INVISIBLE CITIES

Social Franchise Prospectus
Welcome to Invisible Cities! We are a global social enterprise that trains people affected by homelessness to become walking tour guides of their own city. Since starting in Edinburgh in 2016, we have now expanded to Glasgow, Manchester and York. Through our international guests, the media exposure we got over the last few years and word of mouth, it is fantastic to see that others are interested in starting Invisible Cities tours in their own city. That is why we have developed a Social Franchise Model that gives you all the keys and support needed to start and use our model locally. The next few pages should give you an idea of what that entails but if you have questions that remain unanswered, feel free to email franchise@invisible-cities.org

We can't wait to welcome you all to our Invisible Cities Family!

Zakia Moulaoui- Founder & CEO

INVISIBLE CITIES VISION
A world where people are given the opportunity to be everything they want to be, no matter where they come from or where they live.

INVISIBLE CITIES MISSION
To use the cities we are in as backgrounds to create a space where tourists and locals can engage in a meaningful way with people who have experienced homelessness.
Who we are

Invisible Cities is a global social enterprise that trains people affected by homelessness to become walking tour guides of their own city. We offer alternative walking tours to locals and tourists alike. In just three short years, we have established ourselves as a brand leader in the sustainable tourism industry and garnered industry recognition through various awards. We are also proud of a perfect track record and 5 star customer reviews on TripAdvisor, Airbnb and Google.

Though our main products are our off-the-beaten-track and unique walking tours, we also offer merchandise, public speaking slots, training to other organisations and much more!

Some of Our Awards

2018, through content created by BBC Stories, Unilad and Brut, 930,000 viewers have learned more about Invisible Cities.

Our Marketing Strategy has evolved in 2019 with our aim now being not only to promote the work we do in each city but be recognised as a global brand while keeping a local flavour.
Market Opportunity

Tourism is one of the world’s largest industries.

In 2012, the number of international tourist arrivals surpassed, for the first time, 1 billion, and is forecast to reach 1.8 billion in 2030, according to the World Tourism Organization (UNWTO).

With continuing growth in travel, there is increasing recognition among both travel professionals and consumers of the importance of responsible travel — and though there are several definitions of responsible travel, they all emphasise that tourism, if done well, brings positive benefits for conservation and host communities, and is educational as well as enjoyable for the traveler.

“With more than one billion international tourists now traveling the world each year, tourism has become a powerful and transformative force that is making a genuine difference in the lives of millions of people. The potential of tourism for sustainable development is considerable. As one of the world’s leading employment sectors, tourism provides important livelihood opportunities, helping to alleviate poverty and drive inclusive development.”

— United Nations Secretary-General, Ban Ki-moon, on World Tourism Day, 2015
Our Target Market

We sell our tours via our website as well as via Third Party Platforms which include:

- Airbnb
- Expedia
- Viator
- Pick your Day
- Urban Adventures
- PEAK Adventures
- Get Your Guide

Tours are priced per person (£12 in Edinburgh - £10 in other cities) though discounts can be applied for large parties. This is aligned with what competitors offer in these locations, for tours of the same length.

One of our strong selling points, is that our tours are short (Maximum 2 hours) and enable customers to get an introduction and insight onto the city they are in. We offer tours to visitors but also to corporations, associations, schools and government bodies.

Our guides are paid a flat fee for each tour that they deliver or for each time-slot they marshall. As well as that, they are offered additional support:

- Research sessions in partnership with Historic Environment Scotland
- Budgeting and goal setting sessions (in teams)
- 1-2-1 support session with our team
- Referrals to other services and organisations
Our Social Franchise Model

We have developed a Social Franchise Model so other organisations can start Invisible Cities Tours in their city too!
We’re happy to partner with homelessness projects, heritage organisations, individuals, local businesses and other social enterprises to start the process.

Our Model

What you get

- Invisible Cities Expertise and Know-How. We will support you by telling you all about recruitment of guides, training, product development, PR & marketing. This includes advice and support where problems arise
- A full Franchise Manual will be given out to you with information on all aspects of the business
- Access to our network of partners in the tourism and heritage sectors as well as social enterprise and homelessness
- Bild on our already strong reputation and presence online. Invisible Cities has been featured in Unilad, BBC Stories and Huffington Post amongst others
- Support from the Invisible Cities team, including our founder
- Access to all our systems: website, third party platforms, social media, etc.

Replication Fee - £8,000 per city

15 % of gross sales once you are up and running.
This includes a 3% fee to cover Marketing Support
Our Replication Fee Explained

**Resources/Time**

- Training Support, including a visit to Edinburgh to meet the team
- Fundraising support
- Training Design in Edinburgh
- Support with Recruitment of guide referral partners
- Establishing marketing channels (airbnb, TripAdvisor, etc)
- Attending Open Day or Recruitment Days (Manager and guide)
- Guide training support and tour material preparation
- Media and PR support re launch
- Post opening support visit and mentoring

**Other Items/Services**

- Local web page and booking system - invisible-cities.org
- Email address YOURCITY@invisible-cities.org
- Social media pages
- Local logo design & Branding
- Designs for first 4 guides (illustrations)
- Expenses re onsite visits

**Goodie Box**

When starting, you will also receive:

- Uniform – 6 lots
- Initial supply of leaflets, bags, maps and cards
- Printed stickers of guides
- Guest wristbands for events and festivals
What Happens Next?

Interested? Fill in our Franchise Form or get in touch with more questions
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