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1. Executive Summary

Triphive is a digital travel platform born to transform the way people experience the world. In an era where global travel is booming – with the industry's GDP contribution expected to reach \$11.1 trillion in 2024 (Reuters, 2024) – travelers' preferences are rapidly evolving. Modern tourists, especially younger generations, increasingly seek authentic, immersive experiences over standard sightseeing. They crave meaningful connections with local cultures and communities rather than superficial tours. At the same time, travel planning has become complex and fragmented, often requiring visitors to juggle multiple websites and logistics for visas, lodging, transport, and activities. This complexity, combined with budget constraints and cultural barriers, means that many trips fall short of their potential. Too often, travel today is “transactional, not transformational,” leaving a gap in the market for more enriching, hassle-free adventures.

Triphive's value proposition directly addresses these pain points by offering a one-stop platform that connects travelers with vetted local guides and streamlines end-to-end trip planning. The platform curates personalised itineraries that go beyond tourist traps, enabling users to “travel deeply, not just widely” through genuine local engagements. Through Triphive, a traveler can seamlessly arrange every aspect of a trip – from visa assistance and accommodation to tours and transportation – in a single, user-friendly app. This integrated approach not only saves time and reduces the stress of planning, but also unlocks affordable travel bundles. By packaging accommodations, attractions, and local guide services together, Triphive makes rich cultural experiences accessible to students, backpackers, and budget travelers who might otherwise be priced out of such opportunities. In fact, finding good deals is a top priority for young travelers (for example, 92% of U.S. millennials value getting the best travel deal) (Condor Ferries. n.d), and Triphive is designed with this in mind.

Another key differentiator of Triphive is its emphasis on community and cultural exchange. The platform fosters a community where local hosts and travelers can interact, share tips, and leave reviews. This not only builds trust through social proof, but also helps bridge cultural gaps by facilitating direct communication and learning. Travelers using Triphive gain insights into local customs and daily life from real residents, enriching their understanding and respect for the destination. Meanwhile, locals (from professional guides to everyday residents with a passion for their city) have an avenue to earn income and share their culture with a global audience. This community-driven model supports sustainable, inclusive tourism by spreading benefits to local people and encouraging mutual respect.

In summary, Triphive aims to democratize immersive travel. By aligning with major travel trends – such as the shift towards off-the-beaten-path destinations (63% of travelers say they're more likely to seek out less touristy locals) (Pack Up + Go, 2024) and the rise of tech-savvy trip planning – Triphive is positioned at the cutting edge of the tourism market. The platform leverages modern technology (including future integrations of AI trip assistants and AR/VR enhancements) to deliver a seamless user experience while never losing sight of its core mission: connecting travelers to authentic cultural experiences in an easy, affordable manner. This report will detail Triphive's mission and vision, introduce the team behind the product, and examine the key problems in today's travel landscape that Triphive is built to solve. Through its innovative approach and clear value proposition, Triphive stands to become a **leading hub for experiential travel**, bridging the gap between curious travelers and the rich tapestries of local life around the world.

2. Company Overview

2.1 Mission and Vision

Mission: “To democratize immersive and authentic travel by connecting travelers with local communities in a seamless, affordable manner.” Triphive’s mission statement encapsulates its fundamental purpose. The company seeks to make experiential travel accessible to a broad audience by leveraging technology and community. This means enabling travelers to easily discover and book genuine cultural experiences that would otherwise be difficult to find or arrange. By providing a user-friendly platform that brings together local guides, services, and information, Triphive aims to remove barriers (cost, planning complexity, lack of access) that often prevent people from engaging deeply with the places they visit. The focus is on creating travel moments that offer unique cultural insights, cost-effective arrangements, and human-to-human connections. In essence, Triphive is on a mission to ensure that traveling isn’t just about seeing new places from a tour bus window, but about living and breathing the local culture alongside the people who call that place home.

Vision: Triphive envisions becoming the leading global hub for experiential travel, championing a form of tourism that is both meaningful and sustainable. In the long term, the company aspires to reshape the travel landscape by fostering mutual respect and cultural exchange on a worldwide scale. This vision sees Triphive as more than just a booking platform – it is a catalyst for sustainable tourism and community empowerment. By partnering with local hosts and guides across regions, and by continuously innovating through digital tools, Triphive plans to enable millions of travelers to engage with destinations in a way that positively impacts host communities. The platform’s growth is guided by principles of sustainability (supporting local businesses, preserving cultural heritage, minimizing negative impacts) and authenticity. Ultimately, Triphive’s vision is a world where travelers and locals form a global community, learning from each other and sharing experiences that enrich all parties. By leveraging digital innovation while keeping a people-centric approach, Triphive aims to lead the travel industry into a new era – one where immersive cultural experiences are at the heart of every journey.

2.2 Team

Triphive is driven by a diverse team of co-founders who combine expertise in technology, business, and travel. Each team member brings a unique skill set essential for building and scaling the Triphive platform, while sharing a common passion for travel innovation and cultural exchange:

- Jacky Lu Jiaxin – Product Lead (Co-founder): An experienced digital product manager responsible for defining Triphive’s product roadmap and ensuring it aligns with user needs. Jacky oversees the development of features that enhance user experience, from seamless booking flows to interactive trip planning tools, translating the company’s vision into a tangible product strategy.

- Yuhan – Marketing Lead (Co-founder): Head of brand strategy and user acquisition, Yuhan drives Triphive’s marketing campaigns and partnership development. His role involves promoting the Triphive platform to target audiences (such as university students and young professionals), forging partnerships with local guides/operators, and building a strong brand presence in the travel community. He champions Triphive’s message of authentic travel through content, social

media engagement, and outreach.

- Si Cheng – Technical Lead (Co-founder): A software engineer with deep expertise in platform development. Si Cheng leads the engineering team in building Triphive's core infrastructure, including the integration of various services (visa processing, accommodation booking APIs, etc.) into one coherent system. He ensures the platform is reliable, secure, and scalable, enabling smooth end-to-end transactions for users.
- Zi Jiang – Operations Lead (Co-founder): Oversees Triphive's day-to-day operations and customer experience. Zi Jiang ensures that from the moment a traveler begins planning on Triphive to the post-trip feedback stage, the process is smooth and supportive. He coordinates customer service, manages relationships with local guide partners, and continuously refines operational workflows so that travelers have a hassle-free journey from start to finish.
- Yong Duan Kang – Finance Lead (Co-founder): In charge of financial planning and sustainability, Duan Kang manages Triphive's budgeting, revenue models, and funding strategy. He ensures the business can grow efficiently by monitoring key financial metrics and optimizing resource allocation. His role also involves exploring monetization avenues (such as commission structures or premium services) that align with Triphive's value-driven ethos while keeping the platform affordable for users.

Together, the Triphive team embodies a balance of strategic vision and practical execution. Their combined expertise – spanning product design, technical development, marketing, operations, and finance – enables Triphive to be agile in a competitive travel tech market. Importantly, all team members are avid travelers who understand the pains and joys of globetrotting firsthand. This personal passion fuels their commitment to solving the very problems they've encountered in their own travels. Under the guidance of this team, Triphive is well-positioned to realize its mission and drive innovation in the travel industry, all while remaining responsive to the evolving needs of its user community.

3. The Problem

Modern tourism offers unparalleled opportunities to explore the world, yet it often falls short of delivering truly enriching experiences. The current mainstream travel industry tends to emphasize convenience and scale over depth, resulting in a number of significant pain points for travelers. Traditional package tours and large travel agencies focus on efficiency – moving crowds through popular sites on tight schedules – but in doing so they frequently provide superficial, cookie-cutter itineraries. Travelers shuffle through overcrowded attractions, snapping photos of the same landmarks, without ever engaging in the local way of life. The result is a kind of “checklist tourism” that may tick off famous sights but fails to capture the authentic spirit of a destination. Many travelers are left feeling disconnected from the very places they visited; as one industry insight aptly notes, tourists often remain stuck in a transactional experience rather than a transformational one.

At the same time, those who seek a deeper form of travel face other obstacles. Planning a trip independently can be overwhelming – from obtaining visas to finding affordable accommodations and coordinating daily activities, the logistics can burden travelers with countless hours of research and coordination. This complexity is especially daunting for young adults or students planning trips on a limited budget and timeframe. Without ample resources, these travelers struggle to piece together meaningful experiences at a reasonable cost. Moreover, when venturing into unfamiliar cultures, travelers often lack the local insight needed to truly understand and respect their destination. Language barriers and unfamiliar customs can create a cultural divide, limiting meaningful interaction between visitors and local communities. In summary, four core problems plague the modern traveler seeking more than a standard tour: (1) lack of authentic experiences, (2) complex travel logistics, (3) budget constraints, and (4) cultural disconnect. These issues are interrelated and together point to a clear gap in the market – the need for a travel solution that delivers genuine, hassle-free, affordable, and culturally rich experiences. Below, we delve into each of these problem areas in detail.

3.1 Lack of Authentic Travel Experiences

One of the foremost issues in today's travel market is the scarcity of authentic, immersive experiences in many offerings. Traditional tour packages, while convenient, often stick to a well-trodden path – shuttling tourists from one “must-see” attraction to another, along a predetermined circuit that every visitor seems to follow. These itineraries prioritize famous landmarks, big museums, and popular entertainment venues, typically dubbed “tourist traps.” While such sights have their merits, the overemphasis on them means travelers end up with experiences that are highly commercialized and generic. There is little room for spontaneity or genuine local interaction when one is part of a 50-person tour group moving from one souvenir shop to the next. As a result, many travelers come away feeling that they have only skimmed the surface of a place. They see the monuments but miss the “heartbeat” of the city – the traditions, daily routines, and hidden gems known only to locals. This sentiment is increasingly echoed by travelers themselves: surveys show that an increasing number of people are craving unique, authentic experiences beyond the standard checklist (Pack Up + Go, 2024). In fact, 63% of travelers say they're more likely to visit an (Pack Up + Go, 2024) off-the-beaten-path destination for their next trip rather than a famous tourist hub. This trend reflects a growing dissatisfaction with one-size-fits-all tourism.

The lack of authenticity is not just a niche concern; it's becoming a mainstream demand. Travelers — across various demographics — are voicing that a trip feels wasted if it doesn't involve real cultural engagement. For instance, a recent industry report noted that neighborhood-focused tours (which take visitors into local districts and community hotspots) have become one of the fastest-growing tour categories, now making up nearly 25% of total bookings (Central, 2024). This indicates a clear shift: people want to walk the backstreets, eat where the locals eat, and hear the stories that don't make it into guidebooks. Unfortunately, the prevailing travel options have been slow to adapt to this desire. Many legacy tour operators still offer essentially the same itineraries they did a decade ago, with limited opportunity for personalized or grassroots experiences. Independent travelers try to curate authenticity on their own, but without local connections, they might only scratch the surface or even end up at “faux local” experiences designed just for tourists.

The consequences of this authenticity gap are multifold. On an individual level, travelers may feel disappointed and unfulfilled, sensing that they haven't gained any real understanding of the destination

despite the time and money spent. On a broader level, destinations themselves can suffer from over-tourism in popular spots while less-trafficked areas (which might offer more genuine experiences) are overlooked. The homogenization of travel experiences also means that local communities don't benefit as much as they could – visitors spend their money on big tour operators or international hotel chains, rather than in neighborhood eateries or with local guides. In essence, the rich cultural exchange that should be at the heart of travel is often lost. This is the problem that Triphive seeks to solve at its core: by facilitating direct connections with vetted local guides and encouraging exploration of authentic locales, the aim is to turn travel into a more personal, enriching adventure rather than a passive sightseeing trip. The strong demand for authenticity in travel experiences is an important validation – it underlines that a platform offering genuine local interactions, like Triphive, addresses a real and growing pain point in the market.

3.2 Complex Travel Logistics

Planning and executing a trip can be astonishingly complex in today's fragmented travel ecosystem. A traveler must navigate a myriad of tasks: securing visas or travel permits, booking flights and accommodations, arranging local transportation, purchasing tickets for attractions, making dining reservations, and more. Each of these tasks often requires using different platforms or services – for example, one might use an embassy or visa service for travel documents, airline and hotel websites (or aggregators) for bookings, public transit apps or car rentals for ground transport, and various blogs or forums for itinerary ideas. The result is a disjointed planning experience that demands significant time and effort. A recent study highlighted that creating the ideal trip itinerary and bookings can take the equivalent of *two full workdays (16+ hours) of research and coordination* for the average traveler. For younger travelers like Gen Z and Millennials, who are adept with technology but also inundated with options, this planning time was found to stretch over 20 hours on average (Priceline, 2024). In a world where information overload is a real concern, travel planning has unfortunately become a source of stress rather than excitement for many.

The complexity of logistics is further exacerbated by the lack of end-to-end solutions. While many travel websites excel at one piece of the puzzle (flight booking, hotel search, etc.), they rarely cover everything a traveler needs in one place. This siloed approach forces individuals to jump between multiple apps and websites, constantly transferring information (dates, confirmation numbers, preferences) from one to another. Not only is this time-consuming, but it also increases the chances of error – a missed connection here, a double-booking there, or simply forgetting to arrange an airport pickup. There's also a steep learning curve involved in visiting a new country: figuring out local public transport systems, understanding SIM card or internet access options, and ensuring personal safety in unfamiliar environments. For less experienced travelers, or those going to destinations where their native language isn't widely spoken, these logistics can be intimidating. It's not uncommon for travelers to feel overwhelmed by the planning stage alone; some even postpone or cancel trips because sorting out the details becomes too cumbersome.

Crucially, this logistical complexity means that travelers may compromise on their itinerary. Instead of crafting a trip that truly matches their interests, they might settle for convenient choices that are easy to

book. For example, a traveler interested in a remote cultural festival may opt out simply because they can't find clear information on how to get there or arrange tickets. In this way, the hassle of logistics directly hampers access to unique experiences. According to a Google travel report, 74% of people re-research a trip after booking – likely adjusting plans as they discover logistics they hadn't considered (Think With Google, 2023). Moreover, in 2023 a notable portion of travelers reported feeling so overwhelmed by trip planning that they were more inclined to enlist travel agents for help (TravelPulse, 2024), despite the additional cost and loss of personal control that entails. This underscores a real need for simplification.

In summary, travel logistics have become a major pain point. The complexity and fragmentation in planning can sap the joy out of travel even before the journey begins. Triphive recognizes this problem and positions its platform as a holistic solution – a place where travelers can handle *all* their travel arrangements seamlessly. By integrating services (from visa assistance to booking local tours) into one platform, Triphive intends to drastically cut down the time and effort required to plan a trip. This not only makes travel more accessible (particularly for those who don't have the luxury of time to plan) but also frees travelers to focus on the fun and inspiration of travel rather than the paperwork. Streamlining travel logistics is about reducing friction: when the burden of coordination is lifted, people can explore more ambitiously and confidently, making the most of their adventures rather than getting lost in the admin work.

