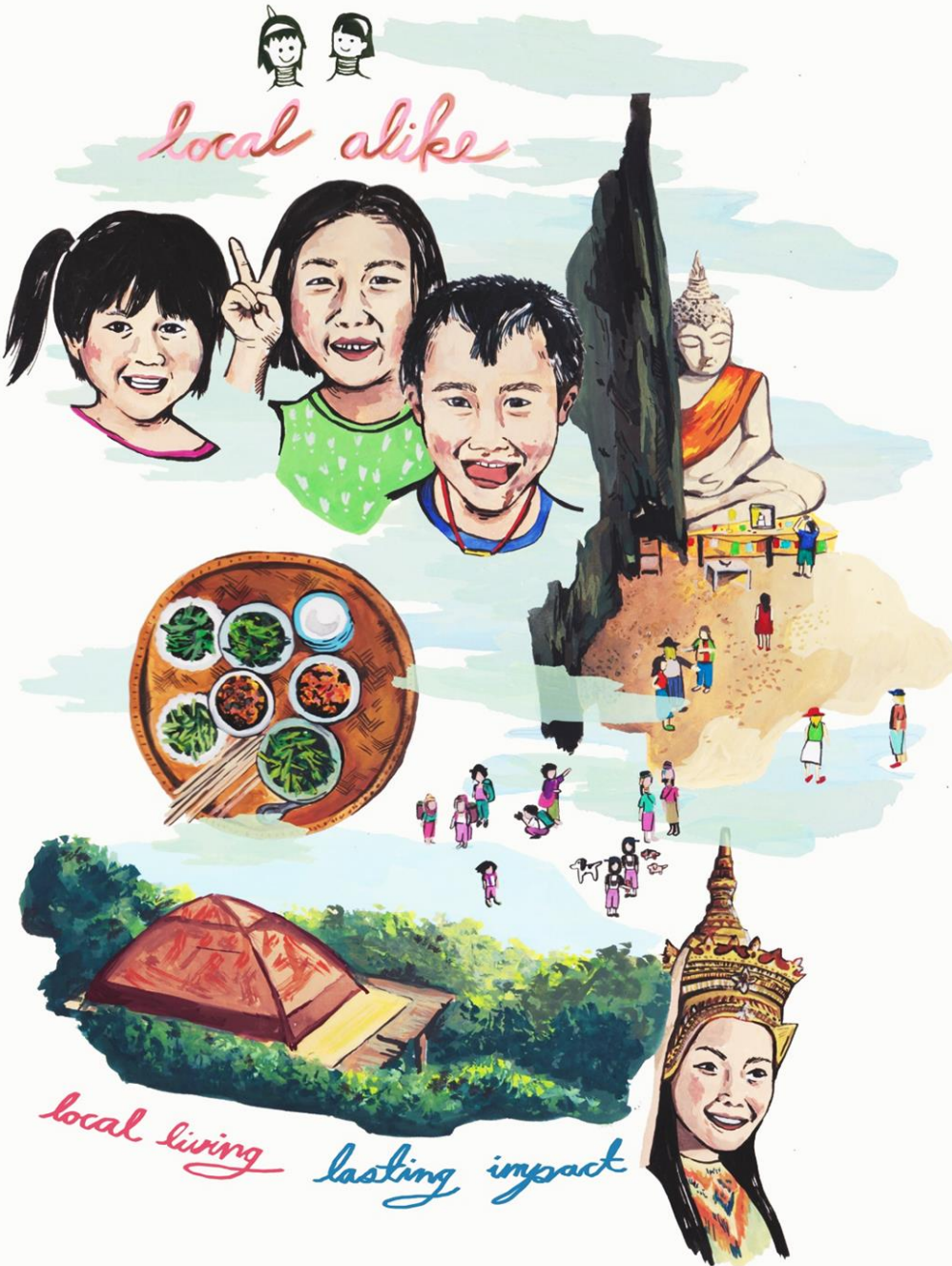


Sawasdee



Local Alike is the first and only community-based tourism platform dedicated to **connect** local communities with travelers who look for **meaningful** and **authentic** experiences

How can we change tourism?



Current practice
doesn't answer
the question of
sustainability

Unequal
Economic
opportunities

Lack of
channels to
connect



How do we work?

Working with
**RURAL COMMUNITIES
IN THAILAND
OFFERING UNIQUE
TRAVEL EXPERIENCES**



Identify their needs

Plan for community development

Help to prepare for tourism services/media

Set carrying capacity

To build local guide network

Pilot the service

Feedback & Development

Launch & Sell

Localalikers

Localalike core team working to build the community-based tourism ecosystem in Thailand.

Ambassadors

Our regional representatives who help us build local host network as well as coordinate with them. Ambassador can also be tour guide or host at the same time.

Hosts

Community leaders who work closely with Localalikers and Ambassadors to create tourism package as well as the community development plan.





13 Communities



Customize group package
(corporates, universities)
35-40% Margin

Service & product offerings

Travel package
(Online - Offline sales)
30-35% Margin

Local Product line

Local Talk

Sustainable tourism consultant

Future Opportunities

Local Alike?

CURATES GREAT TRAVEL
EXPERIENCES AND SURFACE
THEM TO THE WORLD

RURAL COMMUNITIES
IN THAILAND
OFFERING UNIQUE
TRAVEL EXPERIENCES



GLOBAL TRAVELERS
SEEKING UNIQUE
TRAVEL EXPERIENCES

HELP DEVELOP
COMMUNITIES

HANDLE BOOKING,
PAYMENTS, AND
CUSTOMER REVIEWS

A community based tourism platform

Customized Corporates Trip





Monthly Explore Special theme trip



Educational trips



Voluntour trips

สถาบันการท่องเที่ยวโดยชุมชน
The Thailand
Community Based Tourism
Institute



SrWU
Srinakharinwirot
University



DOI TUNG



20% UP
from previous year
**Income
Generation**



**Better
Livelihood**
111 problems within
the communities
will be tackled

**SOCIAL
IMPACT**
Within 5 years



300 communities
will be aware of what
is their cultural heritage
And how to preserve them.
**Cultural
Preservation**



Reduce
Migration rate
More than 3,000 jobs
will be created within
The communities

Financial Growth and SO FAR...

2014



12,483 likes

183 visits

400

Travellers
visited and
already booked

Revenue
2,380,000
Baht already
Generated

CBT Funds
set up for
2 villages

100% higher than
actual goal of 1,200,000

2015

1,200

Travellers
will visit

Goal :
Revenue
6,000,000
Baht for 2015

CBT Funds
set up for
5 villages

www.localalike.com
info@localalike.com

thank you!



Community-Based Tourism Fund

We create Community Development Fund together with each community

5% of Local Alike Profit also goes to Local communities



Plus *5-10 % of profit from community side

TO SOLVE ENVIRONMENTAL,
SOCIAL, AND CULTURAL ISSUES
EXIST IN EACH COMMUNITIES
(BENEFIT GOES TO THE WHOLE COMMUNITY)



Development Fund

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November 2012 – Solar Panel Installation

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Next goal – Improve health care