



# TouristrApp

# How It Works





# TouristrApp provides:

A clear, structured system to enhance visitor experience, support local businesses, and generate sustainable revenue — without replacing your dmo's existing tools.





# TouristrApp is not a replacement for your website or current marketing tools.

**It works alongside your existing ecosystem to activate a more connected visitor experience.**

It sits between:

- Your website and campaigns
- Your visitors on the ground
- Your local business community

**Result:**

**A seamless bridge between discovery → experience → local spend**

Feature	TouristrApp	AI Trip Planners (ex: Mindtrip)	Self-Guided Tour Platforms (ex: Driftscape, Bandwango)	Booking Platforms (ex: Musement, Tiqets)
Primary Focus	Destination engagement + local economy	Trip planning & itinerary generation	Self-guided routes and storytelling	Activity ticket sales
White-label destination branding		Limited		
Local business discovery		Partial	Partial	
Local revenue model for DMO			Limited	
Supports slow/intentional travel		Partial	Partial	
AI itinerary building	Planned / optional			
Mobile discovery experience				
Community economic participation		Limited	Limited	
Visitor engagement during the trip		Partial		Partial
Business listing ecosystem			Limited	
Revenue for local businesses		Indirect	Limited	(via bookings)

# Expected Impact on your DMO

## Visitor Stay & Experience

### **+10-25% longer stays -**

Visitors discover more to do in real time, reducing “dead time” in itineraries

### **+20-40% more experiences per visitor -**

Increased awareness of nearby activities, events, and hidden gems

## Local Economic Impact

### **+15-35% increase in local spend distribution**

Spend spreads beyond top attractions into smaller, local businesses

### **+25-50% more visibility for small & mid-tier businesses**

Curated listings + geo-discovery surface places visitors wouldn't normally find

### **More balanced foot traffic across the destination**

Reduces overcrowding in hotspots and activates under-visited areas

# Expected Impact on your DMO

## Visitor Behavior & Engagement

### **2-3x higher in-destination engagement**

Compared to static websites or pre-planned itineraries

### **Real-time decision making vs pre-trip only**

Captures spending that would otherwise be missed

## Destination Loyalty & Growth

### **+10-20% increase in return intent**

Visitors feel they've only "scratched the surface"

### **Stronger emotional connection to the destination**

Driven by discovery, personalization, and local interaction

### **Increased organic word-of-mouth & content sharing**

(especially when paired with UGC + gamification features)

# The TouristrApp

## Simple 4-step

### Model



1

## Launch Your Destination App

We create a fully branded, white-label app for your destination.

- Aligned with your visual identity
- Designed for mobile-first visitor behavior
- Integrated into your existing marketing channels

2

## Activate Local Listings

You onboard local businesses into the platform.

- Restaurants, experiences, retail, services
- Curated, uncluttered
- Quality over quantity

**This is where revenue begins.**

3

## Guide Visitor Behavior

Visitors use the app to explore your destination in real time to

- discover nearby experiences
- access curated recommendations
- engage intentionally

