



Together we can share the world

Josh the Travel Guy - Guided Tours and Excursions is a Canadian based Multimedia and Tour Company. We offer a variety of travel based services including guided tours and excursions, written reviews and articles, and custom multimedia productions including travel videos and commercial photography.

The following business plan focuses on our start-up year within Halifax, Nova Scotia, Canada and is intended to serve as a guide for our first season of business.

EXECUTIVE SUMMARY

By traveling locally, nationally and internationally, we seek to gain insight on various tourist hotspots and off-the-beaten-path locations. On these excursions, we gather information to create a variety of well-crafted, memorable and cost-effective tours. By personally visiting these locations, we can use our experiences to provide well written, informative, and compelling reviews and articles, while producing visual content to inspire others to travel.

Our ultimate goal, in all our endeavors, is to create memorable experiences.

Tours

- By creating memorable experiences, we aim to provide clients with more than just a tour. We want to create impactful moments which make our clients want to come back time and time again. We don't want to give our clients a surface-level experience, but instead, to allow people the chance to dive in and feel the history, see the culture and interact with nature in a way that's impossible on their own.

Written Reviews and Articles

- More and more, people are turning to the internet to help plan a trip. They search for reviews and articles about places to visit, what to expect when they go, and learn how real people experienced the area. By

engaging people in this content, we can offer unbiased reviews and build our reputation as a trusted source of travel information.

Multimedia Production (Videos) and Commercial Photography

- Our company's roots lie in multimedia production. We began this company by creating YouTube videos, sharing our experiences as we went. In 2019 we began to expand and collaborate with organizations and businesses to film professionally. By creating content that was useful for them (promotional) we aided our community partners, and at the same time, we served our goals of producing video content about a remarkable destination in a medium that was true to the company's history.

Combining research and on-site visits, we establish a rounded experience for ourselves, which is then translated to our viewers, readers and tour clients. We aim to be a "must-use" source for travel information and sight-seeing.

Building community connections is extremely important to us. We choose to collaborate with businesses, agencies and residents who compliment our mission and goals. By working alongside these companies, we aim to foster an environment of content sharing and learning.

We believe that together, we can share the world.

PERSONAL HISTORY

Josh the Travel Guy - Guided Tours and Excursions was founded by Josh Baltzer in 2017.

Josh grew up in the small town of Lawrencetown in Nova Scotia, Canada.

Growing up in a small community, Josh didn't have the chance to visit travel much - even a trip to the city of Halifax was a big deal. At the age of 14, Josh had the opportunity to leave the country - a family trip to Florida to visit family living in the United States.

This experience was the first step to a life devoted to travel. Simply seeing things like palm trees was enough to spark his interest in other locations.

After moving out at the age of 16 (grade 11 year) he began to explore more and more. In grade 12 he moved to Ontario to finish his high school degree. The following years saw him travel to other areas of Ontario and the United States to focus on post-secondary schooling.

After several years of university, he knew he wasn't happy. He decided to completely rewrite his life. He moved back home, ended his long term relationship and redeveloped who he was. After 5 years of working security, and tutoring science, he was granted the opportunity to work for the provincial government at the Art Gallery of Nova Scotia.

Working at the AGNS provided him with the financial freedom to pursue some of his interests. Within the first 3 months of work, he was able to take his first vacation. Over the next several years he began exploring more and more - his interest for travel turning into a passion. Still, something was missing. Working at the AGNS wasn't fulfilling his work place desires.

After 6 years at the Art Gallery of Nova Scotia, Josh decided to act on his desires to create his own company, and be a leader in this industry - helping others travel better. And here we are today.

BUSINESS HISTORY

Josh the Travel Guy - Guided Tours and Excursions was founded in 2017 by Josh Baltzer. The brand started out very humbly - creating personal YouTube travel videos. As the notion of developing the business grew, he focused on consumer feedback and decided to adapt the channel to better represent the needs and wants of its viewers. He began creating content that appealed to his viewers who were looking for more than an entertaining vlog - those searching for practical and useful travel information.

In 2018, his channel continued to evolve with the addition of Akane (Josh's wife). Not only did she add a new dimension to the videos, but brought years of travel experience to the table. With the two appearing on screen, it presented a relatable and inspiring relationship dynamic - something other travel couples could relate to.

