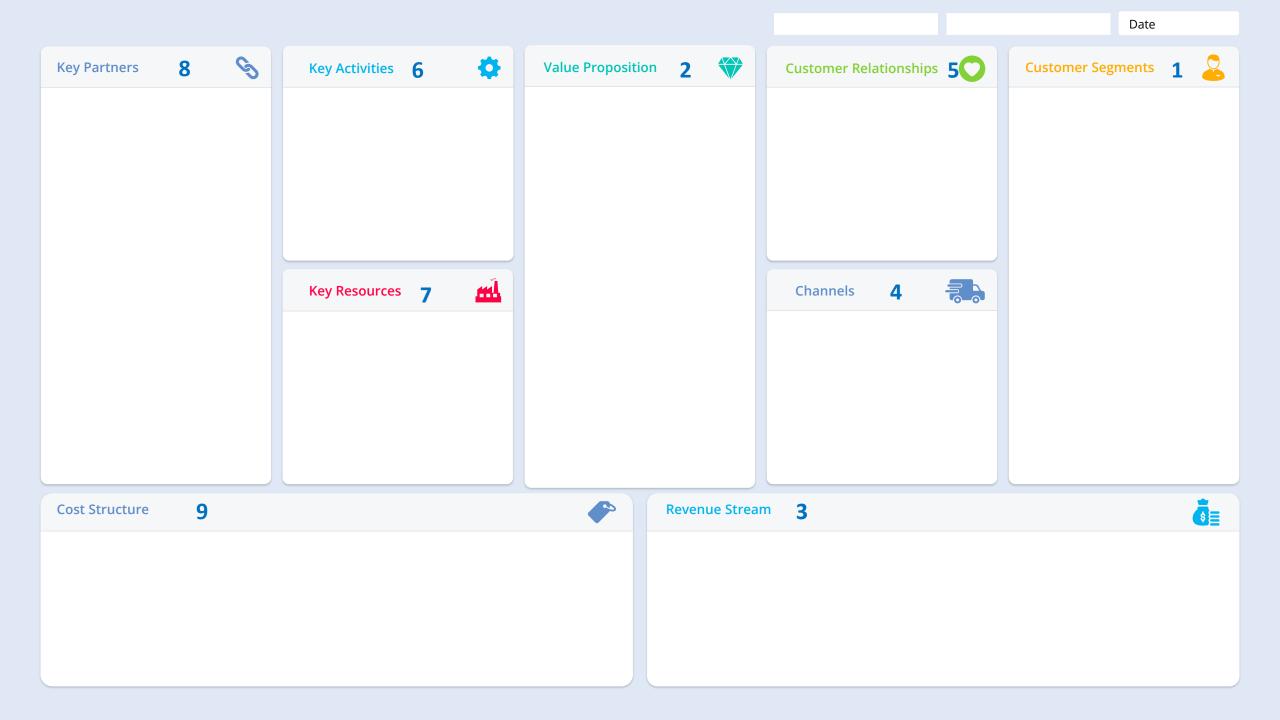
Business Model Canvas				Designed for:	Designed b	by: Date:	
Key Partners 8 S	Key Activities 6	Value Propositi	on 2 🐨	Customer Relation	ships 50	Customer Segments 1	
 Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform? motivations for partnerships: Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities 	 What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? Key Resources 7 What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?	 What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? 		 What type of relation of our Customer Seg to establish and mair Which ones have we How are they integra of our business mode How costly are they? Channels 4 Through which Chang Customer Segments reached? How are we reaching How are our Channel Which ones are most 	nents expect us ntain with them? established? ted with the rest el?	 For whom are we creating value? Who are our most importan customers? Mass Market Niche Market Segmented Diversified Multi-sided Platform 	١t
Cost Structure 9			Revenue Strea	m 3			.
What are the most important costs inherent in our business model?Which Key Resources are most expensive?Which Key Activities are most expensive?			For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay?				



EXAMPLE: Business Model Canvas: Adventure Travel Platform

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Key Partners

Technology providers: Partner with software companies to access and integrate booking and management tools into the platform.

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- Destination marketing organisations:
 Collaborate with tourism boards and local governments to promote adventure destinations and experiences.
- Logistics providers: Work with transportation and accommodation partners to ensure smooth travel logistics for customers.

Key Activities **6**

Curating experiences: Research, select, and package adventure travel experiences that align with customer interests.

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- Marketing and promotion: Create compelling content and campaigns to attract users.
- Customer support: Provide timely assistance and guidance to travellers before, during, and after their adventures.

Key Resources 7

- Technology platform: Develop and maintain a user-friendly website and mobile app for booking and managing travel experiences.
- Partnerships: Establish relationships with local tour operators, accommodations, and activity providers to offer a diverse range of adventures.
- Customer service team: Employ
 knowledgeable and responsive staff.

Cost Structure

 Technology development and maintenance:
 Invest in the development and ongoing maintenance of the website and mobile app.

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- Marketing and advertising: Allocate funds for digital marketing campaigns, social media
- advertising, and content creation.
- Customer support: Budget for staffing and training customer service representatives to provide exceptional support to travellers.

Value Proposition **2**

- Provide curated adventure travel experiences tailored to individual preferences and skill levels.
- Offer access to off-the-beatenpath destinations and authentic cultural experiences.
- Deliver personalised customer service and support throughout the travel journey.

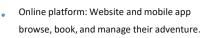
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Customer Relationships 5

- Pre-trip communication: Provide personalised recommendations and assistance during the trip planning process.
- During-trip support: Offer 24/7
 customer service and emergency
 assistance for travellers. Post-trip
 follow-up: Gather feedback and reviews
 from customers.

Channels



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- Partnerships with local tour operators and activity providers to offer a diverse range of adventure options.
- Social media and content marketing to showcase destination highlights and engage with the adventure travel community.

Revenue Stream 3

- Booking fees: Charge a percentage-based commission on adventure bookings made through the platform.
- Premium memberships: Offer subscriptionbased access to exclusive deals, discounts,

Designed for:

Designed by:

Customer Segments 1

Date:

- Adventure seekers: Individuals who are interested in outdoor activities such as hiking, mountain biking, and kayaking.
- Family travellers: Families looking for active and adventurous vacation experiences.
- Solo travellers: Individuals seeking solo adventures and unique travel experiences.

and perks for frequent travellers.

 Affiliate partnerships: Earn referral commissions from travel-related products and services recommended to customers.
 TOURISM NORTHERN

