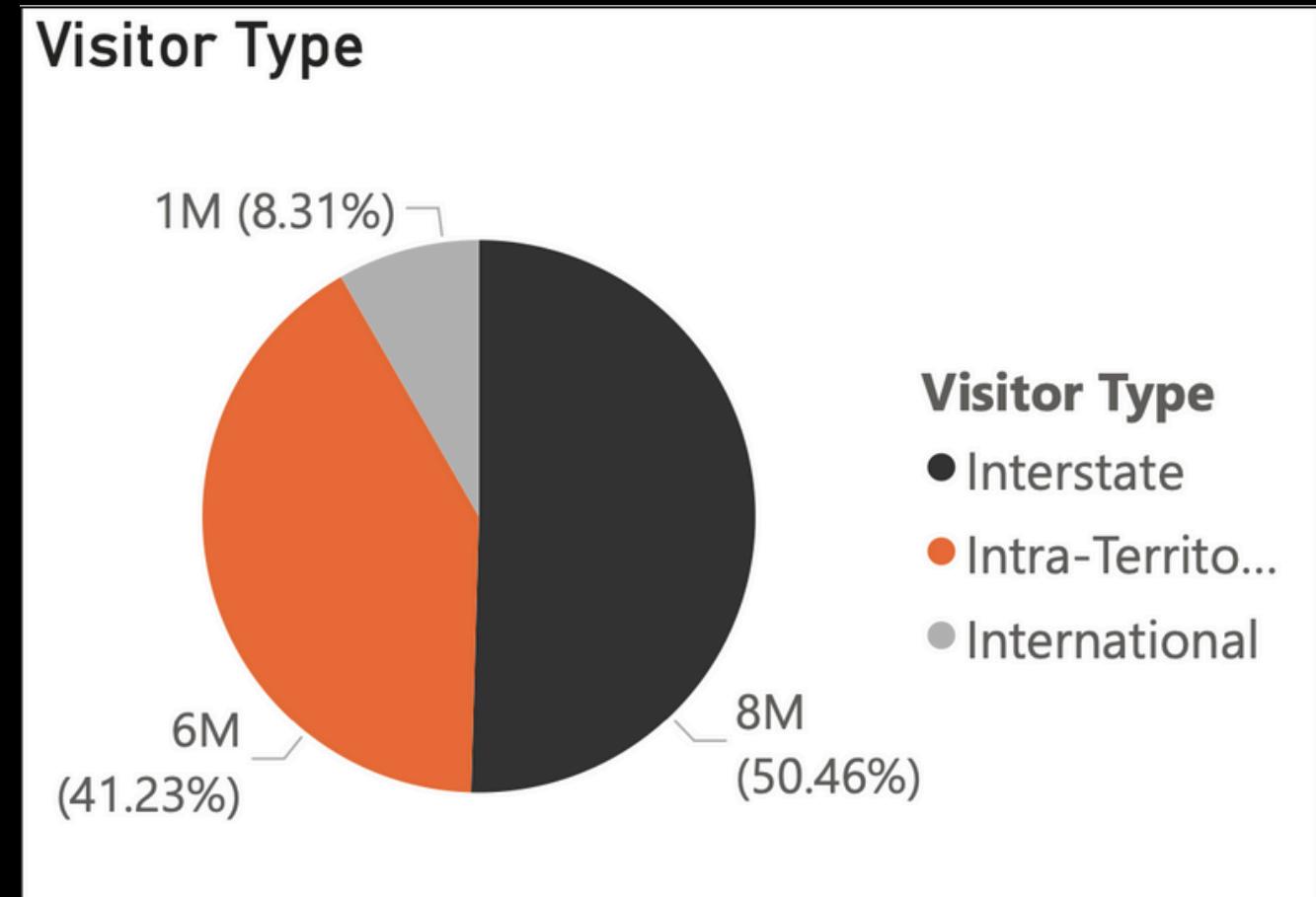
## Problem Statement:

- Low Tourist Engagement and Exploration
- Difficulty in Personalising Travel Experiences
- Safety Concerns in Wildlife Areas



## Insight from Data:

- Travelers in Australia, primarily interstate visitors
- Stay duration: 4 to 20 days
- Diverse travel purposes



## Purpose

- Build long-term relationships in tourism
- Easy team-up for various travel purposes
- Personalised plans and on-demand experiences
- Event notifications and updates