As his interests expanded in 2019, so did his business outlets. He began posting to Instagram, Facebook, Twitter and Patreon, allowing for community collaboration and content sharing. By the end of 2019, he constructed a new website to create a "central information hub" culminating around the principals of the brand. An online affiliate store had been added to increase revenue and expand his collaboration goals.

After visiting Cuba in early 2020, he surmised to the reality that tourists often seek guidance when visiting a new place - a reality he didn't want to see. As a "do-it-yourself" traveler, the idea of a tour was unappealing. But he realized even the most experienced travelers want more out of a location than simply seeing it - they want to dive in, learn about it, and digest more information. They don't want to simply walk through a site without any information about its significance or history. He wanted to take the typical "boring" tour and reimagine it. He wanted to create tours even himself would enjoy.

Beginning in his home province of Nova Scotia, he wants to begin offering guided tours for the 2020 travel season. He plans on tapping into his tutoring background to create straightforward, interesting and informative tours suitable for tourists of all ages.

COST ANALYSIS

Josh the Travel Guy - Guided Tours and Excursions will be self-funded. By investing an initial \$500 for promotional material, business licenses, and miscellaneous items we plan on running the remainder of the business strictly on profits, private influxes of cash and through community collaborations (donations of goods, services or accommodations).

Costs for this initial setup should range from \$300-400 inclusive leaving some capital available for unplanned expenses.

City Tours Breakdown

- City tours require little upfront costs.
- Tours can be operated with the following upfront expenses: uniforms, training aids (onsite training, manuals/guides, medical kits, etc.) Costs associated with these upfront costs can be quickly recuperated within the first several months of consistent operation.
- To reduce costs of initial set-up, no additional staff will be hired to give tours. Once tour times begin to fill, casual employees will be hired based on need and demand. No employees will be paid unless business is occurring (i.e. employee will only work the amount of hours of scheduled tours per day).
- Employees in this division will be hired on seasonal/part-time basis.
- A minimum and maximum amount of people will be allowed per tour. We place minimum requirements to ensure a profit will be turned for the tour, and a maximum to make sure our clients get the individual attention they deserve (we have no intention or creating mass tours - we feel they are very impersonal and negatively impact a person's experience of a location).
- Costs of the tour are based on several factors including: anticipated costs of salary, overhead expenditures (such as marketing, taxes and utilities to operate the business, etc), and market value of service (our goal is to provide a better product for a similar or cheaper price offered by our competition).
- Deals will be given to those who book with 4 or more people.
- Tours should generate at least 10% profit in order to expand and grow our business.

Excursions Breakdown

- Excursions will be multi-day trips departing from the major city of Halifax.
- Starting with personal equipment (camping gear, vehicle, etc) we will be able to cut costs and begin generating profits and savings in order to purchase additional equipment and vehicles for expansion.
- Camping gear such as sleeping bags, cots, sleeping pads, chairs, tents and available related items will be purchased from our major collaborator FE Active. Items such as coolers, unprepared food and miscellaneous camping gear will be purchased from independent stores with no affiliation to the business.
- Prepared food will be purchased from our major collaborator Big Bear Pastry Company.
- Transportation will be restricted to a personal vehicle to start. After the business has grown into a reliable source of income, a business vehicle will be purchased to use exclusively for these excursions.
- Employees in this division will be hired on contract/seasonal basis.
- Employees will be paid per day in lieu of per hour as the tour is a 24 hour operation and guides will need to work varying hours per day. Employees will be paid the equivalent of 10 hours per day.
- A minimum and maximum amount of people will be allowed per tour. We place minimum requirements to ensure a profit will be turned for the tour, and a maximum to make sure our clients get the individual attention they deserve (we have no intention or creating mass tours - we feel they are very impersonal and negatively impact a person's experience of a location). Exceptions to the maximum will be made for corporate bonding or school related trips.
- Costs of the tour are based on several factors including: anticipated costs of salary, overhead expenditures (such as marketing, vehicle costs, accommodations, activities, non-prepared food, taxes and utilities to operate the business, etc), and market value of service (our goal is to provide a better product for a similar or cheaper price offered by our competition).
- To reduce costs of initial set-up, no additional staff will be hired to give tours. Once tour times begin to fill, casual employees will be hired based on need and demand.
- Deals will be given to those who book with 4 or more people.
- Tours should generate at least 10% profit in order to expand and grow our business.