3.3 Budget Constraints

Travel can be expensive, and cost is a critical barrier that prevents many individuals – especially students, young professionals, or those with limited incomes – from fully enjoying the experiences they desire. Even as the world becomes more connected and airfare more affordable in some corridors, the price tag of an immersive trip (one that includes cultural tours, unique activities, and comfortable yet local accommodations) often puts it out of reach for budget-conscious travelers. The problem isn't that affordable travel options don't exist; rather, it's that low-cost options tend to come with trade-offs in quality or depth of experience. For example, a backpacker might save money by staying in large hostel dorms and skipping guided activities, but in doing so they might miss out on insightful guided visits or safe access to certain local experiences. On the flip side, curated cultural experiences (like private guided tours, culinary workshops, or homestays) frequently carry a premium price. There is a gap in the market for affordable yet enriching experiences – currently, many feel you have to choose between “cheap and basic” or “rich and costly.”

Young travelers are particularly affected by budget constraints. Surveys of millennial and Gen Z travelers consistently show that while this group is eager to travel and values experiences, they remain very price-sensitive in their planning. In one compilation of travel statistics, 92% of US millennials said that looking for the best deal is important when booking travel (Condor Ferries, n.d.). This price sensitivity influences everything from destination choice (opting for countries with a lower cost of living or traveling in off-season) to accommodation type and activities. Moreover, younger travelers often have to save for long periods or sacrifice other expenditures to afford a trip – 64% of millennials reported cutting back on other personal spending to prioritize travel (Condor Ferries, n.d.). Such compromises indicate that the

desire to travel is strong, but the means are limited. It's a painful reality when someone yearns to explore the world but must constantly count pennies or eliminate experiences from their itinerary due to cost.

Another facet of the budget problem is the difficulty in estimating and controlling trip expenses. With so many components to arrange, travelers on a budget may find it challenging to get an accurate total cost upfront. Unexpected fees (foreign transaction charges, baggage fees, local taxes) and unforeseen expenses on the road (an emergency cab ride, a meal that was pricier than expected) can quickly blow a carefully planned budget. This uncertainty can make budget-minded travelers quite anxious and risk-averse. They might avoid potentially amazing experiences because of fear that "it will end up costing too much." Additionally, solo travelers or small friend groups lack the volume discounts that large tour groups enjoy, meaning they often pay a higher per-person rate for guided tours or excursions. This can discourage them from participating in those activities at all.

The budget constraint problem therefore has a couple of dimensions: overall affordability and value for money. Travelers not only want lower costs, they also want to ensure that every dollar (or euro, etc.) spent yields a worthwhile experience. There's growing demand for solutions that provide cost transparency, competitive pricing, and packages that maximize experience per cost unit. Triphive's approach to this problem is woven into its design: by bundling services and leveraging local providers, the platform can offer experiences at a lower cost than traditional tour operators (who have higher overheads). For example, a local resident offering a neighborhood tour through Triphive might charge far less than a major tour company, yet the traveler might find the experience far more rewarding and intimate. Also, through Triphive's community and reviews, users can identify which experiences are truly worth it, avoiding tourist traps that drain money without delivering value. In essence, Triphive strives to make rich experiences economically accessible. This is about democratizing travel – ensuring that having a modest budget doesn't mean one's travel has to be a shallow photo-op. When budget barriers are lowered, travel becomes more inclusive, and countless young explorers can finally partake in the transformative journeys they dream about without breaking the bank.

3.4 Cultural Disconnect

Travel is inherently about bridging cultures, yet ironically, many travelers experience a significant cultural disconnect when abroad. This problem manifests as a sense of separation or otherness – visitors remain observers from the outside looking in, rather than participants in the local culture. Several factors contribute to cultural disconnect. Language is an obvious one: not speaking the local language beyond a few phrases can limit a traveler's interactions to transactional exchanges (buying tickets, ordering food) instead of meaningful conversations. But the disconnect isn't just linguistic; it's also behavioral and contextual. Every destination has its own customs, social norms, and ways of life. Without guidance or prior knowledge, travelers may stick to what's comfortable and familiar to them, inadvertently insulating themselves from the local culture. They might dine in international chain restaurants because they're unsure how to navigate a night market where nothing is in English, or they might avoid interacting with residents out of fear of offending or misunderstanding. The end result is a trip where one physically occupies foreign spaces but remains mentally within the bubble of one's home culture.

This lack of cultural immersion is a missed opportunity on both sides. Travelers miss the chance to truly broaden their perspectives – one of the greatest gifts of travel – and locals miss the opportunity to share

their heritage and daily life with visitors in a meaningful way. In some cases, cultural disconnect can also breed misperceptions. When tourists and locals don't mix, stereotypes and biases remain unchallenged. Moreover, travelers who are culturally disconnected might inadvertently contribute to tension or disrespect. For example, not knowing local etiquette or religious sensitivities can lead to unintentional offenses (such as dressing inappropriately at a sacred site or misinterpreting body language). These incidents, though usually well-meaning mistakes, reinforce barriers between visitors and hosts. The hospitality of a place can only go so far if visitors don't engage; it becomes a one-sided interaction where locals serve or entertain and tourists consume, with little mutual understanding. As noted by cultural travel researchers, many visitors need a "bridge" to help them move past purely transactional interactions and towards genuine cultural understanding (National Geographic, 2023).

Another indicator of cultural disconnect is how travelers often confine themselves to a pre-defined tourist circuit. They visit monuments and museums that explain a country's history, but they rarely get insight into contemporary life – how people work, socialize, celebrate, and struggle in that society today. Travelers might leave with facts about a place but not insights. Statistics reflect this craving for cultural connection: in one survey, 70% of consumers expressed interest in experiences of cultural immersion, such as taking local tours or classes while traveling (Mountain, 2024). This high level of interest suggests that people want to connect more deeply, but the typical travel experience isn't fulfilling that desire for many. There is often a lack of easy access to authentic cultural activities (beyond those staged for tourists). Independent travelers try to bridge the gap by using resources like meetup apps or staying in homestays, but these options aren't always reliable or available.

In addressing the cultural disconnect, the human element is key. Having a local friend or guide – someone who can explain the "why" behind cultural practices, introduce the traveler to their community, and act as a linguistic/cultural interpreter – can transform a trip. This is exactly the role Triphive envisions for its local guides. By connecting travelers with people who are enthusiastic to share their culture, the platform helps visitors go beyond surface-level observations. Even a simple interaction, like being invited by a local guide to join a family dinner or attend a neighborhood event, can profoundly enrich a traveler's experience and foster cross-cultural understanding. Triphive's community features (such as chat and forums) further allow travelers to ask questions and get insights before and during their trip, reducing the anxiety of the unknown. When travelers feel more culturally fluent, even at a basic level, they engage more and respect more.

Ultimately, solving the cultural disconnect isn't just a nice-to-have; it speaks to the very heart of why many people travel. They seek connection, learning, and personal growth, which only happen when one truly interacts with a different way of life. By empowering travelers to step out of the tourist bubble and facilitating genuine human connections, Triphive aims to turn cultural disconnect into cultural engagement. In doing so, travel becomes not only a journey through distance, but a journey of understanding, breaking down barriers and building empathy in a world that greatly needs it.

4. Our Solution: Triphive

Modern tourism has become highly commercialized and industrialized, often reduced to fast-paced, checklist-style travel. To fill the market gap for truly immersive travel experiences — where travellers can genuinely engage with local culture and daily life — Triphive was born.

Triphive is a digital platform that curates immersive travel experiences by connecting travellers with vetted local guides and service providers. We streamline the entire trip-planning process—from visa applications to accommodation bookings, attraction tickets, and transport arrangements—into a single, user-friendly interface.

4.1 Verified Local Guide Network

Travellers today are increasingly overwhelmed by inauthentic and repetitive experiences. Most conventional tours follow the same predictable routes—visiting overcrowded landmarks and heavily commercialized attractions—offering little to no connection with the destination’s real culture, people, or daily life. As a result, meaningful engagement and cultural discovery are often lost in the rush of surface-level sightseeing.

That’s why we set out to build a bridge between travellers and locals. Locals, as the people who truly understand their city, know where to find the best spots for viewing the Northern Lights, the tastiest hidden taco stands, or the most stunning yet secluded parks. They are the ideal guides—uniquely positioned to offer immersive, meaningful experiences that go far beyond standard tourist itineraries.

Triphive connects immersion-seeking travellers with knowledgeable locals. Travellers can choose guides who best match their style and interests, while locals can share their insights, free time, and even spare rooms—creating a mutually beneficial exchange.

To ensure safety and trust on both sides, Triphive offers a well-established Verified Local Guide Network, allowing users to engage with confidence and peace of mind. To maintain a safe and trustworthy environment, Triphive implements a rigorous and systematized verification process for all local guides. This ensures that travellers are engaging with reliable, qualified individuals who are truly capable of delivering immersive cultural experiences.

Triphive empowers travellers to discover the travel plan that’s truly right for them — tailored to their interests, budget, and style. The following workflow illustrates how this is achieved.

4.1.1 Verification system

The verification process includes the following components:

Identity Verification

All local guides are required to submit valid government-issued identification. A face-matching process is conducted to confirm that the identity documents align with the guide's profile.

Background Screening

Guides must pass a background check to confirm a clean history with no records of misconduct or fraud. This step reinforces user safety and platform accountability.

Local Expertise Evaluation

Prospective guides are assessed on their knowledge of local culture, geography, and unique insights. This may involve written submissions, proposed experience itineraries, or interviews to validate the authenticity and depth of their offerings.

Experience Quality Review

Before being approved, each guide's proposed activities are reviewed by Triphive's internal quality team to ensure that the experiences are immersive, culturally respectful, and aligned with our platform standards.

Ongoing Performance Monitoring

Once active, all guides are subject to continuous review based on traveller ratings, user feedback, and activity performance. Guides who fail to meet quality expectations or violate community guidelines are subject to suspension or removal.

Trust Signals and Badges

Verified guides are marked with a visible badge on their profiles. Additional recognition may be granted through performance-based achievements, such as consistently high ratings or strong user engagement.

Verified Guide

-  **Identity verified**
-  **Email verified**
-  **Phone verified**

Through this structured verification process, Triphive fosters a reliable and secure environment for cultural exchange, enabling travellers to confidently engage with local guides and participate in enriching, meaningful experiences.

4.1.2 Advanced Guide Search

Triphive's advanced guide search feature allows travellers to easily filter through a diverse pool of local guides based on location, price range, language, and experience type. Whether someone is looking for a food tour in Stockholm, a design walk in Copenhagen, or a nature guide in the Norwegian countryside, the platform enables precise targeting through intuitive filters.

This functionality significantly enhances the user experience by reducing time spent browsing irrelevant results and increasing the chances of finding a guide who perfectly matches the traveller's needs, preferences, and language. From culture lovers to outdoor adventurers, travellers can find guides who specialize in what matters to them most—ensuring both compatibility and authenticity.

4.1.3 Detailed Guide Profile and Plan

Once the initial filtering is done, travellers can browse through comprehensive guide profiles to evaluate their options. Each profile includes key details such as expertise, language capabilities, availability, tour types, and verified reviews from previous travellers.

This level of transparency allows users to make more informed choices—travelers can assess not only price and experience, but also the guide's personality, style, and cultural background. By reading real feedback and previewing bios, users gain confidence in selecting a guide that aligns with their specific interests, whether they value historical depth, culinary knowledge, or friendly communication.

These detailed profiles help turn the booking decision from a gamble into a well-informed, trust-based match.

The screenshot displays a user profile for 'Anders Svensson' on the Triphive platform. At the top, there's a circular profile picture of a man with curly hair and glasses, wearing a blue patterned shirt. To the right of the picture, his name 'Anders Svensson' is displayed, along with his location 'Stockholm, Sweden', a rating of '4.9 (87 reviews)', and the fact that he's been a guide since 2019. Below this are three buttons: 'Save', 'Share', 'Message', and a black 'Book Experience' button. Underneath the profile, there are three tabs: 'About', 'Experiences', and 'Reviews'. The 'About' tab is currently selected, showing a portrait of Anders and a brief bio: 'Born and raised in Stockholm, I've spent my life exploring every corner of this beautiful city. After working in hospitality for 8 years, I decided to follow my passion for sharing Swedish culture with visitors from around the world.' It also mentions his specialization in food tours, cultural experiences, and helping travelers discover hidden gems of Stockholm. The 'Experiences' tab shows a thumbnail of another guide, and the 'Reviews' tab shows a few star ratings. On the right side of the screen, there's a 'Book an Experience' sidebar. It starts with a 'Select Experience' dropdown set to 'Stockholm Food & Culture Tour'. Below it are fields for 'Date' (set to '2025/04/05'), 'Time' (set to '9:00 AM'), and 'Number of Guests' (set to '1 person'). To the right of these fields are the prices: 'Price per person' (€85), 'Service fee' (€17), and 'Total' (€102). At the bottom of the sidebar is a large 'Book Now' button with an orange outline, and to its right is a small orange circle containing a white speech bubble icon.

4.1.4 Communicate Directly with Your Guide

After identifying a guide of interest, travellers can chat directly with them through the Triphive platform. This feature allows users to ask questions, customize details, clarify expectations, and even preview a proposed itinerary before committing.

Whether it's confirming activity schedules, dietary preferences, or asking for local recommendations, this step builds mutual trust and transparency. More importantly, it helps travellers receive personalized, insider-level suggestions from locals who know the area best—making the trip feel more tailored, authentic, and informed before they even arrive.

This two-way communication is key to transforming a booking into a meaningful experience.

Chat with Local Guide



Hello I'm Anders,

Here is my trip plan:

Stay: Stay in a cozy Norwegian cabin

Activities: Chase the Northern Lights under the Arctic sky; visit Tromsø for a thrilling husky or reindeer sledding experience...

Food: Savor Norwegian specialties like grilled cod, traditional stockfish...

4.2 Integrated Travel Services (Visa, Accommodation, Transport)

Visa applications, hotel bookings, and other travel preparations are often major sources of stress for travellers.

In our research, we found that most travellers consider pre-trip planning to be one of the most struggling and time-consuming aspects of travel. That's why our platform is designed to lighten the burden by offering a comprehensive one-stop solution that simplifies the entire process.