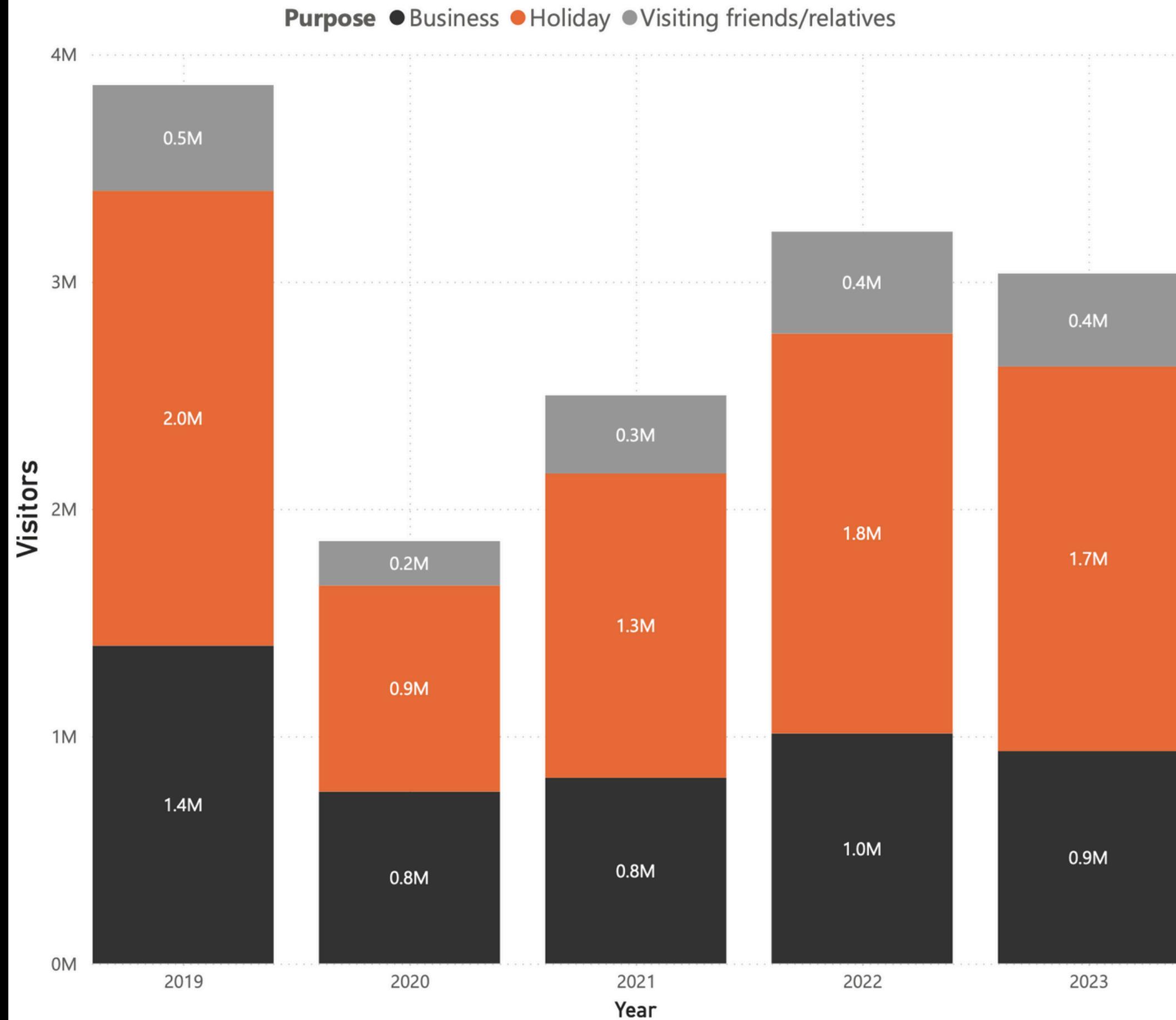
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## Purpose

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## Visitors by Year and Purpose