Written Reviews and Articles Breakdown

- Written articles and reviews may be time consuming, but they don't cost any money providing they are written by founding members.
- We would seek out volunteer writers who wish to have articles shared on our site with backlinks to their pages.
- Paying for someone to write articles would only benefit us once the company has grown large enough to fund a part-time/full-time writer who would create enough content to drive traffic to our site and convert our readers into excursion and tour takers or media viewers, therefore generating income.

Multimedia Productions (Video) and Commercial Photography Breakdown

- The most expensive cost: return ratio occurs in multimedia productions.
- In order to create a profit we must find ways to build a strong audience.
- Members who work as a contract (i.e. per video) will split the profit of the video up to 25% of the total revenue as commission.
- In order to create better videos, the company will need to invest in videographers who own their own equipment. Josh the Travel Guy - Guided Tours and Excursions will cover the travel costs, but will pay based on commission of the content created - which emphasized the importance of team unity and content sharing.
- Funds for this creation will be used from income generated via YouTube videos and profits derived from other sections of the business.
- Like videographers, photographers will have Josh the Travel Guy - Guided Tours and Excursions cover the cost of related travel, but they will be paid based on commission - which emphasized the importance of team unity and content sharing.
- Professional photographers will not be hired until business is stable. Commercial stock photography is currently the most underperforming section of the business. Hiring someone to focus on this task will eventually lead to high quality and increased selection of photos to sell, however at its current state, no additional funds will be diverted toward this area of the project until other areas of the company become profitable. Photos will continue to be taken by founding members of the company.

ANTICIPATED RISKS

City Tours

- Due to competition of a single major tour company (almost a monopoly), we may not have the amount of exposure required to generate knowledge of our business - most business may be referred to this larger business entity.
- Tours restricted to the English language.
- Difficulty obtaining employees who are able to work part-time/seasonal positions - may choose work based on consistent available hours.
- Due to its geographical location (Nova Scotia), only seasonal tours will be offered - year round business is not possible unless business expands into other countries with warmer climates and winter based tourist seasons.

Excursions

- Excursions require upfront costs including the purchase of camping equipment. By restricting the amount of people per tour (at first) we can aid this initial expense by using items already owned, reducing the cost of gear until we begin generating a profit.
- Lack of interest in a multi-day tour - would be restricted to tourists who aren't from the cruise ships (biggest influx of tourists per year) and locals
- After purchase of a vehicle, lack of sales resulting in payments without income source.
- Tours restricted to the English language
- Difficulty obtaining employees who are able to work part-time/seasonal - may choose work based on consistent available hours.
- Due to its geographical location (Nova Scotia), only seasonal tours will be offered - year round business is not possible unless business expands into other countries with warmer climates and winter based tourist seasons.

Written Reviews and Articles

- Information may change over time - we may have incorrect information posted unless articles are updated regularly.
- Reviews may negatively impact another business.
- Time consuming and don't generate direct income.
- A lot of competition online - many blogs and articles exist about most topics and locations - may not have enough exposure.

Multimedia Production (Videos) and Commercial Photography

- Generates little income per view or download.
- Expensive to produce.
- Equipment is expensive to purchase.
- Many other videos on the topic - may not have enough exposure.
- Requires extensive time to research and execute at a filming location.
- Selling photos to Shutterstock means they must be approved by a secondary party, and then included alongside a vast network of stock images. Images may never be seen or downloaded due to the high volume of images available.

TARGET MARKET

Josh the Travel Guy - Guided Tours and Excursions caters to a variety of clientele. Due to the nature of the tours, some excursions are unavailable to those with mobility issues, however most people should be able to participate in the city tours without any major restrictions.

Our tours will be inclusive of all people regardless of age, background, religious belief, sexual orientation, race, background or other visible differences. We want all who participate in our tours to feel welcomed and valued.

City Tours - Requirements and Target Audience

- Ideal for people of all ages - including children.
- Ideal for cruise ship passengers with a narrow window of time in the city.
- Ideal for tourists spending several days in the area.
- Ideal for locals who want to learn the history of their own city.
- Ideal for new Immigrants and Residents who wish to learn about the city.
- Ideal for school groups.
- *Must be able to walk for long periods of time with lack of seating on stops during the tour.
- *A basic understanding of English is required. All tours will be given in English.

