



# 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 18-30s 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.

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.

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

## Who are the users?

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 locals and other travellers.
- Generation Z - avid users of Snapchat, Twitter and Instagram.
- Digital nomads.
- Students living abroad.

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.

## 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 video 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 with 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.



## Who are the guides?

- Students (can earn extra income anytime) 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 will be a viable alternative for them.
- Existing guides who are seeking extra business and those looking to stay competitive.
- 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.



# 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

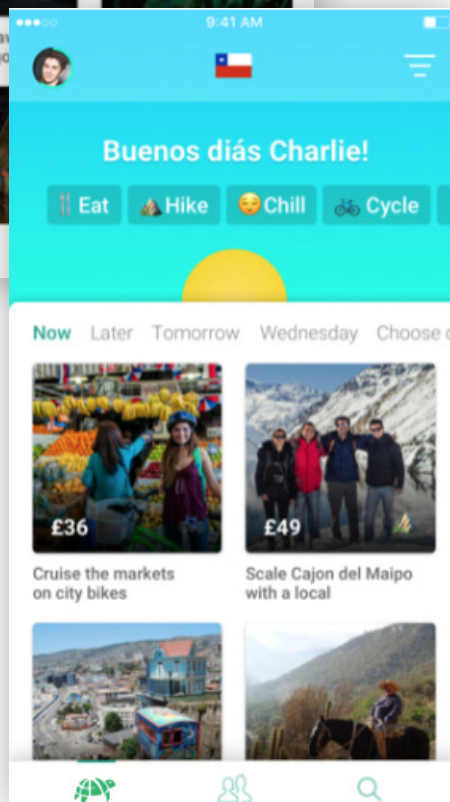
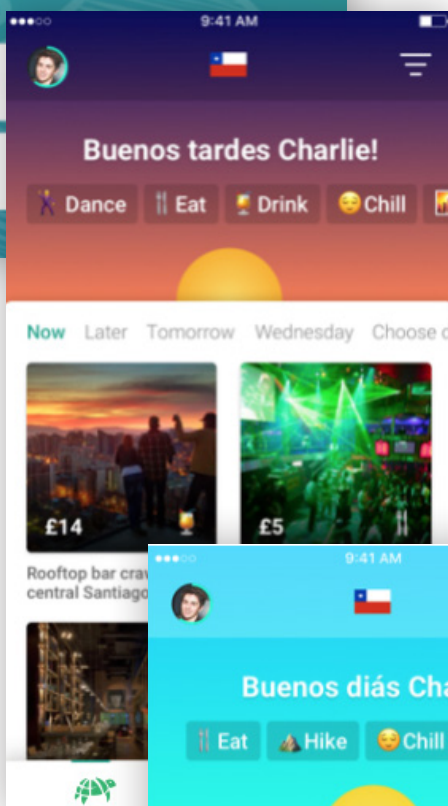
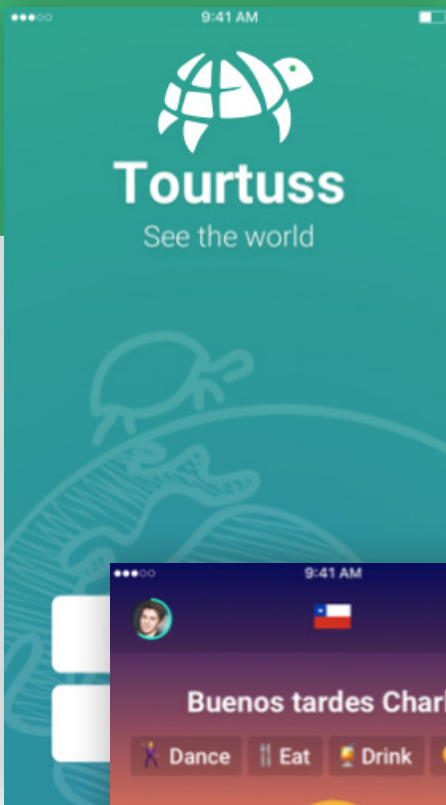
The activity description is an opportunity for the guides to sell their experience, using 140 characters and their SmileCount™.

## 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.





# 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.

## Progressive, predictive and reliable

By statistically anticipating the users travel trajectory Tourtuss can proactively download useful data when bandwidth is available, so that the app keeps working smoothly in areas where there are very low bandwidth.

## 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 that they don't want to. This is offering the opportunity for more people to get involved, to not only increase volumes but improve value and quality for everyone.

## 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 straight away. This is in contrast to the experience of sifting through multiple activities that your schedule doesn't allow for.

## 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.

## No rip-off tours

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%.

## Social by design

Travelling for many young people is an intensely social experience. 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 travelers so you can hook up, share costs and have fun.

## 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.

## Find Your Guide

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

## 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 an activity shouldn't turn into a onerous task of content management.

Tourtuss will let you share your photos with the people you traveled with on your favourite social channels, automatically tag people and places or just keep them on Tourtuss as a travel journal.

## 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.

## Fun

Above all, backpacking should be fun. Tourtuss uses gamification concepts and quirky variations in its social functions that make it a fun distraction when you are stuck on that overnight bus journey.



# The Future

## Emerging Technologies

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.

## Launch

Tourtuss will to be launched in a location with a captive audience matching the target market from where it will spread virally to other cities and countries. In phase one, marketing needs to be concentrated on both sellers and buyers.

Tourtuss will launch in Cambridge targetting foreign students in 2018. Local guides and activity organisers will be offered lifetime 0% commission in Cambridge if they sign up that month.

Tourtuss will be heavily promoted at key locations where foreign students are known to visit during their first week such as historical monuments, music venues, pubs and transport hubs.

Guerrilla marketing techniques will be used to spread the word via early adopters such as rewarding them via 'One from me' if they open the app at their college bar.

In the second phase, we will use data captured via the app to understand where to focus our attention next. For example if it appears that a lot of users who booked yoga activities in Cambridge are visiting St. Andrews we would target Facebook adverts at Yoga enthusiasts and teachers in the area to encourage them to become a seller.

The final phase is to concentrate on influencing social media channel using a blend of organic and paid content to accelerate brand awareness, firstly in Britain, then Europe, then globally.





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

