

# Find an offbeat tour for your next destination

Where are you travelling to?

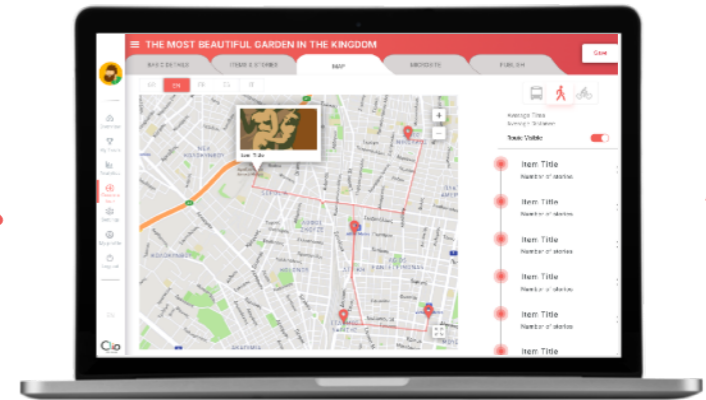




Clio Muse



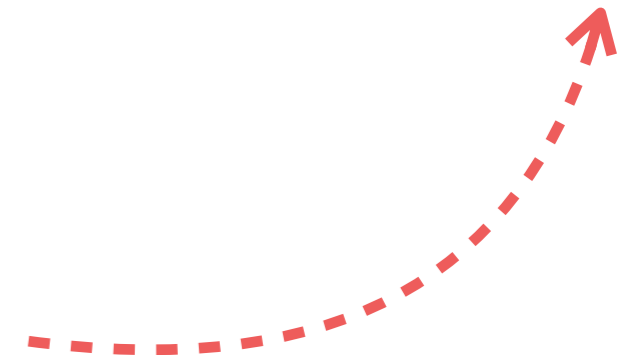
+



A SaaS which produces *high profit, high quality, personalised products, of infinite availability* for the global tourism industry.



Clio Muse Tours



# For Authors

- 1 Author submits idea
- 2 If approved, author signs up and creates tour
- 3 Author gets paid for every ticket sold



“I create once and it sells millions, anytime, everywhere!”

# For Tour Operators & Hotels

- 1 T.O. / Hotels list tours on their platforms
- 2 Travellers book a tour / buy their ticket from the hotel reception
- 3 Monthly invoice issued, CM gets paid



“Clio Muse provides an effortless extra profit stream, through a digital and personalised product.”

# For Travellers

- 1 Traveller books a tour online / buys ticket from reception
- 2 Promo code + instructions received when buying the ticket
- 3 Traveller unlocks tour
- 4 Similar tours + offers suggested later



“I can choose the content that interests me, to go through at my own pace at a low cost.”

Clio Muse is the only platform that places equal importance on the Tour Operator, Author and User, resulting in more user friendly and higher quality content.




## Through Clio Muse Tour Operators & Hotels:

- add value to their packages by providing to their customers a supplementary cultural digital guide with no cost or effort
- earn extra revenue from a high-profit digital product



# Competition



	physical guided tours	Tour-guide apps	apps with cms	
Content by professionals	✓	?	?	✓
Infinite Availability		✓	✓	✓
Efficient Cost Structuring				✓
State of the art Tech			✓	
B2B Scalability				✓



# Market facts

## #1

Growing market for low cost travel services, due to the rise to 'budget travellers'.

## #2

Travelers are likely to spend more on sightseeing than on shopping, souvenirs and nightlife combined.



53%



24%

# Revenue model

B2B

B2C

Museums / Events / Exhibitions

Tour Operators

Travellers



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Subscription

Commission  
per ticket

Free download &  
in-app purchase

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# Pricing | Tour Operators & Hotels



<b>Tour Category</b>	<b>Price / ticket for Traveller</b>	<b>Tour Operator / Hotel commission (30%)</b>	<b>Revenue / ticket for Clio Muse</b>
Golden (100 stories)	€15.00	€4.50	€10.50
Medium (50 stories)	€10.00	€3.00	€7.00
Short (25 stories)	€7.00	€2.10	€4.90

