



Innovate Tourism Programme - Kickstart & Develop your Idea

November 2024

Innovate Tourism



TOURISM
NORTHERN
IRELAND



Innovation
Turning ideas into value



Innovate NI – Helping deliver the Ministers Economic Vision for Northern Ireland

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Working in partnership to:

- Increase innovation knowledge and skills
- Provide advice, guidance and support
- Access to financial support at the right time
- Increase the number of innovation active businesses
- Improve innovation outcomes



But why is innovation important ?

- Remaining competitive
- Sustained growth
- Longevity

Its your Survival tool





There is **no**
such thing
as a bad idea.



or Needs !!





**The innovation
journey has
many pitfalls**

The innovation journey



Stage 1
Idea



Stage 2
Select/validate/test



Stage 3
Develop



Stage 4
Commercialise/Implement

Advice, guidance & support delivered at each stage of the innovation journey

THE INNOVATION FRAMEWORK

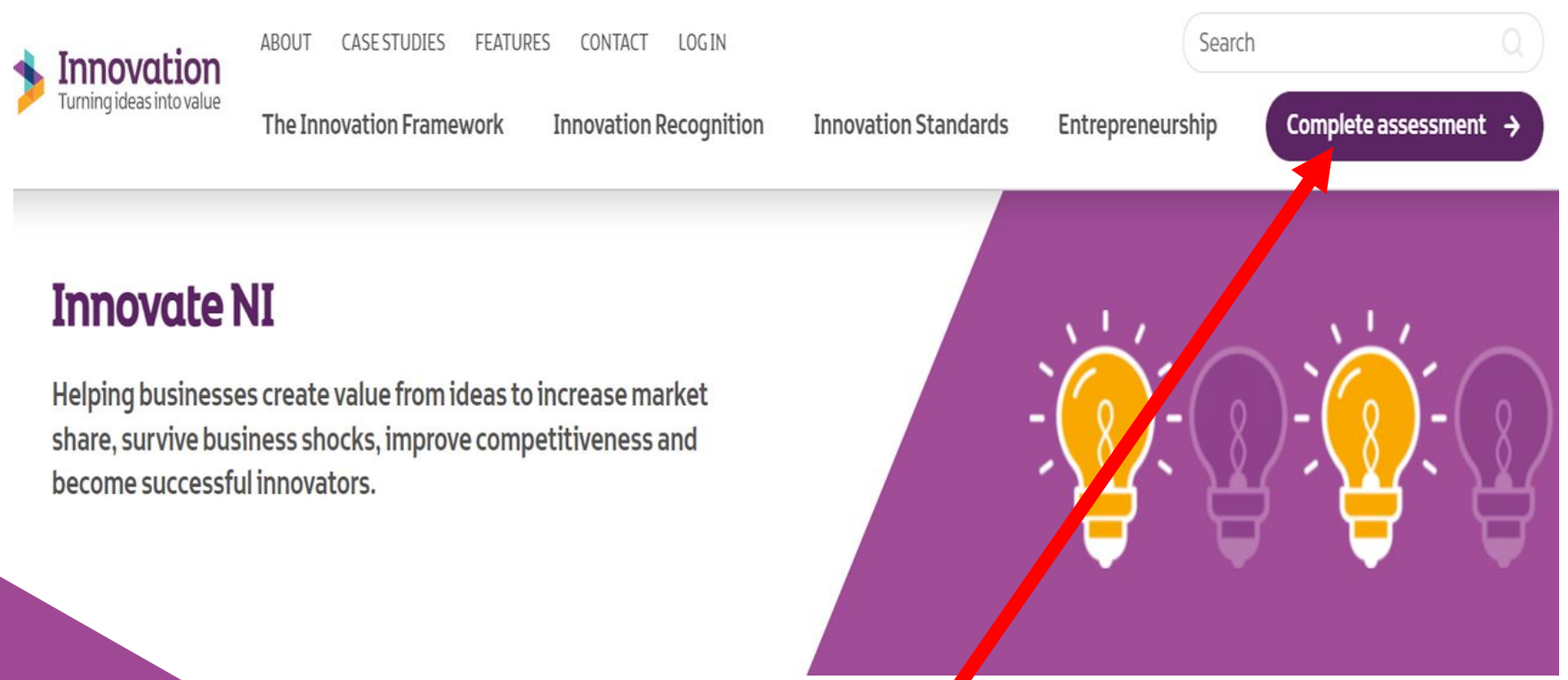

Innovate NI can support you at every stage of your innovation journey



Business reaching each stage of the framework also receive formal recognition from the Department for the Economy



How to engage Innovate NI



Innovate NI

Helping businesses create value from ideas to increase market share, survive business shocks, improve competitiveness and become successful innovators.

Complete assessment →

Go to
www.innovateni.com and
completed the innovation
assessment

Why complete the assessment ?

- Help with your ideas
- Advice and support to turn your idea into commercial success
- Build knowledge and capability
- Demonstrate to your competitors, staff and the market you are an innovation business, free PR
- Access to funding*****



Access to funding

Assessment is directly linked to funding

Remember to focus on:

Get advice on your idea/project and the assessment

Development

Novelty

Value



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Meet the Tourism Entrepreneur

