Travelling is fun, but at times it can be stressful. Tourtuss is an early stage startup based in London. The app was created to make it easy for young tourists to get the most out of their time and money whilst exploring the world.

Tourtuss helps travellers to discover and book interesting tours and activities. As a sales platform it allows local guides, teachers and other experts to access this tourism sector directly and enables customers to buy experiences as easily as booking a ride with Uber.

Tourtuss is designed for:

❏ Backpackers on gap years and sabbaticals.
❏ Solo travellers and groups of friends wanting to meet people and connect with fun locals and other travellers.
❏ Generation Z (avid users of Snapchat, Twitter and Instagram).

The opportunity

Tourism is a massive growing market globally accounting for at least **10% of world GDP** and **1 in 10 jobs** [1].'**More than one billion** tourists are travelling to an international destination every year', according to the United Nations World Tourism Organisation's (UNWTO) Annual Report 2015-16.

The Association of British Travel Agents (ABTA) Travel Habits 2016 found:

❏ British tourists are travelling more at an exceptional rate - **86% of Britons went away in 2016**, either in the UK or abroad, (**77% increase** from 2015).
❏ People aged between 25-34 are among those that took the most frequent foreign holidays - **13%** took more than four holidays in the year.
❏ 79% gave the **"opportunity to be able to do what I want"** as the number one reason for holidaying solo as they seek the "**trip of a lifetime**." 95% of 25-34 year-olds cited the same reason for travelling alone.
❏ 25% of respondents will spend more in 2017 on holiday, with 24% planning a **"trip of a lifetime."** 35% of 18-24 year-olds interviewed said the same thing.

Tourtuss will tap into this sector by offering travel experiences to young people via smartphones which are ubiquitous among young backpackers and tourists.

The 'Snapchat Generation'

❏ 18 to 24 year-olds make up 45% of all Snapchat users in the U.S.
❏ 60% of U.S. 13-34-year-old smartphone users use Snapchat.
❏ More than a quarter of smartphone users are on Snapchat in the UK.
❏ Snapchat now boasts over 10 billion videos views per day, according to Bloomberg, surpassing rival Facebook's 8 billion daily video views.
❏ This generation likes to share moments of their day to their followers daily.
❏ [Find a surprising statistic about how much Snapchat is kicking arse in other countries]

Features

Intelligent ratings

When you're on the road, everyone is part of the experience, from the tour guides and local experts to the people you travel with. The principle of tourtuss is that everyone can rate everyone, but the

---

[1] https://www.wttc.org/research/economic-research/economic-impact-analysis/

ratings are intelligent, so an off-day doesn't equal a lifetime of ostracism. And ratings cannot be artificially enhanced by rogue sellers.

Prevents rips offs

Activities can be set up extremely quickly, but the payment stays with tourtuss for a brief period until it's clear that customers had a satisfactory experience. Intelligent ratings and data analysis help tourtuss to establish who to side with in dispute resolution and means sellers who pass probation can be paid promptly and fairly. Fraudsters don't get paid and customers get justly refunded.

Designed for the 'gig economy'

The seller experience is predicated on the growing number of people who are supplementing their income by doing a 'gig here and there'. There's no pressure for guides to run any tours at any particular times, or take anyone they don't wish to. This offers the opportunity for more people to get involved, to not only increase volumes but improve value and provide variety and quality for everyone.

Privacy built in

Whilst you can use your personal ratings and content as travel collateral, no-one has to share anything they don't want to, and you can selectively share with groups, individuals and categories of organisation.

Designed for the impulsive

Tourtuss is optimised for people on the road. It tells users as quickly as possible what they can do right now and enables them to book immediately. This is in contrast to the experience of sifting through multiple activities that your schedule doesn't allow for.

Integrated

Tourtuss isn't intended to replace Snapchat, Instagram, Facebook etc. Young people already use enough of their time managing their digital presence, so the photos and videos you take during activities will not become an onerous task of content management. Tourtuss will let you share your photos with the people you travelled with on your favourite social channels, automatically tag people and places (and tourtuss) or just keep them on Tourtuss as a travel journal.