# Tour Facts

Languages	Types of tours	Museums / Exhibitions	Premium Tours	Destinations	Total tours (since launch)
<b>8</b>	<b>10</b>	<b>16</b>	<b>17</b>	<b>17</b>	<b>75</b>
English	#history			<b>Greece</b>	
Greek	#gastronomy			Athens	
Spanish	#mythology			Delphi	
Italian	#nature			Crete	
German	#quirky			Mykonos	
French	#urban			Zante	
Russian	#adventure			Peloponnese	
Chinese	#art			Karpathos	
	#family			<b>Italy</b>	
	#walking			Florence	
	#bike			Rome	
	#roadtrip			Venice	

# Trusted by



**ATHENS BIENNALE**



Kingdom of the Netherlands

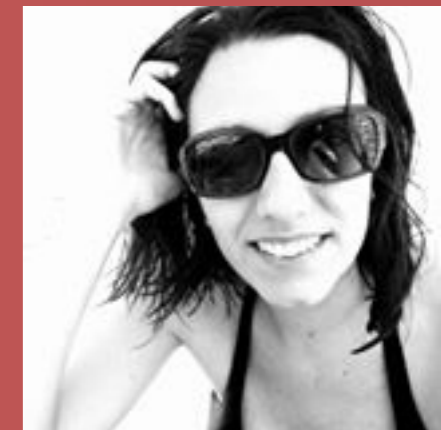
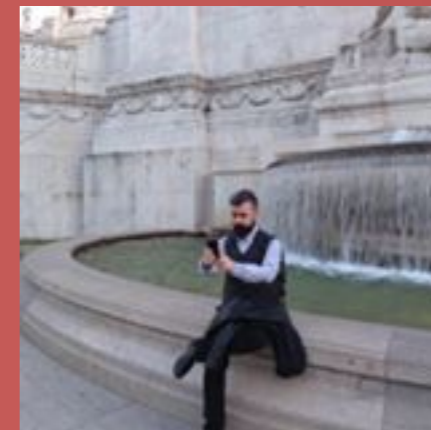
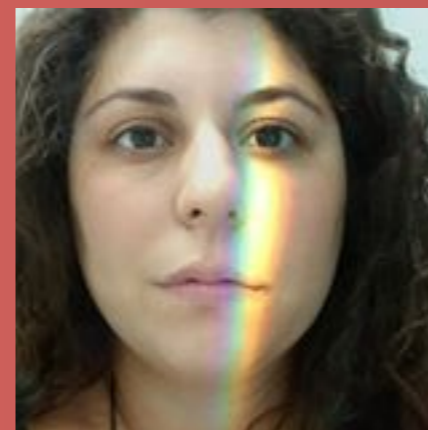
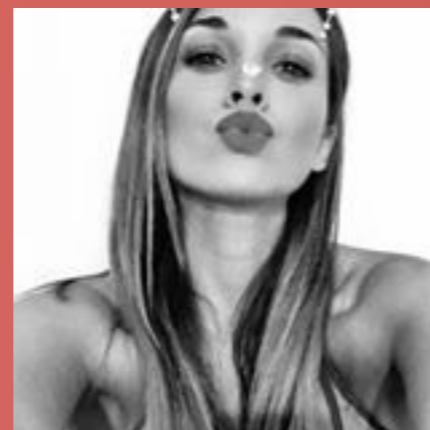
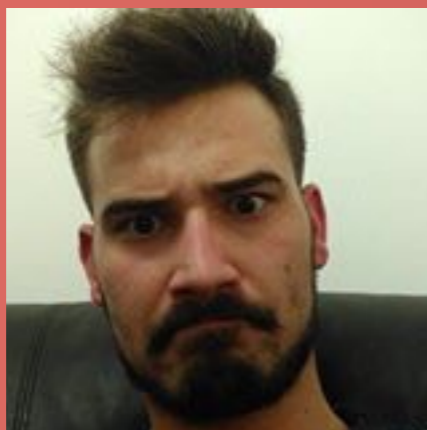
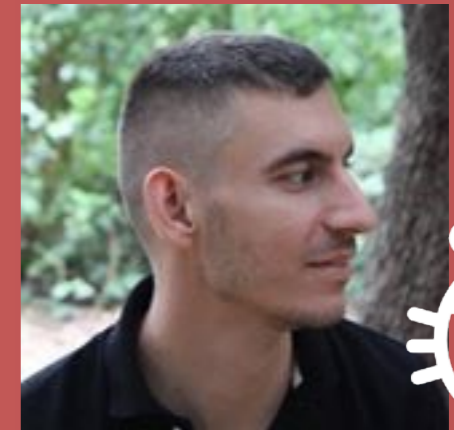
# Find our tours on:



## #links

Tours on [GetYourGuide](#), [Viator](#) and [Lonely planet](#).

