



Cairo Travelers Club Feasibility Study

By Egytravelers.com

Executive Summary

*This Executive Summary provides an introduction to the Feasibility study for
"Cairo Travelers Club" and pending executive decisions to proceed*



Wednesday, December 18th 2019



Challenge:

As Tourism in Egypt recovers, majority of the “Tour Groups” market continues to be dominated by corporate players leveraging international relationships that’s hard to replicate without substantiable resources.

Though, individuals, couples and unstructured group travelers are struggling with a friendly, personalized, culturally-sensitive experiences due to the poor quality of Tourism workers in Egypt.

Solution:

Cairo Travelers Club offers personalized and culturally-sensitive experiences to travelling individuals, couples and unstructured groups. With an exceptional location, unmatched hospitality and specific experiences on high demand, Cairo Travelers Club pilots a new category of services within the Tourism industry in Egypt

Customer Segments:

- Single Travelers (f/m)
- Travelling Couples
- Self Employed (Nomads – Services)
- Tech Entrepreneurs (Events / MICE)
- SMEs / Trade (Covered by Self)
- Business Executives (Covered by company)

Value Propositions

1. Experience-oriented people-led Club for travelers
2. Trained facilitators building person-to-person relationships
3. Meeting point for emerging individual tourism operators and networks
4. Digital Partnerships with regional/global “Experience” platforms
5. Online Media / Content Marketing [e.g. Humans of New York]
6. Exceptional location with rare to find facilities
7. Community structure through Membership Cards

Revenue Streams

- Sponsorship
- Membership
- Experiences (25% Commission)
- Services
- Event Tickets
- Travel Tickets (??)
- Accelerator and Training

Club Structure

- President
- VP of Operations
- VP of Experiences
- VP of Partnerships

Stakeholders

- Facilitators
- Guides/Leaders
- Spots/Locations
- Locals
- Volunteers
- Staff
- Ghosts

Cost Structure

- Physical Space Renovation and Rent
- Digital / Website
- Marketing
- Staff / Overheads
- Service delivery
- Operating Expenses