

# Mission Model Canvas

**Project title:**

Twiliner to the Alps

**Created by:**

Luca Bortolani

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## Partners & Support 🤝

A local bus partner to buy and operate the buses.

A remote and popular Alpine region (e.g. Engadin) to help promote the offer.

Switzerland Tourism to promote sustainable inbound tourism.

## Activities 🛠️

Create an attractive customer journey for international travelers (booking, pick-up, drop-off, take care of luggage, food)

Promote / market the offer

Operate the buses

## Ressources ⚖️

We need the Twiliner buses with the first and only lie-flat bus seats in Europe.

We need a bus partner with a high service level that buys and operates the buses.

We need a skiing or Alpine region that promotes the offer with activities and discounts.

## Project 📦

Today, European ski tourists use the plane or car to go to the Swiss Alps, emitting high level of CO2.

Twiliner has developed a comfortable night travel bus with lie-flat seats – the first and only ones in Europe.

With our most comfortable night travel buses, we create a convenient travel solution taking them from their homes directly to the Alpine region with all their bulky luggage. Using biodiesel, it is as sustainable as train travel.

We can be a solution for thousands of tourists and save thousands of tons of CO2 each year.

## Relationship, Community ❤️

Twiliner is a solution for foreign tourists but helps the local community by reducing traffic and protecting the environment.

We would love to team up with other initiatives in the Alpine regions that make the touristic stay better and more eco-friendly, connecting them to our offer.

## Channels 📱

Inbound tourism marketing with Switzerland Tourism

Travel agencies in “target” countries that promote tourism in the Alps.

All booking channels, including our own, and hopefully sbb.ch and others.

## Target Groups 👤

Ski tourists from cities approx.. 700-1100km away (London, Benelux, Germany, France) with bulky luggage

Twiliner is not only super convenience (no hassle at airports and train stations with their luggage) but also comes at a good price (approx. CHF 250 one way, all included). This is comparable to other travel solutions.

## Budget 💰

CHF 100'000 project leader (1 year)

CHF 50'000 marketing costs

CHF 100'000 'risk premium' for operational bus partner

CHF 50'000 material costs for bus adaptations

## Impact 🌱

1. **Impact:** Traveling by Twiliner using biodiesel emits 24g of CO2eq per pkm (by car: 205kg, by plane 276kg). Our impact depends on a) the amount of people using Twiliner b) the percentage of people switching from plane or car to Twiliner (we estimate 2/3).

2. **Scaling/Expansion/Unfolding:** Our limit is the number of tourists that travel from places in reach of a night travel bus to the Swiss alps (700 – 1200km distance). We don't know this number, but believe it could be hundreds of thousands of people each year.