



# Travandoz

## Business Product

Travandoz is a budget travel platform that offers a wide range of features to help travelers plan their trips. These include an easy-to-use interface for searching and booking budget accommodations, a secure payment processing system, and a robust search and filtering function to find the perfect lodging option. The platform also offers a unique, community-oriented approach to budget travel, with options for local experiences and recommendations. Additionally, Travandoz enables bloggers to share reviews and recommendations for off-the-beaten-path destinations. With AI-driven recommendations and a focus on cost-effectiveness, Travandoz is poised to revolutionize the budget travel industry.

## The Market and Future Avenues

Travandoz is a platform that caters to budget travelers, including backpackers, solo travelers, millennials, and Gen Z travelers who seek unique experiences. The platform's focus on connecting travelers with local hosts and offering sustainable and community-oriented tourism is likely to appeal to travelers interested in responsible travel. Additionally, Travandoz can be a perfect fit for college students who are open to trying new things and seeking budget-friendly travel options.

1. The global backpacking industry is expected to reach \$26.6 billion by 2024, growing at a CAGR of 3.44% from 2018 to 2024. (Source: MarketWatch)
2. The global market for budget hotels is projected to reach \$218.1 billion by 2023, growing at a CAGR of 11.3% from 2017 to 2023. (Source: Allied Market Research)
3. According to a survey, 54% of millennial travelers prefer budget accommodations, and 67% prefer using their smartphones to book travel accommodations. (Source: Booking.com)
4. The number of international tourist arrivals worldwide is projected to reach 1.8 billion by 2030, up from 1.4 billion in 2018. (Source: UN World Tourism Organization)
5. In a survey of budget travelers, 70% said they prefer to stay with locals.

Travandoz's future roadmap includes expanding to new destinations, adding new value-added services, exploring new revenue streams, and implementing an AI-driven recommendation tool. The company plans to continue to focus on sustainable tourism and community-oriented experiences. Travandoz also plans to enter the urban renting services market and expand its services to include transportation and activities. Additionally, the company aims to build strategic partnerships with travel bloggers and influencers and offer referral bonuses to encourage word-of-mouth marketing. Ultimately, Travandoz seeks to become a go-to platform for budget travelers seeking unique and immersive experiences.

# Strategy

## > **STUDENT interns**

We will be hiring student interns near travel destinations for groundwork and provide them incentives for each registration done by a local via their referral.

## > **Social media campaigns**

Targeted campaigns that showcase user-generated content to build engagement and trust with its audience.

## > **Local marketing**

working with tourism boards, local restaurants, and other businesses to offer discounts and other incentives to Travandoz users.

## > **Search engine optimization**

Travandoz will optimize its website and content for search engines to improve its visibility in organic search results.

## Impact of these Strategies

The impact of the marketing strategies adopted by Travandoz is likely to be significant in attracting and retaining customers, increasing brand awareness, and driving revenue growth. Targeted social media campaigns, partnerships with budget travel bloggers and influencers, and referral bonuses can all help to increase the reach and visibility of the platform among the target audience. By offering unique and community-oriented travel experiences, Travandoz can differentiate itself from competitors and appeal to travelers who are looking for more immersive and off-the-beaten-path travel options. This, in turn, can drive customer loyalty and word-of-mouth marketing, which are key drivers of growth in the travel industry.

## Competition and Risks

By focusing on off-the-beaten-path locations and experiences, Travandoz provides a more authentic and immersive travel experience than other budget travel platforms.

. Additionally, by offering additional services like luggage storage and tour guides, Travandoz provides a more comprehensive travel solution for budget-conscious travelers. Overall, Travandoz's focus on community and authenticity sets it apart from other budget travel platforms and provides a unique value proposition to its users.

1. **Airbnb:** Airbnb is one of the largest and most well-known platforms for booking short-term rentals around the world. It offers a wide range of accommodation options, from private rooms to entire homes and apartments. While Airbnb is not specifically associated with affordable travel, its prices are high for backpackers which can be solved at Travandoz.
2. **Hostelworld:** Hostelworld is a platform that specializes in budget-friendly hostel accommodations around the world. It offers a range of options, from shared dormitories to private rooms, and its prices are generally lower than those of traditional hotels. However, Hostelworld does not offer the same level of community-oriented experiences as Travandoz.
3. **Couchsurfing:** Couchsurfing is a platform that connects travelers with locals who are willing to offer free accommodations. While Couchsurfing can be a great way to save money on travel, it can also be less reliable and less comfortable than other budget travel options.