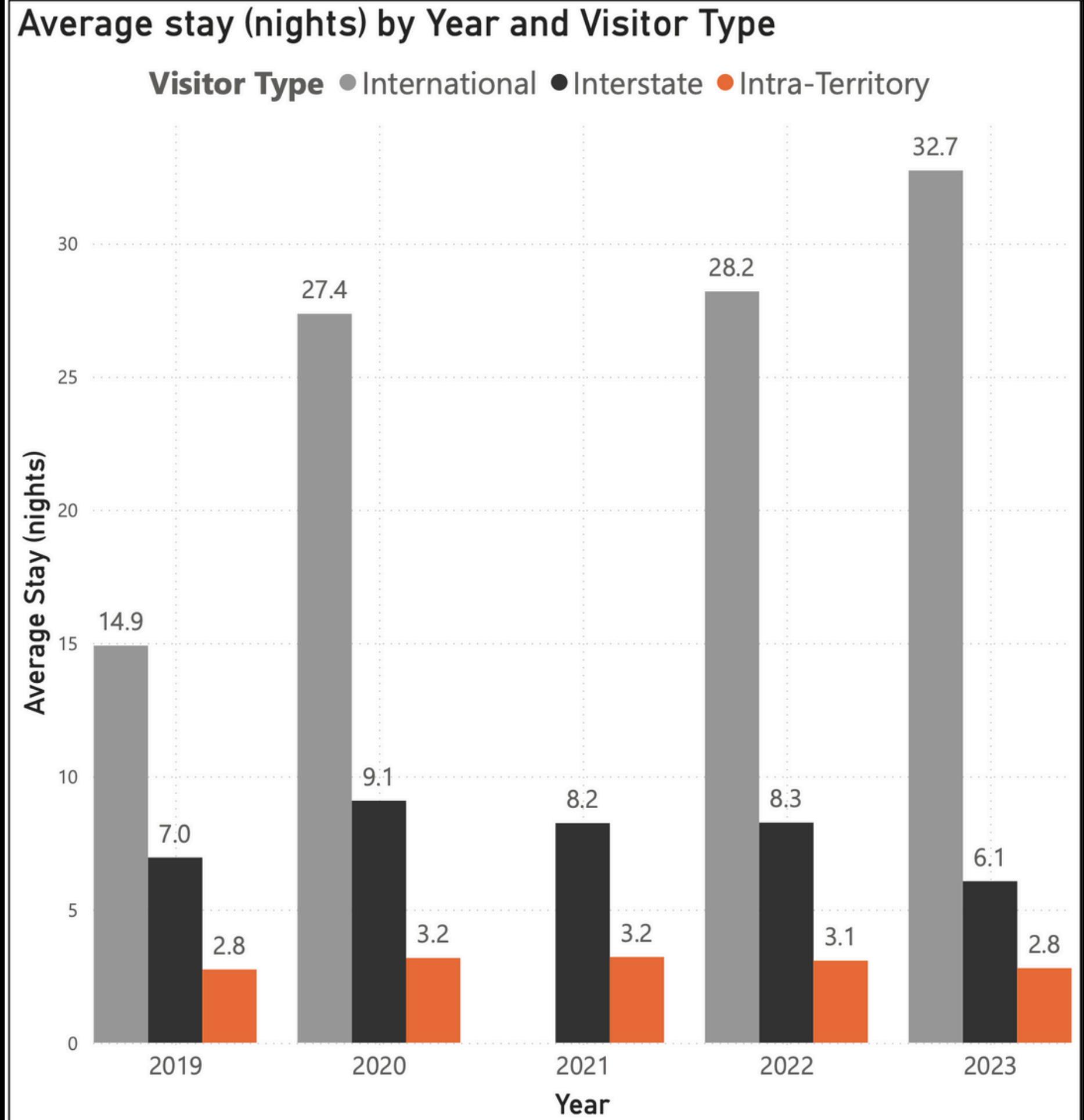


## Insight from Data:

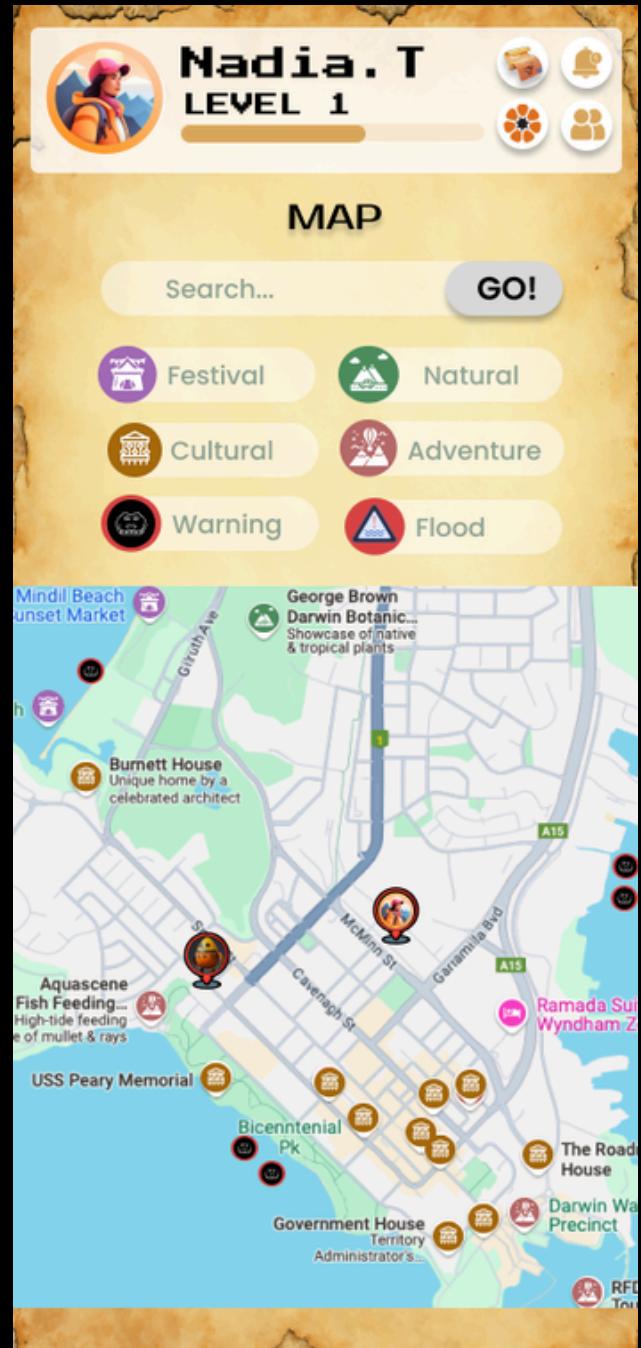
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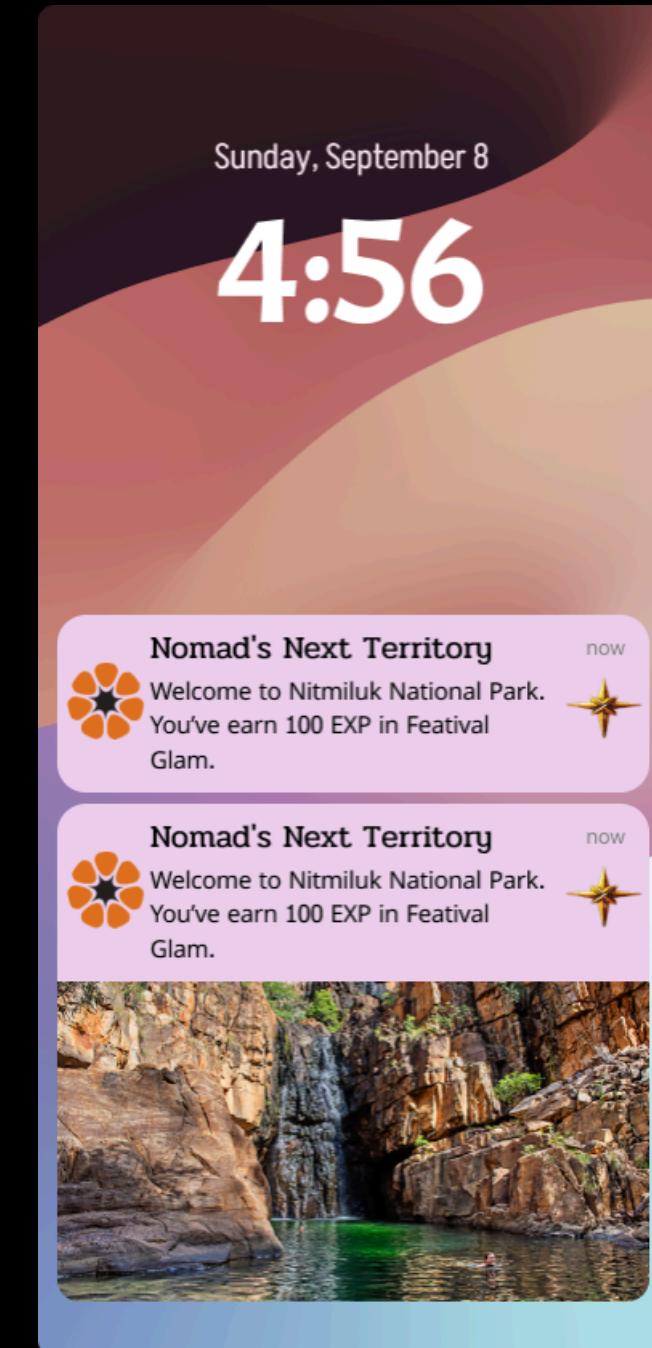
- Build long-term relationships in tourism
- Easy team-up for various travel purposes
- Personalised plans and on-demand experiences
- Event notifications and updates