On Triphive, users only need to focus on three things: their budget, destination, and interests. Our intelligent search system helps match them with the most suitable travel plans — all of which are fully bundled, including visa support, accommodation, meals, and other expenses. This means no hidden costs, no unexpected charges — just a transparent, all-in-one experience.

In addition, the platform offers dedicated 1-on-1 visa assistance, with professional support staff guiding users through the visa process efficiently and smoothly. It's a solution that saves time, effort, and money — letting travellers enjoy the journey, not stress over the paperwork.

The image shows two side-by-side screenshots of a travel-related service interface. The left screenshot is titled 'Visa Customer Service' and features a large yellow button at the bottom with the placeholder text 'Ask me anything about visa services...'. Above this button is a text input field with a yellow arrow icon. The right screenshot is titled 'Visa Assistance Application' and contains a form with fields for Full Name, Passport Number, Nationality, Destination Country, Travel Dates, and Contact Email. It also includes a 'Back' button.

4.3 BuilderBudget-Friendly Travel Bundles

Triphive offers cost-effective, all-inclusive travel bundles tailored for young travellers, students, and budget-conscious users. By directly connecting travellers with local guides, we eliminate intermediary costs and create a more efficient, community-driven travel model.

Local guides are not just tour leaders — they are also hosts. Many of them provide accommodation in their own homes and prepare local meals themselves, significantly reducing the cost of lodging and dining. This approach not only lowers expenses but also enriches the experience by embedding travellers in everyday local life.

Each bundle includes visa assistance, housing, meals, local tours, and on-ground support, all transparently priced, with no hidden fees. Compared to traditional agencies or commercial platforms, Triphive offers a more authentic, more affordable alternative, without compromising on quality or comfort.

By building a peer-to-peer ecosystem, we make immersive travel financially accessible — not just for the wealthy, but for anyone seeking meaningful experiences.

4.4 AI-Powered Itinerary

One of Triphive's most innovative features is our AI-Powered Itinerary Builder, designed to transform the way travellers plan their journeys. While many platforms offer generic recommendation engines, Triphive's AI Travel Assistant sets itself apart by deeply understanding local travel contexts, delivering suggestions that are not only relevant but also culturally and geographically precise.

4.4.1 Local Expert

A key highlight is our AI Travel Assistant, which outperforms other AI tools by focusing on local travel contexts. Travellers can interact with the assistant in natural language, asking questions such as "What

local food should I try in Tromsø?" or "Are there any cultural events happening this weekend in Reykjavík?" The AI responds instantly with tailored recommendations, drawing on a database of local experiences curated by both locals and past travellers. This ensures that the guidance provided is not only intelligent, but also grounded in authentic local insights.

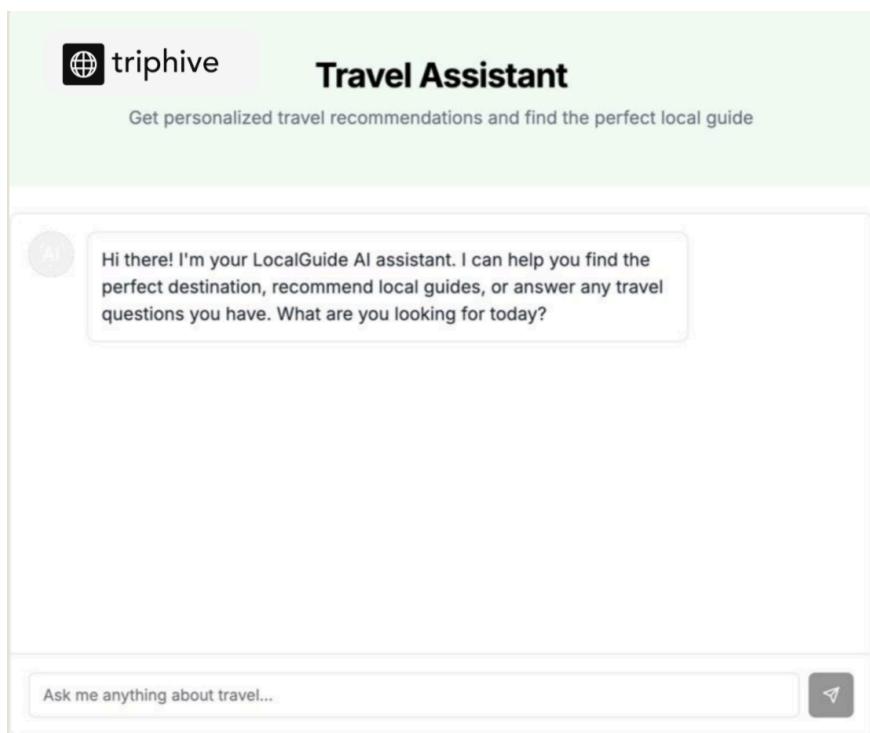
4.4.2 Cultural Ambassador

Beyond planning, the assistant also functions as a real-time translator, bridging communication gaps between travellers and local hosts. Whether it's asking for directions, discussing dietary needs, or understanding cultural etiquette, the AI facilitates smooth cross-cultural interactions.

4.4.3 Personalized Suggestion

What makes this feature even more powerful is its personalization engine. By learning from a user's preferences, past choices, and travel style, the AI continuously refines its recommendations — making each trip more aligned with the traveller's individual interests.

Ultimately, the AI-Powered Itinerary Builder saves time, reduces decision fatigue, and enhances cultural immersion. It empowers users to confidently explore new destinations with a virtual companion that not only understands where they're going — but who they are.



4.5 Community-Driven Recommendations & Reviews

At the heart of Triphive lies a vibrant User-Generated Content (UGC) platform that empowers travellers to become not just passive consumers of pre-packaged itineraries, but active contributors and co-creators of the travel experience itself.

4.5.1 Traveller Community

Through this feature, users can freely share insights, hidden spots, travel tips, cultural reflections, and personal stories, creating a dynamic and ever-growing pool of grassroots knowledge. These authentic voices help future travellers make better-informed decisions, avoid tourist traps, and discover experiences that align with their own interests and values.

The platform also fosters a sense of community. Travellers can interact through comments, feedback, and appreciation, transforming Triphive into a collaborative travel ecosystem, rather than just a planning tool. This not only increases engagement but also builds trust—users are more likely to follow the advice of fellow travellers than faceless advertisements.

What Travelers Say

Hear from travelers who have experienced our local guides



Sarah Davis
London, UK

★★★★★



"Anders showed us parts of Stockholm we would have never found on our own. His knowledge of the city's history and culture made our trip unforgettable."



Michael Brown
Toronto, Canada

★★★★★



"Helena's tour of Copenhagen was the highlight of our trip. She took us to charming cafés and design studios that weren't in any guidebook. A truly authentic experience!"



Emma Wilson
Sydney, Australia

★★★★★



"Jan made our Oslo trip amazing! His canal tour was incredible, and he showed us the best spots to enjoy the local culture. Can't recommend him enough!"

4.5.2 Local maps by locals or guides

A standout feature is the Local Map, co-created by locals and verified guides. Unlike traditional guidebooks or static lists, this map is dynamic, personal, and full of lived experience. Whether it's a quiet rooftop café, a late-night street food stall, or a local music event that only insiders know, the map gives users the freedom to explore independently, with confidence and cultural depth.



Together, the UGC system and Local Map embody Triphive's mission: to democratize immersive travel through community wisdom and real-world connection. It turns every traveller into a storyteller—and every story into a guidepost for the next adventure.

4.6 Immersive Travel through AR/VR Technology (future plan)

As Triphive continues to evolve, we aim to redefine the travel experience by integrating Augmented Reality and Virtual Reality technologies. These tools allow us to expand the dimensions of exploration—making it possible for travellers to cross not just borders, but seasons, eras, and physical limitations.



4.6.1. Cross-Seasonal Travel

One of the most compelling use cases is the ability to transcend seasonal constraints. For example, a traveller visiting the Nordic region during the summer may miss iconic winter experiences such as Christmas markets, snowy landscapes, and festive celebrations. With AR/VR, they can be transported into a richly detailed simulation of the Christmas season—complete with twinkling lights, carols, snowfall, local foods, and cultural rituals. This extends the emotional and cultural value of the trip far beyond its calendar date.

4.6.2. Time Travel: Exploring the Past

Travellers are often curious about the historical and cultural context of the places they visit. Through immersive VR environments, users can explore what a street or town looked like decades—or even centuries—ago. They may witness a historic festival, observe traditional clothing and customs, or walk through past versions of iconic sites. This time-travel perspective deepens cultural understanding and transforms passive sightseeing into a layered, narrative-driven experience.

4.6.3. Virtual Social Exploration

Beyond individual experiences, Triphive envisions shared VR spaces where travellers and local guides can meet, interact, and explore destinations together in real time. These virtual environments allow for guided storytelling, social interaction, and even collaborative activities—such as cooking classes, language exchanges, or interactive museum tours. This opens up immersive travel not only to those who are physically present, but also to those who may be constrained by time, budget, or accessibility.

By combining these three capabilities, AR and VR allow Triphive to deliver a new paradigm of travel—one where immersion is not limited by geography, season, or time. Instead, culture becomes a fully accessible, interactive experience, designed to engage the senses and the imagination.

5. Market Opportunity

5.1 Post-Pandemic Travel Boom

The global tourism industry has entered a period of dynamic transformation. The COVID-19 pandemic, while devastating, served as a reset point for travel habits, preferences, and expectations. Since 2022, tourism has not merely bounced back; it has shifted direction. The emerging traveler is more experience-driven, digitally savvy, and socially conscious, placing new demands on the ecosystem of travel planning platforms, guides, and service providers.

This moment of change represents a strategic inflection point. Triphive is positioned to capture value in this evolving market by serving an underserved niche: young Chinese travelers aged 18–30 seeking immersive travel experiences in the Nordic region. These users are increasingly dissatisfied with traditional travel packages, yet underserved by mainstream online travel agencies (OTAs), which typically

focus on flight and hotel bookings. They want platforms that combine flexibility, local expertise, affordability, and digital integration, all of which is precisely what Triphive offers.

- To understand this opportunity more comprehensively, we explore:
- The global post-pandemic tourism rebound
- The structural rise of experience-driven travel
- Evolving consumer behavior among Chinese Gen Z and millennials
- The growing appeal of the Nordic region as a destination

5.1.1 A Global Rebound

In 2019, international tourism reached an all-time high with over 1.5 billion global tourist arrivals, generating \$1.9 trillion USD in direct tourism exports (UNWTO, 2020). However, 2020 witnessed a staggering 65% drop in international travel, marking the steepest decline in tourism history. Despite fears of a long-term contraction, demand rebounded faster than expected due to vaccination rollouts, improved health protocols, and “revenge travel” trends.

By 2023:

- 1.3 billion international tourist arrivals were recorded, up 33% from 2022 (UNWTO, 2023).
- Global tourism revenue recovered to 94.8% of 2019 levels (WTTC, 2023).
- In 2024, arrivals exceeded pre-pandemic levels, reaching 1.6 billion, with global tourism contributing \$11.1 trillion USD to world GDP, 10% of the global total (WTTC, 2024).

This data signals a complete recovery and reacceleration of the travel economy. As travelers return, their expectations have evolved—driven by changes in work culture (remote work flexibility), health consciousness, and a stronger emphasis on personal growth through travel.

5.1.2 The Rise of the Young Chinese Traveler

China is a critical engine of this recovery. In 2019, China was the world’s top outbound market, contributing \$255 billion USD in travel expenditure (UNWTO, 2020). Although the country imposed some of the strictest outbound travel restrictions during the pandemic, it began reopening in stages from 2023. By 2024, Chinese outbound travel was nearing full rebound, with outbound tourist flows projected to reach 120 million+ travelers annually by 2025 (China Tourism Academy, 2023).

- Among these, the 18–30 age group is particularly dynamic:
- They account for 35–40% of all outbound Chinese travelers (McKinsey, 2023).

- Over 78% prefer to book travel independently, often using mobile platforms (Dragon Trail, 2023).
- Their top motivations include “authenticity,” “personal growth,” “nature & sustainability,” and “digital documentation/sharing” (Xiaohongshu Travel Insights, 2024).

This demographic sees travel not just as leisure, but as a life-enriching experience, tightly integrated with identity-building, social storytelling, and lifestyle branding.

5.1.3 Nordic Europe: A Rising Destination

While traditional European destinations such as France and Italy remain popular, the Nordic region is seeing an unprecedented rise in popularity among young Chinese tourists. This can be attributed to:

- Safety & Cleanliness: Nordic countries consistently rank among the world’s safest and cleanest destinations (Global Peace Index, 2023).
- Nature & Design: The region offers aurora borealis, fjords, hiking trails, as well as design-centric cities like Copenhagen and Helsinki.
- Cultural Depth: High interest in Nordic mythology, museums, and slow living practices appeals to culture-oriented travelers.

Search data from Chinese OTAs (e.g., Fliggy and Mafengwo) shows a 62% YoY increase in Nordic destination interest between 2023 and 2024 (Mafengwo Nordic Report, 2024). Additionally, the introduction of direct flights from Beijing and Shanghai to Copenhagen, Helsinki, and Oslo in 2023–2024 has significantly increased accessibility.

5.2 Growth of Experience-Driven Tourism

5.2.1 Redefining the “Why” of Travel

The post-pandemic traveler seeks more than just a change of scenery—they seek purposeful, personalized, and participatory experiences. According to Skift (2024), 84% of global travelers say they prefer “activities that help them feel like a local,” and 76% say they are more likely to book “a unique or offbeat tour” than a mass-market package.

This desire is especially pronounced in the Chinese youth segment, where experience curation has become a social asset. Travelers do not simply want to see the Northern Lights—they want to capture, share, and contextualize that experience with story and authenticity.

5.2.2 Social Media’s Role in Fueling Demand

Apps like Xiaohongshu, Douyin, and WeChat Channels are central to how young Chinese plan and review travel. These platforms feature:

- Itineraries and experiences broken down by user-generated content.
- Short-form videos titled “72 hours in Iceland” or “How I found this hidden sauna in Norway.”
- Verified reviews and micro-influencer storytelling that prioritize experience over destination.

More than 65% of young travelers now base their trip planning decisions on what they see on social media rather than through agencies or TripAdvisor-like platforms (DataEye Social Travel Report, 2024).