# Team



**CONTENT**

**COMMERCIAL**

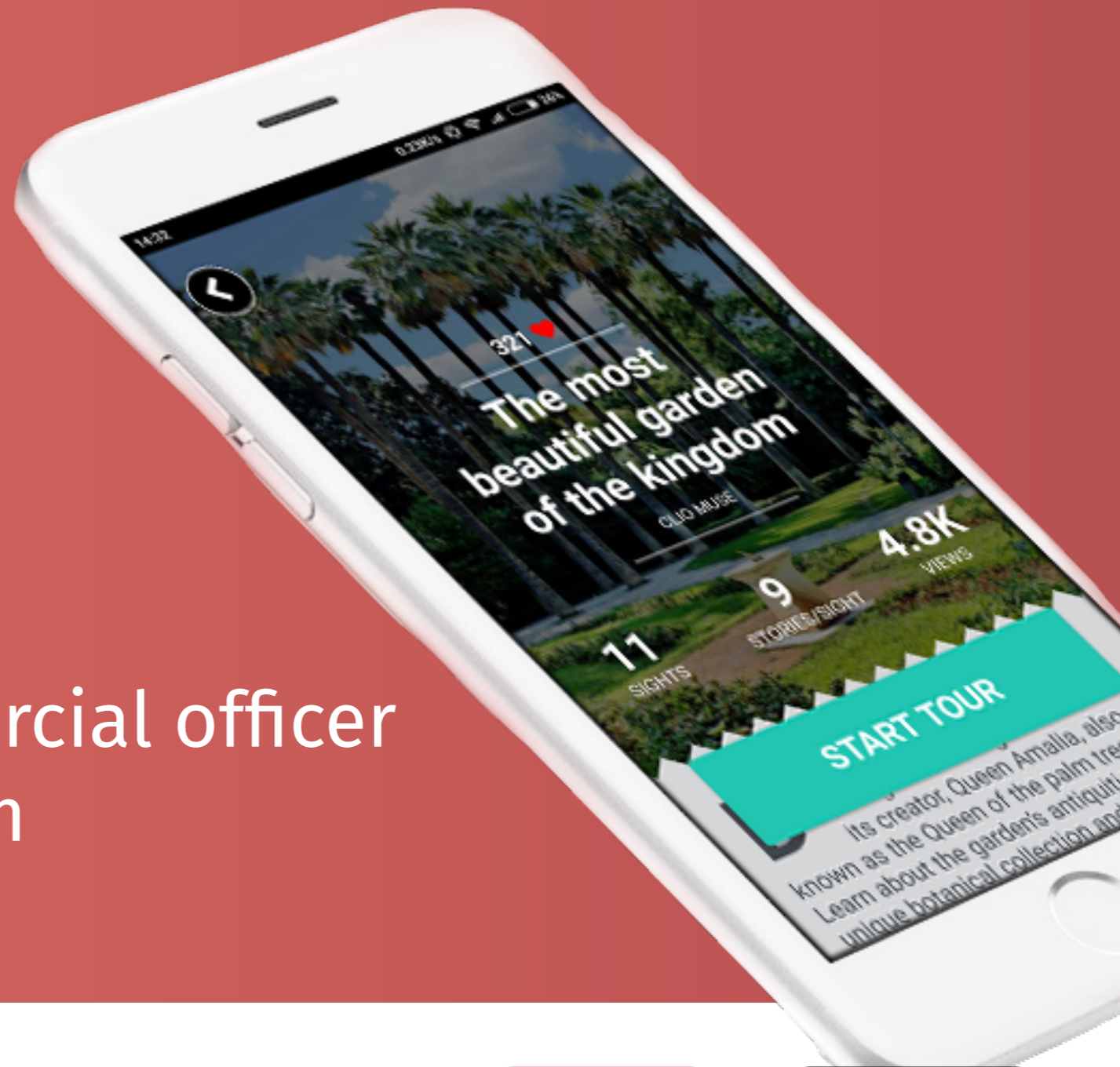
**IT**

#content #business #sales #coding

# Thank you!

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[www.cliomusetours.com](http://www.cliomusetours.com)

