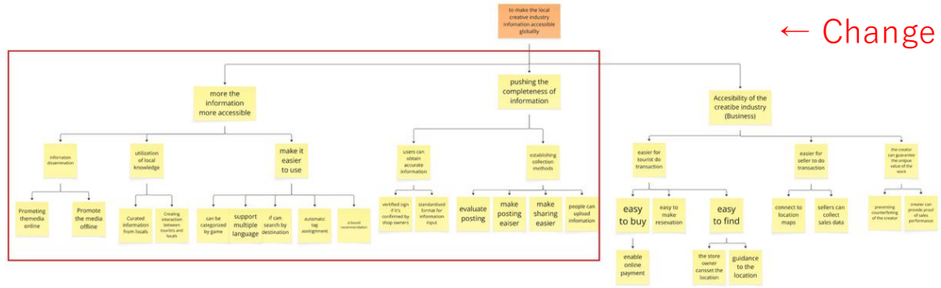
To Be + How Tree + Aim & Goal

By: Group C1

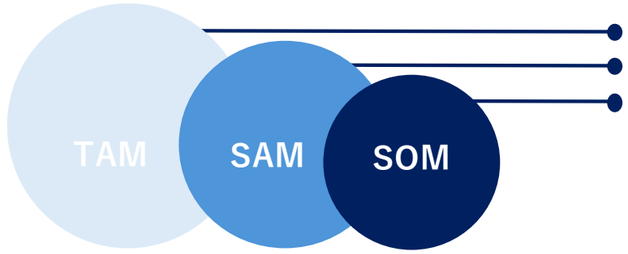
How Tree



← Change point

Based on How Tree, we choose to focus on Information Accessibility and Information Completeness branch.

Market Size



11.126.477 Individuals
4.901.040 Individuals
499.906 Individuals

Based on the TAM, SAM, SOM Analysis, we can concluded that we will serve 499.906 FITs that want to have a trip in Bandung.

TAM = Bandung Population + Total Annual Tourists (BPS 2024, Open Data Kota Bandung)
SAM = Free Independent Travelers (FITs) = 57%*Total Annual Tourists (UNWTO)
SOM = Targeted FITs = 10.2%*FITs

Customer Persona



Hisanobu (22)
Student
Tokyo

Background
- Planning to avoid tourist spots with a lot of people
- Afraid of regrets or mistakes when travelling

Interest
- Looking forward to unique places in Indonesia
- Looking for high-quality batik and delicious food



Matte (45)
Marketing Manager
France

Background
- Don't plan trips in advance
- Travel by asking locals
- Travels abroad 2-3 times/year
- Love to have local experience

Interest
- Enjoy mingling and experiencing local culture
- Discovering non-mainstream destinations
- Love the vivid colors used by illustrators from overseas

Pains
- Crowded main tourists spots
- Can't speak common language
- Content about destination in Bandung using indonesian
- Difficulty understanding up-to-date information (loc, transport, operational hours)

Needs:
- Knowing places where you can feel satisfied by visiting.
- Information from local residents is reliable, so we place great importance on it.
- Curated destination to make he feels the cultural experience/mingling with locals.

Porter's Five Forces

Threat of new entrants — **Medium**

Bargaining power of buyer — **High**

Bargaining power of supplier — **Medium**

Rival among existing competitor — **High**

Threat among substitutes — **High**

Change point →

STP

Segmenting

Demographic: Middle-income men & women aged 20–50

Geographic: -Domestic tourists -International tourists

Pyschographic: interested in creative and cultural, Hidden Gem Places.

Behavioral: Independent travelers that seek reliable informations.

Targeting

Experience-Seeking Independent Traveler

Information-Driven Independent Traveler

Positioning

Tourists' trusted bridge to Bandung's creative industry through local knowledge and reliable information.

Need Development

Tourists need clear, multilingual, accessible and reliable information, business owners require stronger visibility, and the government seeks enhanced branding and economic impact. These unmet demands indicates a gap in the global accessibility and positioning of Bandung's creative industries.

Goal Setting

To bridge tourists and Bandung's creative industry via local communities and trusted information in order to create a connected and sustainable tourism ecosystem.

Aim:
To connect independent travelers with Bandung's authentic creative industry and local residents by sharing recommended spots from the perspective of local residents.

Specific Objective:
- Bridging the information gap between local tourists and foreign tourists
- Utilizing the local knowledge and communities

Specific benefits:
- Tourism spending spreads to areas that previously didn't benefit
- Ensuring the sustainability of creative industry businesses

Sources: Interview, Field work 1 & 2, Search Engine, and AI