Triphive aligns with this by:

- Offering socially optimized itineraries
- Integrating peer reviews and host ratings
- Enabling travelers to share their trips directly via Xiaohongshu templates and WeChat Moments integration

5.2.3 Segment Evolution: From “Tourist” to “Cultural Explorer”

Old travel models treat the customer as a consumer of destinations. New travel models, including Triphive, treat the traveler as a collaborator in local culture. This philosophy translates into:

- Experiential packages: e.g., reindeer sledding with Sámi hosts, or ceramic workshops in Bergen.
- City Walks: themed walking tours guided by locals or university students, blending historical knowledge with contemporary storytelling.
- Participatory food culture: visiting local farms, preparing Nordic meals, or learning fishing techniques in Icelandic villages.

By positioning itself as the platform that connects young Chinese explorers with authentic Nordic hosts, Triphive builds its brand around transformation, not transaction.

5.2.4 A Maturing Experience Economy

According to McKinsey (2023), experience-based travel accounts for 30–35% of global tourism spend, with a compound annual growth rate (CAGR) of 8.2%—double that of flight and hotel bookings. This experience economy is being driven by:

- Higher perceived value of memories vs. material goods among Gen Z.
- Growth of experience gifting (e.g., young travelers booking “bucket list” experiences for parents).
- Expansion of community-driven platforms that verify host authenticity.

Triphive is tailored for this emerging economy. Unlike OTAs that “add on” experiences as extras, Triphive puts them at the core of the user journey, matching travelers with experiences first, then allowing for bookings and personalization.

5.2.5 The Nordic Fit

The Nordic region, with its blend of modernity and tradition, minimalism and mythology, provides fertile ground for experience-driven travel. Tourism boards in Iceland, Norway, and Finland have actively promoted “slow travel,” emphasizing seasonal activities, cultural immersion, and ethical practices.

Popular experience categories include:

- Winter Adventures: Northern Lights hunting, dog sledding, ice cave exploration
- Cultural Crafts: Scandinavian design studios, textile workshops, artisan bread making
- Mindful Travel: forest bathing, glamping, meditation retreats, fjord kayaking

These activities lend themselves well to multi-day, thematic itineraries—exactly what Triphive specializes in building and recommending through its itinerary engine.

6. Market Sizing

6.1 Total Addressable Market (TAM)

Definition: The total global spending by all Chinese outbound travelers, regardless of destination or age segment, with Triphive’s initial beach-head in the Chinese-Nordic corridor.

6.1.1 Market Scope and Recovery

According to the United Nations World Tourism Organization (UNWTO, 2020), Chinese outbound travelers spent approximately \$255 billion USD in 2019—the highest global total for a single country. Despite the steep fall in 2020 due to COVID-19, the Chinese outbound tourism market is experiencing a significant post-pandemic recovery. The China Tourism Academy (2024) projects that outbound travel spending will rebound to \$250–\$260 billion USD by 2025, fueled by the following drivers:

- Pent-up demand due to prolonged travel bans.
- Improved bilateral relations and visa policies with European countries.
- Direct flight restoration from major cities (Shanghai, Beijing, Shenzhen) to Scandinavian hubs (Copenhagen, Oslo, Helsinki).
- The emergence of Gen Z and younger millennials with stronger purchasing power and increased interest in experiential travel.

This recovery is also aided by a shift in mindset. Post-pandemic Chinese travelers, particularly those under 30, are increasingly prioritizing long-haul, culture-rich, and sustainable travel—preferences that align well with Nordic Europe.

6.1.2 Sub-Segment: Young Adult Travelers

McKinsey (2023) and Mafengwo Research (2024) report that travelers aged 18–30 make up 35–40% of total outbound Chinese travel, and that they:

- Are the most active users of social media-based trip planning.
- Spend significantly on cultural experiences and boutique activities, rather than luxury hotels or group tours.
- Prefer independent travel, making them more open to third-party itinerary platforms.

Based on this data:

- TAM (General): \$250–\$260 billion
- TAM (18–30 age subsegment): ~\$90–\$104 billion (35–40% of TAM)

This group represents the largest active cohort of digitally-native, self-guided travelers in China and forms the core of Triphive's user base.

6.2 Serviceable Available Market (SAM)

Definition: The subset of the Total Addressable Market (TAM) that Triphive can realistically serve in the near term — specifically, Chinese travelers aged 18–30 visiting the Nordic region (Denmark, Norway, Sweden, Finland, Iceland).

6.2.1 Nordic Region Travel Metrics

The Nordic region has become increasingly popular among young Chinese travelers due to:

- Seasonal variety: e.g. Northern Lights in winter, midnight sun in summer.
- Pop culture influence: Icelandic landscapes in Game of Thrones, Norway's Skam, and Scandinavian minimalism in lifestyle media.
- Perception of safety, sustainability, and “exotic Europe”: a major draw for first-time or solo travelers.

According to VisitNorway, VisitSweden, and the Nordic Tourism Statistics Database (2019), the number of annual Chinese visitors across the five Nordic countries pre-pandemic exceeded 1.15 million. Their average trip spend ranged from \$1,600 to \$2,500, depending on duration and activity intensity.

Pre-pandemic annual spend = 1.15 million × \$2,000 average = \$2.3 billion

6.2.2 Post-COVID Projections and Recovery Trends

As of 2023–2024, the region has made strong strides in reopening to Chinese tourists:

- Iceland, Finland, and Norway have resumed visa-on-arrival or fast-track visa policies for Chinese travelers.
- Direct flights from Shanghai and Beijing to Helsinki, Oslo, and Reykjavik are back in operation. Nordic tourism boards are actively promoting regional destinations on Chinese platforms such as Xiaohongshu, WeChat, and Fliggy.

By 2025, Chinese arrivals to the Nordics are projected to reach 1.2–1.4 million annually, with average per capita spend increasing slightly due to rising inflation and interest in niche experiences.

Projected annual Chinese spend in Nordics = \$2.2 billion – \$3 billion

6.2.3 Youth Segment Proportion

Young adults (18–30 years old) constitute:

- ~40% of outbound Chinese travelers overall (McKinsey, 2023; Dragon Trail, 2024)
- Up to 50% of independent experience-based bookings (Fliggy and Mafengwo usage stats, 2024)

Applying this filter:

$$\$2.2B \times 40\% = \$880 \text{ million}$$

$$\$3B \times 40\% = \$1.2 \text{ billion}$$

SAM (Serviceable Available Market):

\$880 million – \$1.2 billion (Annual spend by Chinese youth travelers to Nordic countries)

6.3 Serviceable Obtainable Market (SOM)

Definition: The realistic portion of the SAM that Triphive can capture in the next 3–5 years, considering operational capabilities, user acquisition rate, platform growth, and market competition.

6.3.1 Assumptions for Market Capture

Industry benchmarks show that early-stage travel platforms typically capture:

- 0.5–1.5% market share in the first 18–24 months
- 3–5% by year 5, with scale, brand trust, and repeat user loops

Key enablers for Triphive:

- Localized UX: Few Western platforms integrate with Chinese mobile payment systems (WeChat Pay, Alipay) and native language support.
- Community integration: Seamless sharing of experiences and reviews via Xiaohongshu and WeChat Moments increases organic growth.
- First-mover advantage: Triphive is among the only platforms focused exclusively on experiential Nordic travel for Chinese Gen Z.

6.3.2 SOM Scenarios Based on Market Penetration

SOM Penetration	% of SAM	Gross Booking Volume	Revenue @ 15% Commission
Conservative	1%	\$8.8M – \$12M	\$1.32M – \$1.8M
Mid-range	3%	\$26.4M – \$36M	\$3.96M – \$5.4M
Aggressive	5%	\$44M – \$60M	\$6.6M – \$9M

Assumes average user spend between \$1,800–\$2,200 per trip; Triphive earns ~15% commission per completed transaction.

6.3.3 Strategic Growth Factors

Factor	Relevance
High mobile penetration	Young travelers book and browse entirely through mobile; Triphive is optimized for WeChat and mobile mini-programs.

Under-served segment	Most OTA platforms (Trip.com, Expedia) focus on flights/hotels—not curated cultural or immersive experiences.
Digital trust via community	Embedded user reviews and Xiaohongshu-style trip diaries create a flywheel effect of trust and virality.
Curated Nordic supply	Focus on less-commercial, high-quality, local partnerships that resonate with Chinese Gen Z travelers.

Final SOM Estimate:

\$8.8–\$60 million/year in gross bookings (1–5% of SAM)

Revenue to Triphive: \$1.3–9 million/year based on commission model

Recap Table: Refined Market Sizing

Market Tier	Definition	Value Estimate (USD)
TAM	All Chinese outbound travel spend	\$250–260 billion
SAM	Chinese youth (18–30) traveling to Nordic countries	\$880 million – \$1.2 billion
SOM	Realistic Triphive capture in 3–5 years	\$8.8 million – \$60 million gross bookings

7. Market Segmentation

In order to deliver a tailored, high-conversion travel product, Triphive relies on **precise segmentation of its user base**. This section outlines how Triphive categorizes its potential customers using three

dimensions—**demographic, psychographic, and behavioral**—and links these segments directly to product decisions, platform features, and go-to-market strategies.

Unlike mass-market platforms, Triphive's strategic focus lies in addressing the **intersectional needs of young Chinese travelers** who:

- Prefer self-guided, immersive experiences.
- Are digitally native and mobile-first.
- Actively engage with social media during all phases of travel (discovery, planning, sharing).
- Seek authenticity, flexibility, and community validation in their travel choices.

7.1 Demographic Segmentation

Demographics offer a foundational understanding of who Triphive users are. This informs pricing tiers, platform accessibility, language preferences, and host/traveler matching logic.

Attribute	Target Profile
Age	18–30 years old (Gen Z and younger Millennials)
Nationality	Chinese nationals from Mainland China
Location	Tier 1 & Tier 2 cities (e.g., Beijing, Shanghai, Chengdu, Hangzhou)
Income	Monthly disposable income: RMB 5,000–15,000 (~US\$700–2,000)
Occupation	University students, entry-level professionals, freelancers, early-career entrepreneurs

Education	Undergraduate degree or higher
Language	Primary: Simplified Chinese
Tech adoption	High mobile and digital payment usage (WeChat Pay, Alipay, UnionPay)

7.1.1 Implications for Platform Design

- Pricing strategy: Bundles need to feel affordable but high-value. Triphive emphasizes “luxury-lite” packaging—mid-tier pricing with premium-feeling experiences.
- Language and UI: The entire user flow is built in Simplified Chinese, with Chinese social media integrations and UX norms (e.g., scrollable trip feeds, emoji reactions, Q&A community threads).
- Payment infrastructure: Integrated with Alipay and WeChat Pay at checkout; optional RMB-to-SEK/ISK/EUR conversion displays for Nordic travel confidence.

7.1.2 Target Persona Breakdown (Demographic Focus)

Persona	Description
The Weekend Wanderer	A 24-year-old product designer from Hangzhou who plans spontaneous 3-day getaways and values efficiency. Uses Xiaohongshu to plan trips and seeks city-based cultural and coffee itineraries.
The Digital Nomad	A 28-year-old freelance copywriter from Shanghai, currently living between China and Europe. Looks for creative inspiration, small-group workshops, and “live like a local” homestay experiences.

The Student Explorer	A 22-year-old university student in Beijing who travels with friends post-finals. Looks for package deals, Instagrammable places, and meaningful stories to share online. Budget-sensitive but values curation.
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These profiles guide UI development, campaign messaging, and host pairing strategies.

7.2 Psychographic Segmentation

Psychographics help us understand why users travel and how they make decisions—touching on their values, lifestyle preferences, and emotional motivators. Triphive's psychographic model is informed by:

- User interviews across five Chinese universities and Gen Z travel forums.
- Content engagement on Xiaohongshu, Douyin, and Mafengwo.
- McKinsey and Dragon Trail traveler persona research (2023–2024).

Value/Attitude	Manifestation in User Behavior
Self-discovery	Prefers travel that includes challenges or cultural contrasts. Willing to hike a mountain or cook with strangers.
Status signaling	Experiences must be visually impressive and story-worthy. Will post short videos and guides on Xiaohongshu.
Personalization	Rejects rigid group tours. Wants to customize their own experience based on mood, weather, or reviews.

Cultural curiosity	Prefers unique museums, city walks, and local festivals to landmark checklists.
Minimalism & slow travel	Attracted to wellness retreats, forest getaways, meditation spaces, or sustainable travel options.

7.2.1 Psychographic Personas

Traveler Type	Traits
The Curator	Builds Pinterest-style mood boards before travel. Loves local crafts, museums, and Nordic interior design.
The Solo Seeker	Avoids crowds. Values introspective trips: glamping in Iceland, reading at a lake house, Nordic spas.
The Culture Connoisseur	Prioritizes meaningful interaction—lives with local host families, joins folk art festivals, visits community-run cafes.

Triphive supports these needs by:

- Providing personalized itinerary generators based on interest tags (e.g., nature, design, food, folklore).
- Showcasing hosted experiences with emotional storytelling, not just logistics.
- Tagging activities by mood or travel archetype (“calm,” “inspired,” “curious”).

7.3 Behavioral Segmentation

Behavioral data allows us to map how and when users interact with travel platforms, enabling funnel optimization, lifecycle marketing, and community design.

7.3.1 Key Behavioral Characteristics

Behavior Type	Observed Pattern
Platform Discovery	71% find new travel platforms via Xiaohongshu or TikTok first (DataEye, 2024). Peer reviews and influencer KOLs heavily influence trial.
Trip Research	Trip research typically starts 4–6 weeks before departure. Group chats and bookmarks help refine shortlists.
Booking Behavior	Prefers booking via mobile app. 2–3 experiences are typically locked in before departure; the rest remain flexible.
Spending Behavior	Willing to spend 15–25% more on a trip if they believe the experience is “exclusive,” “authentic,” or “story-worthy.”
Reviewing Behavior	Post-trip sharing includes short videos, reviews, and tips, often through Xiaohongshu, Bilibili, or WeChat Moments.

7.3.2 Lifecycle Positioning

Stage	Triphive Feature

Discovery	Targeted content on Xiaohongshu with “city walk maps,” “3-day plans,” “local chef collabs”
Planning	Interactive itinerary tool with peer itineraries and mood-based filters
Booking	One-click bundles with flexible booking/rescheduling
Sharing	Embedded review prompts with stylized content templates
Loyalty	Points/rewards system for returning travelers and hosts

7.3.3 Data-Driven Travel Types

Type	Behaviors
Planners	Downloads 3–5 itineraries, customizes each day’s activities, cross-checks reviews.
Jumpers	Booked on impulse after a Xiaohongshu post went viral. Often books 2–3 days before flying.
Group Coordinators	Creates group chat trip plans, books on behalf of friends, seeks good “value for group” deals.

