



Turning local peoples' habits, tips and secrets into off the-beaten-path touring experiences.  
And work opportunity.

**Habitour**  
Almost living there

# Problems with travelling

Travellers are strangers  
and strangers are often troubled with

- missing out on the real “must-sees”
- wasting time and money with wrong decisions
- experiencing genuine local life and rhythms
- overcoming emotional barriers and worries
- satisfying basic needs, with style

- feeling lonely...



# Traveler's struggles: getting by

Travelers try to get by:

- Following conventional guided tours.
- Using online translators or inquiring locals with gestures
- Buying conventional touristic souvenir from low quality shops
- Trying to fit in or avoiding social participation



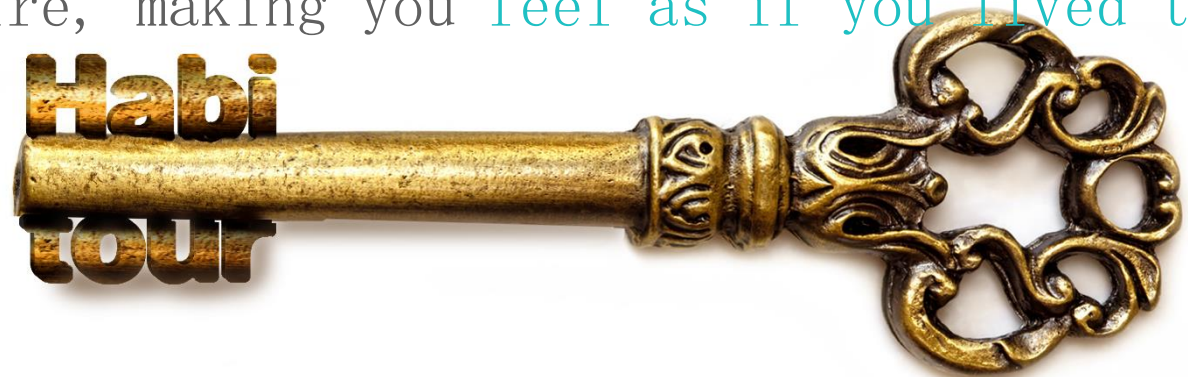
# Solution: local connections, not phone guides



# Solution: what does it do?

Habitour transforms **everyday habits** into genuine local life offers and top class touring material.

**Unlike traditional guides** Habitour fulfills each peculiar need and desire, making you **feel as if you lived there!**



Habitour puts the key of the city straight in your hands!



# Solution: a trusted “*Habitourè*”

With **Habitour** everyone is a potential **Habitourè**: someone capable of transforming **daily habits** and **favourite local gems** into original and most entrhrilling travel experiences!

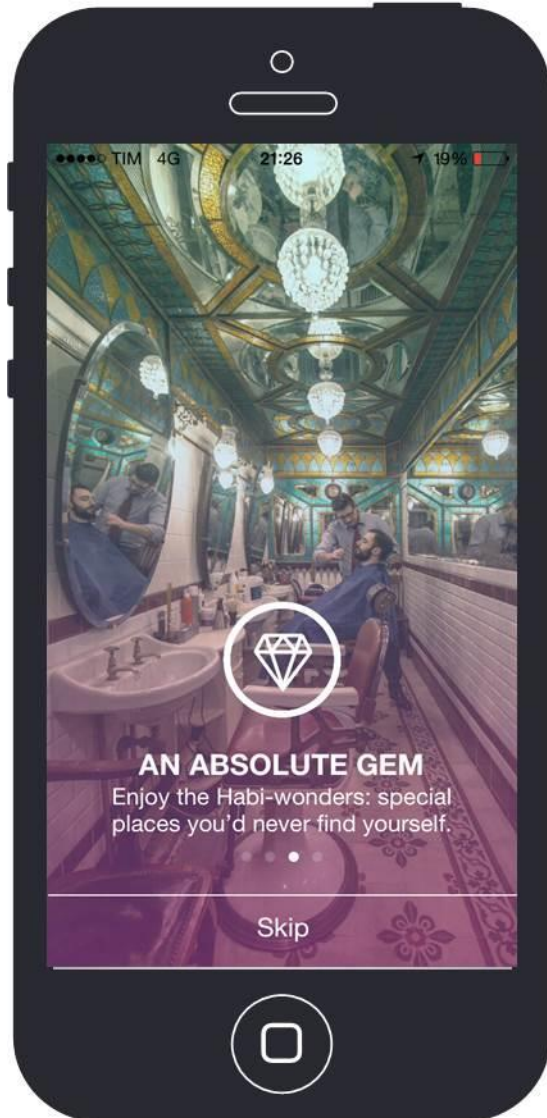




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# Habitour: a long-awaited App



Habitour smart-phone app revolutionizes the texture of travelling by introducing tourists to native local life and hard-to-find gems worldwide.



# Habitour: a typical use case



**Zhuyan** is a chinese girl planning to visit Italy. She wants to stay for a week in Rome, she doesn' t speak italian and is very interested in arts and culture. She uses Habitour to find a local buddy to help her get the best information about Rome and show her the true city gems.



**Luigi** Luigi is an italian boy living in Rome. He speaks a good chinese and wants to use his knowledge to make new acquaintances while showing visitors around the beauty of ancient Rome. He published his tour on Habitour and he' s ready to host new tourists.

# Habitour: a revolutionary App



# Cultural exchange & commercial profit

Habitour is specifically created to:

- diversify touristic offer/demand in order to include a wider basin of actors and local realities enhancing new work opportunities;
- re-establish the balance between cultural exchange and commercial benefits within the touristic sector;
- inspire the creation of new independent networks between territorial actors, sensitive to each location's traditional and cultural context;
- spread a more refined cultural awareness and desire to mass tourism, so to value the non conventional attractions and off-the-beaten-path itineraries

# 2015 Milano EXPO Initiative

In occasion of the 2015 Milan EXPO we are creating a strong cultural and commercial collaboration with Italian and Chinese public and private partners in order to upbring a new touristic offer to Chinese and Italian outbound.

Habitour is binding together italian university students, italian based confucio institutions, italian public institutions and third party private actors capable of generating highly cultural contents for truly traditional niche tours and services, in order to diversify touristic offer, widen the actors involved, create job opportunity xchange throughout 2015.



MILANO 2015

# Integrated e-commerce platform

Habitour App integrates an innovative market place for inbound visitors: selling, promoting and protecting each culture's most distinguished and traditional products, goods and services.

Affiliating only those small & medium size companies that bond their production and services to territorial resources, traditions and craftsmanship, thus safe-guarding its natural environment and most rare secrets.



MILANO 2015



# Enhancing cultural exchange

In honour of the 45th anniversary of diplomatic relations between the People's Republic of China and the Republic of Italy, Habitour an all italian company, urges a need to ensure the achievement of an always greater cultural and commercial exchange between the two countries and their people. Habitour considers China and Italy's ancient cultural patrimonies not as the mere illusions of the past but as the secular foundation of knowledge, tradition and culture on top of which we construct the future of our countries through the power of progress and the instrument of dialogue.



谢谢

Grazie.

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