



# Tourtuss

#SeeTheWorld



# Welcome to Tourtuss

Travelling is fun, but at times it can be stressful. Tourtuss makes it easy to get the most out of your time and money whilst exploring the world.

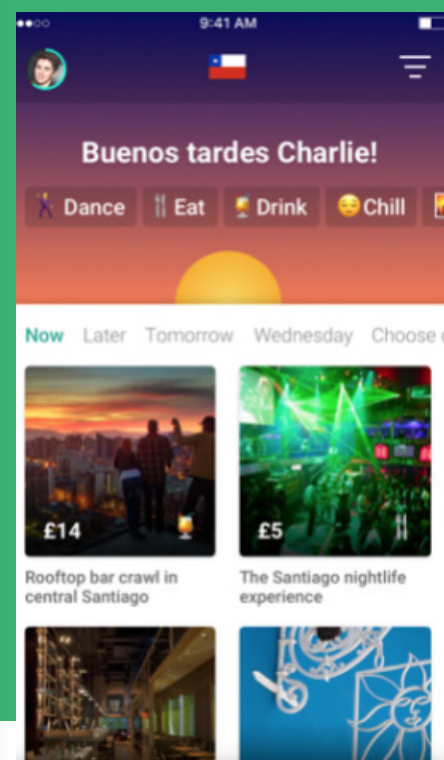
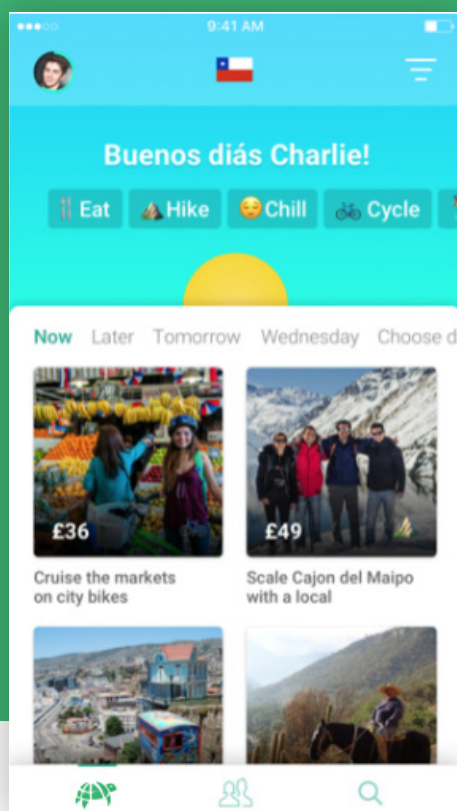
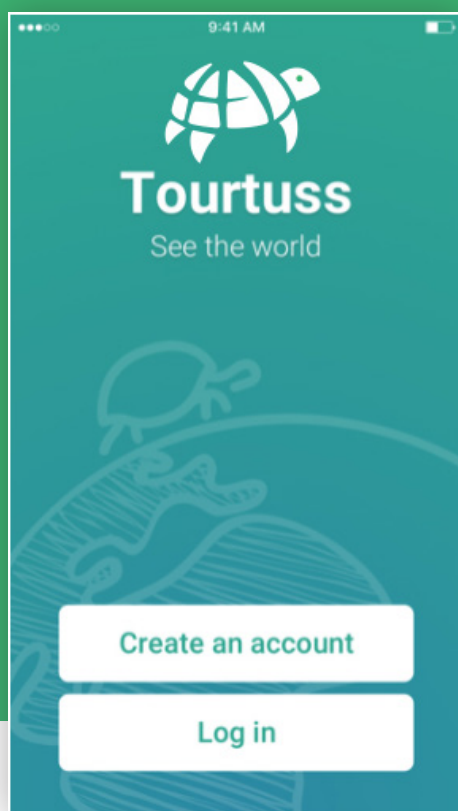
We help young people to discover and book interesting tours and activities. As a sales platform Tourtuss allows local guides, teachers and other experts to access this tourism sector directly and enables customers to buy experiences as easily as booking a ride with Uber.

Tourism is a massive growing market globally accounting for at least 10% of world GDP and 1 in 10 jobs. International tourism reached 1.2 billion people, according to United Nations World Tourism Organisation's (UNWTO) Annual Report 2016-17.

## Target market

Tourtuss is designed for:

- 18-30 year olds.
- 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 Association of British Travel Agents (ABTA) Travel Habits 2017 found:

- British tourists are travelling more at an exceptional rate - 87% of Britons went away in 2017, either in the UK or abroad.
- In 2016, 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”. Ninety-five per cent of 25-34 year-olds cited the same reason for travelling alone.
- Mobile bookings for holidays have increased from 13% to 20% from the previous year.
- Despite Brexit, millennials are most likely to spend more - 39% of those aged 25-34 and 34% of 18-24 year-olds say they expect to spend more on a holiday next year.
- Thirty-six per cent of 18-34 year-olds used a mobile to book their holidays.

