



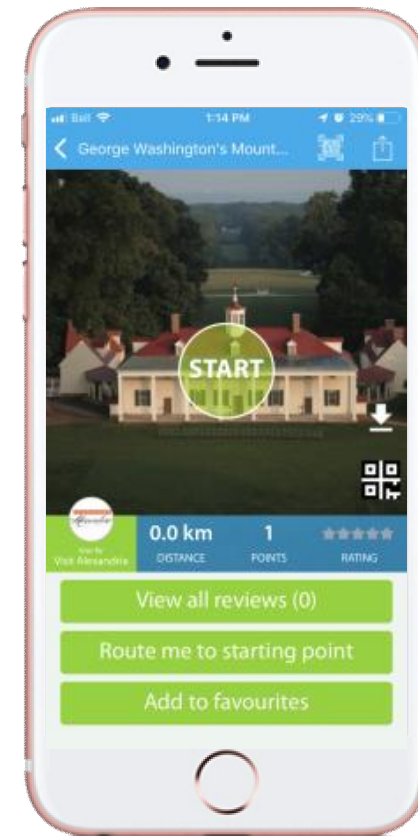
geotourist

# Transitioning travellers to visitors



# What is Geotourist?

- Free on-demand GPS-activated audio guide platform for visitor smartphones
- Global story-map with selectable tours hosted by subject experts in architecture, history, art, culinary experiences
- Flexibility, freedom, convenience to explore at own pace and time in own language
- Content shared by Tourism Boards, Governments, Transport, locals, museums, Celebs etc etc on single app, avoiding app fatigue and overload on smartphones
- Award-winning platform featuring award-winning stories



# Why are there more tourists?

- Growing middle class spending more on travel, including Chinese residents, millennials
- Social Media: Facebook, and the Instagram effect
- Low cost airlines
- Low cost, shared accommodations with Airbnb, HomeAway
- Screen Tourism: GOT impact on Croatia



# Is tourism now simply large event management?



In a world where visitors painstakingly spend hours building unique travel experiences, isn't it a bit of a squeeze when they do get there?



What are we going to do about it?

# Overtourism in Numbers

- In 2017, 19 million people visited **Amsterdam**, 2 million more than that live in the entire country
- In 2018, 94 million visitors went to **Italy**, 7.4 million of which visited the Colosseum
- 3.4 million overseas tourists visited **Scotland** last year





# Overcrowding: Existential Threat to Destinations

## Economic impact

Decline in tourism in crowded destinations

Rising rents: Airbnb

## Environmental impact

- Physical damage to natural and historic heritage and wildlife

## Sociocultural impact

- Lower quality of life for local residents



# Destinations Fight Overtourism

## **Venice, Italy**

- €3–€10 entry fee for day-trippers, depending on high or low season.
- Large cruise ships banned from sailing through the city
- Fines for littering & jumping in canals

## **Amsterdam, Netherlands**

- Bans on new hotels from opening within the canal ring and restrictions on sites such as Airbnb.
- €3 levy per traveler per night for staying overnight, in addition to 7% of the room rate it currently charges.

## **Botswana**

- £23 tax on all tourists entering country to raise money for wildlife conservation





# Opportunities for Destinations off the Beaten Path

- Invite visitors to discover the lesser known and smaller towns
- Instagram effect: Help travellers discover and share new and novel experiences
- Enrich the experience: Create immersive experiences with local storytelling through the lens of global culture - set-jetting, art, architecture and food
- Offer flexibility to discover sites in visitors' own time and pace





# Destinations Emerging Outside Congested Ones

The calmer canal experience close by

Venice



Treviso  
20 Minutes  
Away



Amsterdam



Delft  
1 hour away



# Another Destination Off the Beaten Path

The historic American experience just across the river



Washington, DC



Alexandria, VA



## Destinations Emerging Outside Congested Ones

The historic English experience approx. 1 hour away



London



?

# Battle of Hastings? Really?

- People come to visit London, not Hastings
- How do we grab their attention?
- How do we lure them outside of London?
- How do we deliver an experience that surpasses their expectations?



Battle Abbey



# Second London

Getting visitors to travel and explore  
destinations in 1066 Country



# The Challenges

## People come to visit London, not Hastings

- How do we get grab their attention?
- How do we show them that their adventurous nature will deliver an enhanced visitor experience?

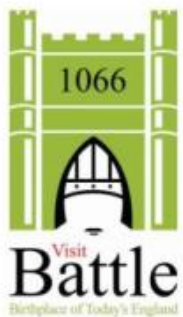
## Are we going to have to over-deliver just to find the sweet spot?

- Are we audio-mapping a town – or a region?
- Can we make everyone happy?