Quiet Observers	Lurks in reviews, bookmarks options, travels solo or with minimal itinerary—relies on Triphive for in-destination decisions.
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Summary Table: Segment Alignment with Triphive's Offerings

Segment Dimension	Relevance to Triphive
Demographic	High Chinese mobile user base; middle-class disposable income; familiarity with digital tools.
Psychographic	Alignment with Triphive's experiential curation, mood-based itinerary builder, and community Q&A system.
Behavioral	Supports flexible booking, high social media integration, and user-generated content incentives.

8. Competition

The travel tech ecosystem is populated by a diverse range of players, each addressing different components of the user journey, such as booking, planning, or inspiration. However, none offer an all-in-one platform tailored specifically to Chinese youth seeking experiential travel in culturally rich, less-commercial destinations like the Nordics. This gap provides Triphive with an opportunity to differentiate and dominate a high-growth niche.

This section outlines:

- The competitive landscape
- Detailed analysis of key players
- A SWOT analysis of Triphive
- Strategic insights into Triphive's defensibility

8.1 Market Landscape Overview

Categorization of Competitors:

Type	Examples	Strengths	Weaknesses
Online Travel Agencies (OTAs)	Trip.com, Expedia, Booking.com	Strong backend infrastructure, large inventory	Lack curation, poor UX for experiences
Experience Platforms	Klook, Airbnb Experiences	Niche activity focus, mobile-first	Often fragmented, inconsistent localization
Planning Tools	Wanderlog, Pebblar, TripIt	Collaborative planning, map-based UIs	Poor China market penetration, subscription walls
Social Discovery	Xiaohongshu, Douyin	High engagement, peer-driven inspiration	Not built for booking or itinerary logistics

Triphive sits at the intersection of these four domains, combining discovery, itinerary design, booking, and social trust within a culturally localized interface.

8.2 Detailed Competitor Analysis

Klook

- Founded: 2014 (Hong Kong)
- Focus: Attractions, day tours, SIM cards, transport
- Strengths:
 - High-quality app UX; wide language support

- Strong APAC partnerships (e.g., Japan, Thailand)
- Weaknesses:
 - Prioritizes mainstream destinations and activities
 - Lacks emphasis on curation or itinerary planning
 - Thin in Europe/Nordics outside of capital cities

Key Difference: Triphive curates small-scale, local-led experiences (e.g., Sami storytelling circle or ceramic-making class in Aarhus), not theme park tickets.

Airbnb Experiences

- Founded: 2016 (sub-platform)
- Focus: Localized cultural activities and workshops hosted by individuals
- Strengths:
 - Brand trust; strong presence in global capitals
 - Authentic-feeling experiences in major cities
- Weaknesses:
 - Experience quality varies greatly
 - Platform not optimized for Chinese travelers (limited Alipay/WeChat Pay)
 - Weak reach into smaller Nordic towns and rural areas

Key Difference: Triphive offers a curated experience layer + itinerary integration. Airbnb does not provide journey customization or content-driven trip planning.

Trip.com (Ctrip)

- Founded: 1999 (Shanghai)
- Focus: Flights, trains, hotels, basic activities

- Strengths:
 - Full Chinese language support, payment gateways
 - Loyalty program and mass brand recognition
- Weaknesses:
 - UX optimized for transactional bookings
 - Lacks immersive experience offerings or community tools

Key Difference: Triphive emphasizes emotional connection to place through cultural storytelling, not just logistics and pricing filters.

Wanderlog

- Founded: 2020 (U.S.)
- Focus: Collaborative map-based trip planning
- Strengths:
 - Clean UI; integrates with Gmail for auto-import
 - Offers expense tracking and checklist features
- Weaknesses:
 - Paywall for premium features
 - Weak localization for China (no Simplified Chinese UI, blocked in some networks)

Key Difference: Triphive blends itinerary creation with bookable, verified local experiences, built natively for Chinese users.

Pebblar

- Founded: 2018 (Australia)
- Focus: Visual map-based planning with group collaboration

- Strengths:
 - Strong for teams or friend groups
 - Attractive UI for building day-by-day plans

- Weaknesses:
 - No host marketplace or booking layer
 - Subscription pricing (US\$10/month) creates friction
 - Manual data entry for all locations/activities

Key Difference: Triphive users browse curated experiences and let AI recommend a baseline itinerary—no manual planning required unless desired.

8.3 SWOT Analysis of Triphive

Category	Description
Strengths	<ul style="list-style-type: none"> - Tailored for young Chinese users - Mobile-native UX with Chinese UI - Unique positioning in Nordic immersion - Combines discovery + itinerary + booking
Weaknesses	<ul style="list-style-type: none"> - Limited brand awareness initially - High cost of supply-side verification - Seasonal travel fluctuation in Nordics
Opportunities	<ul style="list-style-type: none"> - Gen Z demand for curated experiences - Rapid digital payment adoption abroad - Gaps in local storytelling among major OTAs
Threats	<ul style="list-style-type: none"> - Competition from fast-moving local startups - Macroeconomic downturns - Tightening visa restrictions between China and Schengen

8.4 Competitive Positioning Matrix

Feature / Platform	Triphive	Klook	Airbnb Experiences	Trip.com	Wanderlog
Local Experience Curation	✓✓✓	✓	✓✓	✗	✗
Chinese Language Support	✓✓✓	✓✓	✗	✓✓✓	✗
Booking + Planning Combo	✓✓✓	✓	✗	✗	✓
Social Integration (Xiaohongshu/WeChat)	✓✓✓	✗	✗	✓	✗
AI-Powered Recommendations	✓✓	✗	✗	✗	✗
Commission-Based Revenue	✓	✓	✓	✓	✗ (freemium)

Legend:

- **✓✓✓** = Core product focus
- **✓✓** = Available, but limited
- **✓** = Basic
- **✗** = Not supported

8.5 Strategic Defensibility

Triphive's defensibility stems from its tight integration of four capabilities, which none of its competitors offer together:

1. Cultural Fit:
 - Designed for Chinese Gen Z/Millennials
 - Payment gateways, UI patterns, review systems localized for China
2. Community-Driven Trust:
 - Experiences reviewed and shared socially

- Host rating systems based on emotional and experiential tags (“心灵治愈,” “高质量社交”)

3. Intelligent Itinerary Layer:

- AI-recommended plans based on interest tags and persona profiles
- Itineraries built around themes (e.g., “Hidden Cafés of Helsinki,” “Myth and Nature of Iceland”)

4. Partnership Ecosystem:

- Nordic host onboarding playbook
- Collaborations with regional tourism boards and cultural NGOs

Final Takeaway

While players like Klook and Trip.com dominate transactions, and Airbnb Experiences has pioneered “hosted authenticity,” none offer the full-stack, culturally localized, social-first platform that Triphive delivers.

By narrowing its scope to a fast-growing segment—Chinese youth exploring Nordic culture—and wrapping discovery, community, planning, and booking into a seamless app, Triphive is building the next-generation experiential travel platform for the modern explorer.

9. Key Benefits

9.1 Benefits for Users

Triphive is designed to meet the evolving expectations of modern travellers—particularly young, experience-driven individuals who seek depth, convenience, and cultural authenticity.

Unlike traditional platforms that focus solely on bookings or static itineraries, Triphive provides value throughout the entire travel journey: before, during, and after the trip.

Before the trip, users benefit from a streamlined, one-stop planning experience. From visa applications and accommodation booking to curated, AI-powered itinerary suggestions, Triphive reduces complexity and planning fatigue. With personalized filters based on interests, budget, and travel style, users can easily find the most relevant and immersive travel plans—without juggling multiple platforms or providers.

During the trip, travellers enjoy a deeply immersive and culturally rich experience, guided by verified local hosts who offer more than just logistics—they offer personal insight, connection, and storytelling. The platform’s built-in AI Travel Assistant answers real-time questions like “What’s the best local dish

here?" or "Is there a festival nearby tonight?" Additionally, our real-time AI translation tool enables seamless communication across languages and cultures, removing barriers and enhancing interactions.

After the trip, Triphive continues to deliver value through its community-driven ecosystem. Travellers can contribute reviews, share hidden gems, publish travel diaries, and engage with others through the platform's UGC system—transforming each experience into a resource for future explorers. This post-trip engagement not only fosters a sense of belonging but also reinforces Triphive as a travel community, not just a tool.

By supporting the traveller through every stage, Triphive redefines travel as a continuous, meaningful journey—not just a destination.

9.1.1. Immersive Cultural Experiences and Genuine Human Connections

Moving beyond surface-level tourism: Unlike traditional travel products, Triphive does not reduce trips to photo-taking and sightseeing. Instead, we emphasize deep cultural participation and interpersonal engagement.

Experiential interactions: Through our local guides, travellers can join local events such as food markets, cultural festivals, artisan workshops, city walks, and family meals—experiences that allow them to live like a local.

Local guides as cultural ambassadors: These guides are not just service providers—they are storytellers and cultural interpreters who help travellers understand local traditions, histories, and values. Emotional connection: Beyond the itinerary, travellers develop real relationships and emotional ties with local people, creating lasting memories. Every trip becomes a lifestyle moment, not just a checklist journey.

9.1.2. One-Stop Platform: Integrated Travel Planning, Reduced Burden

- Fully integrated planning: Triphive bundles everything—visa application, accommodation, transportation, tickets, and guide services—into one seamless platform.
- Minimal effort, maximum output: Travellers only need to input their budget, interests, and destination; the platform handles the rest with intelligent suggestions.
- Clear, transparent package design: Each trip plan clearly lists what's included (e.g., breakfast, airport transfer), with no hidden fees or add-ons.
- Visa support made simple: 1-on-1 assistance and step-by-step guidance are provided, helping users efficiently handle complex visa processes.
- Ease of mind is our promise: We help reduce decision fatigue and streamline pre-trip preparation.

9.1.3. Smart Technology: AI Enhances Efficiency and Personalization

- AI Travel Assistant: Automatically generates personalized itineraries based on user preferences, time, budget, and past behavior.
- Interest-based matching: Our system matches users with the most suitable guides, routes, and content (e.g., “foodie,” “festival seeker,” “urban explorer”).
- Real-time queries and suggestions: Users can ask, “What’s happening tonight nearby?” or “What should I wear today?” and receive instant, data-driven answers.
- Built-in AI translation: Cross-language conversations with guides or locals are made easy and natural with real-time translation support.

9.1.4. Community-Driven Insights for Trustworthy Planning

- UGC-powered discovery: Triphive hosts a wide array of user-generated content—from travel notes to local tips and hidden gem reviews—enabling travellers to plan based on authentic, lived experiences.
- Trust built through community, not ads: User testimonials and reviews are more reliable than sponsored listings. The platform supports comments, discussions, and reaction features to build transparency.
- Co-created local maps: Built by locals and travellers, these maps point to off-the-beaten-path spaces—such as hole-in-the-wall restaurants, underground galleries, or secret lookouts.
- Save and customize: Users can bookmark their favorite content and locations to build fully personalized itineraries with ease.

9.1.5. Transparent Pricing and Strong Value for Money

- Disintermediated model: By directly connecting travellers with local providers, Triphive reduces unnecessary markup costs while improving authenticity.
- Locals contribute space and meals: Some hosts offer in-home lodging or prepare traditional meals, reducing accommodation and dining expenses.
- Modular and flexible plans: Users can choose from fixed bundles (e.g., “3-Day Immersive Package”) or build their own by mixing days and experiences.
- Clear, final pricing: All costs are inclusive and visible before booking, eliminating the common practice of hidden surcharges and upselling.

9.2. Benefits for Local Guides

Triphive empowers local guides by transforming them from passive service providers into active cultural ambassadors and community entrepreneurs. The platform enables locals to share their unique knowledge, traditions, and daily lives with travellers—turning personal stories and lived experience into meaningful travel encounters.

At the same time, guides gain access to a flexible income stream by utilizing their own homes, time, skills, and spaces—without the need for significant investment. Through real-time communication, verified profiles, and platform protections, Triphive lowers the barrier to entry while fostering trust and safety. Most importantly, it creates opportunities for locals to connect with people from around the world, grow their influence, and become key players in reshaping sustainable, people-centered tourism.

9.2.1. Becoming Cultural Ambassadors with a Stronger Sense of Identity

- Triphive encourages local guides to go beyond simply delivering itineraries—they become storytellers and cultural ambassadors who represent their community.
- Through hosting family-style meals, introducing cultural festivals, or explaining everyday local customs, guides help travellers experience a place from an insider’s perspective.
- This process not only enriches the traveller’s experience, but also gives guides a deep sense of pride and recognition, especially for those from underrepresented communities or smaller towns where culture is often overlooked by mainstream tourism.

9.2.2. Generating Stable Income and Supporting Local Micro-Economies

- Triphive provides a low-barrier, high-visibility platform for guides to attract travellers and monetize their time, skills, and knowledge on their own terms.
- Guides can choose when to work, how much to charge, and what experiences to offer—ranging from walking tours and photo sessions to cooking lessons and folklore storytelling.
- This model is especially valuable in less commercialized regions, where residents can create economic opportunities through small-scale, experience-based tourism that directly benefits the local community.

9.2.3. Monetizing Everyday Resources with Minimal Overhead

- Local guides can make use of their existing resources—spare rooms, kitchens, cars, courtyards—to host travellers or run cultural experiences.

- For example, a guide might teach travellers how to make dumplings in their own kitchen or hold a handicraft session in their backyard.
- This approach allows people, including students or freelancers with flexible schedules, to earn income without significant upfront investment or operational cost.

9.2.4. Cross-Cultural Friendships and Expanding Social Networks

- Guides don't just offer services—they build relationships.
- Frequent interactions with travellers from around the world help them develop stronger communication skills, intercultural awareness, and even language fluency.
- Many long-time hosts form meaningful friendships with visitors, receive return guests, or build an online presence as cultural influencers—turning tourism into a path for global connection.

9.2.5. Platform Support for Safety and Trust

- Triphive provides a structured safety system to protect and support local guides.
- All travellers must verify their identities, and guides can view guest profiles, preferences, and chat history in advance.
- The platform also features built-in messaging, support services, and a transparent review system that allows guides to maintain control and build credibility.
- New guides receive onboarding materials, service templates, and best practices to help them start confidently and grow sustainably.

10. Customer Segment

Triphive's target market consists primarily of young, independent travelers who are deeply motivated by authentic experiences and cultural immersion. Specifically, we focus on travelers aged between 18 and 30, a demographic that includes university students, young professionals, freelancers, and early-career entrepreneurs. This segment represents a rapidly growing force within the global travel market, driven by increasing disposable income and a strong desire to explore the world beyond traditional tourist routes.

