Problem Statement	Write Up
End Traveler-Focused Experience (VR, Travel Support, Destination Support)	At TBO, the traveler experience goes beyond booking and continues throughout the entire journey—from trip planning to on-ground support at the destination. Travelers often face uncertainty, lack of guidance, and limited real-time assistance, which can impact their overall travel confidence and satisfaction. The goal of this problem statement is to re-imagine how technology can enhance the end-to-end traveler experience using Virtual Reality (VR), travel support, and destination assistance. Participants are encouraged to explore immersive destination previews, personalized travel guidance, real-time support, and local insights that help travelers make informed decisions and navigate destinations seamlessly. The focus should be on creating a traveler-centric, intuitive, and inclusive experience that reduces friction, improves engagement, and provides meaningful support before, during, and at the destination—ultimately making travel more confident, enjoyable, and stress-free.
improve travel search experience	At TBO, travel search is the first and most critical step in a traveler's journey. Whether they are booking flights, hotels, transfers, car rentals, or sightseeing experiences. The goal of this problem statement is to re-imagine how users discover, compare, and select travel products across the entire ecosystem in a faster, smarter, and more intuitive way. Participants are encouraged to think beyond traditional keyword-based search and explore innovative approaches such as unified search across multiple travel products, natural language or voice-based queries, and AI-driven personalization that understands traveler intent. Ideas may also include context-aware recommendations, smart filters, visual or map-based discovery, and conversational interfaces that guide users seamlessly from search to selection. The focus should be on reducing friction, improving relevance, and delivering a consistent experience across all products—whether a user is searching individually for a flight or planning an entire trip with accommodation, transfers, cars, and activities. The ultimate objective is to create a holistic travel search experience that feels intelligent, personalized, and effortless, helping users find the right options with minimum effort and maximum confidence.
Group Tour (MICE, Weddings)	Group travel for MICE (Meetings, Incentives, Conferences, Exhibitions) and destination weddings is still largely coordinated offline—through emails, spreadsheets, and manual follow-ups with multiple suppliers. Although each event or wedding negotiates its own rates, room blocks, and inclusions, there is no structured digital system to manage this customized, group-specific inventory or present it in a cohesive way to attendees. At TBO, we aim to digitize this complexity by introducing a Group Inventory Management Platform paired with a customized microsite for every MICE event or wedding. This digital-first approach optimizes offline processes by: • Creating dedicated inventory per group, with negotiated rates, protected allotments, inclusions, and validity mapped to a specific event or wedding • Digitally locking inventory to a single group, ensuring controlled consumption and eliminating manual tracking • Launching a branded microsite per event, where delegates or guests can view itineraries, select packages, and complete bookings within defined rules • Centralizing guest bookings and confirmations, replacing email-based coordination and spreadsheet-driven rooming lists • Providing real-time visibility to planners and agents on inventory consumption, booking status, and remaining availability By converting offline coordination into event-specific inventory and microsite-driven workflows, TBO can reduce operational overhead, accelerate confirmations, and deliver a seamless group booking experience. This positions TBO as a technology-led platform for managing complex MICE and destination wedding groups at scale, while maintaining the flexibility these high-touch segments require.
Fraud Prevention	Fraud, Chargebacks & Credit Risk in B2B Travel Platforms Context B2B travel platforms enable agencies to make high-value bookings using credit limits, post-paid settlement, and deferred invoicing. While this enables scale and speed, it also introduces risk in the form of fraud, chargebacks, booking abuse, and unmanaged credit exposure. Most existing controls are static, manual, or reactive - credit limits are pre-set, reviews happen after incidents, and signals are evaluated in isolation. _____ The Challenge Explore new ways of reasoning about risk in a B2B travel ecosystem. Design any approach—rules, heuristics, simulations, machine learning, agentic workflows, or hybrids—that helps reason about: • When a booking or agency appears risky • When credit exposure should expand, contract, or pause • How early behaviours might signal future chargebacks or losses • How trust evolves over time rather than being decided once There is no requirement to build a system. The focus is on decision-making logic and explainability. _____ Signals You May Assume or Create Teams may mock or simulate any signals, including but not limited to: • Login, role, and access behaviour • Booking velocity, value, and cancellations • Credit utilization and outstanding exposure • Historical disputes or chargebacks • Device, network, or geo inconsistencies • Agency age, stability, and behavioural patterns All data must be synthetic. _____ What Your Solution Should Demonstrate Your submission should show how decisions could be reasoned about, for example: • How multiple signals are interpreted together • How uncertainty or ambiguity is handled • How decisions adapt as behaviour changes • How manual intervention can be reduced The emphasis is on thinking, logic, and trade-offs, not dashboards or tooling. _____ How We'll Evaluate • Quality and creativity of reasoning • Ability to anticipate fraud, chargebacks, or exposure risk • Reduction of static or manual controls • Explainability and realism • Effective use of agentic or adaptive ideas (bonus)
Virtual travel Agent/travel agent copilot	At TBO, travel agents are at the heart of helping travellers plan and book trips across flights, hotels, transfers, cars, and experiences. Managing multiple systems, customer preferences, and dynamic pricing can be overwhelming. The goal of this problem statement is to re-imagine how agents can discover, recommend, and book travel products faster, smarter, and more intuitively. Participants are encouraged to explore innovative approaches beyond manual workflows, such as AI-driven recommendations, conversational assistants, context-aware decision support, and automated task handling. Ideas may include real-time insights, personalized suggestions, itinerary optimization, or proactive alerts to help agents act faster and more confidently. The focus is on reducing friction, improving efficiency, and enhancing the agent's ability to deliver a personalized travel experience. The ultimate objective is to build a Virtual Travel Agent or Copilot that empowers agents to act like intelligent, semi-autonomous assistants—anticipating needs, suggesting optimal actions, and managing bookings seamlessly.