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

# All about the user:

# CUSTOMER JOURNEY

## Step 1

'Tourtusses' arrive in a city with a wishlist of things that they would like to do. Some things they may have booked in advance, but they have free time to fill. Tourtuss enables them to immediately view available activities offered nearby, categorised and represented as simple icons.

They 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

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

## Step 3

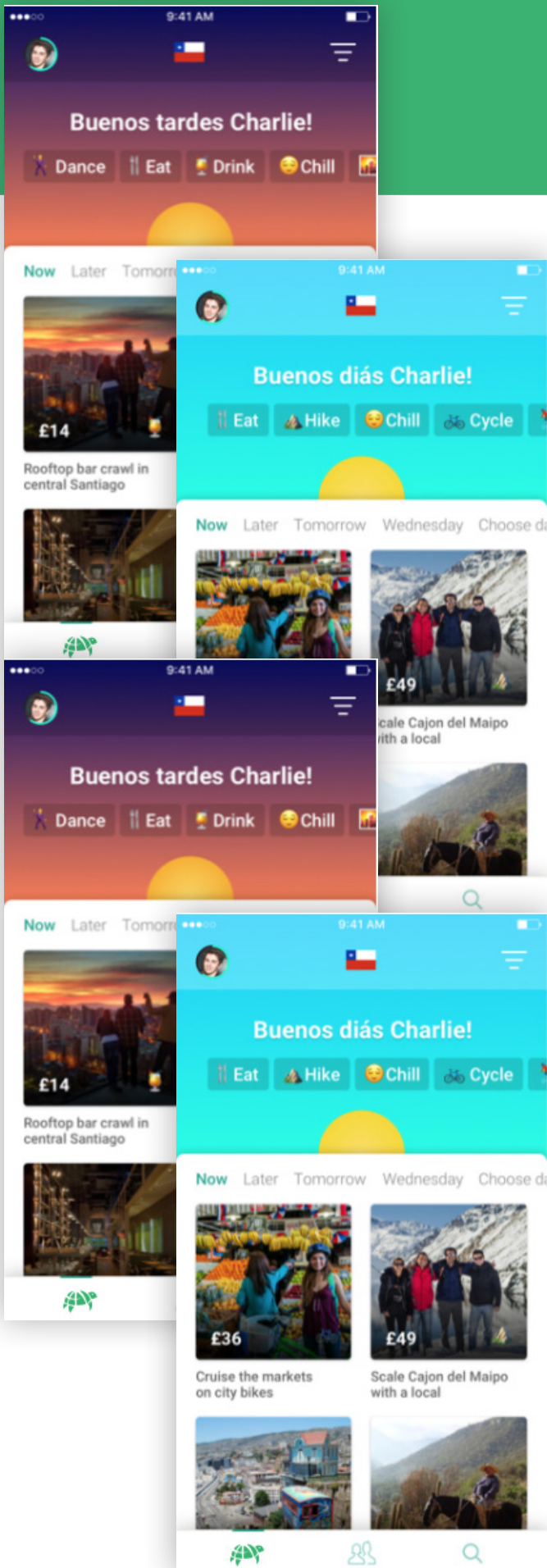
The activity description is an opportunity for the guides to sell their experience, using 140 characters and their SmileCount™.

## 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 '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.
- 117 million users in India alone during 2017.

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.

Tourtuss is easy to use and you can request to join a tour immediately. There's no fuss over handling foreign currency, hidden costs or tipping - payment is made securely through the app.



