Team nr. 5 Travel agency services

Suggestion of Key words to be filled in the Business Model Structures:

BMY/BMC boxes	Key words	Observations
Who helps you (*Key partners*)	Family members Friends Businessman Lawyer Hotels Property owners Airlines Rental car companies Travel agents other	
What you do (*Key activities*)	Services Tourism Holidays Tickets Customer experience Customer support Guide customer journey Grow the platform Enhance technology	
How you help (Value provided)	Supply, Work, Inssure Site... **For travellers:** - cheapest prices - amount of choice - reduction of risk - customer services - usefull app - useful travel content **For hotels:** - incremental revenue - global clients - risk reduction - additional web traffic	
Who you interact with (Customer relationships)	**For hotels:** - commisions - no booking, no pay **Travellers:** - customer services - accuracy	**Receive 2 key words from team no. 6**

Who you help (Customer segments)	Hotels: - property types - room types - facilities - proximity - locations Travellers: - travel motivation - booking details - employment - spending behaviours	Give 2 key words to team no. 6
Who you are and what you have (key resources)	Expert in… Good organiser Good entrepreneur Notourious person Number of hotels Number of locations User experience Global network Skilled staff	
How they know you (channels)	Platform website Internet Agencie Partner channel app	
What you give (Costs)	Quality services Personalised services Promotional prices Total availability Performance advertising Cost of revenue Capitalised costs	
What you get (Revenue streams)	Client portfolio network colaborators Brand Contracts Merchant business model Agency business model Advertising	