Awaken your giant spirit

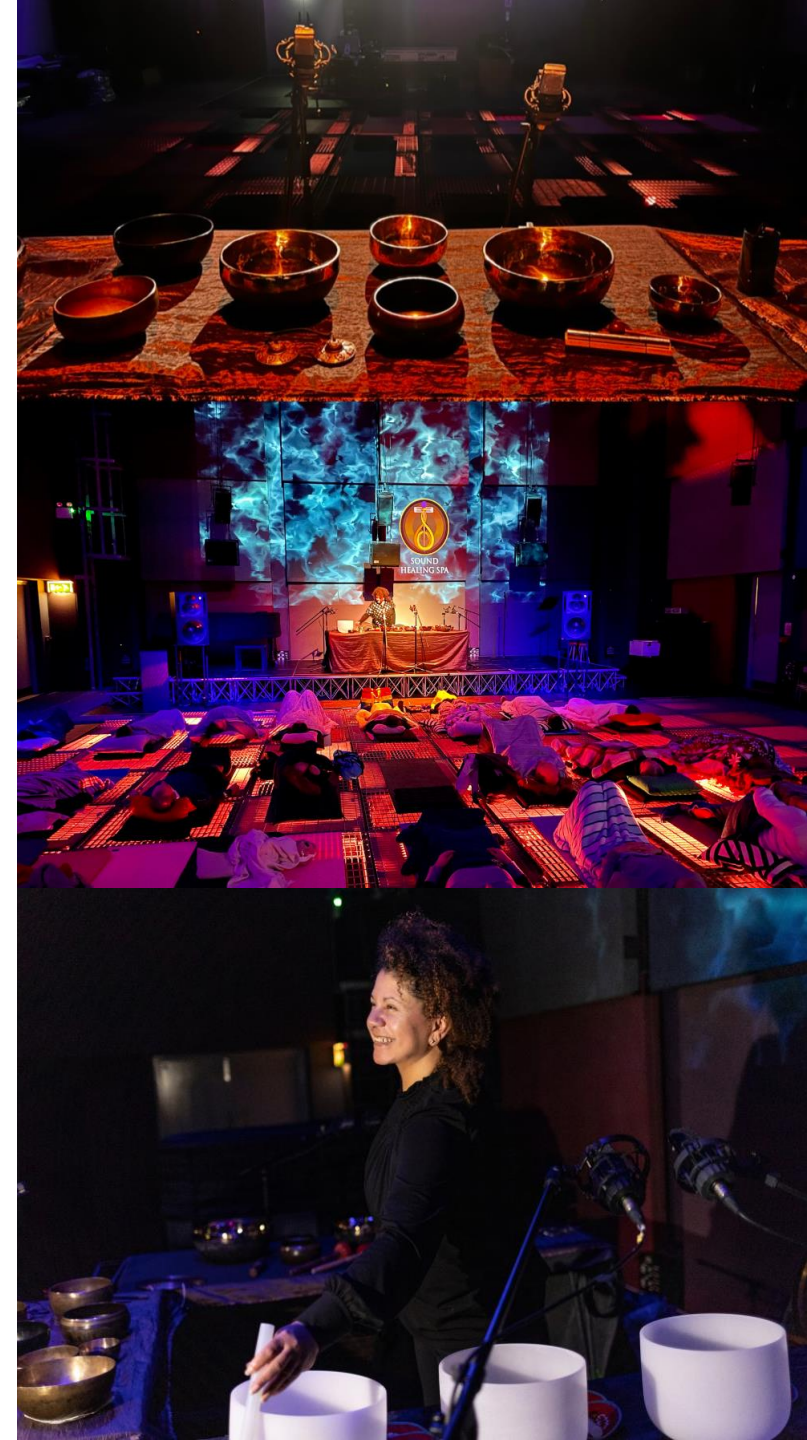
Tessa Ann



The Sound Spa

Background

- Nearly three decades in the sound and music industry, delivering performances, production, training, and events
- Founded The Sound Healing Spa in 2013, offering sound-based wellbeing experiences (now known as The Sound Spa)
- Relocated to my current base at The Temple in 2020
- Started my innovation journey in 2020, receiving a Gold Innovator Award from Innovate NI
- Developed immersive sound and visual experiences with the Sonic Arts Research Centre at Queen's University Belfast from 2021 to 2023 - Innovation Voucher Project
- In 2023, I began exploring how to align my offerings with the tourism market



Tourism Innovation Journey 2024

- **Created Sound Journey under the Stars** – a sound and visual experience with immersive soundscapes, live performance, and a visual journey through the cosmos
- **Completed the Music and Literature Experience Development programme** (January - March 2024)
- **Participated in Innovate Tourism workshops** (February and March 2024)
- **Delivered the experience** in June 2024
- **Received the Gold Level Innovation Award** for developing and commercialising my new business product
- **Ongoing experiences scheduled** for 2024/25



One giant spirit

GOLD LEVEL INNOVATOR

 **Innovation**
Turning ideas into value



AOP

SOUND JOURNEY UNDER THE STARS
Music & Literature Experience 2024



THE SOUND SPA

Signature

Impact of this Innovation

- **Appeals to Diverse Audiences:** Offers a unique experience by fusing wellbeing with astronomy in an iconic Northern Irish location
- **Attracts International Visitors:** Currently draws tourists from across Ireland due to the venue's positioning
- **Market Differentiation:** Establishes The Sound Spa as a unique offering in the tourism sector
- **Enhanced Client Engagement:** High levels of satisfaction, with guests spreading the word and returning for repeat experiences while bringing friends and family along

A beautiful experience. My expectations at the start were so high. They were met and more. Superb. Thank you so much.

It was incredibly powerful and moving.
LOVED IT! 10/10!

I can't even describe how good it was. It needs to be heard, seen and felt to appreciate its depth and value.

Support and Collaborations

- **Valuable Networks and Collaborations:** Invest NI Innovation Vouchers to support collaboration with schools at Queen's University Belfast, including the Sonic Arts Research Centre
- **Guidance and Resources:** Support from Innovate NI and Tourism NI through Innovate Tourism workshops
- **Tourism NI:** Access to their e-learning platform
- **Go Succeed / DAERA:** Mentoring and funding support
- **Venue Partnerships:** Building strong, lasting relationships with unique venues, including Armagh Planetarium



Department for the
Economy
www.economy-ni.gov.uk

InnovateUs
Skills Focus



GOLD LEVEL INNOVATOR



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Department of
**Agriculture, Environment
and Rural Affairs**



Go Succeed
NI Business Support

What's Next?

- Continue to create and deliver immersive sound and visual experiences at iconic locations to connect visitors with the essence of Northern Ireland
- Explore export opportunities for my business through ITOA
- Build and upskill my team to support ongoing business and experience developments
- Work towards becoming part of the EAGS portfolio



Temple of the Winds
Mount Stewart, National Trust



Get in touch

The Sound Spa

Contact tessa@soundspaexperiences.com
www.tessa@soundspaexperiences.com





Jacqueline McCann

Facilitator



What's today all about?

This Innovation Masterclass is an **interactive 'learning in action' workshop** to teach you about the importance of innovation, and how it's applicable to your business in a tourism context.

We will learn some **skills, methods and mindsets related to the innovation framework**, how to improve your current offering and **become more innovation active - and take your idea towards launch and commercialisation.**

It will also give your business **insight into the wider Innovation supports available** to your tourism-based business.

Meet your Facilitator



Jacqueline McCann

- **Founder – Roll Innovation**
- **Innovation Specialist** with 20+ years' experience in Product, Service & Brand Development
- **Leads Global Innovation Projects** for Fortune 500 companies
- **Mentors NI/ Ireland HPSUs** (Catalyst/ Enterprise Ireland)
- **Named on 3 Patents** for AstraZeneca for Pharmaceutical Packaging

Who we work with



Workshop Goals

Innovation Fundamentals

Understand Innovation Fundamentals of the Innovate NI Framework and practice skills and methods through immersive, hands-on activities.

Concept Development

Zoom in on the needs and behaviours of your key Stakeholders and/ or Visitors – to identify friction points and opportunities in the journey; Skills and methods to develop out your idea into a more fully formed prototype.



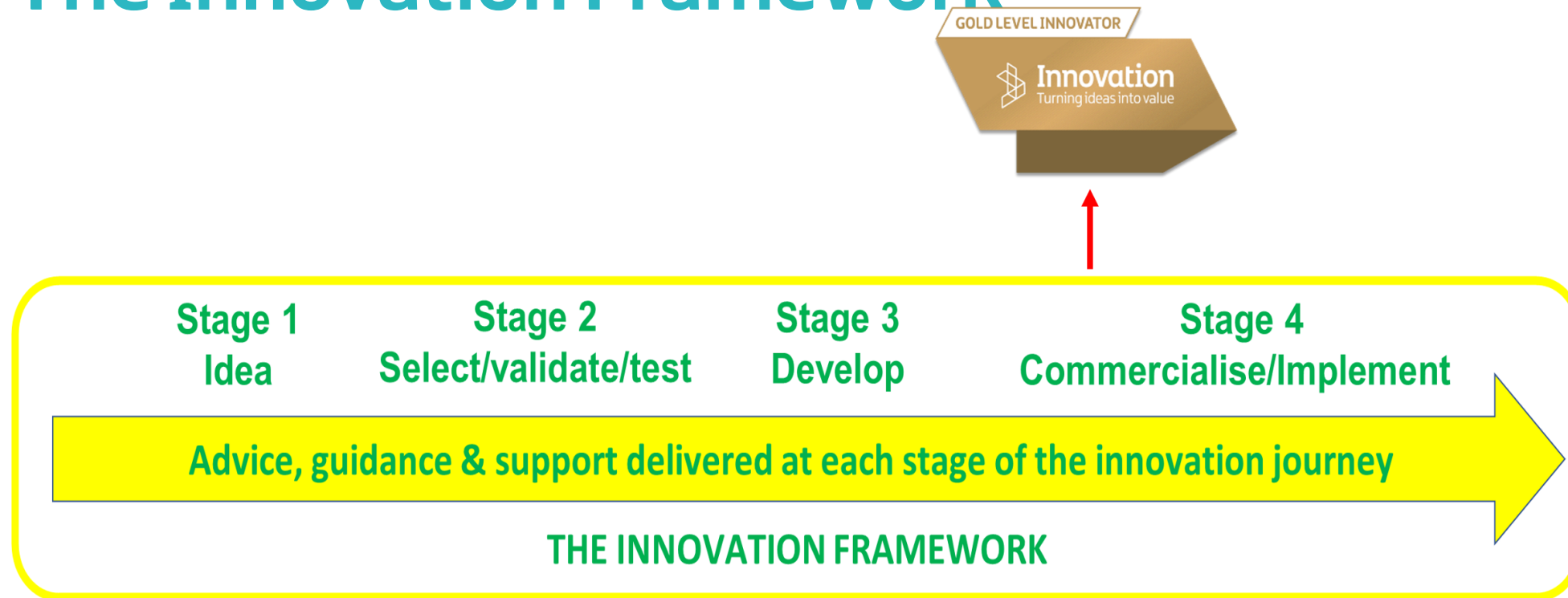
Commercialisation of your Idea

How to construct the right the business model that will help drive the success of your business idea in the real world.

