

# IDEA SUBMISSION

## THEME:

Digital health

Rural tourism recovery

TEAM NUMBER (mandatory): 10

TEAM MEMBERS: Adam Weir, Joy Kadayi, Hannah Young, Lasse Kyed

TEAM NAME (mandatory): LOC8

## SHORT SUMMARY (MAX. 500 CHARACTERS) (optional):

LOC8 makes it easy & fun for travellers to leave a positive impact on the places they visit.

Arriving in a new place, the app will offer a mix of things you can do for free by investing a little time and effort or donating whatever amount you want for a good cause.

The app is location-based—open it up and it automatically knows where you are and which suggestions to give. These are further tuned by previous suggestions taken/challenges completed, to evoke the sense of a personalised journey, e.g. if someone is particularly interested in protecting wildlife.

The app aims to cultivate a more reciprocal relationship between tourists & local communities.

## EXPANDED DESCRIPTION (max 5 pages) (optional):

## LOC8 Introduction – Our Aim and Vision

The aim of LOC8 is to kickstart sustainable tourism, by bringing locals and travellers together in rural areas for their mutual benefit. LOC8 is a unique mobile app platform allowing travellers to leave a positive impact wherever they go, by completing different micro-volunteering *challenges* based on their sustainability interests. Whether you are interested in protecting wildlife, recycling, or helping disadvantaged people, LOC8 will choose the perfect challenge for you.

We will work with local councils, tourism boards and DMOs to make challenges and activities that help local people and established businesses and communities, allowing them to promote their work and their area; and bring in visitors to new places which have yet to be experienced to their full potential, by creating innovative and interactive challenges. The vision of LOC8 is to encourage travellers to do the right thing, benefitting the places and communities they visit.

## Why?

- Travelers are much more aware now of their impact when travelling. Our goal is to offer them a solution to leave a positive impact at a very local scale.
- “Tourists themselves as well as stakeholders across the sector are taking a greater interest in the impact of tourism on communities and people and the planet.” –UNWTO Panel (March 2021)
- Opportunity to cultivate a more positive relationship between tourists and the communities they visit.
- “There is no future for travel and tourism if you're not welcome and embraced by the local community.” –Taleb Rifai at the ATWS 2019

## What?

- Our app allows for immersive, experiential travel, which is on the rise globally, showing there is a market awaiting our concept.

## For whom?

- Our product will be for people who envision a different type of tourism. One that will allow people to enjoy exploring, and at the same time support, local communities and the development of rural areas. Also, they are empowered with the contributive side of the app (reviews, comments, rates on the activities that they have experienced).
- Local authorities, people, and communities will benefit from tourists’ help in order to achieve their specific sustainable development challenges. This can be through volunteering work, donations, etc.
- Transformational Tourism—for tourists, it will provide an opportunity to enjoy a new type of travel: more conscious, aware, and positive for the environment and communities in the places they visit. This is a new way of consuming instead of spoiling in their path. We truly believe that this could help make the world a better place to live and visit for everyone.

## How?

- The app identifies goals set by local communities, and by using gamification principles makes make it fun and easy to help communities reach those goals.

- Examples of challenges could be volunteering, such as helping repair a trail, planting a tree, picking up litter in an area, or by donating money to a cause that directly benefits the community.
- The app will hold users by providing updates on causes they have helped with.
- By completing challenges, users gain points that could “negate” their carbon footprint.
- Challenges presented are tuned according to those already chosen, creating new ones based on previous choices.

## Business Model

LOC8 is a free app for users. We invite rural attractions, accommodations, businesses and more to join our app for a fee, enabling them to upload information and interactive challenges for tourists to complete. We will provide a backbone of information on how to create and set up an activity or challenge, and will assist in the creation of these. There is no limit on the number of challenges that can be uploaded per organisation or location.

Sustainable tourism principles intend to minimise the negative impacts of tourism, whilst maximising the positive impacts.

