**SmartTrip: Intelligent Travel Planning App**

**Slide 1: Title**  
**SmartTrip**  
Plan Smarter. Travel Better.  
*Your AI-powered travel assistant for China and beyond.*

**Slide 2: The Problem**  
- Travelers face overwhelming trip planning complexity — especially in large countries like China. - Difficulties include: - Estimating how long to stay in each location - Predicting and managing travel budgets - Understanding local attraction booking requirements (e.g., real-name ticketing in China) - Piecing together transportation and activity planning from multiple sources

**Slide 3: The Solution**  
**SmartTrip** is an intelligent app that helps users: - Plan efficient multi-city itineraries based on their pace (fast/balanced/slow) - Get realistic time and cost estimates - Understand and manage ticketing and permit requirements (especially in regions like Tibet and Zhangjiajie) - Export, share, or save their custom itinerary for booking and navigation

**Slide 4: Key Features**  
- Destination Selector with AI Suggestions - Trip Style Customization (Fast / Balanced / Slow) - Real-Time Duration & Budget Estimator - Local Ticketing Alert System - Offline Itinerary Export (PDF / App Sync) - Optional AI Concierge / Chat Travel Assistant

**Slide 5: Market Opportunity**  
- China saw over 115M inbound tourists in 2019 and is reopening post-COVID. - Global travel market is valued at over $1.3T, with a surge in personalized travel planning. - Existing apps focus on booking (Trip.com, Klook), not **strategic planning**. - Early adopters: expats, long-term travelers, digital nomads, culture tourists.

**Slide 6: Competitive Landscape**  
| App | Strengths | Gaps SmartTrip Fills | |—————-|—————————|———————————-| | Trip.com | Booking engine | No planning or timing logic | | Google Travel | Inspiration & discovery | No local ticketing support | | Rome2Rio | Transit routes | No itineraries or cost forecasts | | Wanderlog | Collaborative planner | No time or budget logic |

**Slide 7: Business Model**  
- **Freemium App** with premium planning features (offline use, AI concierge) - **Affiliate Revenue** via Trip.com, Booking.com, Klook, Ctrip integrations - **Custom Trip Planning Services** for agencies, expats, and premium users

**Slide 8: Go-To-Market Strategy**  
- Start with China-focused launch (pilot cities: Beijing, Xi’an, Guilin, Zhangjiajie) - Partner with travel influencers, bloggers, and forums (Reddit, Facebook groups) - Launch landing page with early access list & lead capture - Expand to Asia, then global markets

**Slide 9: Roadmap**  
**Q1–Q2**: Prototype development & landing page launch  
**Q3**: Closed beta with China route engine, add ticketing rules module  
**Q4**: Expand to international destinations, introduce AI travel assistant  
**Q1 (next year)**: Launch monetization features and partner integrations

**Slide 10: Meet the Visionary**  
Christine BenMessaoud — Healthcare IT expert & global traveler  
*Turning smart problem-solving into a global travel solution.*

**Slide 11: Ask & Next Steps**  
Looking for: - Technical collaborators & product advisors - Early user testers for beta version - Potential funding or accelerator connections

Let’s plan smarter — together.

**Contact Info**  
📧 [Insert Email]  
🌐 www.smarttrip.ai (Coming Soon)