These young travelers are typically budget-conscious yet willing to invest in meaningful experiences. Unlike luxury tourists, they are not necessarily seeking high-end accommodations or extravagant packages. Instead, they prioritize value for money and memorable, immersive activities that allow them to connect with local culture on a deeper level. Many of them are at a life stage where they have both the

curiosity and the flexibility to travel, often during academic breaks, public holidays, or between career milestones. With a solid educational background, most are familiar with digital tools and responsive to app-based services that simplify their travel planning.

Geographically, our initial focus is on outbound Chinese travelers, particularly those interested in exploring destinations rich in culture and natural beauty, such as Northern Europe. However, the appeal of Triphive's offerings extends beyond national borders. In the medium to long term, we anticipate expansion into broader Asia-Pacific markets and young European travelers who share similar values and travel behaviors.

Psychographically, Triphive users share a set of defining traits that make them ideal customers for our platform. They are adventurous and highly motivated by novelty, constantly seeking unique experiences that go beyond mainstream tourism. Rather than following conventional itineraries, they prefer to uncover hidden gems and participate in authentic local activities. Many within this segment value experiences over material possessions, seeing travel as a means of personal enrichment and cultural discovery. They are curious about different lifestyles, eager to try local cuisines, participate in festivals, and engage with community-based tourism.

Moreover, this demographic is highly connected to digital environments. As digital natives, they are comfortable using mobile applications and smart technology for trip planning and in-destination support. Social media plays a critical role in their travel behavior. Platforms like Xiaohongshu, TikTok, Instagram, and WeChat are not only sources of inspiration but also essential tools for sharing experiences and influencing peers. They are active consumers and creators of travel content, often documenting their journeys through vlogs, posts, and reviews, which organically boosts Triphive's visibility and credibility.

Behaviorally, these travelers are proactive planners who appreciate efficiency and personalization. While they enjoy researching destinations, they often find the process fragmented and time-consuming. Triphive addresses this pain point by consolidating trip planning into a single, seamless platform. With AI-powered recommendations and itinerary customization, Triphive empowers users to quickly build trips tailored to their interests, budget, and schedule. During their travels, users benefit from real-time assistance, including cultural explanations, local recommendations, and instant translation, all of which enhance the overall experience and reduce stress.

At the same time, trust and transparency are vital to this audience. They rely heavily on peer reviews and user-generated content to validate their choices, avoiding potential tourist traps and ensuring quality experiences. Triphive's community-driven model supports this need, providing verified service providers and authentic user feedback to guide decisions. After completing their trips, many users contribute back to the platform by sharing insights, reviews, and photos, which enriches the ecosystem and builds further trust among new users.

The core needs of this segment align closely with Triphive's value propositions. They are looking for simplified, all-in-one travel planning tools that save time and reduce the complexity of managing visas, accommodations, transportation, and activities separately. They crave authentic cultural engagement, seeking to immerse themselves in local traditions and customs rather than simply observing from the outside. While they remain mindful of their budgets, they are prepared to pay a reasonable premium for

unique experiences that add genuine value to their journeys. Most importantly, they appreciate the role of smart assistance, leveraging AI tools to enhance their travels with personalized suggestions and real-time support.

Strategically, focusing on this customer segment provides Triphive with a significant advantage. These young travelers are not only highly engaged but also act as influential advocates within their networks. Their propensity for social sharing amplifies Triphive's reach through organic channels, reducing marketing costs and increasing brand visibility. Furthermore, their openness to new technology makes them ideal early adopters of Triphive's AI-powered features. As they progress in their careers and gain higher disposable incomes, they are likely to increase their travel frequency and spending, offering strong lifetime value potential.

Additionally, engaging this demographic lays the foundation for future market expansion. Success with young, independent travelers creates a natural pathway to adjacent segments, such as family travelers, experience-oriented middle-aged customers, or corporate groups seeking cultural immersion opportunities. Triphive's scalable platform and community-driven ecosystem enable seamless adaptation to these new audiences over time.

In conclusion, Triphive's customer segment is carefully chosen not only for its current attractiveness but also for its long-term strategic potential. By deeply understanding the demographic, psychographic, and behavioral characteristics of these young, experience-driven travelers, Triphive is well-positioned to meet their needs, exceed their expectations, and cultivate enduring customer relationships that fuel sustainable growth.

11. Business Model

Triphive operates as a multi-sided digital travel platform specifically targeting young, culturally curious travelers. Our primary role is to bridge independent travelers with verified local guides, immersive cultural experiences, and essential travel services like visa assistance and transportation. By centralizing fragmented travel logistics into one seamless digital platform, Triphive aims to simplify travel planning, maximize traveler satisfaction, and foster meaningful cultural exchanges. Through leveraging cutting-edge AI technologies, Triphive creates personalized user journeys, driving increased engagement and repeat usage, and ultimately capturing value through multiple monetization streams from both consumers (B2C) and local service providers (B2B).

11.1 Value Proposition

Triphive delivers a compelling and differentiated value proposition that addresses the specific needs of young, experience-driven travelers while simultaneously providing meaningful benefits to local service providers. By acting as a bridge between these two groups, Triphive creates value on both sides of the marketplace.

For travelers, Triphive simplifies what is typically a fragmented and time-consuming travel planning process. Rather than relying on multiple platforms for visa applications, accommodation bookings, cultural experience reservations, and travel logistics, users can access all these services in one unified, user-friendly mobile application. Through its AI-powered engine, Triphive personalizes travel suggestions based on each user's preferences, interests, budget, and past behavior. This level of customization empowers travelers to craft itineraries that reflect their unique desires, whether it's joining a city walk led by a local artist, participating in a traditional festival, or exploring hidden cultural gems typically overlooked by mainstream tourists.

Moreover, Triphive fosters trust and community engagement through verified user reviews and recommendations. Travelers gain peace of mind knowing that the services they book have been vetted by both Triphive and fellow community members. Real-time assistance through our AI travel companion further enhances the user experience, offering immediate cultural explanations, nearby recommendations, and language translation to support travelers during their journey.

For local service providers, Triphive acts as an effective customer acquisition and marketing platform. Local guides, artisans, and small tour operators gain access to an international, mobile-first audience eager for authentic experiences. By reducing dependence on large, traditional travel agencies, providers enjoy higher profit margins and direct customer relationships. Triphive's analytics tools empower them to better understand traveler preferences, optimize their offerings, and increase repeat bookings.

We create a powerful, dual-sided value proposition: it empowers travelers with convenience, personalization, and authentic cultural immersion, while enabling local providers to grow their businesses and reach a global, engaged audience. This synergy drives sustainable growth for the platform and meaningful experiences for every user.

11.2 Revenue Streams

Triphive's revenue model is designed to be both diversified and scalable, ensuring financial sustainability as the platform grows. The primary source of income comes from transaction commissions. For every successful booking made through Triphive — whether it be for accommodations, local cultural tours, transportation, or immersive activities — the platform charges a commission rate between 10% and 15%. This direct correlation between platform activity and revenue creates a highly scalable income stream. As user engagement increases and the number of bookings rises, so too does Triphive's commission-based earnings. This model encourages us to continually enhance the user experience and expand our offerings to drive greater transaction volume.

In addition to transaction fees, Triphive offers curated service bundles that combine several essential travel components into a single, attractive package. These bundles typically include visa assistance, airport transfers, accommodation, and exclusive local experiences. Priced competitively (for example, between ¥699 and ¥999), these packages not only simplify the decision-making process for users but also increase the average order value. By offering bundled services, Triphive captures additional revenue while providing greater convenience and perceived value for the traveler.

A significant portion of Triphive's projected revenue will also come from its subscription model. While basic features remain accessible for free to encourage widespread adoption, premium subscriptions unlock a range of enhanced functionalities. For a monthly fee of ¥49 or an annual rate of ¥399, premium users enjoy unlimited access to the AI-powered travel assistant, personalized itinerary planning, offline accessibility for their itineraries, priority customer support, and exclusive discounts from partner businesses. This freemium-to-premium conversion strategy ensures predictable, recurring revenue and incentivizes higher user engagement.

On the supply side of the platform, Triphive generates revenue through local host subscriptions. Service providers, including local guides, artisans, and experience hosts, can subscribe to premium tiers that offer benefits such as higher visibility in search results, featured placement, and advanced analytics tools to better understand customer behavior. These B2B subscriptions not only provide Triphive with a stable revenue stream but also encourage service providers to actively improve their offerings and stay competitive within the platform ecosystem.

Furthermore, Triphive monetizes through targeted advertisements and sponsored content placements. Tourism boards, travel brands, and local businesses can pay for premium advertising space within the app, ensuring that their services reach a highly relevant audience of engaged, experience-seeking travelers. This creates a valuable marketing channel for partners while contributing to Triphive's diversified income structure.

Looking ahead, Triphive also anticipates future revenue opportunities from affiliate partnerships and data monetization. As the platform accumulates valuable insights on travel behavior and trends, anonymized data could be leveraged to establish collaborations with third-party services such as insurance providers, telecom operators offering travel SIM cards, and financial services companies. These partnerships would enable Triphive to capture additional revenue streams while further enriching the traveler's experience.

Triphive's business model is a robust, scalable system designed to align the interests of travelers, local hosts, and platform operators. By diversifying revenue streams, investing in smart technology, and fostering a vibrant community, Triphive creates sustainable value while delivering unforgettable experiences to its users. This integrated approach positions Triphive not only as a travel booking platform but as a trusted companion for the modern traveler, ensuring long-term growth and competitive advantage in the evolving tourism landscape.

12. Pricing Strategy

Triphive's pricing strategy is structured to balance accessibility for our target demographic with sustainable, long-term revenue growth. By implementing a carefully designed tiered pricing model that combines freemium access with premium subscriptions and bundled offerings, Triphive is well-positioned to attract a broad user base while steadily converting free users into paying customers. This multi-layered approach will also provide a solid foundation for financial projections and revenue forecasting in the platform's growth stages.

12.1 Freemium Entry Model

At the heart of Triphive's pricing strategy is the freemium model. New users can access core platform features at no cost, including browsing destinations, exploring local experiences, and participating in the user community. Basic access to our AI-powered travel assistant is also included, but with a usage cap to encourage engagement while introducing users to the platform's value. Specifically, free-tier users are limited to a fixed number of AI queries or itinerary generations per month, which provides a functional yet constrained experience.

This free access lowers the barrier to entry, attracting budget-conscious young travelers who are naturally inclined to try new digital tools. It also enables Triphive to build an engaged initial user base, which is crucial during the soft launch period.

12.2 Tiered Subscription Plans

For users seeking enhanced functionality and a more seamless travel experience, Triphive offers premium subscription plans designed to unlock advanced features and benefits. There are two main premium tiers:

1. Smart Travel Plan – ¥49/month

This mid-level plan removes AI usage caps, allowing unlimited itinerary planning and travel assistance. Subscribers gain access to real-time translation services, personalized trip suggestions, and priority access to customer support. This tier is targeted at active travelers who value convenience and personalization.

2. Annual Membership Plan – ¥399/year

This premium tier consolidates all platform benefits into a cost-effective annual package. In addition to the features offered in the Smart Travel Plan, annual members receive exclusive discounts from partner businesses, offline itinerary access for international travel, early access to new platform features, and immersive AR/VR cultural experiences. The annual membership is positioned as the best-value option for frequent travelers who anticipate multiple trips throughout the year.

12.3 Pay-Per-Use and Bundled Packages

For travelers who prefer flexibility over commitment, Triphive also offers pay-per-use bundled packages priced between ¥699 and ¥999, depending on destination and services included. These bundles typically combine visa support, airport transfers, and curated cultural experiences. The bundled option not only increases average transaction value but also simplifies purchasing decisions, making it attractive for users planning one-off trips.

Additionally, Triphive plans to offer time-limited promotional bundles during peak seasons, local festivals, or soft-launch phases to stimulate demand and drive early user adoption.

12.4 Membership Fees for Local Providers

In addition to consumer-facing pricing, Triphive also implements a membership-based revenue model for local service providers such as tour guides, artisan workshop hosts, cultural performers, and independent travel organizers. This business-to-business (B2B) model is designed to create sustainable, long-term value for providers while generating stable, high-margin income for the platform.

Service providers on Triphive are offered access to a basic listing plan at no cost, allowing them to create a standard profile and receive bookings through the platform. However, to increase visibility and unlock advanced features, providers can opt into premium membership tiers with monthly or annual subscription fees. These tiers are designed to align with the size and ambition of different providers, ensuring accessibility while promoting platform investment.

The premium membership for providers is priced between ¥100 and ¥500 per month, depending on the selected level of exposure and functionality. Annual plans offer a discount equivalent to 10–15% off the monthly rate, incentivizing longer-term commitment. Key benefits of the premium plans include priority listing in search results, access to detailed performance analytics, and the ability to participate in curated promotional campaigns or seasonal bundles organized by Triphive.

By offering these premium features, Triphive empowers local providers to increase their booking volume and revenue while gaining valuable insights into traveler behavior. Performance dashboards allow hosts to track metrics such as page views, booking conversions, average customer ratings, and seasonal demand trends. These data tools support continuous improvement, helping providers tailor their offerings to the preferences of Triphive's highly engaged, experience-seeking user base.

From a platform perspective, this B2B revenue stream offers multiple strategic advantages. First, it creates an incentive for providers to optimize their service quality in order to justify their investment in premium visibility. Second, it reduces the platform's dependency on consumer-side monetization alone, contributing to a more balanced revenue portfolio. Finally, as the number of providers grows across regions, this model becomes increasingly scalable with minimal marginal cost.

To encourage adoption during the early stages, Triphive will offer a 1-month free trial of premium features to verified providers. This trial period allows them to experience the full benefits of the system before committing to a paid plan. In addition, educational content, onboarding workshops, and personalized support will be provided to help new partners effectively set up their profiles and optimize their listings for better conversion.

In the long term, the provider membership model serves as a crucial pillar in Triphive's platform ecosystem. It not only strengthens partner relationships but also ensures the ongoing diversity and quality of experiences offered to travelers. By monetizing on both sides of the platform — from consumers and providers alike — Triphive establishes a stable, dual-sided business model that can scale effectively and adapt to new markets and verticals over time.

12.5 Promotional Strategies for Soft Launch

To maximize initial traction and accelerate user adoption, Triphive will implement a comprehensive promotional strategy for the soft launch phase, focusing on both user acquisition and early conversion to paid tiers. Recognizing that first impressions are critical for platform growth, our approach combines free trials, limited-time discounts, referral incentives, and social media amplification to build early momentum.