## 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.



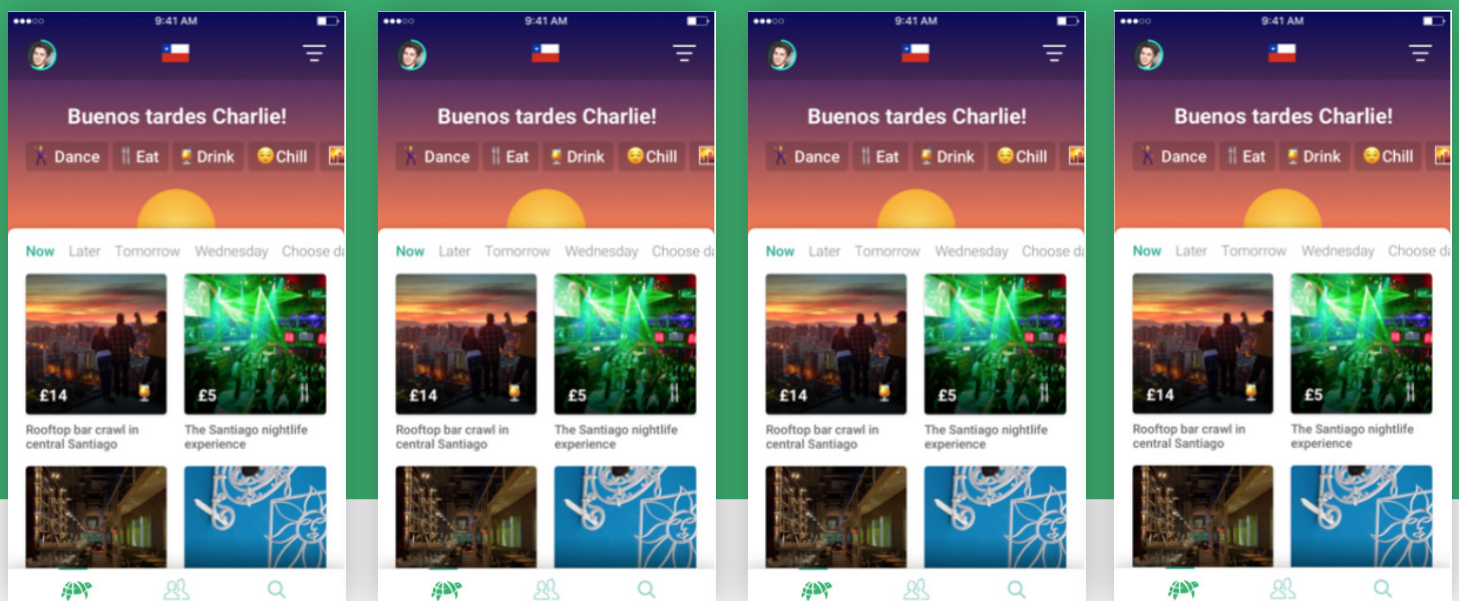
# Tourtuss features

## See who's going

Tourtusses can explore who else is attending the tour and view their SmileCount™ 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%.



## 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.

## Find Your Guide

If a tourist gets lost, you can locate your guide on the app and re-join the group.

# Our competitors

## VAYABLE

- Online marketplace similar to Airbnb offering local experiences with local guides
- 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.

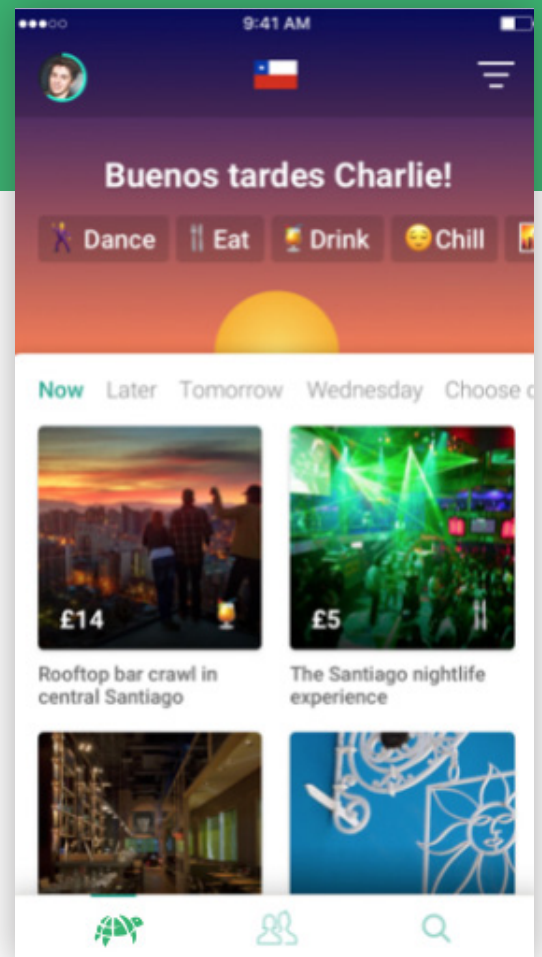
*Opportunities for Tourtuss*

- The app is not user friendly.
- More of a community through a socially oriented user experience optimised for the lifestyle and needs of 'Generation Z'.

## Keeping it simple

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.





## 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.

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.

## Future opportunities

Once established, Tourtuss will be ideally placed to take advantage of the latest technology and apply it to the travel industry. Tourtuss' 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.





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[www.tourtuss.com](http://www.tourtuss.com)