**Encourages longer stays + deeper exploration**

4

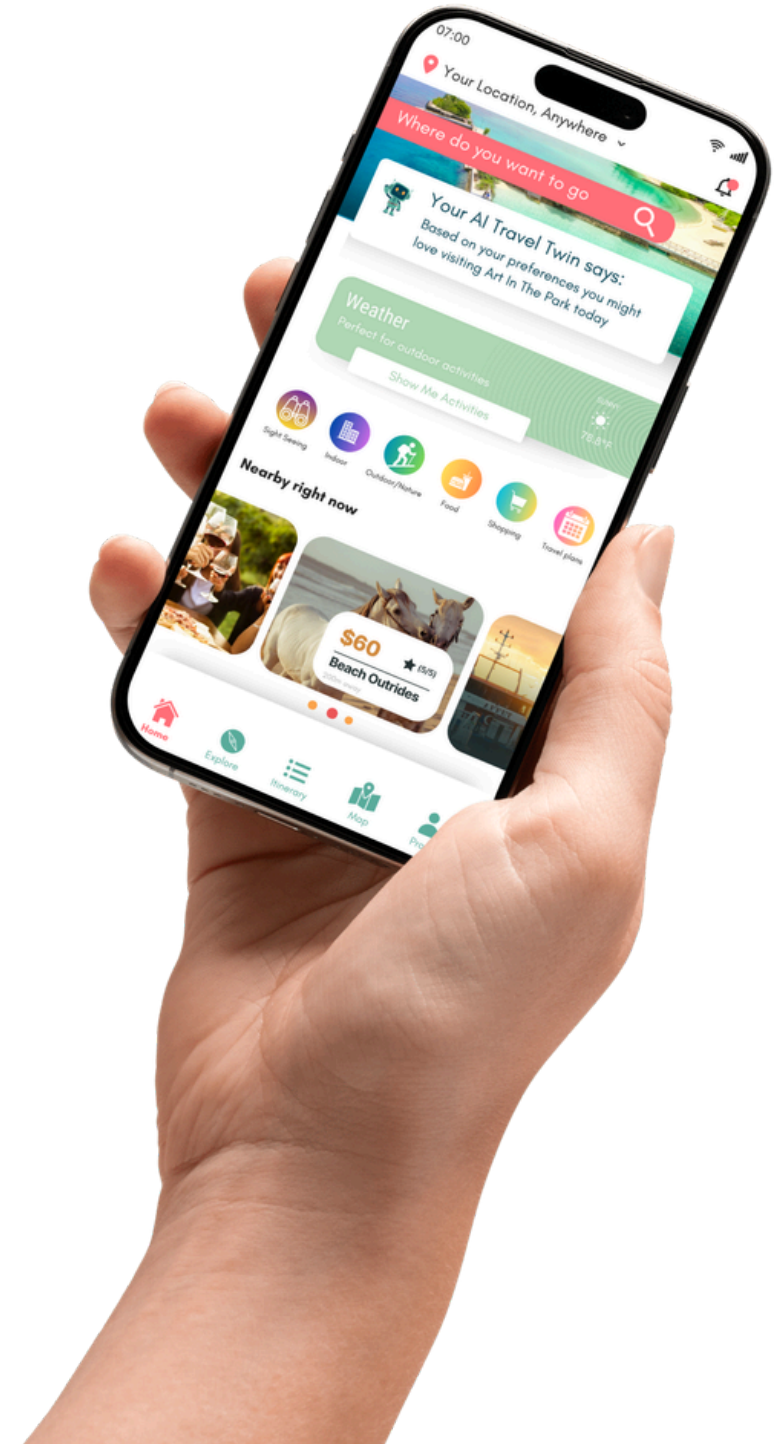
## Generate & Track Revenue

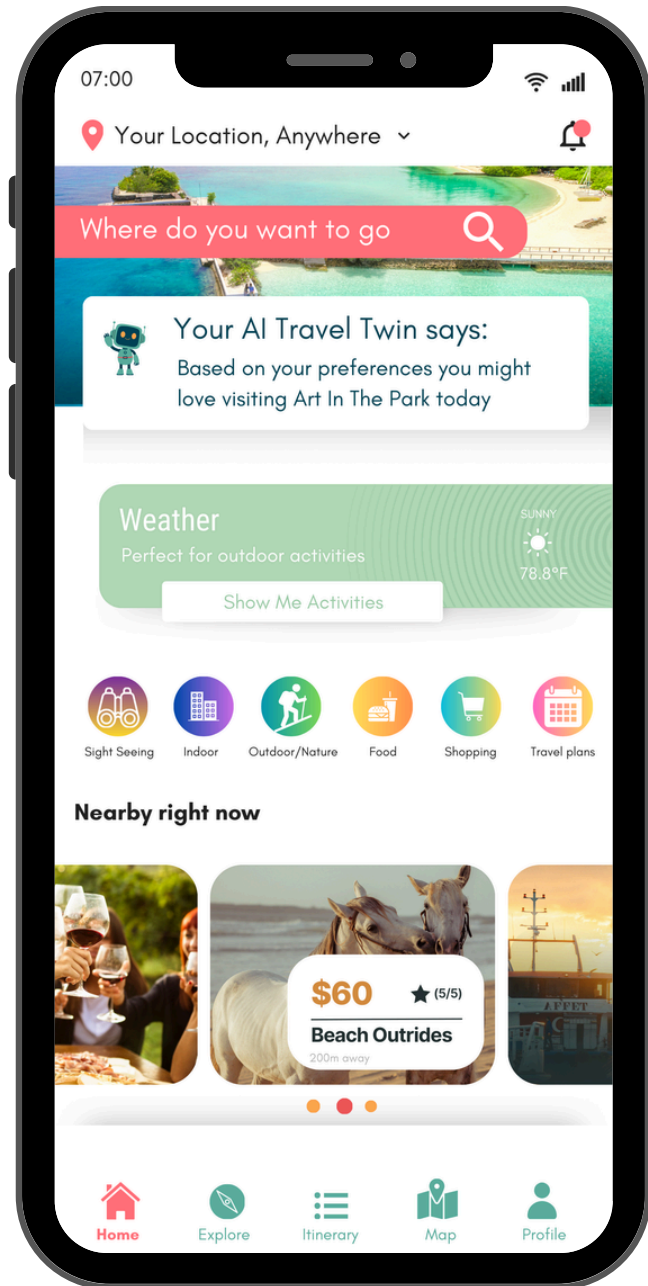
Listings generate income for your destination.