Plug into Business Support

How your tourism-based business can plug in to the various sources of support via Tourism NI and Innovate NI to help you become more innovation active.

The Innovation Framework



WE WILL COVER ALL OF THE STEPS IN THE FRAMEWORK TODAY

Areas of Focus for Today



IDEATION:

Problem Definition & Solution Development



VALIDATION:

Selection and Assessment of Ideas



DEVELOP:

Prototype your Solution & Value Proposition Development



COMMERCIALISATION

Business Model Canvas



Session Overview

1

WELCOME, SET UP, SUPPORTS

- Welcome & Overview (TNI)
- The Innovation Framework (Innovate NI)
- Warm Up Energiser

2

INNOVATION FUNDAMENTALS

- Innovation overview (in the context of Tourism)
- Cover Story – Vision of Success Exercise

3

PROBLEM DISCOVERY

- Overview of Visitor/ Guest Segments
- 'Day in the Life' User Journey Mapping
- How Might We.. Questions

4

IDEATION & VALIDATION

- Starter Ideas
- Share back

5

DEVELOPMENT - PROTOTYPING

- Journey Map Prototype
- How to validate – feedback matrix
- Craft Value Proposition

6

COMMERCIALISATION

- Business Model Canvas
- Commercialisation Checklist
- Reflections
- Post-workshop Assessment (Innovate NI)



How we will work

Individual Reflection & Focus Time

Individual reflection time, working on your own on practical exercises.

Learn from Us

We will share knowledge in relation to the Innovation Framework/ creative process.

Collaborate & Share with Each Other

You will have the opportunity to co-create and go through the exercises in teams and hear from the wider group.



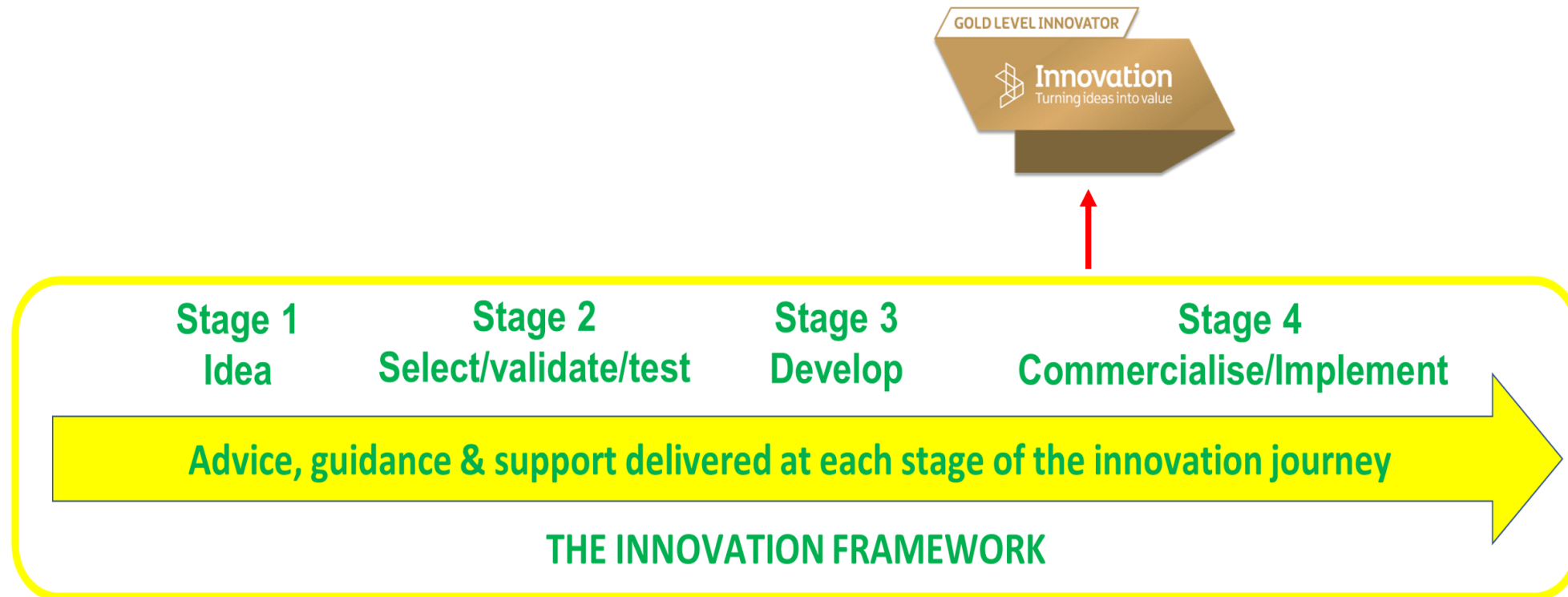
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Innovation Fundamentals

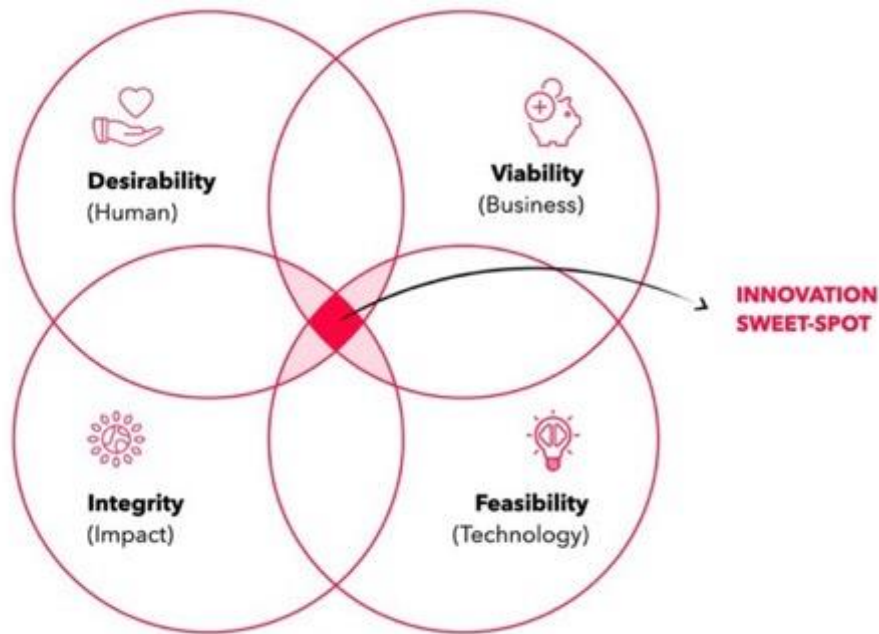
What does Innovation mean to you?

(*In the context of Tourism)

The Innovation Framework



Innovation Sweet Spot



DESIRABILITY

Are people waiting for this? Does it add value to the lives of your Visitors/ Guests?

VIABILITY

Is your supporting business model sustainable and can it be scaled?