# Safety Warning System / Notification



Row Labels	Count of Crocodile
Grand Total	5004
<b>Hope Inlet</b>	<b>743</b>
<b>Northern Suburb</b>	<b>563</b>
<b>Berry Creek</b>	<b>318</b>
<b>West Arm</b>	<b>282</b>
<b>Elizabeth River downstream</b>	<b>264</b>
Palmerston	238
Southport	219
Woods Inlet	216
East Arm	197
Wangi Creek	192
Nhulunbuy	175
Darwin	158
Blackmore River	149
Middle Arm	119
Pioneer Creek	109
Elizabeth River	108



## Solution :: Tourism Gamification in NT

### 1. Growth-Oriented Game Design: The Role of Leveling Systems

Perk Activation



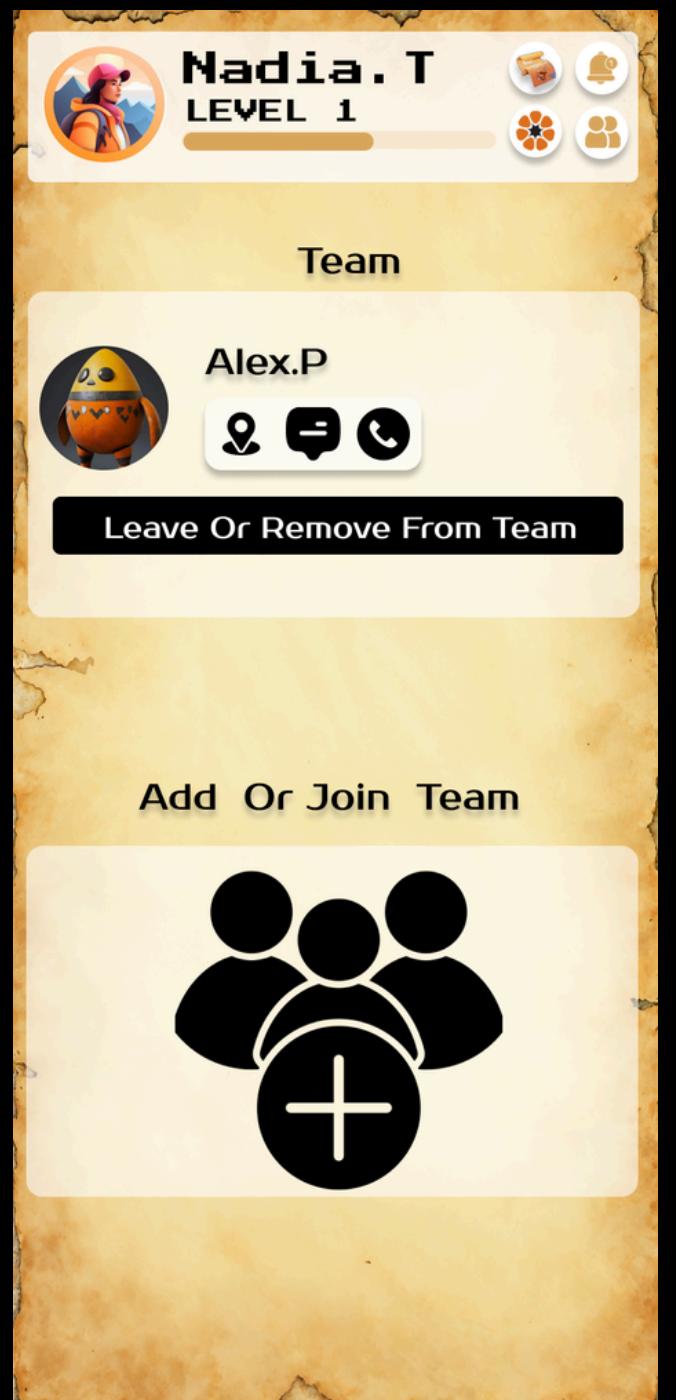
The Role of Leveling Systems

Category	Character	Level	Task	EXP
Hunter	Hunter	Level 5	Visit Wharf One Food & Wine To Earn EXP	50 EXP
Hunter	Hunter	Level 5	Visit Eva's Botanic Gardens Café To Earn EXP	50 EXP
Hunter	Hunter	Level 5	Visit Charlie's Of Darwin To Earn EXP	50 EXP
King Of Road	King Of Road	Level 5	Travel Arnhem Wav Route To Earn EXP	250 EXP
King Of Road	King Of Road	Level 5	Travel Binns Track Route To Earn EXP	300 EXP
King Of Road	King Of Road	Level 5	Travel Outback Wav Route To Earn EXP	500 EXP
Hommie	Hommie	Level 5	Stay At Mantra Pandanas To Earn EXP	250 EXP
Hommie	Hommie	Level 5	Stay At Longitude 131° To Earn EXP	1000 EXP
Hommie	Hommie	Level 5	Stay At Knotts Crossing Resort To Earn EXP	150 EXP
Featival Glam	Featival Glam	Level 5	Visit Darwin Festival To Earn EXP	150 EXP
Featival Glam	Featival Glam	Level 5	Visit Nitmiluk National Park To Earn EXP	100 EXP
Featival Glam	Featival Glam	Level 5	Visit Royal Darwin Show To Earn EXP	150 EXP

