

**Description:**

From the Docks is an app targeted at tourists coming into Hobart on cruise ships. When they get off the boats in Hobart, with only a few hours in the city, *From the Docks* gives tourists several guided tours in the palm of their hand. Our app provides its users with the directions and information to take a free walking tour of Hobart at their own pace, the user can choose from four different tours to take including the options of: Family, History, Food and Explore Hobart. The app is simple to use and caters to those with different interests.

**Potential Market Size:**

We are marketing our app to the tourists that arrive into Hobart on cruise ships. Last year 160,000 tourists came to Tasmania on cruises and by next year, Hobart is expecting a 38% increase. With 220,000 cruise ship tourists coming to Hobart next year, everyone is going to want to see different things at their own pace.

According to Tourism Tasmania 71% of tourists explore Hobart by foot so there is potential for lots of tourists not only from cruises using the app. There are 15 cruise ships definitely coming into Hobart between September 2016- March 2017 each carrying a minimum of 1000 people. If we have only 20 people off each cruise ship using our app, we would have 300 people using it. However, these figures are bare minimums and more cruises may dock during the time frame and some can carry up to 3000 people on board.

From the docks is designed to take all those tourists and show them exactly what they want to see in a format that is relaxed and easy to use, with GPS and clear direction instructions. It consists of several walking routes, each with a long and short version, that are themed to show you the parts of Hobart *you* want to see, at your own pace with guidance and information in the palm of your hand.

**Competitive Analysis:**

Many existing tours of Hobart are costly and they only allow the user to view a small portion of the beautiful city of Hobart and exploring an unfamiliar city alone can be daunting and confusing.

Our app allows the user to select their preferences as to what type of tour they would like to take, with varied options such as a walk designed for families with young children including stops such as parks, the Tasmanian Museum and Art Gallery and Mures, a family friendly seafood restaurant, this walk also has shorter walks between stops. There is also a history walk including sights that showcase Hobart's great and varied history, from suburbs such as the historic Battery point and the beautiful St David's Park and a food tour including many unique cafés and restaurants and finally a tour to explore the best of the sights of Hobart.

Our app is also targeted specifically at tourists arriving from cruise ships; the app is designed to accommodate these tourists by beginning all of its tours at the arrival point of all cruise ships coming in to Hobart, "from the docks". The points included in our tours are all within easy walking distance of each other and our app includes a simple to follow map and information on each of the points.

***Potential Revenue:***

Given that there will be an estimated 220,000 tourists coming to Hobart on cruise ships. Every single one of those people is likely to want to see Hobart with the relaxed, inexpensive and easy format that is From the Docks. If we charged 99c for the app we could potentially make around \$200,000 in the first year. However people may be reluctant to pay for an app that they would only use once, while they are visiting Hobart. We have agreed that we are going to have better results by pursuing money through the advertisement of the local businesses that we have included as part of our tours within the app. We are planning that the app will be released on the app store as free but internal advertising and possibly deals with local businesses featured on the tours will give some potential for making money. Relationships may be formed with local businesses that include: advertising of the business on the app, deals (especially with food related businesses) for specials and discounts and also the attraction of customers to the business by featuring the business on one or more of our tours. Money will be made through advertisement only and the app will be not for profit. We could also attempt to team up with a major cruise company to include our app as part of their services in Hobart.

Luckily with our group of four people we will probably have very few expenses and will not need any employees to continue on with the app. However If we were to ever expand the app and make versions for other cities or a Chinese language version, we could employ locals there but that is a long term goal.

***Branding and Promotion:***

We are planning to promote our app by going to local businesses and pitching our ideas to them, as well as issuing a letter to businesses that are included in our app, we would like to be able to advertise our app with some physical advertising such as posters around the docks of Hobart and in the information centre so that passengers coming off the boats can see an ad for our app and download it there. We may need to ask local businesses about whether we can advertise them in our app and also see if we can get our app advertised by them, for example approaching a business that is featured on our app and asking if we can display a poster advertising our app or advertising the business as a destination on our app.

Once the app is well established we may also try approaching some cruise ship companies to try to have our app included in their on shore tourism bundle for Hobart or simply to ask if we can display our advertising on their ship or the recommendation of our app to the

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passengers. We will also attempt some social media advertising quite easily by setting up a Facebook page for our app.