

BACKYARD TOUR



PROBLEM

- Low household income among rural community. 42% of districts in Sarawak, Malaysia falls in B40 category.
- Rural youth unemployment is 3 times more than the national unemployment rate.

SOLUTION

Train local champions among rural community to be tour service providers and facilitate them in delivering their tour services. We guarantee income for those who provide their tour services and ensure them to be paid fairly.

MARKET SIZE

- **189,599** international travellers
- **2,317,946** x **25%**
domestic travellers youths travellers
- = **579,487** domestic travellers
- based on 2018 visitor record to Sarawak



COMPETITION

- 275 tour agencies in Sarawak
- 515 Sarawak homestay operators

GTM STRATEGY

- Website
- Social media platforms
- Online advertising
- Online review platforms (e.g.: TripAdvisor)
- Other travel agencies (e.g.: OTAs)
- Partnerships with accommodation providers (e.g.: hotels)

REVENUE MODEL

- Volume-dependant pricing
- Commission charges
- Transportation charges

TRACTION

- Generated MYR 168, 479.00 in Revenue
- Contributed MYR 100, 192.90 towards Villagers' Income } **60%**

EMPOWERING RURAL COMMUNITIES HOLISTICALLY
THROUGH MEANINGFUL TRIPS

mybackyardtour.com

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