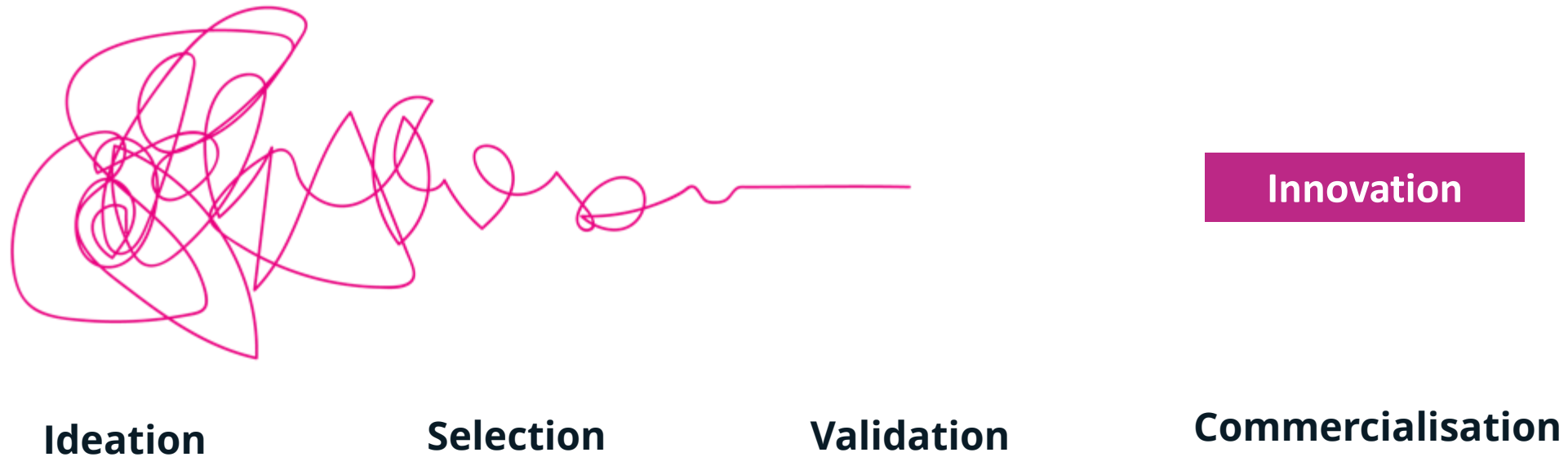
FEASIBILITY

Will you be able to deliver on your concept, both technologically and operationally?

INTEGRITY

On a broader level, how does your innovation impact society and the planet as a whole? (Sustainability & Inclusivity).

The Innovation process is immersive (and messy!)



Types of Innovation in Tourism:

1. Product Innovation

Product Innovation involves the creation of new or improved offerings that meet evolving Visitor's needs.

EXAMPLE: CHOCOLATE MANOR – BESPOKE ARTISAN CHOCOLATE SHOP & CHOCOLATE EXPERIENCE PROVIDER

Chocolate Manor implemented a product innovation by running a range of hands-on, bespoke experiences and a food emporium where visitors can see, and purchase locally made creations. Focusing on the preservation and protection of traditional skills and crafts, Chocolate Manor became the first chocolate maker outside of Canada to gain an Économusée accolade (2022).



Types of Innovation in Tourism:

2. Process Innovation

Process Innovation focuses on improving operational efficiency, streamlining workflows, and optimising backend systems.

EXAMPLE: GIANT'S CAUSEWAY VISITOR CENTRE – DIGITAL TICKETING SYSTEM

The Giant's Causeway Visitor Centre implemented a process innovation through the introduction of a digital ticketing system. This technology streamlines entry for visitors, reduces wait times, and enhances the overall efficiency of the visitor experience at this iconic attraction.



Types of Innovation in Tourism:

3. Experience Innovation

Experience Innovation revolves around creating unique and memorable interactions that go beyond traditional service offerings.

EXAMPLE: TITANIC BELFAST – INTERACTIVE EXHIBITS

Titanic Belfast innovates the visitor experience through interactive exhibits. The museum uses cutting-edge technology to engage visitors with the history of the Titanic, offering an immersive and educational experience that goes beyond traditional museum displays..






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‘Cover Story’ Vision Exercise

EXERCISE: Cover Story Vision Canvas

Imagine your Future Success, two years from now

Cover Story Vision Canvas
Imagine your Future Success, two years from now

<p>Magazine Cover Use words and a drawing</p> 	<p>Big Headlines The big headlines about your innovation</p>	<p>The Bottom Line What does the Finance Section say?</p>
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- **10 mins to complete the Vision Canvas on your own.**
- **Pair up and discuss** with someone at your table. Take 3 minutes each to share.
- **How was it?** Let's hear a couple of examples.



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Tools

- Visitor Segments
- Current State Journey Map

1. Discovery

Let's understand the space we
are operating in



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Visitor Segments

Visitor Segment Overview (NI):



NI market segments

Priority Segments

Aspiring Families 30%

- Active families
- Strong family focus
- Activities very important (all types, variety of interests)
- Need activities to suit children/suit whole family
- Planners
- Pay attention to price, seeking value, bargain

Demographics

Most likely 35-44, even social class split, have younger children (under 16)

↑↓ £ 1,360
Estimated spend

Naturally Quality Seekers 15%

- Natural Quality seekers
- Quality of accommodation important
- Nature lovers, outdoors
- Sustainability important
- Enjoy planning, clear itineraries
- Short breaks important part of their lives
- Preference for gentle activities

Demographics

Older (av. age 55) more likely to be male, ABC1, older kids

£ 1,238
Estimated spend

Social Instagrammers 15%

- Buzz and atmosphere seekers
- Seeking nightlife, great pubs etc.
- More likely to use AirBnB
- Short breaks important part of life
- Want to broaden the mind
- Connectivity very important (Wifi, 4G)
- Getting a good deal and engaging in activities deemed more important than finding great accommodation

Demographics

Youngest segment, more likely to be female, Slight C2DE bias, Least likely to have kids

£ 1,006
Estimated spend

Visitor Segment Overview (ROI):



ROI market segments

Priority Segments

Active Maximizers 33%

- Seek great destinations
- Travelling as couples but also as young families - 57% will have young children
- Seeking energetic experiences and unpredictability
- Buzz and atmosphere seekers
- Quality of accommodation important
- Enjoy planning and like to have clear itineraries
- Short breaks important part of their lives
- Share their experiences on social channels

Demographics
Most likely 30-40, even gender split. Low spending. Likely to have younger children (under 16)

↑(£)↓
£ 871
Estimated spend

Indulgent Relaxers 11%

- Intention to visit in the short-term
- Looking to indulge and spend quality time with their partner
- Most likely segment to take a 'romantic' break as their next break.
- Nature lovers, enjoy the outdoors
- Interested in shopping opportunities
- Enjoy good food and music
- Seeking luxury accommodation, large comfortable rooms
- Not afraid to pay for quality if it's worth
- Short breaks important part of their lives

Demographics
Most likely 40-50, more likely to be female. ABC1, older kids.

£ 1,013
Estimated spend

Open Minded Explorers 15%

- High medium-term intention to visit
- Nature lovers, enjoy the outdoors
- Quality of accommodation important, space and comfort
- Food very important and highly motivating for them
- Want to engage with local people
- Motivated by culture, food and unique experiences
- Planners - do a lot of research
- Conscious of value for money and, in particular, safety

Demographics
Older (45-54), more likely to be female. ABC1, older kids.

