



# Enjoy the Moment

**Instagramming our travel shots is a must these days. Travel tech start-up KaChick offers photography and videography services that allow you to enjoy your holiday from in front of the camera.**

Whether it's a casual weekend away, a day-trip for a business meeting, or an around the world tour – people today think nothing of hopping on a vehicle that will transport them to another reality.

Destinations that 50 years ago people could only read about in a book or dream about in their imagination can now be easily accessed and experienced in real life. Today more people are travelling than ever before. Apart from arranging transport and where to stay, considerable time is spent on “what to do” and how to maximize the experience. People no longer only visit the must-see attractions or confine themselves to guided tour groups. Now, people want to get off the beaten path, avoid the tourist traps and create deeper and unique memories. They want to taste, touch and feel the culture and they want to be transformed by the experience. Travel is more than just going to another country. It is about learning about the world,

creating special memories with important ones, engaging with new people, acquiring knowledge and being inspired.

According to a recent study by *Asia-Pacific Journal of Tourism Research*, a transformational travel experience comes down to three elements: novelty, involvement and social interaction. Eating strange food and staring at the natives is no longer enough of a travel experience. Now, people expect to be part of the fabric of the local culture, if only for a brief moment in time.

Airbnb is one of the game changers in this area with their “Experiences” that connect tourists with local hosts or tour operators. The activities are designed and led by locals who are passionate and knowledgeable in certain topics, from beach meditation to hiking with rescue dogs. In June 2019, the company set to

recreate Phileas Fogg's journey to travel "Around the World in 80 days", across 18 countries using various modes of transportation, including a hot air balloon. They also recently launched "Airbnb Adventures" which offer multi-day experiences such as trekking through the Amazon.

In recognition of the trend that people now have higher expectations for travel, Klook, KKday, and Culture Trip are a few others that aim to tap into the experiential travel market. People want something that is meaningful to them and they want to be able to customize their experience according to their needs. Connecting travelers with locals brings the trip to a new level of adventure.

In a world of social media, digital photography and smart phones, capturing the memories with photographs and video is a given and not the expensive luxury that it might have been 50 years ago. The joy of the experience is amplified by being able to share that with others and by re-living the memories when the trip is over. After investing effort and resources into creating a beautiful experience, people want images that will reflect the quality of their trip. It is hard to recover from the disappointment of blurry or missed shots after going to the trouble of creating a once-in-a-lifetime experience. A key part of many experiential travel packages includes the option to have a local photographer, freeing the traveller from the distraction of documenting the trip themselves. However, the quality images are only one of the advantages of having a local photographer. Imagine tracking lions and giraffes in an African safari with an experienced photographer who tells stories from their unique angle and can share from their invaluable knowledge. The unique lens through which the photographer sees the world will be reflected in the images of the trip. Different travel companies, including more established hotels, airlines and up-and-coming start-ups seem to recognise this opportunity and have started experimenting with offerings to match these demands.

Hong Kong-based start-up KaChick provides an opportunity for people to immerse themselves into local knowledge while having these moments captured. KaChick has creatives in over 150

destinations so that almost anywhere in the world, KaChick can provide travellers with their own personal local photographer who comes with the advantage of inside knowledge about unique spots and familiarity with how to get the most stunning angles. Travellers can not only enjoy a travel experience beyond the typical sightseeing itineraries, but can relax in the knowledge that the experience will also be captured professionally, allowing them to fully enjoy the moment and the people they are with.



"Now more travellers select destinations based on a seasonal activity or event. We work with local photographers and partners to bundle experiences with photography, like the cherry blossoms and snow festivals in Japan, so we can help people collect moments, not things," says Peggy, Co-Founder of the company.

KaChick aims to be the number one platform that curates photographers and videographers to provide travellers with an enjoyable and smooth way to find the exact person who can meet the needs of their style, budget, and purpose.

Travel photography is a trend that is only going to continue to expand. In the US, on-demand travel photography platform Shoot My Travel has attracted US\$1.1 million this year in May. More recently in July, Indonesian SweetEscape has raised US\$6 million in its series-A round. Perhaps in 50 years, travel photography will be a routine part of the travel experience for everyone! 



**KaChick is a platform that discovers, curates and connects you with local photographers through AI technology. Currently working with over 1300 visual creatives in Asia, some of their clients include Grand Hyatt, Ocean Park, Airbnb, Klook, Yeechoo, Citibank, AIA, La Prairie, and the like. Find out more at: [anywhere.kachick.com](http://anywhere.kachick.com)**