



FreeGuides **US** **Market Entry**

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Table of **contents**

▶ **01**

Project and strategy

Understanding goals behind research

▶ **02**

FreeGuides

Reviewing current client base

▶ **03**

Market Dynamics

Size and trends in current market

▶ **04**

Competitive Analysis

Main competitors

Table of **contents**

▶ **05**

Market Entry Strategy

Recommendation on US market

▶ **06**

Clients and Locations

Results of Pilot Testing

▶ **07**

Risk Assessment

Identifying challenges

▶ **08**

Implementation Plan

Steps to success



01

Project and
strategy

Project and **strategy definition**

FreeGuides wants to enter the US market to expand their business, increase market share/revenue, and diversify their client base by moving into one of the biggest economies in the world.





02

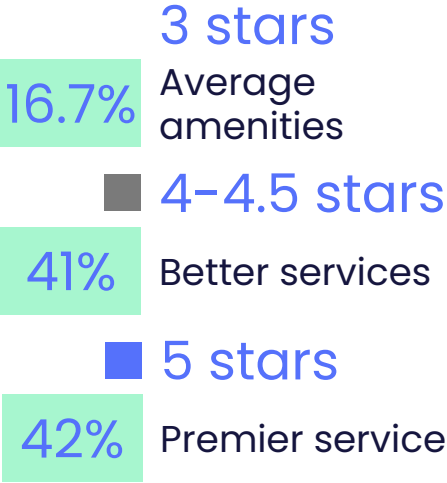
Free **Guides**

Current Clients

Most of FreeGuides' clients are hotels located in Sydney, a big tourist destination, as well as DMOs in other locations in Australia and NZ.



Most hotels are parts of chains, especially Accor.



Many properties are higher-end rather than budget.



03

Market **Dynamics**

Evaluating barriers
and opportunities for
U.S. market entry



\$198 billion

Valuation of US travel industry



\$10.5 billion

Guides and operated tours industry

Almost 50%

Proportion of US hotel industry dominated
by top 5 chains

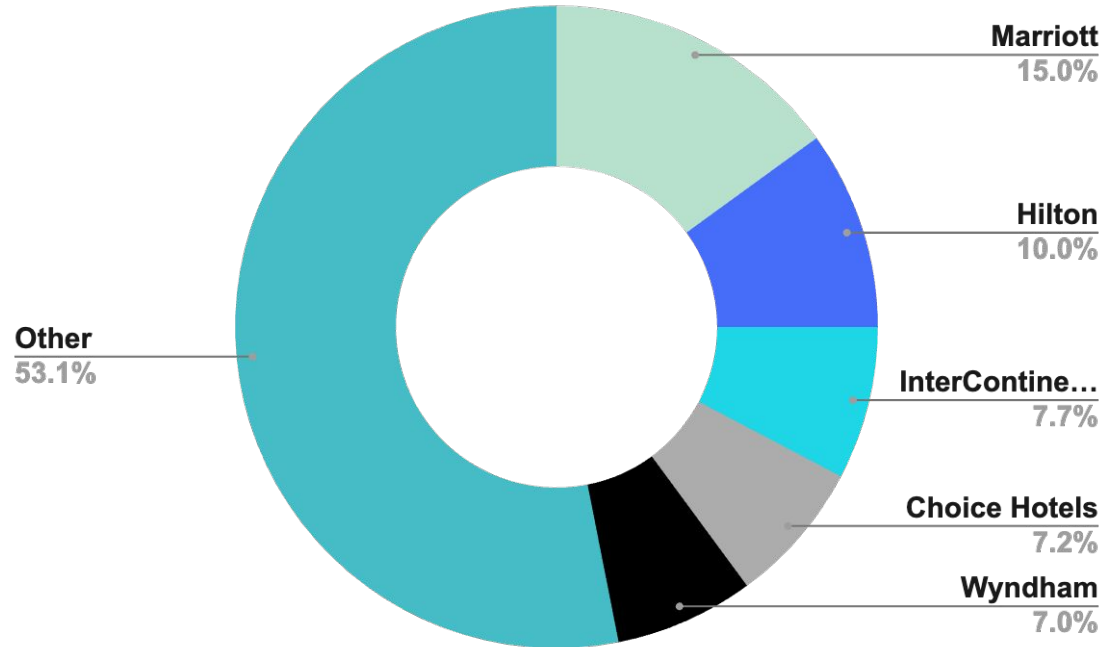


2.9%

Projected growth rate for next 4 years

Potential client base

Almost half of US hotel industry is dominated by top 5 chains. Of these, Marriott and Hilton cater more towards luxury hotels, while the other three cater more towards 3-4 star hotels or less.