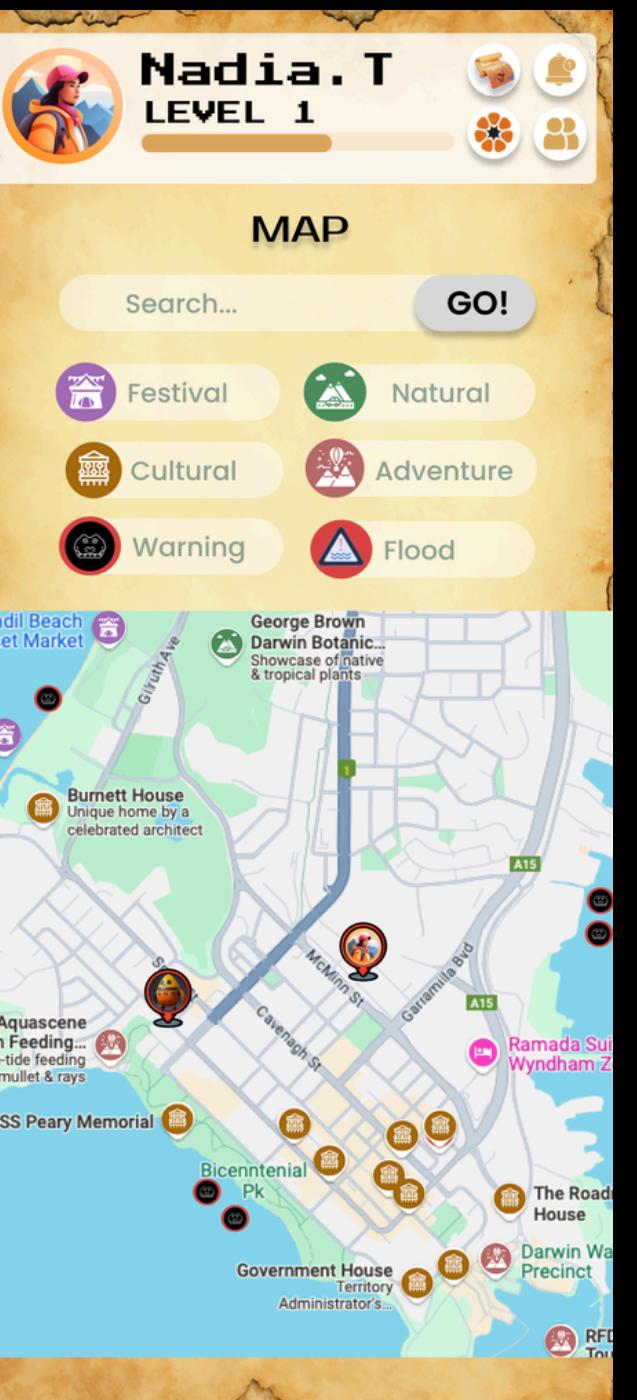
Visualises a tourist's progress within the four main travel categories:  
Adventure, Road Trip, Culture and Festival