First, all newly registered users will receive a one-month free trial of the Smart Travel Plan. This allows users to experience the full range of premium features, including unlimited AI assistant access, personalized itinerary recommendations, and real-time translation services. By offering the highest value proposition upfront, we increase the likelihood of habit formation and subsequent subscription conversion once the trial expires.

Additionally, Triphive will introduce early-bird discounts for annual memberships during the first three months post-launch. Users who commit early will enjoy savings of up to 30%, reducing the annual fee from ¥399 to approximately ¥279. This not only incentivizes early commitment but also generates predictable, upfront revenue, providing valuable data for refining our pricing models.

To encourage organic growth and network effects, Triphive will launch a referral rewards program. Existing users who successfully invite friends to join the platform will receive benefits such as additional AI usage credits, discount vouchers for future bookings, or exclusive access to premium content. This approach not only reduces customer acquisition costs but also leverages word-of-mouth marketing, which is particularly effective within our young, socially active target audience.

Furthermore, targeted social media campaigns and collaborations with influencers on platforms like Xiaohongshu and TikTok will amplify Triphive's reach during the soft launch. These campaigns will highlight authentic travel stories and user experiences to build trust and excitement around the platform.

Finally, Triphive will deploy personalized re-engagement campaigns for users who do not convert immediately after their trial period ends. Tailored offers, such as limited-time discounts or curated travel bundles, will be sent via in-app notifications and email marketing to encourage subscription upgrades. By combining these tactics, Triphive's soft launch strategy not only aims to quickly build an active user base but also lays a strong foundation for sustainable, long-term growth and positive revenue trajectory.

13. Market Validation

Our entry into the Chinese-Nordic travel corridor is supported by comprehensive market research, customer traction data, and competitive analysis that collectively validate both market opportunity and our business model.

13.1 Market Opportunity Analysis

Our research confirms the Chinese-Nordic travel market is experiencing robust growth, projected to reach \$1.5-2 billion by 2025. This estimation aligns with industry reports forecasting the market to hit \$1.6 billion by 2024, with Chinese tourism to Nordic countries expected to more than double from 2017 levels. The broader Nordic tourism market demonstrates similar momentum, with revenues projected to grow from \$19.78 billion in 2024 to \$22.61 billion by 2029.

Our target segment—Chinese youth travelers aged 18-30—represents approximately 20% of international tourists globally. With rising disposable incomes and strong preference for experiential travel, this segment is particularly attracted to Nordic offerings such as the Northern Lights, sustainable tourism, and authentic cultural experiences.

13.2 Customer Validation Metrics

We've gained strong early traction that confirms market demand. Our user base has grown to 2,500 monthly active users. So far this year, our platform has handled 10,000 bookings, translating to \$8 million in booking value. That volume shows not only interest, but real conversion—clear evidence of product-market fit.

13.3 User Demographics & Behavior

Triphive's user base is young, predominantly female, and increasingly from Tier 2 Chinese cities, reflecting a shift in outbound travel demand. These insights drive a hyper-targeted content and partnership strategy for our different user bases.

Metric	Detail	Strategic Implication
Age Segmentation	18–24: 58%, 25–30: 42%	Content prioritizes Gen Z platforms (e.g., Douyin, Bilibili) with short-form videos and immersive storytelling for the 18–24 cohort, hence there is a need for us to change our outreach methods to target the different user groups.
Gender Split	Female: 68%, Male: 32%	Female travelers prioritize safety and cultural immersion. Triphive collaborates with Nordic properties offering women-only dorms and partners with influencers to create “solo female traveler” guides, addressing pain points like security and language barriers. Partnerships thus focus on influencer campaigns with female travel KOLs (Key Opinion Leaders).

Geographic Origin	Tier 1 (Shanghai/Beijing): 45%, Tier 2 (Chengdu/Hangzhou): 55%	Tier 2 cities' rising disposable incomes fuel travel demand. Triphive plans localized WeChat mini-programs for cities like Hangzhou, integrating regional payment systems (e.g., Alipay) to streamline bookings. Offline pop-ups and city-specific campaigns (e.g., Chengdu's cultural festivals) target this segment.
Travel Group Size	Solo: 37%, Pairs: 43%, Groups (3+): 20%	Develop "Group Planning Hub" with collaborative itinerary tools and group discounts to capture the 20% group travel segment.

13.4 Competitive Advantage

While established players like Ctrip dominate the broader Chinese travel market, our research identified a clear gap in specialized platforms catering to the Chinese-Nordic youth travel segment. Our competitive edge lies in our focused approach—by specializing in Nordic travel and tailoring our offerings specifically for younger Chinese travelers, we stand apart from generalist platforms.

What sets us further apart is our role as a cultural bridge. We provide full Chinese language support and deeply understand both the preferences of our users and the nuances of Nordic travel. This dual insight allows us to deliver a smoother, more relevant experience than broader competitors. The strength of this approach is reflected in our high repeat booking rate, which shows that our audience not only sees the value—we've earned their loyalty.

13.5 Engagement & Retention Metrics

Triphive's engagement metrics significantly outpace industry averages, reflecting a sticky platform that resonates with its target audience. Improving user stickiness for Triphive's platform is critical to increasing engagement, collecting richer user data, enabling better personalization, delivering superior results, and ultimately enhancing customer satisfaction.

User stickiness refers to how frequently and consistently users return to the platform, engage with its features, and remain active over time. By enhancing stickiness, Triphive can create a virtuous cycle where increased user interaction generates more data, which fuels personalization, improves user experience, and drives loyalty.

Metric	Triphive	Industry Avg.

Daily Active Users (DAU)	1,100 (44% of MAU)	25–35% of MAU
Session Duration	14.2 minutes	8.5 minutes
Screens per Session	22	15
Social Shares/Booking	3.4 (Xiaohongshu/WeChat)	1.2

Triphive's market validation is robust, rooted in a clear and growing market opportunity, strong customer traction, and a distinct competitive advantage. By specializing in the Chinese-Nordic youth travel segment and bridging cultural gaps with tailored offerings, Triphive is well-positioned to capture and retain this lucrative audience. Our superior engagement metrics further affirm the platform's resonance, setting the stage for sustained growth and leadership in this niche market.

14. Go-to-Market

Triphive's go-to-market (GTM) strategy is designed to launch and scale our travel platform, targeting Chinese outbound travelers aged 18–30 seeking immersive Nordic experiences. By addressing pain points like logistics and cultural disconnect, Triphive offers a unique value proposition through curated packages, local partnerships, and innovative technology. This plan integrates the 7Ps marketing mix, leverages the PESO model for promotion, and follows a three-stage launch approach (pre-launch, launch, post-launch) to ensure effective market entry and growth. Success will be measured with clear metrics across launch, adoption, and market performance stages.

14.1 Target Market

The target market consists of Chinese travelers aged 18–30 with disposable income for international travel, characterized by adventure-seeking, culturally curious, and digitally savvy psychographics. These individuals face challenges like logistical complexities and cultural barriers when planning Nordic trips. Triphive focuses on the growing demand for travel to Denmark, Norway, Sweden, Finland, and Iceland, tailoring offerings to meet the needs of this demographic.

14.2 Value Proposition

We will focus on our key selling point which are curated, culturally enriching Nordic travel experiences, setting ourselves apart from competitors like Klook and Trip.com through immersive packages such as “Danish Culture,” “Fjord Adventure,” “ABBA VIP Experience,” and “Iceland Explorer.” We are also planning exclusive partnerships with top Nordic guides and operators to provide authentic experiences.

14.3 Marketing Strategy (PESO Model)

The marketing strategy employs the PESO model to balance promotion across multiple channels. Paid efforts include targeted ads on WeChat and Baidu to drive awareness and bookings. Earned media involves press releases and influencer PR to build credibility. Shared channels feature Xiaohongshu campaigns with 50 micro-influencers (10K–50K followers, 2%+ engagement) for authentic storytelling and TikTok AR campaigns with Nordic landmark filters to encourage user-generated content. Owned assets encompass a WeChat mini-program with a “Nordic Explorer” game offering unlockable discounts, alongside a website and app for content and direct bookings.

14.4 Sales Strategy

Our sales strategy is similar to as described above, revolving around a freemium model with a Basic plan priced at ¥699 and a Premium plan at ¥999, complemented by a Smart Travel subscription at ¥49/month or ¥399/year. In-app prompts encourage upsells to premium features, while group booking incentives offer 15% discounts for groups of three or more. A loyalty program with three tiers—Explorer (5% credit), Voyager (8% credit + lounge access), and Nordic Elite (12% credit + upgrades)—fosters retention. A referral program providing ¥500 credits per successful invite drives organic growth.

14.5 Partnerships

Strategic partnerships are part and parcel to our offerings, with exclusive rates and unique experiences secured through 15 top Nordic guides and operators based on Xiaohongshu and TripAdvisor ratings. Collaborations with 15 Danish boutique hotels and 10 restaurants offering Chinese-language menus, as well as similar partnerships in Sweden, Finland, and Iceland, ensure culturally accessible hospitality. Additional partnerships with online travel agencies and affiliate influencers expand distribution and reach.

14.6 Metrics

Success metrics are categorized into three areas. Launch metrics include achieving 500,000 Xiaohongshu impressions by Q3 2025, 100 traveler surveys by Q1 2025, and 80% sustainability data coverage by Q2 2027. Adoption metrics target 10,000 WeChat mini-program users by Q3 2025, 20% AR feature adoption by Q2 2026, 10% loyalty program enrollment by Q4 2026, and 100,000 active users by Q2 2027. Market performance metrics aim for 1,000 Denmark bookings and 800 Norway bookings by Q4 2025, 1,500 Sweden and 1,200 Finland bookings by Q2 2026, 1,000 Iceland bookings by Q4 2026, a 15% conversion rate, 30% referral-driven sign-ups, and an NPS of 80+ by Q4 2027.

14.7 Our Three-Stage Launch Plan

- Pre-Launch: Market research, teaser campaigns, early bird sign-ups, and partnership development (Q1–Q2 2025).
- Launch: Brand launch, phased Nordic country entry (Denmark/Norway Q4 2025, Sweden/Finland Q2 2026, Iceland Q4 2026), with promotions.
- Post-Launch: Feedback collection, retention strategies, and optimization (ongoing).

TripHive Roadmap 2025-2027

Strategic plan for connecting Chinese travelers with immersive Nordic experiences

Timeline View | Phase View

2025: Foundation & Market Entry Phase

Q1 2025

Market Research & Strategic Positioning

Establish a strong market understanding and strategic positioning.

Key Activities

- Conduct market analysis on Chinese outbound travelers (18-30) to Nordics
- Survey 100 Chinese travelers for pain points
- Evaluate 10 rival platforms for gaps in immersive offerings
- Finalize freemium pricing model
- Define customer journey mapping for feedback collection

Show Less

Q1-Q2 2025

Partnership & Infrastructure Development

Build a robust partnership network and operational infrastructure.

Key Activities

- Establish partnerships with 15 top Nordic local guides/operators
- Negotiate exclusive rates (10-15% below market) with 10 providers
- Implement API integrations for seamless booking
- Secure Shanghai office (200m², 20 staff capacity)
- Hire and train 10 team members

Deliverables

- 10 signed partnership agreements
- API integrations
- Operational Shanghai office
- Trained core team

Success Metrics

- 15 partnerships initiated by June 2025
- 80% API integration completion by June 2025
- 10 hires by June 2025

Show Less

Q2-Q3 2025

Brand Launch & Customer Acquisition

Successfully launch the brand and acquire initial customers.

Key Activities

- Launch Xiaohongshu campaign with 50 micro-influencers
- Deploy WeChat mini-program with 'Nordic Explorer' game
- Run TikTok AR campaign with Nordic landmark filters
- Promote freemium model with upsell prompts
- Analyze acquisition metrics to optimize channel mix

Deliverables

- 50 influencer partnerships
- WeChat mini-program launch
- CAC below ¥150
- 15,000 sign-ups
- 10% click-to-booking conversion

Success Metrics

- 500,000 Xiaohongshu impressions by September 2025
- 10,000 mini-program users by September 2025
- CAC below ¥150, 15,000 sign-ups, 10% conversion rate

Show Less

Q3-Q4 2025

Denmark & Norway Market Entry

Successfully enter Denmark and Norway markets.

Key Activities

- Open Copenhagen satellite office (80m², 3 staff)
- Partner with 15 Danish boutique hotels and 10 restaurants
- Develop 'Fjord Adventure' packages with electric boat rentals
- Collect customer feedback via NPS surveys at three touchpoints

Deliverables

- Copenhagen office
- 25 Danish partnerships
- 5 Norway itineraries
- NPS baseline score of 70+

Success Metrics

- 90% survey response rate by December 2025
- 1,000 Denmark bookings by December 2025
- 800 Norway bookings, NPS 70+

Show Less

2026: Growth & Expansion Phase



Q1-Q2 2026

Show Less

Sweden & Finland Expansion

Expand successfully into Sweden and Finland markets.

Key Activities

- Launch 'ABBA VIP Experience' and 'Swedish Wilderness' packages
- Develop 'Lapland Magic' packages in Finland
- Partner with 10 Swedish and 12 Finnish providers
- Enhance AI-powered itinerary builder with 3D AR previews

Deliverables

- 10 Swedish itineraries
- 12 Finnish partnerships
- AR feature launch

Success Metrics

- 20% AR feature adoption by June 2026
- 1,500 Sweden bookings by June 2026
- 1,200 Finland bookings



Q3-Q4 2026

Show Less

Iceland Entry & Platform Optimization

Enter Iceland market and optimize platform features.

Key Activities

- Introduce 'Iceland Explorer' package (5-7 days)
- Partner with 8 Icelandic operators for premium offerings
- Launch loyalty program with three tiers
- Deploy group booking system with split payments

Deliverables

- 5 Iceland itineraries
- 8 partnerships
- Loyalty program
- Group booking feature

Success Metrics

- 15% group booking share by December 2026
- 10% loyalty program enrollment
- 1,000 Iceland bookings

2027: Optimization & Scale Phase

a1-a2 2027

Show Less

Technology & Sustainability Enhancements

Enhance technology and sustainability initiatives.

Key Activities

- Deploy Sustainability Dashboard tracking carbon emissions
- Upgrade mobile app with offline maps, AR translations
- Launch referral program offering ¥500 credits per invite
- Target 100,000 active users and 50% repeat bookings

Deliverables

- Sustainability Dashboard
- Enhanced mobile app
- Referral program

Success Metrics

- 80% sustainability data coverage by June 2027
- 100,000 active users
- 30% referral-driven sign-ups

a3-a4 2027

Show Less

Market Leadership & Expansion Prep

Establish market leadership and prepare for further expansion.

