



Meet me in the Mountains



Dating Tourism

The Drinking Ducks

Defining “Dating Tourism”

- “Dating Tourism can be defined as a type of tourism in which single people who are actively seeking a relationship, go on an adventurous and romantic trip within a small group in order to get to know potential candidates”



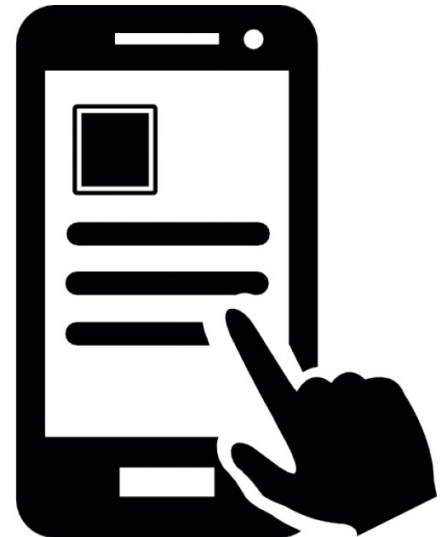
Why Dating Tourism?

- Existing need, eg. Tinder
- Shift in the market, becoming more adventurous
- People becoming more transparent
- Open mindedness
- Strong Social media presence
- Gap in the market for this product



Our Concept

- Begins with a smartphone app, with an algorithm to match people based on requirements and compatibility
 - Which then leads on to a package within Savoie Mont Blanc to meet and form strong bonds and connections
- Dating
 - Seclusion in the mountains
 - Application



Product

- 3 night, 4 day package in the Rhone Alps
- Includes chalet accommodation with self catering facilities
- Activities planned to entice potential partners
- Matches show if they are going to Savoie, suggesting



Product: Target Market

- User of dating apps
- Single, seeking relationship
- 20-45 year old age bracket
- Western European Countries
- Adventurous and Risky
- Available to all sexual orientations



Product: Itinerary



| | Morning | Afternoon | Evening |
|-------|--|--|----------------------------------|
| Day 1 | Ice Breaker Game | Hiking together to Chalet | Cook together, and a fun evening |
| Day 2 | Guys prepare the breakfast Treasure hunt by pairs | Picnic at the top of the mountain Abseiling | Prepare dinner together |
| Day 3 | Girls prepare the breakfast Boat trips by pairs | Trust building | Candle light dinner |
| Day 4 | Shared breakfast and departure | | |



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Price

- 285€ per person
- Includes accommodation, food and beverage, activities and the guide
- Not included: Transport to Savoie Mont Blanc



Place

- Savoie Mont Blanc region, Rhone-Alps
- Romantic region within France
- Possibility for outdoor activities
- Isolated, to break from their comfort zones



Promotion

- “Mmm?” (Meet Me in the Mountains) App.
- Social media platforms promote the app
- Advertisement will pop up for Mmm? when you match on tinder etc
- Leads onto a connection between that social media platform for example, Tinder, and Mmm?





**Did you know about the
new dating app ?**

Mmm  Mmm



Download it now!



Already a Success!



Clémence

25 · ♀ · France

Update Info

93%
MATCH



ABOUT

PHOTOS

QUESTIONS



Frans

27 ♂ France

Update Info

93%
MATCH



ABOUT

PHOTOS

QUESTIONS

My self-summary

I like to cook and go out with friends. I have a sweet tooth and love French cuisine. Moved from Iceland to France a few years ago, to specialise in French patisserie

What I'm doing with my life

I have my own patisserie since 2012 in Paris, and would love to bake for you. I plan to open a new store in Savoie Mont Blanc.

I'm really good at

Listening

My Details

Last Online 5 Hours Ago

Orientation Hetero Sexual

Ethnicity White

Height 1.96m

Body Type L

Diet N/A

Smokes No

My Details

Last Online 2 Hours Ago

Orientation Hetero Sexual

Ethnicity White

Height 1.68m

Body Type S

Diet Vegetarian

Smokes No



SEARCH

MESSAGES 12

VISITORS 2

MATCHER 6

FAVORITES

RECENTLY VISITED

Thank you for your attention
and lots of love
from THE DRINKING DUCKS!