£ 924
Estimated spend







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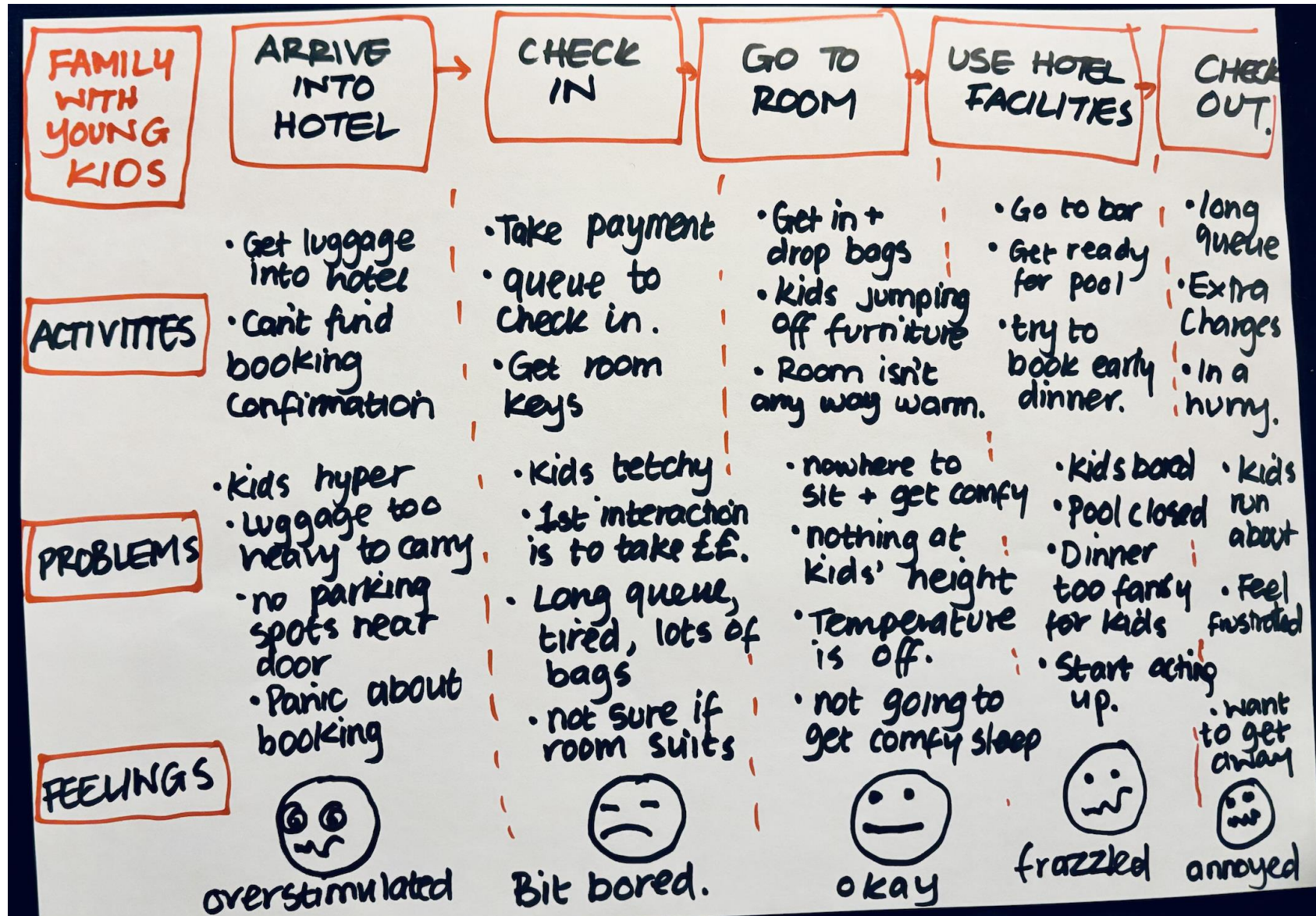
'Day in the Life' Journey Map

Put yourself in the shoes of your Priority Stakeholder or Target and draw their current reality – to uncover friction points, wants, needs and motivations.

EXAMPLE: Executive Head Chef

EXECUTIVE HEAD CHEF	ARRIVE INTO HOTEL	CHECK IN WITH STAFF	SERVICE	END OF SHIFT
ACTIVITIES	<ul style="list-style-type: none">• menu development• Food shortages notification from suppliers	<ul style="list-style-type: none">• staff Training• Staff management• staff call in sick.	<ul style="list-style-type: none">• unannounced EHO visit• High volume orders• Time constraints	<ul style="list-style-type: none">• Check email @ Supply chain disruptions• staff member leaves
PROBLEMS	<ul style="list-style-type: none">• no time to prepare• Cost implications• Limited availability of ingredients• Have to change plans & food shortages	<ul style="list-style-type: none">• pressure on team• Staff shortages + absenteeism• Time for training	<ul style="list-style-type: none">• Disruption to flow of work for EHO visit.• not enough staff, longer service time.	<ul style="list-style-type: none">• Have to amend menu again.• Disruption to staff schedule
FEELINGS	 overwhelmed	 under pressure	 Problematic!	 exhausted.

EXAMPLE: Family with Young Kids



Prompt Questions

Who are they?

- What are their behaviours and attitudes as they move through the experience?
- What are the 'bite-sized' problems (Gripes) they are experiencing (in relation to the challenge area/ stage of the experience)?
- What are their goals/ dreams, needs and their motivations? (Dreams)

What's their Experience?

- What are the key 'moments' in the journey?
- Where are the friction points?
- Where are the 'bright spots' / positives that surprise and delight them?

EXERCISE:

Put yourself in the shoes of your Target and draw a map of their Experience today.



15 minutes

- 1 Look at your chosen Target Segment. You are going to **'get into character'**, and draw a visual map of the current state experience of this person.
- 2 Use the questions as a guide to imagine their goals and motivations (highs) and the pain points/problems in their lives (lows), as well as the **functional experience** related to your tourism-related area. (i.e. booking a stay for a city break).
- 3 Use drawings and words to map out the journey at each point. There are prompt questions to help you.



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2. Define

Let's flip the challenge and reframe into an opportunity.



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‘How Might We...’ Questions

TOOLS

- How Might We Questions

How Might We...?

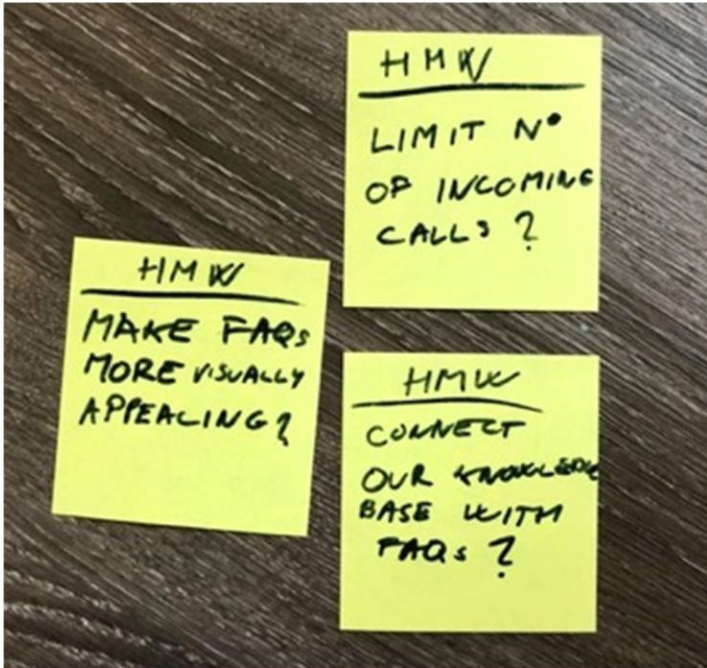
From your **Current State Journey Map** you will have captured the **friction points to be solved or the goals to be reached**.

To **reframe these into opportunities** we use a method called **How Might We?**

How: assumes opportunities exist.

Might: says we don't have to find something.

We: is all about doing this together.



Writing 'How Might We...?'

HMW...

Make the booking
button smaller?

Too narrow

HMW...

Make new Visitors
feel part of a like-minded
community from the very first
interaction with our service?

Just right!

HMW...

Reinvent tourism?

Too broad

EXERCISE:

Generate as many HMW Questions as you can



10 minutes

- 1 Individually **reflect on the Journey Map**
- 2 **Generate as many HMW opportunity questions as you can.** Pick your top 2 – 3.
- 3 **You'll know you're done when you have 2 – 3 HMW questions that you feel answer the needs and wants of your Stakeholder/ Visitor, and that you could reasonably have lots of ideas around.**



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3. Ideation

TOOLS

- Starter Ideas



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Generate Starter Ideas

Starter Ideas



Fold an A3 page to make 6 panels.

- Write your HMW at the top of the page or on a post-it.
- Review Journey Maps/ Empathy Maps/ HMW questions/ Stimulus.
- Sketch at least 6 ways to meet your Target's needs – these ideas don't need to be related or in order at this stage.
- Wild ideas are encouraged!



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TOOLS

1. Share-back & Vote

4. Selection

Share Ideas & Vote

- Each person has **1 minute to present their ideas at their table**. You can do this in pairs or 3s if it's a big group.
- **Vote on each other's ideas**. You have 2 dots to vote on each person's top ideas.
- This will help you **prioritise which ideas to develop further** into a more fully-formed, innovative Experience/ Product/ Process.





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Tools

- Prototyping – Customer Journey Mapping
- Value Proposition

Development

Let's Prototype our idea and
create a unique Value Proposition



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Prototyping in Tourism Businesses

The various forms of Prototypes for Tourism innovation –
Product, Process and Experience Prototypes.

What is Prototyping?

Prototyping means ‘making something’ to bring a concept or an idea to life.