Key Activities

- Refine AI recommendation engine using behavioral data
- Pilot 5 test itineraries for adjacent markets (e.g., Baltic States)
- Launch brand campaign positioning Triphive as the leading hub

Deliverables

- Refined AI engine
- 5 pilot itineraries
- Brand leadership campaign

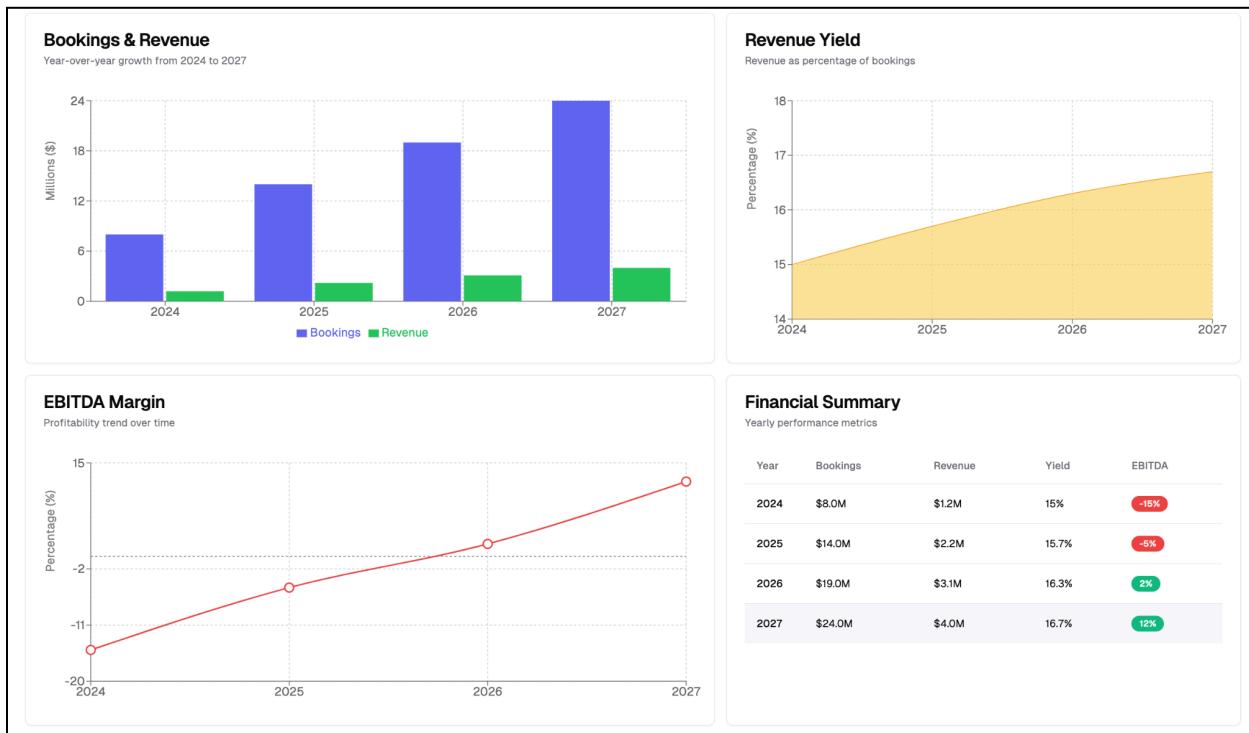
Success Metrics

- 15% conversion rate by December 2027
- 2,000 pilot bookings
- NPS of 80+

15. Financials

Triphive's financial projections reflect a strategic balance of ambitious growth and prudent scaling, targeting the niche market of Chinese travelers to Nordic countries. The company leverages a proven model in Iceland to expand across Denmark, Norway, Sweden, and Finland, with detailed financials supported by industry benchmarks and operational efficiencies.

15.1 Financial Projections



15.1.1 Revenue Model Breakdown

- Commissions**: Primarily from bookings, with a take rate of 15%, aligning with industry standards for OTAs, which typically range from 15-20% (OTA Commission Rates).
- Subscriptions**: A premium membership offering priority booking, exclusive deals, and curated itineraries, tailored for Chinese travelers. Subscriptions are expected to grow from 5% to 15% of revenue by 2027, reflecting trends in travel tech subscription models (Travel Subscriptions).
- Featured Listings**: Revenue from partners paying for prominent placement, contributing 5-10% of revenue, with higher margins than commissions.

Year	Total Revenue (\$M)	Commissions (%)	Subscriptions (%)	Featured Listings (%)	Revenue Yield (%)
2024	1.2	90%	5%	5%	15.0%
2025	2.2	85%	10%	5%	15.7%

2026	3.1	80%	12%	8%	16.3%
2027	4.0	75%	15%	10%	16.7%

15.1.2 User and Cost Metrics

Metric	2024	2025	2026	2027	Notes
Active Users	25,000	55,000	85,000	120,000	Growth driven by geographic expansion and loyalty programs
Repeat Booking Rate	50%	30%	40%	50%	Will account for 50% of 2027 revenue
Customer Acquisition Cost (CAC)	\$25	\$21	\$18	\$15	Decreases via optimized Xiaohongshu, TikTok, and WeChat mini-program
WeChat Mini-Program Conversion	15%	10%	13%	15%	Higher conversion helps reduce CAC
EBITDA Margin	-15%	-5%	5%	12%	Improved through AI/AR support cost cuts and economies of scale

15.2 Key Growth Drivers

Triphive's growth is propelled by several strategic drivers:

- Repeat Bookings:** By 2027, repeat bookings are projected to constitute 50% of revenue, supported by a 50% repeat booking rate and a loyalty program aiming for 12% user enrollment. This is informed by industry benchmarks, where personalized travel experiences and rewards programs drive customer retention.
- Geographic Expansion:** Expansion into Denmark and Sweden is expected to contribute 60% of bookings by 2027 to diversify risk across Nordic markets. This builds on Iceland's established booking share, leveraging regional similarities in travel preferences.
- Operational Efficiency:** AI and AR technologies will reduce customer support costs by 30%, automating inquiries and enhancing user experiences with immersive features. WeChat mini-program optimizations are expected to boost conversion rates to 15%, aligning with mobile-first trends in Chinese travel markets.

15.2.1 Marketing Strategies

- **Xiaohongshu and TikTok:** These platforms are critical for reaching Chinese travelers, with Xiaohongshu driving travel inspiration and bookings. Campaigns will focus on authentic content and influencer partnerships, targeting 10,000 sign-ups in Q2 2025 at \$20 CAC.
- **Loyalty Program:** Enhancements include tiered rewards, exclusive Nordic experiences, and cultural insights, aiming for 12% user enrollment by 2027, similar to eDreams Odigeo's Prime program (Subscription Services).

15.3 Cost Breakdown

Year	Total Costs (\$M)	Marketing (%)	Technology (%)	Operations (%)	Legal/Compliance (%)
2024	1.4	45%	25%	20%	10%
2025	2.3	45%	25%	20%	10%
2026	3.0	40%	25%	25%	10%
2027	3.5	40%	25%	25%	10%

In 2024, Triphive's total costs reached \$1.4 million, with 70% split between platform maintenance (25%) and marketing (45%), reflecting early investments in technology and user acquisition. Costs are projected to increase with growth: \$2.3 million in 2025, \$3.0 million in 2026, and \$3.5 million in 2027, aligning with expanded operations and market entries.

- **Marketing (45%):** The largest cost category, focusing on Xiaohongshu, TikTok, and influencer campaigns targeting Chinese travelers. This allocation ensures effective user acquisition in a competitive digital landscape.
- **Technology Development (25%):** Investments in AI, AR/VR, and API integrations enhance platform functionality, maintaining Triphive's innovative edge.
- **Operations (20%):** Covers staffing and office expenses in Shanghai and Copenhagen, supporting cross-regional coordination.
- **Legal & Compliance (10%):** Ensures adherence to regulations across markets, a critical factor in international expansion.

Technology-driven efficiency gains are expected to lower CAC from \$25 in 2024 to \$15 by 2027, while fixed costs dilute as the user base grows, optimizing the cost-to-revenue ratio. This structure supports scalable growth while preserving financial discipline.

15.4 Valuation & Capital Raise

Triphive's pre-money valuation is set at \$5 million, based on a 4x multiple of 2024 revenue (\$1.2 million), forward projections of \$4 million by 2027, and alignment with travel tech peers like Klook (valued at 5–7x revenue). This valuation reflects Triphive's unique Chinese-Nordic positioning, a 50%

repeat booking rate, and growth potential, tempered by early-stage risks typical of startups valued at 3–5x revenue.

Valuation & Capital Raise

Current valuation and funding details

Pre-Money Valuation: \$5M

Based on 4x current revenue (\$1.2M), forward projections (\$4M by 2027), and travel tech comparables (e.g., Klook at 5-7x revenue).

Capital Raise: \$500,000 for 10% equity

Funding allocation:

- Copenhagen office and Nordic partnerships (40%)
- Marketing campaigns (Xiaohongshu, TikTok) (35%)
- Tech enhancements (AI, AR/VR) (25%)

The company seeks \$500,000 for 10% equity, with funds allocated as follows:

- **40% (\$200,000)**: Copenhagen office setup and Nordic partnerships to accelerate Denmark and Norway market entry.
- **35% (\$175,000)**: Xiaohongshu and TikTok marketing campaigns to drive user growth toward a 50,000-user target in 2025.
- **25% (\$125,000)**: AI and AR/VR enhancements to improve user experience and operational efficiency.

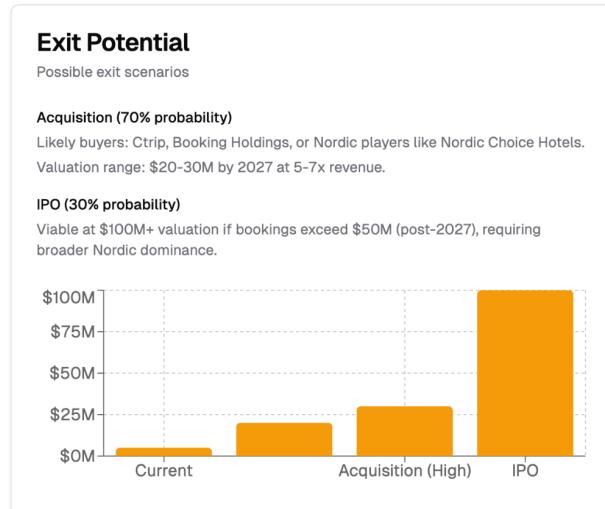
This capital will support EBITDA breakeven by 2026, aligning with investor priorities for scalable, efficient growth in a high-potential niche.

15.5 Exit Potential

An acquisition is the most probable exit, with a projected valuation of \$20–30 million by 2027, based on a 5–7x multiple of \$4 million in revenue, assuming sustained growth. Potential acquirers include:

- **Ctrip**: Expanding into niche travel markets.
- **Booking Holdings**: Targeting APAC growth opportunities.
- **Nordic Choice Hotels**: Seeking to bolster regional offerings.

An IPO could be feasible at a \$100 million+ valuation if bookings surpass \$50 million post-2027, contingent on dominating the Nordic market and testing adjacent regions like the Baltics. Acquisition carries a 70% likelihood due to strategic fit with larger platforms, while an IPO hinges on broader scale and favorable market conditions, offering investors flexible liquidity options.



15.6 Risks & Mitigations

Risk	Description	Mitigation
Reduced Chinese Travel Demand	The US-China trade war may strain Chinese household budgets, reducing outbound travel spending. A 5.7% drop in Chinese tourism to the US in 2018 during prior trade tensions suggests potential demand softness, though Nordics are less affected.	Focus on affluent and upper-middle-class travelers (e.g., professionals, families) via premium offerings like curated aurora tours and wellness retreats, leveraging the 68% female user base's preferences. Use Xiaohongshu campaigns with micro-influencers to drive 10,000 sign-ups in Q2 2025 at \$20 CAC. Highlight Nordics' neutral, safe appeal to counter geopolitical concerns.
Slower Adoption in New Nordic Markets	Cultural nuances or competition from platforms like Ctrip in Denmark, Norway, Sweden, and Finland may delay bookings growth, risking the \$14M target for 2025.	Replicate Iceland's 55% booking share by tailoring experiences (e.g., sustainable travel, female-focused itineraries) and partnering with local tourism boards for credibility. Launch localized WeChat mini-program features, targeting 8,000 users in 2025 with a 15% conversion rate. Conduct pre-launch market surveys to align offerings with Nordic preferences.
High Customer Acquisition Costs (CAC)	CAC may exceed the \$20 target in new markets due to intense marketing spend or lower-than-expected conversion rates, impacting profitability.	Optimize Xiaohongshu and TikTok campaigns with AI-driven targeting, reducing CAC to \$15 by 2027. Enhance loyalty programs to drive 5% of new users via referrals by 2026. Invest in AR features (e.g., virtual destination previews) to boost engagement and conversions, targeting a 44% DAU/MAU ratio.

16. Conclusion

The contemporary travel landscape, while offering unprecedented access to the globe, often falls short of delivering the authentic, immersive, and seamless experiences that modern travelers increasingly seek. As detailed throughout this report, the challenges of complex logistics, significant budget constraints, pervasive cultural disconnects, and a prevailing lack of genuine engagement present a clear market gap. Triphive emerges as a dedicated solution to these challenges, conceived to fundamentally transform how individuals explore and connect with the world.

Our digital platform, Triphive, is designed to bridge this gap by seamlessly connecting travelers with a network of verified local guides and integrating essential travel services—from visa assistance to accommodation and transport—into a single, user-friendly interface. Our core value proposition hinges on facilitating authentic cultural immersion through vetted local insights, streamlining the often-fragmented and stressful planning process, and offering budget-friendly travel bundles that make profound experiences accessible, particularly to younger, price-sensitive demographics like students and young professionals.

Positioned strategically within a burgeoning market—fueled by the post-pandemic travel boom and a definitive shift towards experience-driven tourism—Triphive is well-equipped to capture a significant share of the identified Serviceable Obtainable Market. Our comprehensive go-to-market strategy, robust business model incorporating diverse revenue streams, and clear financial projections underscore our potential for sustainable growth and profitability.

Triphive represents more than just a travel booking platform; it is a thoughtfully designed ecosystem poised to redefine how individuals connect with destinations. By directly addressing the core pain points of modern travelers and championing authentic, accessible, integrated, and meaningful journeys, Triphive is not only responding decisively to current market demands but is also paving the way for a more enriching, connected, and sustainable future for global tourism. We are confident in Triphive's potential to become the leading global hub for experiential travel, fulfilling our mission to democratize immersive adventures for all.

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