Progressive, predictive and reliable

By statistically anticipating the user's travel trajectory tourtuss can proactively download useful data when bandwidth is available so that the app keeps working smoothly in areas where there is low bandwidth.

Ultrafast UX

The UX has been designed and tested to enable users to reach a decision as quickly as possible. Unlike mainstream travel apps that surface copious text in navigation and listings, tourtuss uses icons wherever possible and focuses on the data. This makes tourtuss faster to operate for users whatever their native language and minimises the overheads of translation.

Social by design

Travelling is an intensely social experience for many young people. Tourtuss' algorithms recognise the

types of friendships and temporary coalitions people form on the road so you can get tips and recommendations from like minded people further along the trail. It can even introduce you to people that it recognises as like-minded travellers so you can hook up, share costs and have fun.

Fun

Above all else, travelling should be fun. Tourtuss uses gamification concepts and quirky variations in its social functions that make it a fun distraction when you're stuck on an overnight bus.

See who's going...

Tourtusses can explore who else is attending the tour and view their Smile Count and establish if they share any mutual destinations.
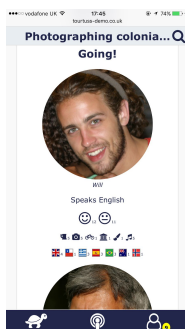

The guides

The benefit of tourtuss is that it brings the customers directly to the guides. Their availability is clearly defined. Tours can be set up quickly but for a probationary period. tourtuss requires guides to give a money back satisfaction guarantee,preventing people from setting up 'rip off' tours. As guides get busier they can add conditions to their bookings, for example to only accept bookings if the tourists SmileCount™ is at least a positive 70%.

Tourtuss is a two sided network - like:

- ❏ **Upwork - job listings attract freelancers and freelancers attract job listings.**
- ❏ **PayPal - sellers attract buyers and buyers attract sellers.**
- ❏ **Airbnb - hosts attract guests and guests attract hosts.**

The tours

Tours are categorised with icons, similar to Snapchat. **Each city has an average user rating** based on feedback from tours, helping people make decisions on choosing their destination. At the tap of a button, they can change location and date to see available experiences.
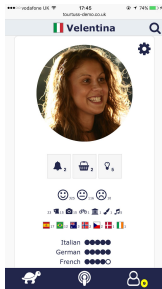
All descriptions (tours and guide/tourist profiles) are limited to 140 characters, keeping things short and snappy. Profile pages include basic information:

- ❏ Name
- ❏ Place of Origin
- ❏ Profile photo
- ❏ **SmileCount™**
- ❏ Language proficiency
- ❏ Country flags - this indicates **mutual countries you've both visited**, a potential icebreaker when you meet one another.

SmileCount™

Through **a unique review system called SmileCount™** (using emojis, not words) you can decide who you want to spend time with - guides and other tourists. **Tourists review guides, guides review tourists and tourists can review one another.** Users own ratings are delayed. This avoids having to see someone who can work out that they gave them a bad rating.

Who are the potential guides?

- ❏ Students (can earn extra income on weekends) will be encouraged to work.
- ❏ Travel Bloggers - already travelling and can earn extra income in an industry they're passionate about.
- ❏ Tourists - individuals that may wish to fund further travelling. Tourtuss would avert the current trend of 'beg-packers' trying to find funds to make it to their next destination.
- ❏ Existing guides who are seeking extra business.
- ❏ Qualified people who want extra income. tourtuss will help to market them to the younger generation - e.g. Yoga teachers and personal trainers. A Yoga magazine report found that there are over 10,000 active yoga teachers in the UK, teaching between 20,000 and 30,000 yoga classes each week. Research suggests that teachers are offering an average of 2-3 classes per week and that the average number of students per class is around 15. This suggests that there are between 300,000 and 460,000 people currently practicing yoga in the UK.

Typical customer journey

Step 1

Gavin arrives in a city with a wishlist of things that he'd like to do. Some things he may have booked in advance, but he has free time to fill. Tourtuss enables him to immediately view **available** activities offered nearby, categorised and represented as simple icons.