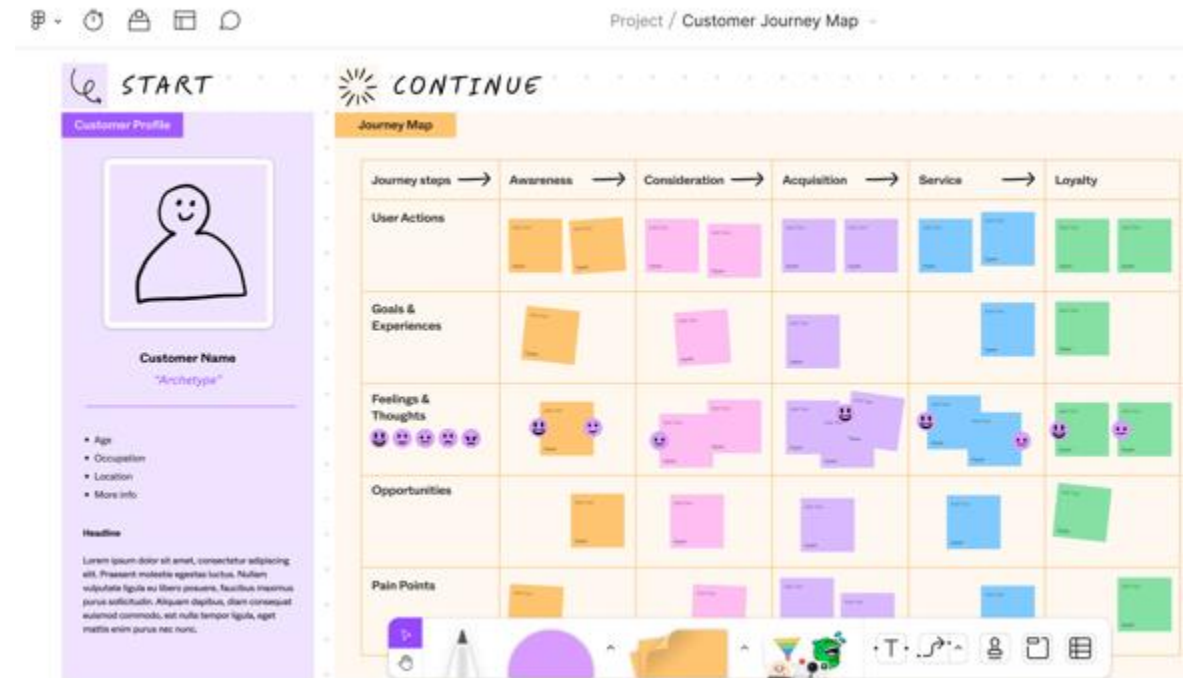
It is the **process of creating a model or a sketch of a product, process or experience to test its feasibility, functionality and the Visitor/ Stakeholder experience.**



Why is Prototyping important?

Prototyping allows you as a Tourism business to:

- **Iterate** on your idea
- **Gather feedback** from Stakeholders/Visitors
- **Identify potential issues** early on in the Development process.



Prototyping Tourism Innovations:

1. Product Prototype

Product Innovation involves creating physical or digital prototypes of new products or services such as room layouts, amenities or technology integrations into hotels.

EXAMPLE: GAME OF THRONES STUDIO TOUR APP

The Game of Thrones Studio App represents a product innovation by leveraging augmented reality (AR) technology to for an immersive experience at filming locations. Its interactive features and behind-the-scenes insights offer a unique and engaging way for users to explore the world of Westeros.



Prototyping Tourism Innovations:

2. Process Prototype

Process Innovation focuses on refining and optimising operational processes within Tourism businesses – i.e. check in procedures, housekeeping workflows or food and beverage service.

EXAMPLE: THE OLD BUSHMILLS DISTILLERY
Tested a streamlined tour route and scheduling system during off-peak hours to optimise visitor flow and enhance the tour experience.



Prototyping Tourism Innovations:

3. Experience Prototype

Experience Innovation centres around designing and testing new Visitor experiences such as interactive exhibits, themed events, or personalised Visitor services.

EXAMPLE: NATIONAL TRUST NI
Experimented with pop-up events and immersive storytelling experiences at their heritage sites to gauge visitor interest and gather feedback for future programming.



Benefits of Prototyping for Tourism Businesses



FASTER ITERATION

Prototyping allows you to quickly iterate on your ideas, identify improvements, & offerings based on feedback.



RISK REDUCTION

By testing prototypes early in the development process, you can mitigate risks and avoid costly mistakes before implementation.



ENHANCED USER EXPERIENCE

Prototyping enables you to design and optimise visitor experiences, ensuring products, processes and experiences meet customer needs & expectations.



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Future-focused Prototyping Activity

Hands-on Prototyping exercise to develop a future-focused iteration of your innovation idea.



EXERCISE:

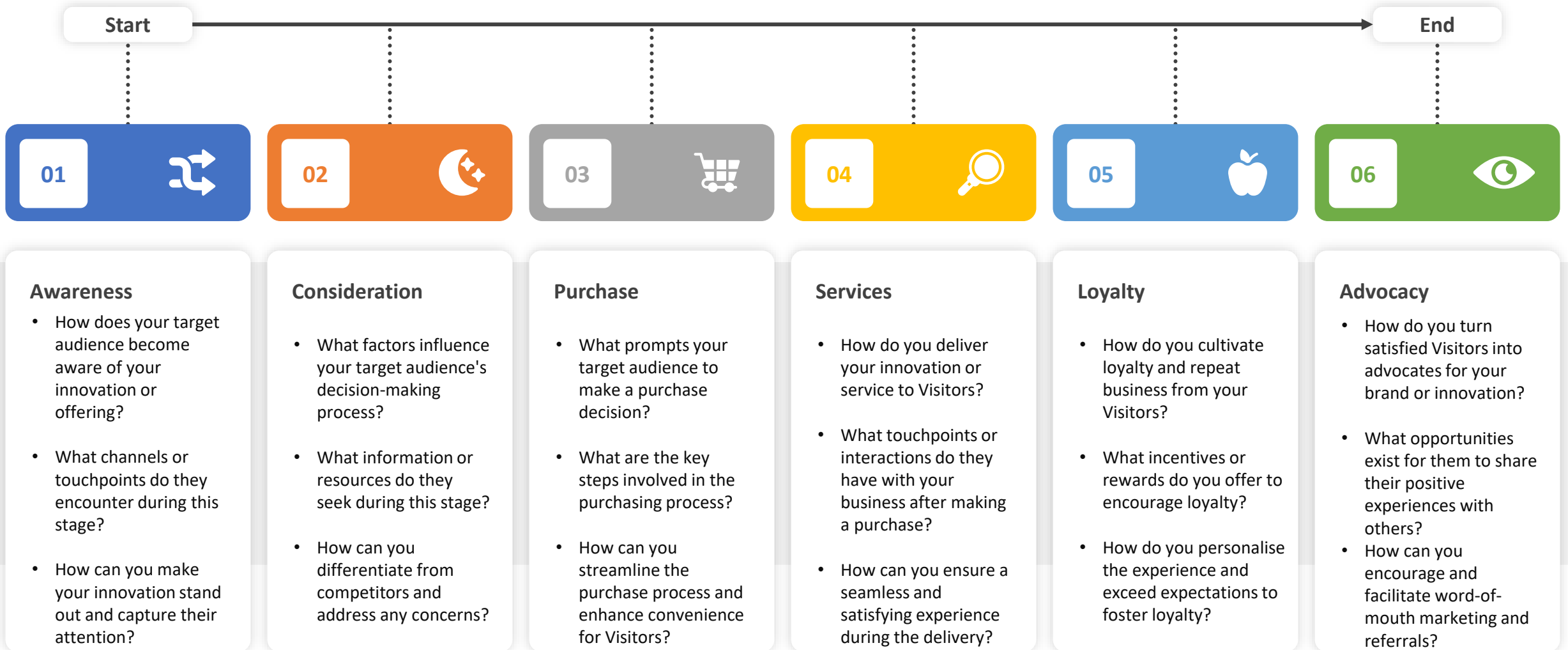
Create a Future-focused Customer Journey Map of your innovation idea