- Monthly reporting
- Transparent tracking
- Predictable revenue stream

**Creates self-sustaining tourism infrastructure**

**What it looks like  
day-by-day**





# Your Role as a DMO

**TouristrApp is designed to be powerful and operationally light weight**

**You focus on:**

- **Approving and curating listings**
- **Supporting local business participation**
- **Aligning app content with campaigns**

**We handle:**

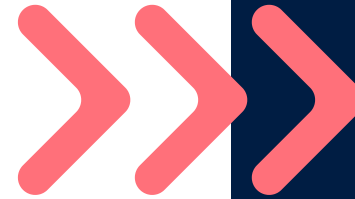
- **Platform maintenance**
- **Technical infrastructure**
- **Reporting systems**

**How it fits your  
current tech stack**





# Works With What You Already Use



**TouristrApp complements your existing tools:**

- Your website → remains your primary information hub
- Campaign tools → continue driving awareness
- Data platforms → continue tracking performance

# TouristrApp adds:

**Real-time visitor engagement**

**On-the-ground discovery**

**Direct local revenue**

**generation**



# Product & Technology Tech Stack

- AI-powered personalization (Travel Twin).
- Integration with platforms like Seeker.io, Spontigo, and geo-mapping tools.
- Push notifications for real-time visitor engagement - Geo-locator sends a notification when a hidden gem is nearby
- Gamification - Easily create campaigns, increase bookings
- Automated UCG social media content, and email marketing for DMOs.

# Visitor's Experience Flow



# From Discovery to Experience

**Before TouristrApp**

**Visitors  
research**



**Visit**



**Leave**

**Limited  
engagement  
with local  
businesses**

**VS**

**After TouristrApp**

**Visitors discover**



**Explore**



**Engage**



**Spend**



**Return**

**A more  
connected  
&  
meaningful  
journey**

# Spot the difference...

Feature		Visit Widget	TripScout
AI Itinerary Planning			
Geo-Targeted Ads & Pings			
AI Travel Concierge			
Offline Mode			
DMO Revenue Model			
Multi-Language Support			
Post-Visit Engagement			

# Revenue Model (Simplified)





# How Revenue Works

- Local Businesses pay for premium or featured listings
- Revenue is shared between the DMO (80%) & TouristrApp (20%)
- Monthly reporting provides full transparency