## Solution :: Tourism Gamification in NT

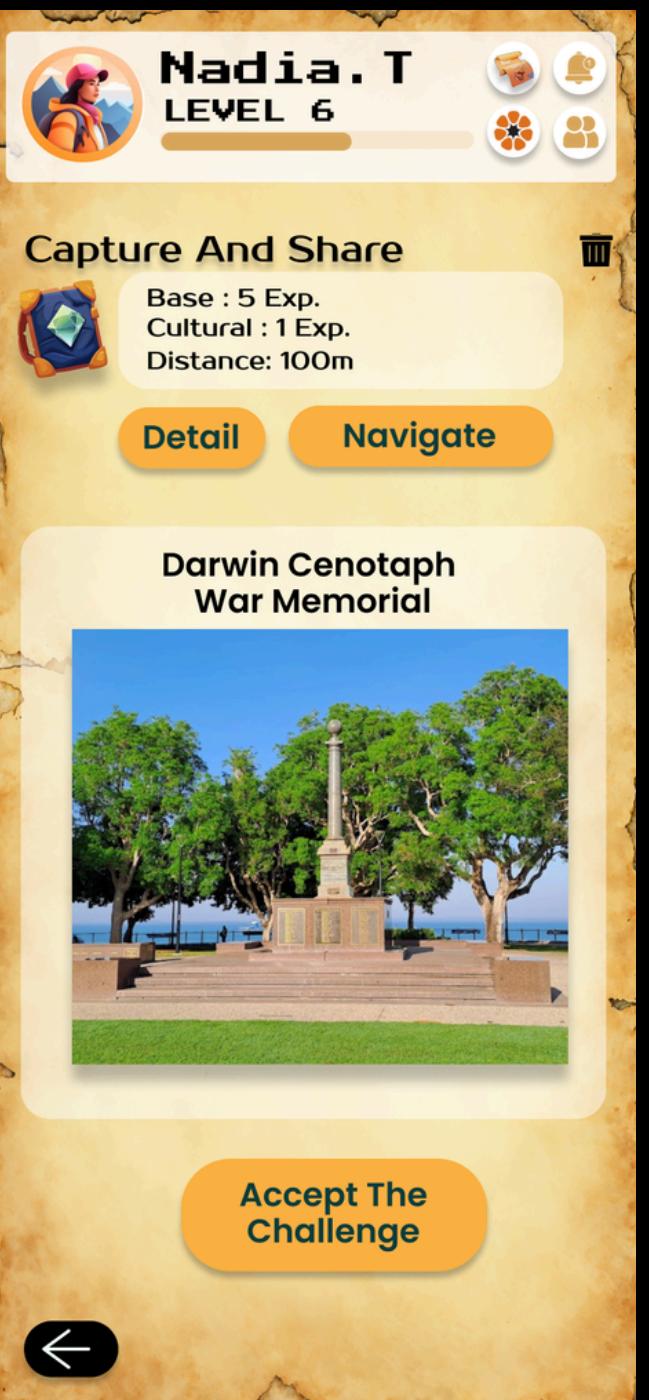
### 2. Team System



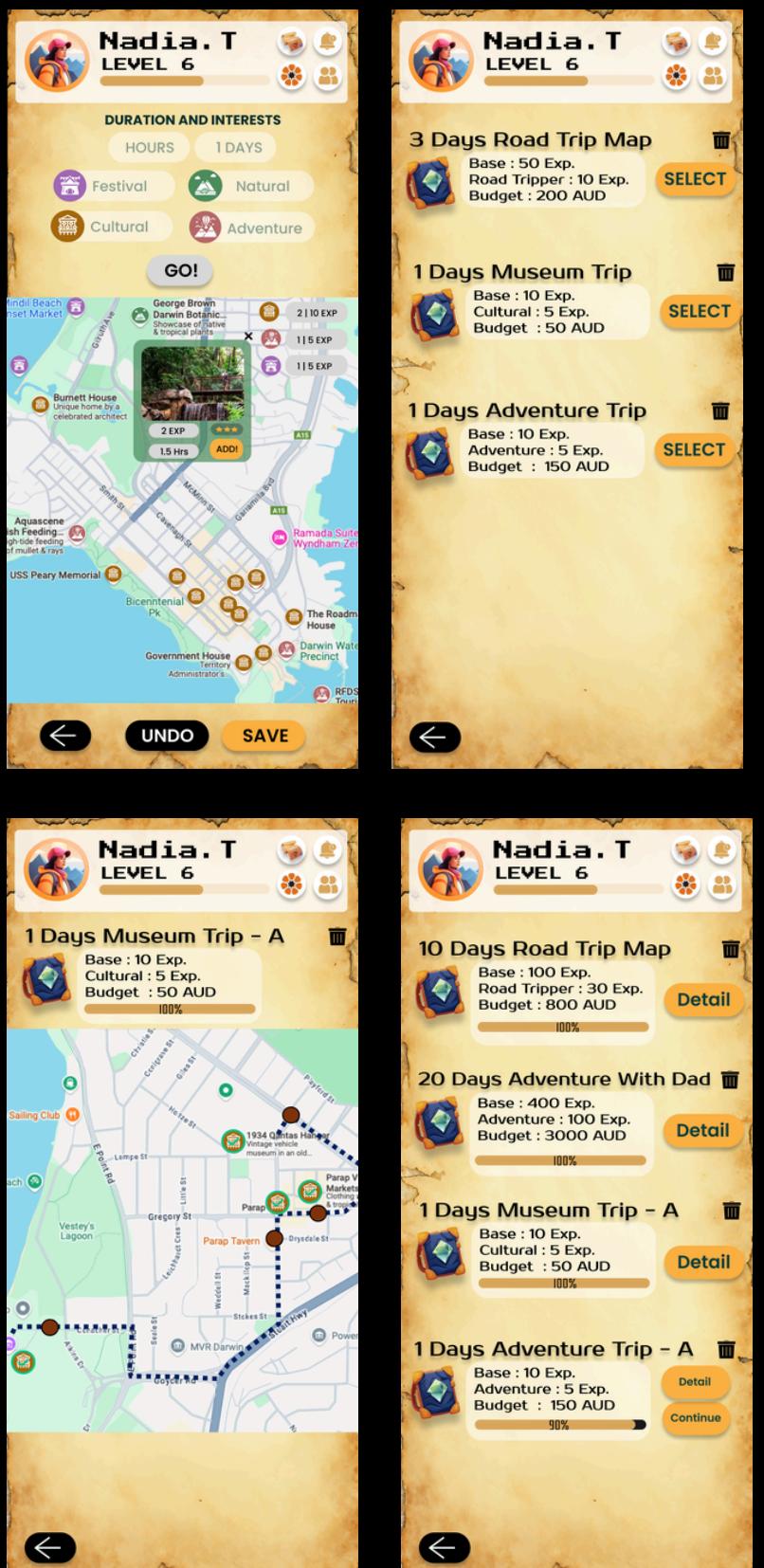
### 3. Safety Warning System



### 4. Quest System



### 5. Create own Journey





NOW

NEXT

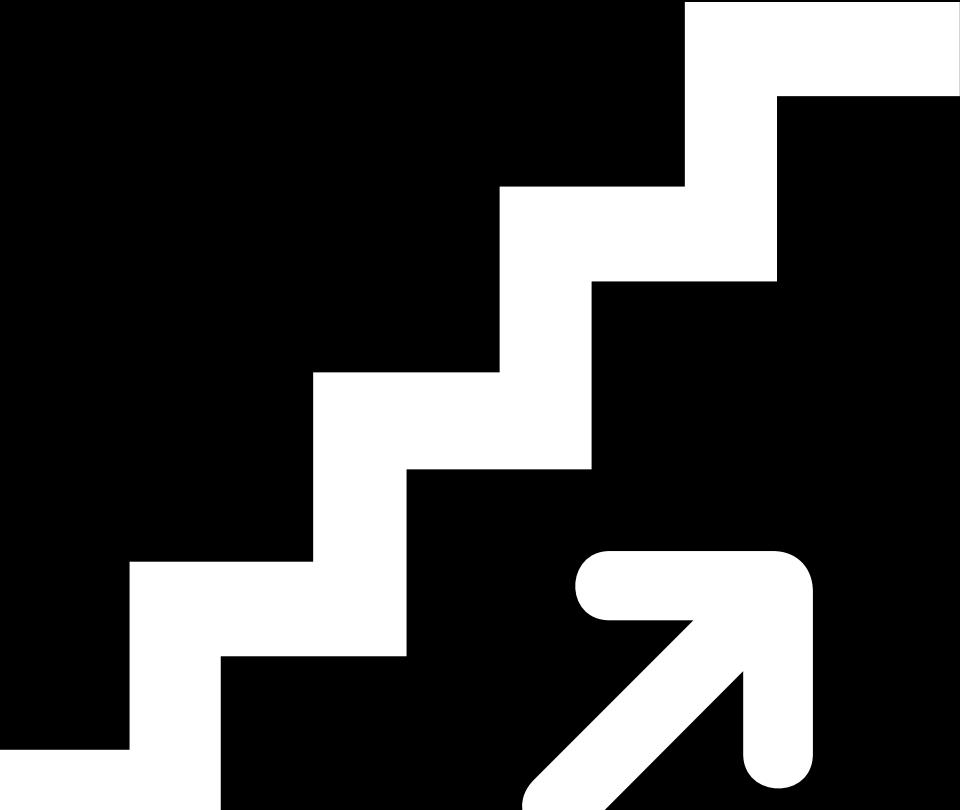
NEW

LOCAL  
SAFTY  
ENTERTAINMENT  
GAMIFICATION

MORE-  
ENTERTAINMENT  
GAMIFICATION

INTERNATIONAL  
TOURIST

300%



# TECH STACK BACKED UP

Safety and  
Entertainment

Geofence Alerts, Crowdsourced Data, Radio Frequency Identification (RFID), Drone Surveillance, Sonar or Acoustic Tags, Unity, Unreal Engine, AR, GPS, Networking, 3D Modeling & Animation, SQL, AWS, GitHub, Testing & Optimization Tools, Monetization & Analytics, Figma