He can browse activities, guides and the profiles of people that have already booked tours. The interface, ensures that they can quickly assess what's best suited to them without extraneous text or marketing.
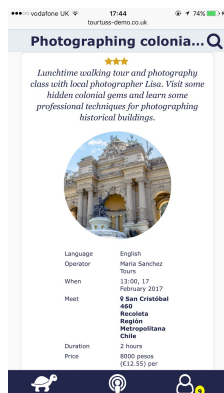
Step 2

Gavin browses the types of tours available before making a booking e.g. all of the photography tours in Santiago. He can view the tour location, guide, route and tour rating.
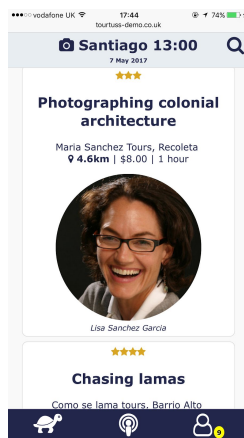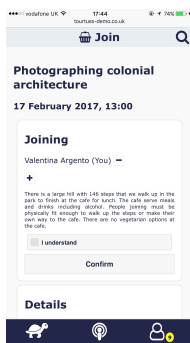

Step 3

The activity description is an opportunity for the guides to sell their experience, using 140 characters and Smile Count.
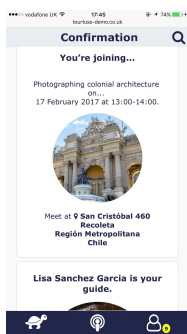

Step 4

This is the 'add to basket' screen. Friends/family can be added to the tour. It's straightforward and easy to confirm a tour.

Step 5

This is the booking confirmation screen which contains: the tour name and guide, the meeting spot and duration of the tour.

The competition

Vayable

❏ Online marketplace similar to Airbnb offering local experiences with local guides (similar website to Airbnb).
❏ Backed by angel investors (over ($2m) in 2012.

Opportunities for tourtuss

❏ They don't have an app.
❏ Booking availability is not shown.
❏ No tour routes are included.
❏ They target the over-30s market.
❏ Their social media channels are intermittently updated.

Travello

❏ App connecting travellers to help them match travel plans and find events in new destinations.
❏ Products can be sold on the 'noticeboard'.
❏ Backed by Telstra's muru-D accelerator program.

Opportunities for tourtuss

- ❏ No transactions are made through the app.
- ❏ There isn't a review function.
- ❏ Similar functions to Facebook, but not a viable alternative.

Airbnb

- ❏ Global community marketplace for people to list, discover and book accommodation and experiences.
- ❏ Operates in 65,000 cities and 191 cities.

Opportunities for tourtuss

- ❏ The app is not user friendly.
- ❏ 'Experiences' has fully launched in the USA and slowly trickling over to Europe.
- ❏ Booking is quicker on tourtuss.
- ❏ Airbnb caters to a mature audience.

Meet Up

- ❏ Brings people nearby with shared interests together. .
- ❏ People can explore, learn and teach.

Opportunities

- ❏ The app is not user friendly.
- ❏ More of a community

Competitors like Vayable and Airbnb are concentrating on the 30+ market. An app like Tourtuss will dominate the independent travel activities sector among younger people and could eventually take over the whole industry. As the younger generation matures they will have more money to spend on holiday and go on different kinds of trips a variety of friends, family and colleagues. By this time, using apps like Tourtuss will have become to them a routine part of travelling, just as using guidebooks and tripadvisor are for older generations today.

Future opportunities

Once established, Tourtuss will be ideally placed to take advantage of the latest technology and apply it to the travel industry. Tourtuss's youthful target audience are used to adapting quickly to new trends. With the current wave of emerging technology, the future holds some exciting possibilities.

- ❏ Virtual reality - tours from home or before you arrive at your destination
- ❏ Augmented reality - guided tours with virtual guides, e.g. Kim Kardashian's tour of the shopping streets of Hollywood, Lionel Messi tours in Barcelona etc. With gamification: Tomb Raider in the Valley of the Kings.
- ❏ Simultaneous translation - tours by people who don't speak your language.
- ❏ Wearables and AI - instant on-demand interpretations and explanations while you're out and about.

This can't happen immediately, the key will be to capture the growing market of young, tech savvy travellers and introducing a new way of doing things into their travel experiences. Tourtuss is the perfect platform for this.