Therefore, we feel it is right to ask for payment from the organisations and locations signing up rather than the tourists who wish to complete the challenges. We also believe that travel bloggers, vloggers and influencers should want to be seen to make a change. These groups who use LOC8 to support and promote our work for free on their own channels, will then showcase the app to likeminded followers and supporters, meaning we can expect more sign ups and users to get the word out there. Our key partners are DMOs, tourism boards, local councils, and of course the local businesses and attractions who create challenges for users.

We would also make it easier to donate to a cause that directly impacts the place you’re visiting, wether it’s a children’s foundation or a wildlife protection agency, we want to make it easy to support the places you come to see and start to care for.

## Revenue Streams

- Advertising space for businesses and attractions.
- Donation buttons via JustGiving and crowdfunding allowing us to take a small proportion of the fee.

## Target Market and Customer Relationships

- Travellers and tourists
  - Locals
  - Those interested in sustainability and making a positive change
- Customers and users will be continually updated on the advancements towards combatting SDG’s and will be encouraged to continue their work and do more.

## Key metrics

- App Store downloads
- Website and media channel visits
- Daily and monthly active users
- Referrals for businesses to sign up
- Referrals for travellers to sign up

## Cost structure

- Free app to download and use
- Our partners promote the app for free
- We charge businesses/attractions/amenities to upload an unlimited amount of challenges

## Channels

- Social media channels
- Downloadable app
- Website
- Paid Google/Bing search

## Alignment with SDGs

We started by identifying 8 SDGs we believe the app could encompass but depending on the location and interests of the user any of the 17 Goals could be addressed.

- **Good Health and Wellbeing.** Help locals and tourists promote good mental and physical wellbeing by getting outdoors, meeting new people, and exploring.
- **Clean Water and Sanitation.** Highlight areas for free clean water consumption, highlight businesses who have created their own alcohol-based hand sanitizers in response to COVID19, provide adequate hygiene facilities for tourists.
- **Decent Work and Economic Growth.** Encouraging the advancement of businesses, more workload available as businesses and attractions and events increase, we aim to stop locals moving away which encourages housing developments, rural areas may have limited digital ability so our development would increase jobs.
- **Industry, Innovation, and Infrastructure.** Support the development of further infrastructure, accommodation, attractions, etc. in rural areas. Promote inclusive and collaborative industrialisation.
- **Reduced Inequalities.** Supporting those who face inequality in life, supporting businesses who provide equal opportunities for their guests.
- **Sustainable Cities and Communities.** Our innovation will strengthen and diversify rural areas, LOC8 will strengthen sustainability within rural areas as tourists will make a positive impact whilst completing challenges.
- **Responsible Consumption and Production.** Getting outdoors, being active, encouraging sustainable travel, recycling, good carbon footprint and more, we want to educate and motivate tourists to make a positive change!



- **Partnerships for the Goals.** We encourage all collaborations and challenges/amenities/locations signed up to the app to individually do their best to support sustainable development, we provide criteria to ensure these places and challenges do their utmost to support the environment, recycling, carbon footprint, and of course the SDG's.

### Our USPs (Unique Selling Points) - Why Choose LOC8?

LOC8 is unique because we promote sustainable travel to and exploration within rural areas, by allowing tourists to complete fun interactive challenges to leave a positive footprint. We cater to the tourist's interests to create the perfect challenges for their trip, using trustworthy feedback and testimonials from locals and travellers. We gamify experiences and challenges to create a positive impact.

We allow visitors to make a personal emotional connection with the areas visited through our challenges based on their interests. Tourists are certain to remember and cherish their positive experiences and their work to assist with SDGs. This will transform the way we travel by making meaningful, responsible, and transformative tourism possible for all.

This will also ensure they continue to use our app in future. LOC8 creates a community, and continually sends users updates on how the SDGs are advancing, and how their assistance has helped.

We believe LOC8 is not just an app but a new *movement* in tourism, allowing travellers to make the world a better place. LOC8 redefines travel by allowing visitors and locals alike to engage with the community in a meaningful and fun way, and contribute to a sustainable future.