Our Findings



Market Oligopoly

The U.S. Market appears to be primarily dominated by huge chains like Marriott and Hilton, though there are exceptions

Focus on big cities


The tourism market in the U.S. focuses heavily on visitors to large cities with many attractions like NYC, LA, Orlando

Increasing Technology Use

Both hotels and tourism companies are increasingly taking advantage of technology to make their business model more engaging and efficient

Artificial Intelligence

Several tourism companies are also in the generative AI tourism space





04

Competitive **Analysis**

Modified SWOT Analysis

GuideGeek

FreeGuides

Business Model	A messaging bot powered by AI available on many social media platforms to help plan trips by text, financed by DMOs	B2B service that creates personalized tours for hotels to provide their customers.
Strengths	Consumer can access GuideGeek regardless of hotel, and may prefer the service to plan ahead	Target market is hotels, who are looking for branding and promoting their local partnerships
Weaknesses	Target Market is only DMOs, so their sponsorship base can be weak	Have not yet entered US market, have lost out on GuideGeek's current client base of DMOs

Modified SWOT Analysis

Large Chains

FreeGuides

Business Model	Hotel app that has some locations near hotels listed, as well as a chatbot to answer tourist questions	B2B service that creates personalized tours for hotels to provide their customers.
Strengths	Consumer can access app already when book for hotel	Target market is hotels, who are looking for branding and promoting their local partnerships
Weaknesses	Only works for the largest brands and for own hotels	Have not yet entered US market



05

Market Entry **Strategy**

Basic Outline of our
Strategy



Targeted Entry into the US Hotel Ecosystem

Contacting Hotel Chains that already work with FreeGuides



Discuss FreeGuides and present proposal



Grow in the US Market



x x
x x
x x
x x
x x



06

Clients & Locations

Applying data to **US Market**

What has FreeGuides proved from their client base?

What should they target in the US?

Medium-High
Tourism Cities
Like Sydney and
Auckland

Large Chains
like Accor but with
more US presence

4-5 Star hotels
Who offer a premium
or luxury experience



x x
x x
x x
x x
x x

Another point to **consider**

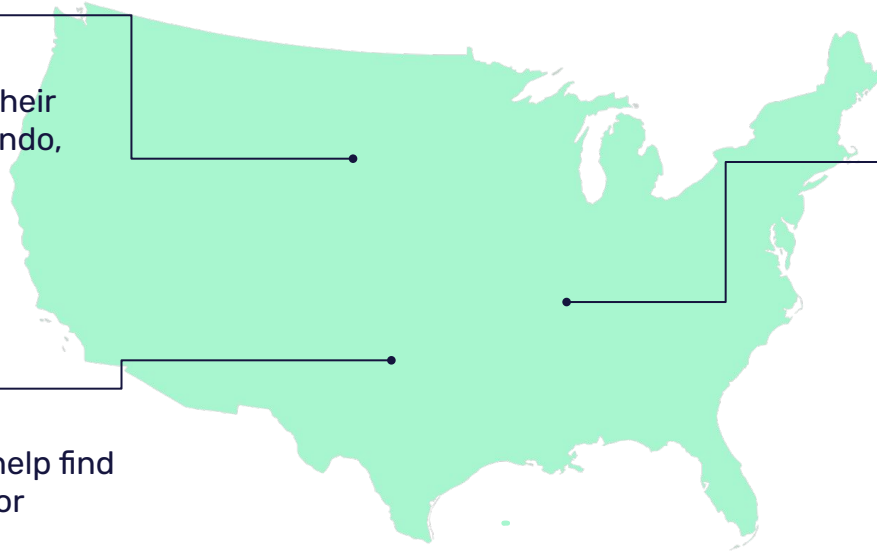
Large hotel chains may have already invested in similar integrations for their own apps since they have the resources and customers → it makes sense to target smaller hotels as well



Strategic locations

Highest

>50m visitors/yr, help visitors make most of their time, e.g. NYC, LA, Orlando, Chicago, Atlanta



Medium

5-20m visitors/yr, full guided tours, cities like New Orleans, Denver, Nashville

×	×
×	×
×	×
×	×
×	×

High

20-50m visitors/yr, help find hidden destinations or restaurants (not preplanned)

Chain Hotels we **pilot tested**



Boutique Hotels we **pilot tested**

- ▶ **1** The Greenwich Hotel NYC
- ▶ **2** Publishing House B&B Chicago
- ▶ **3** Cosmopolitan Las Vegas
- ▶ **4** The Setai Miami Beach
- ▶ **5** XV Beacon Boston

- ▶ **6** Pontchartrain Hotel New Orleans
- ▶ **7** Hermitage Hotel Nashville
- ▶ **8** Hotel Murano Tacoma
- ▶ **9** Blackwell Inn Columbus



07

Risk

Assessment

Risks that come with
our strategy

Risk Assessment



Legal

Handling a complete new set of laws, restrictions and regulations (tax laws, etc.)



Operational

The branch of the hotel chain in the US might have different operations than in Australia



Branding

Might be harder to get recognition and trust as FreeGuides seems to be a new concept in the US



Competitors

Current substitutes for FreeGuides are direct B-to-C business





08

Implementation Plan

Possible Courses of Action

Partner with Hotels

Current FreeGuides market
strategy

Acquisition

Get acquired by another tourism
company with a larger client
base

Partner with tourism companies

Find another company offering QR
codes in hotel rooms to get a headstart
on connecting with hotels

Our findings

Partner with Hotels

Building off current client base
and following trends could
jumpstart expansion into U.S.

Acquisition

Unable to find companies in our
research that aligned with
FreeGuides' goals

Partner with tourism companies

Many U.S. hotel chains make their own
QR codes, partnerships in this space
seem uncommon



Going Forward....

We recommend FreeGuides:

- Expand by directly working with hotels; business model is designed to appeal to them directly
- Target hotels with similar attributes to their current client base
- If the U.S. is unreceptive, many chains FreeGuides is already partnered with have other locations in other countries

x x
x x
x x
x x
x x



Thank you
for listening!

Any questions?