



MyGuide- Kerala Tourism

A COMPLETE MOBILE APP FOR YOUR KERALA TOUR EXPERIENCE

About The app

- ▶ A mobile app that will let tourist connect with Tour Destinations, Tour operators, Hotels, Near by places, Restaurants and also help the tourist share their experience with other tourists(Sharing Photos, Sharing Locations).

Features of Mobile app

- ▶ Login page
- ▶ Details of Tourist Destination with Gallery(Image, Videos)
- ▶ Details of Nearby facilities(Hotels, Tourist locations, Picnic Spots, Etc)
- ▶ **“Customized Tour Planner”**
- ▶ Destination Check in with image upload and sharing option with social media.
- ▶ Travel tips providing customers about location travel tips.
- ▶ GPS Direction that gives customer point by point location helper.
- ▶ Automatic tour planner updating.
- ▶ Contact information which help users interact with business.
- ▶ Push notifications of recommendations.

Benefits For Users

- ▶ Easy to use Mobile app.
- ▶ Digital guide for tour operations.
- ▶ Digital tour Planner.
- ▶ Easy connectivity with Resources(Hotels, restaurants, transport, Near By location).
- ▶ Social Connectivity Tool.
- ▶ On Go Mobile Shopping facility.
- ▶ Social Friends recommendation tool helping users be loyal to friends.

Benefits for Kerala Tourism

- ▶ Analytic tools-Helping tourism board and Companies.
- ▶ Analytics Tools can help tourism board with Free campaigns and can help the tourism board identify the exact business tool for tourism development.

Features of Analytics tool

Few list of Tools

- ▶ Location based analytics.
- ▶ Customer Behavior Analytics.
- ▶ Hotel, Properties and Restaurant Based Analytics.
- ▶ Heat map based Analytics.