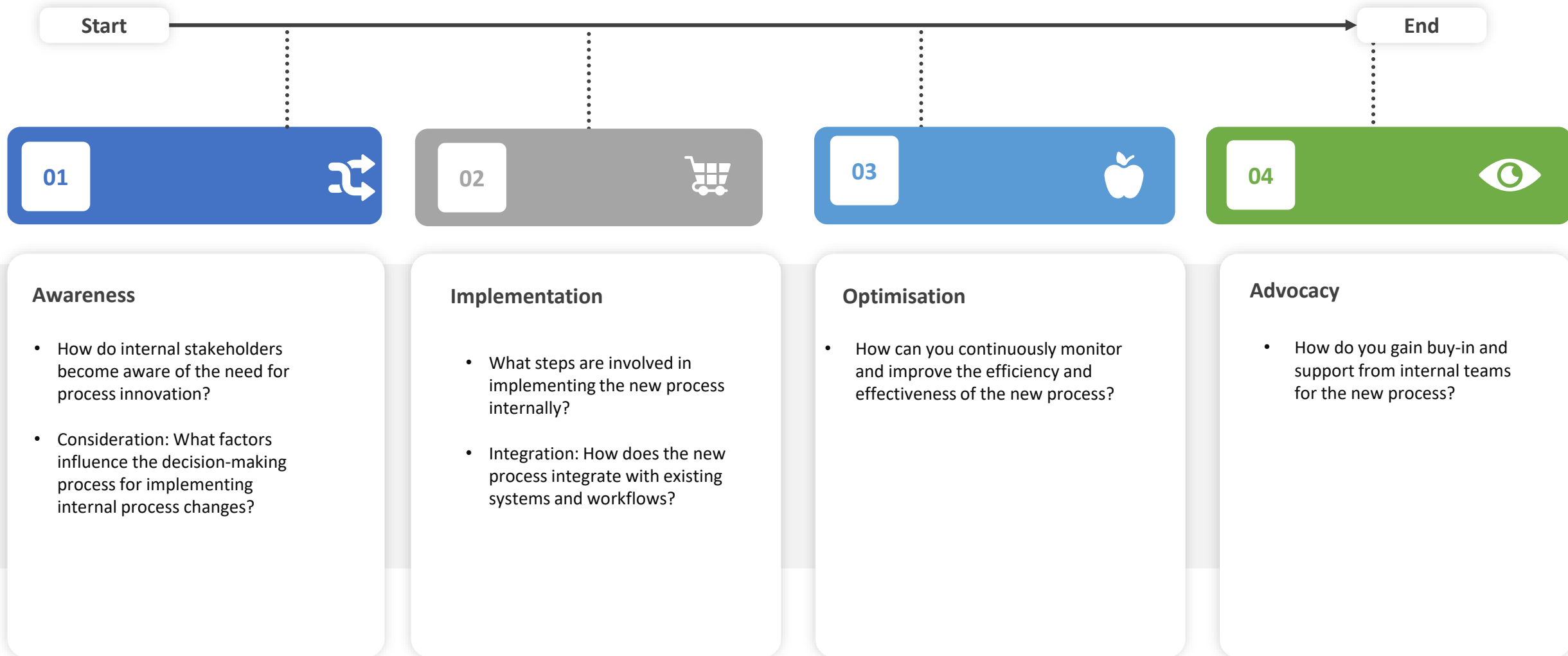
15 minutes

- 1** Revisit your Starter Ideas from earlier, especially those you have prioritised.
- 2** Identify and list the key components of your innovation idea, (whether it's a product, process, or experience innovation). Think about the different stages of the Visitor/ Stakeholder Journey - core features, functionalities, and unique aspects of your innovation.
- 3** Draw a 'visual blueprint' of your innovation idea, using words and drawings to represent the key components identified earlier.
It should be a clear and concise representation of how your innovation will function or be implemented.

Customer Journey Map: 'Front of House'



Customer Journey Map: 'Back of House'





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Gathering Feedback

How to give feedback

“I LIKE...”

What’s working well.

“I WISH...”

What could change.

“WHAT IF...?”

New parts of the idea/
building on the idea.



Feedback Matrix

+ WORKED WELL

- NEEDS TO CHANGE

? UNANSWERED QUESTIONS

! NEW IDEAS TO TRY



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Unique Value Proposition Development

What is a Value Proposition?

A value proposition (in the context of a Tourism business) is a statement that **communicates the unique benefits and value that a business offers to its target audience, setting it apart from competitors.**



Importance of a Value Proposition

- It helps customers understand **why they should choose your tourism business over others.**
 - It serves as a **foundation for marketing and messaging strategies.**
 - It **guides product and service development** efforts to align with Visitor/ Stakeholder needs and preferences.
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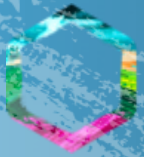


Value Proposition Structure

For	Visitor/ Stakeholder
That Need (Problem)	Issue/ problem
Our (Product/ Service/ Experience) does X	How your innovation works
Allowing (Benefit)	Tangible benefit/ outcome for user
Unlike (Competitor) & why you're better than them	What sets you apart from competitors

Value Proposition Structure

- For** Adventure Seekers
- That Need** An **authentic and immersive travel experience**
- Our** **Guided hiking tours explore hidden trails within NI**, and off the beaten track spots,
- Allowing** travellers to **connect with nature and local culture on a deeper level**
- Unlike** **Mass-market tour operators**, we **personalise adventures tailored to individual preferences**, and prioritise small-group experiences.



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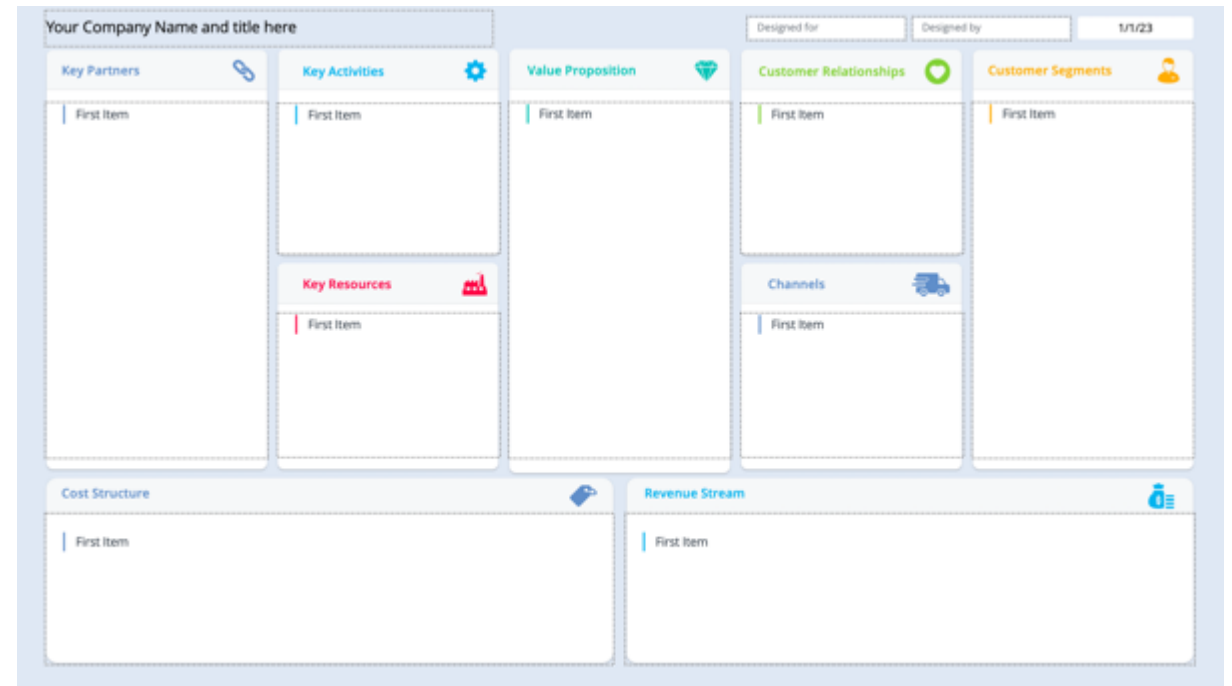
Business Model Canvas

What is a Business Model?

