





A PROFESSIONAL HAPPY SNAP

CLICKMYTRIPS IS PROVIDING TRAVELLERS WITH A PROFESSIONAL, EXCITING ALTERNATIVE TO MORE OF THE SAME SELFIES, WRITES **EUGENE YIGA.**

It all began one spring morning in 2017 when Keagan Petersen hiked solo in the Table Mountain Nature Reserve. Blown away by the natural splendour, he decided to hike at least once a week to capture the beauty of the scenery and share it with the world.

“Keagan began an Instagram account, @funlifecapetown, and within a few months started getting requests from tourists asking him to show them around Cape Town and take pictures of them while doing so,” says Ryan Morrison, a native Capetonian who now resides in Miami, Florida. “This is how ClickMyTrips started.”

PARTNERING WITH LOCALS

Ryan and Keagan formalised the business this year, taking on the respective roles of



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chief operating officer and chief executive officer. Their goal is to make it as easy as possible for people to capture their experiences like a local would.

“Too many times people who visit a city get stuck in a tourist trap and don't experience the authenticity,” Ryan says. “That's why we partner with local professional photographers that not only take amazing pictures of their journey but also inspire and show our guests those hidden gems not usually seen.”

So far, the venture is self-funded, but Ryan is meeting with angel and seed investors to put together a small financing round to support the business through the next eighteen months. Meanwhile, Keagan, who still lives in Cape Town, continues to source photographers from his extensive network around the world.

“We operate in 15 cities around the world,” Ryan says. “However, because Cape Town is our launch city, we'll continue to push it during the last quarter of 2019 and the first quarter of 2020. As of now we have four photographers in Cape Town and a few in strategic cities around the world, including Paris, London, and New York.”

TRAVEL SHOOT

The process is simple: travellers go to the website, choose the city they're travelling to, select the package they want, confirm their appointment, and then meet their photographer for the shoot. Because Keagan and Ryan have both worked on remote projects before, using online tools makes coordinating a widespread team in different time zones a lot easier.

“A key milestone was when we had our first booking from a couple from Singapore looking to take a sunset shoot in Cape Town,” Ryan says. “Now, as we're still just getting started, we're doing about one shoot a week.” Typical clients are frequent travellers looking to capture their experience and explore a city like a local would. They tend to be millennials and heavy Instagram users, couples, and solo travellers. Indeed, the one-hour shoot has been the most popular so far

and is something a lot of couples tend to book. The focus is on a local experience and getting high quality edited pictures after their trip.

“The great thing about this business is that we make a small percent of every charge to the customer,” Ryan says.

“Most of our cost goes to marketing and different growth channels. With that, we should be profitable in a few months.”

HIGH QUALITY

All in all, the two believe that ClickMyTrips is in a good space. They're looking forward to increased traction in Cape Town this festive season and then, with more money, intend to expand into the US and European markets in the second quarter of 2020. For Keagan, this means thinking about how far and wide to take this, as most of his photography work has been in the Cape Town area. Ryan intends to take classes to help understand the world of photography a little better and improve his patience too.

“Yes, we have competitors,” Ryan admits, mentioning one company in the US and two in the Asian market. “But we are different in that we are focused on travel photography and on delivering the local knowledge and experience the other companies don't offer. They are solely focused on either travel photography or photography in general.”

Beyond that the pair also want to change the way people travel. In an era with a heavy focus on technology and with so many people constantly on their phones, many barely stop to appreciate the beautiful destinations around them or else put themselves at risk just to capture the perfect picture. Selfie deaths are a reality, with hundreds of confirmed cases around the world, all for the sake of fleeting fame on Instagram. “We're trying to change the experiences people have when visiting a new city,” Ryan says. “We also want to capture high quality photographs that travellers can look back on and that will make their journeys unforgettable.” ●

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