

Tourwriter

- Mobile Itineraries Project

Tourwriter's Mobile Itinerary Project intends to lift productivity within the tourism sector by capturing increased expenditure from international visitors as they travel within New Zealand. The project is a mobile itinerary App that taps into the demographics and pre-booked itineraries of visitors, offering targeted and complementary attraction and activity options that suit their profiles. The project aims to increase efficiencies around the flow of New Zealand itinerary-related information between suppliers, travel agents and



their clients; facilitate a better 'in country' booking experience; and help enable travellers to share their itinerary with friends and family. The project aligns with the Tourism Industry Association's Tourism 2025 Growth framework to drive value through targeting for value by increasing visitor spend.

The Challenge

There are over 200 New Zealand-based inbound tour operators/travel agents, and more than 1,000 overseas expert agents focused on sending clients to New Zealand. These tour operators and agents add significant value to traveller's in country experience by providing personalised itineraries. (A gap in the market exists to efficiently offer their clients a live itinerary with daily personalised recommendations). The modern traveller is expecting more from a travel agent and the in country travel experience. However due to a lack of comprehensive mobile booking solutions tied to the traveller's pre-booked itinerary and their interests, travellers are missing out on the opportunity to book experiences once they arrive in New Zealand.

The Solution

TourWriter's Mobile Itinerary project will provide a comprehensive two-way, mobile itinerary App (with an HTML alternative) that can be used by travellers to both view their planned/booked itineraries and to discover targeted activities, things to do and restaurants as they travel through the country. The in-country mobile travel guide/App will use the existing base itinerary data, agent supplier data, newzealand.com regional information and client location, demographic and interest information, to provide personalised suggestions and up to date offers for the traveller. The travel guide will assist the traveller at each trip destination location, just as a traveller's personal travel agent/tour guide would. The App will also provide the visitor with integration to Google maps, and a mechanism for capturing notes and photos within their itinerary to easily share with friends and family.

Key facts

Programme start: October 2015

Length of TGP Funding requirement: 2 years

TGP funding: \$280,000

Industry funding: \$330,000

Commercial partner: Tourwriter Limited

Estimated potential economic benefits to New Zealand: \$7.5 million per annum by 2020