The term business model refers to your company's **plan for making a profit.**


It identifies the **products or services your business plans to sell**, the identified **target market**, and any anticipated **expenses.**

Business models are important for both new and established businesses. They help new, developing companies **attract investment**, **recruit talent**, and **motivate management and staff.**




Business Model Elements


1. **Customer Segments:** Who are your customers?
2. **Value Proposition.** Why do customers buy from you? What is the gain you provide or the need you satisfy?
3. **Channels:** How are your products and services delivered to the market?
4. **Customer Relationships:** How do you get, keep, and grow your customers?
5. **Revenue Streams:** How does your business earn money?
6. **Key Resources:** What unique strategic resources does your business have or need?
7. **Key Activities:** What unique strategic activities does your business perform to deliver your value proposition?
8. **Key Partnerships:** What non-key activities can you outsource to enable you to focus more on your key activities.
9. **Cost Structures:** What are the major costs incurred by your business?

Key Partners 8 


- Who are our Key Partners?
- Who are our key suppliers?
- Which Key Resources are we acquiring from partners?
- Which Key Activities do partners perform?
- motivations for partnerships:
 - Optimisation and economy
 - Reduction of risk and uncertainty
 - Acquisition of particular resources and activities

Key Activities 6 


- What Key Activities do our Value Propositions require?
- Our Distribution Channels?
- Customer Relationships?
- Revenue streams?

Key Resources 7 


- What Key Resources do our Value Propositions require?
- Our Distribution Channels?
- Customer Relationships?
- Revenue Streams?

Value Proposition 2 


- What value do we deliver to the customer?
- Which one of our customer's problems are we helping to solve?
- What bundles of products and services are we offering to each Customer Segment?
- Which customer needs are we satisfying?

Customer Relationships 5 


- What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
- Which ones have we established?
- How are they integrated with the rest of our business model?
- How costly are they?

Channels 4 


- Through which Channels do our Customer Segments want to be reached?
- How are we reaching them now?
- How are our Channels integrated?
- Which ones work best?
- Which ones are most cost-efficient?

Customer Segments 1 

- For whom are we creating value?
- Who are our most important customers?
 - Mass Market
 - Niche Market
 - Segmented
 - Diversified
 - Multi-sided Platform

Cost Structure 9 

- What are the most important costs inherent in our business model?
- Which Key Resources are most expensive?
- Which Key Activities are most expensive?

Revenue Stream 3 

- For what value are our customers really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How would they prefer to pay?

EXAMPLE: Business Model Canvas: Adventure Travel Platform

Designed for:

Designed by:

Date:

Key Partners 8

8



- Technology providers: Partner with software companies to access and integrate booking and management tools into the platform.
- Destination marketing organisations: Collaborate with tourism boards and local governments to promote adventure destinations and experiences.
- Logistics providers: Work with transportation and accommodation partners to ensure smooth travel logistics for customers.

Key Activities 6

6



- Curating experiences: Research, select, and package adventure travel experiences that align with customer interests.
- Marketing and promotion: Create compelling content and campaigns to attract users.
- Customer support: Provide timely assistance and guidance to travellers before, during, and after their adventures.

Key Resources 7

7



- Technology platform: Develop and maintain a user-friendly website and mobile app for booking and managing travel experiences.
- Partnerships: Establish relationships with local tour operators, accommodations, and activity providers to offer a diverse range of adventures.
- Customer service team: Employ knowledgeable and responsive staff.

Value Proposition 2

2



- Provide curated adventure travel experiences tailored to individual preferences and skill levels.
- Offer access to off-the-beaten-path destinations and authentic cultural experiences.
- Deliver personalised customer service and support throughout the travel journey.

Customer Relationships 5

5



- Pre-trip communication: Provide personalised recommendations and assistance during the trip planning process.
- During-trip support: Offer 24/7 customer service and emergency assistance for travellers. Post-trip follow-up: Gather feedback and reviews from customers.

Channels 4

4



- Online platform: Website and mobile app browse, book, and manage their adventure.
- Partnerships with local tour operators and activity providers to offer a diverse range of adventure options.
- Social media and content marketing to showcase destination highlights and engage with the adventure travel community.

Customer Segments 1

1



- Adventure seekers: Individuals who are interested in outdoor activities such as hiking, mountain biking, and kayaking.
- Family travellers: Families looking for active and adventurous vacation experiences.
- Solo travellers: Individuals seeking solo adventures and unique travel experiences.

Cost Structure 9

9



- Technology development and maintenance: Invest in the development and ongoing maintenance of the website and mobile app.
- Marketing and advertising: Allocate funds for digital marketing campaigns, social media advertising, and content creation.
- Customer support: Budget for staffing and training customer service representatives to provide exceptional support to travellers.

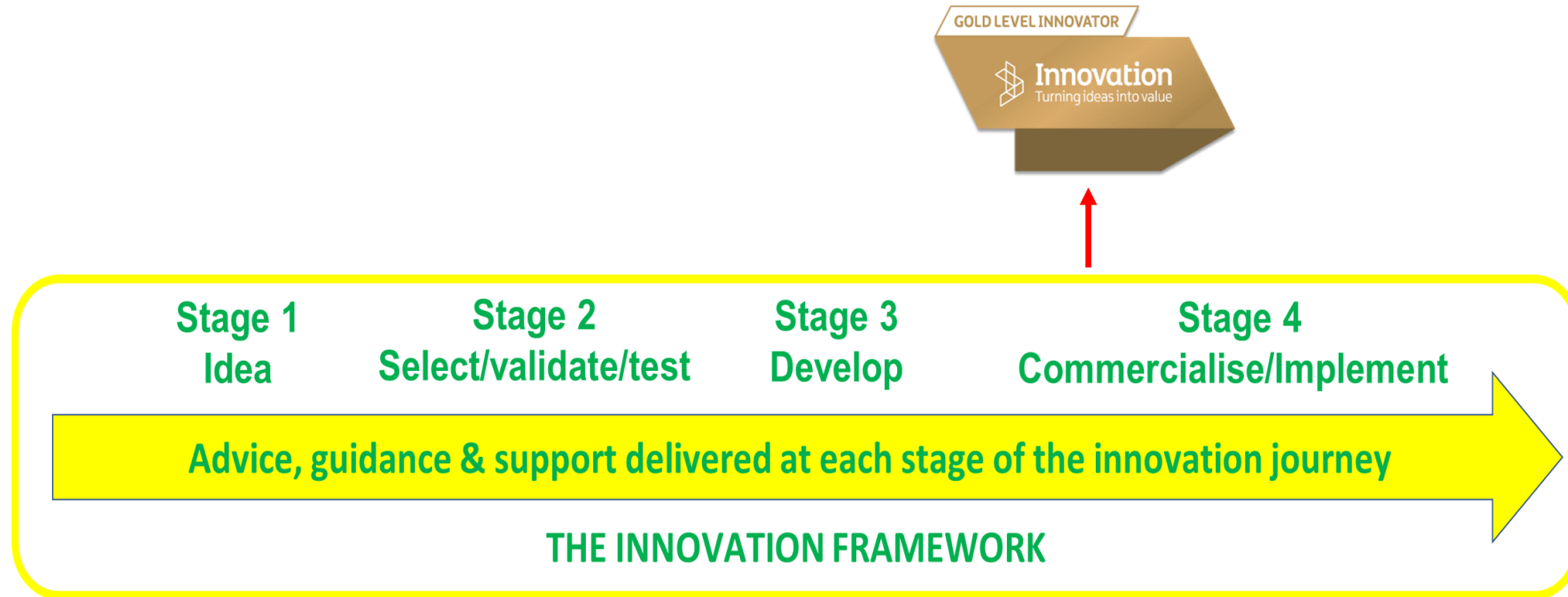
Revenue Stream 3

3



- Booking fees: Charge a percentage-based commission on adventure bookings made through the platform.
- Premium memberships: Offer subscription-based access to exclusive deals, discounts, and perks for frequent travellers.
- Affiliate partnerships: Earn referral commissions from travel-related products and services recommended to customers.

The Innovation Framework





Thanks & Next Steps