



1. Overview of the idea

- **MyMapp** is a free trip planner and travel guide app providing accurate and up-to-date information and reviews about:
 - Hotels and accommodation
 - Dining out
 - Pubs, clubs and bars
 - Live music
 - Festivals
 - Theatre and Art
 - Cinema
 - Visitor attractions
 - Shopping
 - Spa, fitness and leisure
- The first edition of MyMapp will focus on London
- MyMapp will initially be available in the following languages: German, French, Italian, Spanish and Japanese





1. Overview of the idea

- **MyMapp** is specifically designed for tourists who are visiting or planning to visit London
- Information is presented in an engaging and intuitive format that enables users to browse, search and filter their results according to specific dates and/or activity types
- Users can book tables and tickets for events and activities directly through the app
- Revenue is generated from advertising and commission from table and ticket bookings





2. What makes it different?

- It is a first-time mover project
- Limited tourist information apps currently available with most travel / guide apps in English
- It meets a rising demand due to lower travel costs, faster ways of travelling and increasing tourists numbers





2. What makes it different?

- Information would be accurate and up to date; the digital format makes it easy to adapt to meet changing customer needs
- The technology needed to create the product already exists, therefore, development costs should be relatively low
- Production and distribution costs will be much lower than printed publications
- If the MyMapp London App proves popular, the feature can be extended to other cities and languages





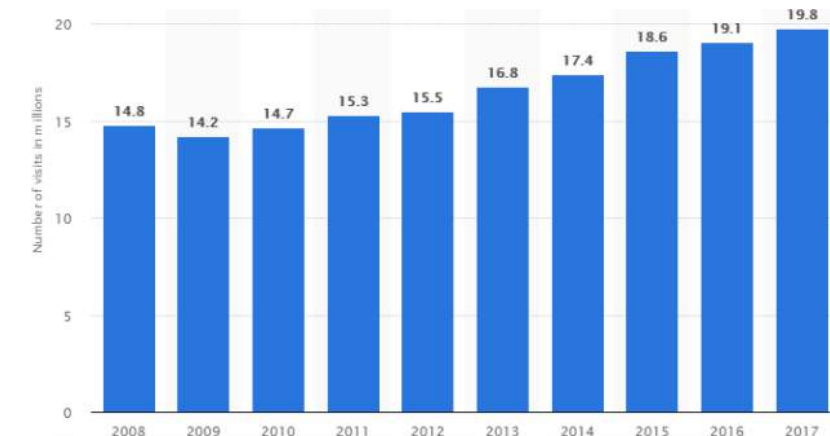
3. What benefits it offers

- It picks up the user at his mother tongue (cultural aspects can be taken into account by e.g. AI, e.g. Germans prefer other content to visit/see than Japanese people, e.g. in Foods/Restaurants, “saving money” vs “cooking as art”) – overcomes language barriers
- Meets demand of increasing amount of non-English tourists and inhabitants (currently 19.8 million international visitors/year)

London Visitors Most Visited

Country	No. of visitors ('000)
USA	2,617
France	2,015
Germany	1,462
Spain	1,224
Italy	1,052

London Visitors Development





3. What benefits it offers

- Multilanguage feature will increase competitive advantage and take market share of Time Out
- 100% same content as original English version with extended insights based on cultural background of user
- Always usable 24/7
- Multilingual feature enables the app to extend even faster in user reach as well as in building popularity / brand