Excursions - Requirements and Target Audience

- Ideal for those without young children (we are currently unable to accommodate those with children who require car or booster seats).
- Ideal for those in good physical condition and health
- Ideal for tourists who are in the province for an extended period of time.
- Ideal for locals who don't have a vehicle or who want a guided tour.
- Ideal for groups including schools, clubs and corporations.
- Ideal for family vacations.
- Ideal for couples.
- Ideal for solo travelers who want to meet others.
- Ideal for those wanting to explore, camp, hike and spend time in nature.

Written Reviews and Articles

- Ideal for those who plan their own vacations.
- Ideal for people of all ages and backgrounds.
- Ideal for those looking to find out information about a specific location prior to visiting it in person.
- Idea for those interested in history and learning.
- Ideal for those looking for honest opinions by people who have actually been there.
- Ideal for those looking to read articles from an established travel company.
- Ideal for those looking for travel guides and area specific advice.

Multimedia Productions (Videos) and Commercial Photography

- Ideal for those looking for audio and visual information.
- Ideal to connect with other travelers who post videos online.
- Ideal for those looking to purchase professional travel photos for commercial purposes.
- Ideal for those looking to make a personal connection with founding members of this company.
- Ideal for those looking for entertaining travel videos.
- Ideal for those looking for historical information in video form.
- Ideal for those looking for short travel guides in video form.

HUMAN RESOURCES - OUR TEAM

Josh the Travel Guy - Guided Tours and Excursions is founded and run by Joshua Baltzer. Born and raised in Nova Scotia, Canada, Josh spent a long time figuring out his true calling. After spending time in the United States, he eventually learned that traveling was the most enjoyable aspect of his life and wanted to pursue a life where he could do more of it. With that in mind, he wanted to create a company where he could help others experience the joy of travel.

Josh leads this company with creative thinking, a rich background in camping, hiking and global travel and a thirst to begin sharing his secrets of travel through carefully planned our tours. These tours will touch on aspects of the area Josh finds the most important: visiting a feature city, learning the history of the area, and visiting the natural beauty of the landscape. Take these things, mix them with a group of like-minded travelers and locals, we guarantee everyone will have an unforgettable experience with us!

PRODUCT AND COMPETITIVE STRATEGIES

Our products focus around a common word: Travel. Whether we are creating custom tours, answering questions by providing in-depth reviews and articles or bringing a location to life through video and photography, we aim to bring our clients closer to a life of travel. No matter their intentions, our primary focus is to help others travel better.

City Tours

- By providing a rich city tour, we take tourists and locals on a journey through history. As we navigate the most iconic buildings and landscapes in the city, we always reflect and teach why these stops are worthy of our time.
- As visitors (or locals) we want to ensure you see the iconic sections of the city - we want to give you some photo worthy tours filled with great architecture and parks.
- A walking tour shouldn't break the bank - you can walk around for free after all. Keeping this in mind, we believe that our tour guides will provide you with a wealth of knowledge, leading you through a logical path through the city and make your experience so much better than if you were to do it on your own. And the best part? We want to keep prices low. By offering competitive prices for a better product - we're confident you'll choose us!

Excursions

- Unlike any tour available in the region.
- We take you on a multi-day tour of one of the most iconic and beautiful places in Nova Scotia, Canada - the Cabot Trail.
- We offer a little something for everyone. Tours including museum stops, hiking, swimming/beach time, view points and overlooks, camping, and eating quality food. Once you sign up for the tour, the only thing you'll need to worry about is what to pack as all food and camping gear will be provided - allowing those who have no gear to get out in nature.
- Fully-guided.
- Fully-insured.
- Team and family building activities such as fire making competitions.
- Cost-effective - we offer the chance to explore the Cabot Trail for a fraction of the cost of our competitors.

Written Reviews and Articles

- By visiting the locations we write about, we offer genuine advice on how to enjoy your experiences there, and therefore, travel better.
- By creating reviews and articles, we can drive traffic back to our website and refer to our tours.

- By creating reviews and articles, we place our logo in front of others - increasing our branding awareness.
- By creating well-written articles and reviews, we will gain followers on other social media outlets which increase our brand reputation and credibility.
- By traveling to new locations, we have the advantage of spreading our brand and growing our experiences which translates into developing better excursions and tours in the future.