**Result:** A new revenue stream that grows with your destination

# Implimentation Timeline



# IMPLEMENTATION TIMELINE

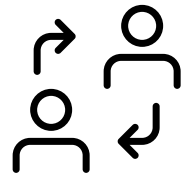
01



**Day 1-3**

Onboarding + branding  
setup

02



**Day 4-5**

Platform configuration +  
initial listings

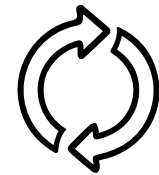
03



**Day 6-7**

Soft launch + Custom  
Marketing Materials

04



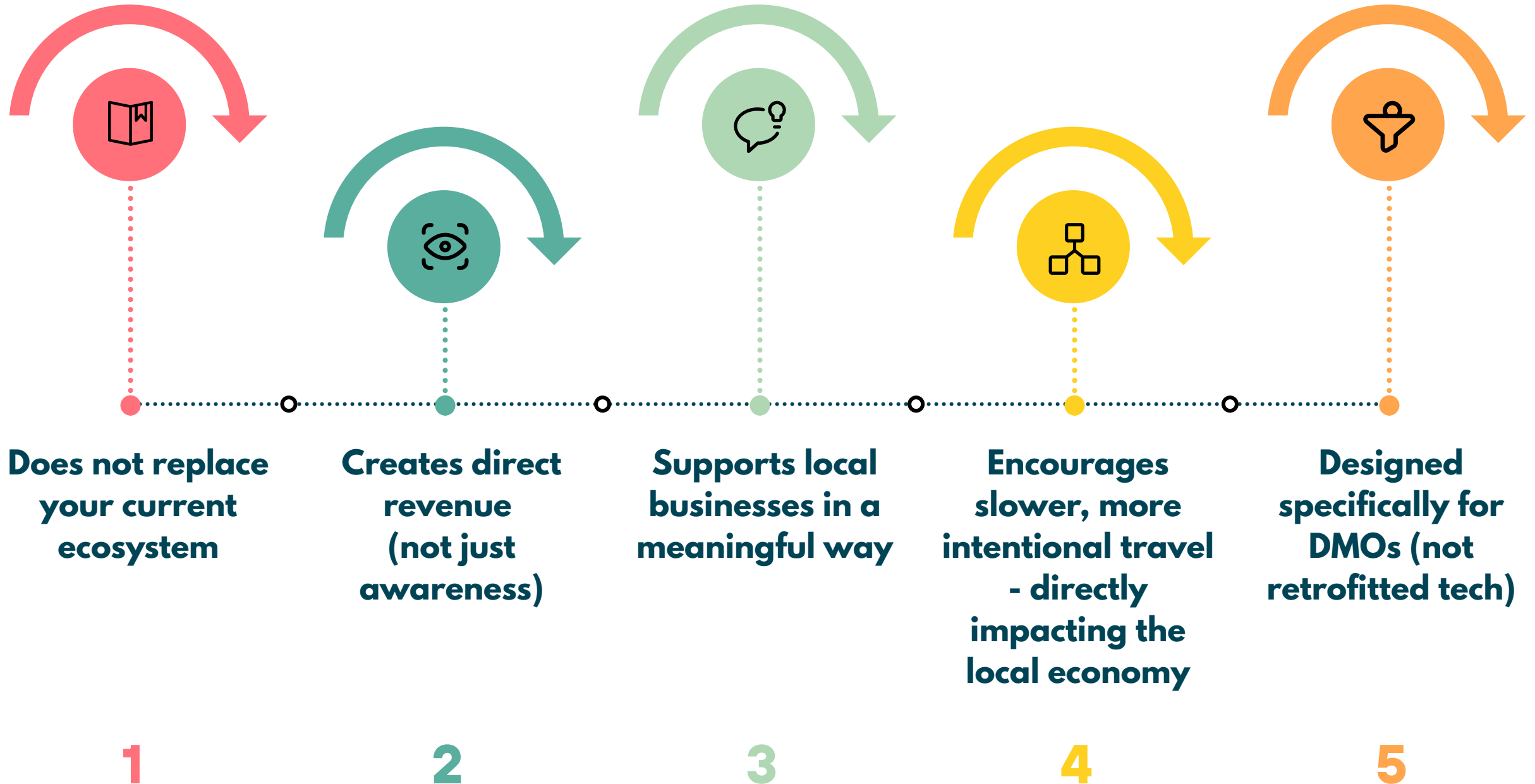
**Ongoing**

Growth, optimization,  
and revenue scaling

# Why DMO's Choose TouristrApp



# Why Choose TouristrApp



**Extra support  
- no need to stretch  
your team thin**





# Listing Success Partner (Add-On)

For destinations that want additional support, we offer:

- Priority Onboarding Assistance
- Personal in-house listing manager
- Campaign strategy and setup
- Ongoing optimization



**Have your App up  
and running within  
7 Days-**

**Book your DMO's  
spot today!**



**Here**