# The Objectives

## Couldn't we just squeeze in another one?

- Getting them out of London
- Driving them to follow the 'Second London' framework, rather than freestyling their own itinerary
- To get them to Hastings, and extend their stay in Battle, Bexhill, Hastings and Rye
- To satisfy local cross-council objectives and connect stakeholders with common goal



# Deliverables

- Keane Trails in Battle, Hastings and Bexhill
- Battle Heritage Tour
- Battle Children's Tour
- Bexhill Heritage Tours
- Hastings Stade
- Huguenot History of Rye



# Visitor Outcomes



- Flexibility, freedom, convenience to seamlessly explore at will across borders
- More money for fish and chips



# Storytelling: History, Music and TV Stars

## **Tell the Story of the Battle of Hastings in ... Battle**

Visiting the world-famous Battle site becomes a natural extension of their trip to Hastings

## **Tell your story through music**

Discover the towns of 1066 through the lyrics of local rock group Keane



## **Sprinkle it with some local stardust**

Let Game of Thrones actor Anton Lesser guide you around his hometown of Battle

## **Let your visitors in on secrets**

A tree is just a tree until you discover it was planted by Elizabeth I in Rye churchyard

## **Contribute to the local economy**

Weave in cafes and shops to your itineraries

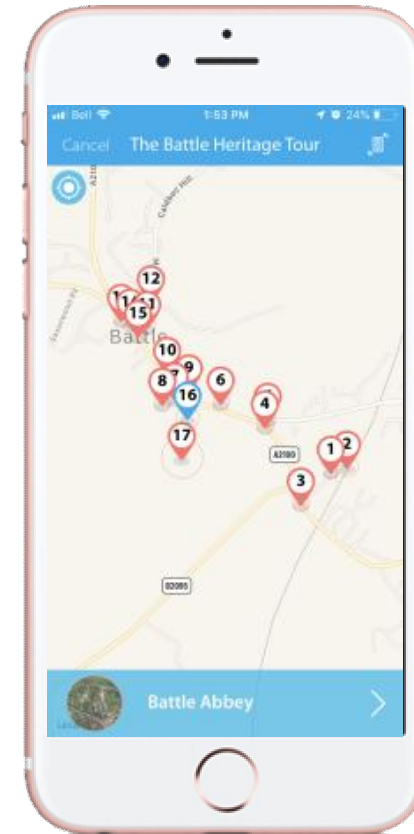


# The Results

- Total views/GPS interactions of the tours for all areas - **16,000+**
- Bexhill and Rye tours drew visitors out from more well-known Hastings and Battle because they had seen the tours on Geotourist
- Outcomes: Visitor movement insights

# Understanding Visitor Behaviour

- Analysing visitor flow patterns may reveal insights counterintuitive to assumptions and expectations:
- Battle Council learned that they were not the outpost or afterthought that they believed, but often the first stop in 1066
- 1066 can make marketing and budget allocation decisions based on app data
  - Where visitors are coming from
  - where they are going
  - What they like to see and what they can't be bothered to visit



# Growing up in the world

- Our tech was good but our understanding of tourism's pain points was rudimentary
- We have spoken to many destinations, but have listened to more
- Our work has redefined our own roadmap and rewritten the path ahead
- We combined what we do for visitors with what tourism needs
- Now, uniquely we are bringing it all together





# What happens next?

- We're building a unique global analytics platform and insights
- We're learning more about where visitors prefer to go
- We're steering people to new/alternative places nearby
- We can provide insights into visitor behaviour beyond your borders
- We are adding domestic/international partners and audiences each day, filling in the gaps and connecting everything together

# Geotourist Recognised for Visitor Dispersal

“The app has developed into a management tool, where curated content influences visitors, creating a radius effect to help push out visitors beyond the core hubs – critical for sustainable development”



October 2018

# Content by Leading Organisations



The American  
Institute  
of Architects



LOS ANGELES  
CONSERVANCY



Historic England



San Diego

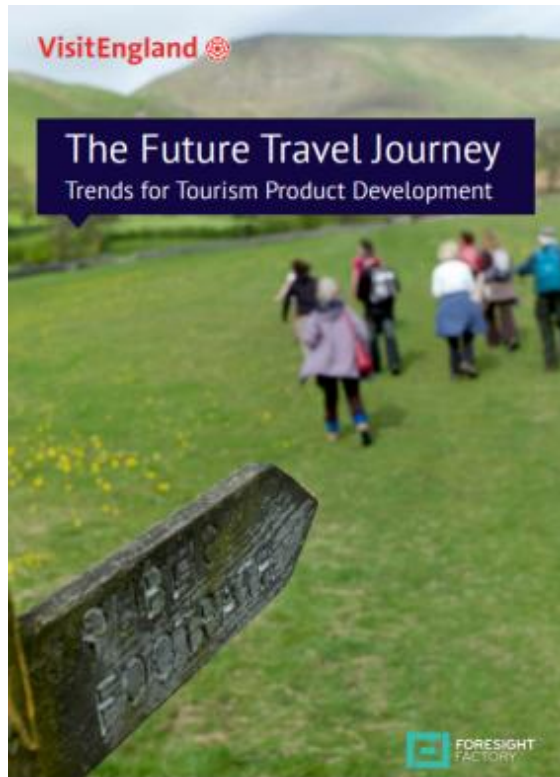


where

AARP®



# Tell Your Story & Join The Disruption



**UKINBOUND**  
AWARDS OF EXCELLENCE 2018 FINALIST



**Insights**

Advancing the global travel industry



# Contact Details



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你好

**Hello!**

**¡Hola!**

Привет!

Merhaba

**Ciao!**

こんにちは

안녕