Multimedia Productions (Videos) and Commercial Photography

- By selling photos and videos of the locations we visit (to scout for touring locations) we can create multiple income sources from the same location.
- Photos and videos generate passive income.
- Sharing photos on social media helps generate interest in these areas and of our business.
- Sharing videos helps others connect with our brand.
- Creating information-based videos helps others plan their trip - whether they book a tour with us or not.
- Creating videos allows us to collaborate with other businesses creating strong community relationships.
- Creating videos gives us a strong online presence and allows us to work with industry professionals to create content that is useful and interesting.
- By owning an established YouTube channel (monetized) we showcase our competitive advantage by showing our successful history in this media form. By continuing to produce this material, we will continue to grow our following, and therefore increase the revenue obtained by this division of the business.

MARKETING PLAN

For the 2020 business year, we want to engage in some heavy marketing strategies to get the name of our business out in the community. By approaching local tourist hotspots, hotels, businesses, speciality schools and building a strong online presence, we aim at connecting with as many people as possible. Below are some of the marketing tools we plan on utilizing:

Farmers and Speciality Markets

- We plan on using markets as a promotional opportunity. By working alongside Bear Bear Pasty Company, we will reduce costs of renting spaces by sharing costs and tables at these markets. During this time we will show YouTube videos on a computer, showcase products from FE Active and have contests where guests can win tickets on our tours, or products purchased from FE Active. In order to enter content, participants will need to agree to receive email marketing allowing us to continually put our brand and our service in front of prospective clients.

Immigrant Organizations

- By reaching out to immigrant organizations, we aim to target residents who are new to the area, By working with these organizations, we can help acquaint new residents by teaching them the history, show them

interesting locations around downtown, and provide them the opportunity to engage in some Canadian activities on our longer excursions.

- As many immigrants may not speak English, we can work with the organization to provide the tour with translators and aids. We can also refer them to our YouTube channel where they can watch interesting videos while mastering the English language.

Schools and Related Groups

- By working with schools HRSB (Halifax Regional School Board) - and other outside school boards, we can provide students the chance to learn about their city during the months of September and October (seasonal closures during the remainder of the school year).
- Approaching speciality schools like ESL schools (English as a Second Language) to introduce a new city to the students with easy to follow tours. Not only will this allow them to explore the city, but they will gain an appreciation of the area by learning its history.
- French language courses are popular in Halifax - reaching out to them to offer a tour in French is a great way to engage this community and foster learning in a familiar environment.

Hotels

- Hotels are an ideal way to reach out to our target audience - tourists.
- Most hotels have pamphlets stands in the lobby where we can leave tourist information.
- Reach out to hotel to find out about leaving information pamphlets in rooms - a lot of hotels have guide books in the room for tourists to look through.

Cruise ships

- A major source of tourism comes from the numerous cruise ships which dock in Halifax.
- We plan on reaching out to cruise ship companies to place pamphlets onboard or in the rooms of every vessel that comes to Halifax.
- Many cruise ship passengers are looking for an informative way to explore and see the city, as many are often visiting for short periods of time.
- Potentially contact the Waterfront Development to ask about setting up an information booth - may cost money so this will need to wait until business has started to pick up.

Corporate Retreat and Bonding Tours

- A unique way to build relationships with business partners and employees.
- Single and Multi-Day bonding trips available (see available tours).
- Group bonding activities during the evening to promote sharing and trust.
- Larger groups possible (must pre-arrange and will have custom transportation costs).

Industry Trade Shows

- Attend industry related trade shows. Talk with vendors (or set up a booth to become a vendor) about opportunities in the area and to build relationships within the tourism industry.

Service Listings

- Online YouTube ads about Tours.
- Posted on our website.
- Create media release.
- Contact tourist websites to have our tours posted on their webpage.
- Tourism NS information booths - place information cards / pamphlets.
- Airbnb and Tripadvisor, Viator Experiences listing.
- Listing in the “Services” section of Kijiji.
- Contact travel agents to let them know about the service.

Start a “Give Back” Program

- Organize Trail Clean-ups (provide volunteers with treats from Big Bear Pastry Company)
- Work with groups like Canadian Sea Turtle Network to provide financial support for their work. Set up filming collaborations to promote each other’s businesses by creating interesting multimedia content.

AVAILABLE TOURS AND EXCURSIONS

We have a variety of different tours available within Nova Scotia including: Halifax City Tour, Annapolis Valley Tour, South Shore Tour and the Cabot Trail Excursion.