



COMPANY OVERVIEW



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Version 1.0 / 2022

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WELCOME TO TRIPELLO

Tripello does Travel in a **new and different** way.

We don't see the **purchase** of Travel as an expense. We believe it is an **asset**. It is an **investment** in YOU. Travel **expands** your **perceptions** and **opens** your **mind**. It has the **power to change** YOU...and the world.

We at Tripello decided to take a **new approach** to travel. We want your booking experience **to be a part** of your vacation **experience**. Not only did we set out to get you the **lowest prices possible** during the time of your search but we also wanted to create a **peaceful and relaxing** environment in which you can plan your vacation. **Free from stress**, confusion, advertisement and the **usual** online booking **hassle**.

We understand that those who are eager and are **longing to travel**, to experience the world again, may still face **financial challenges** and may think that travel **is not in their budget**.

This is where Tripello comes to help and assist.

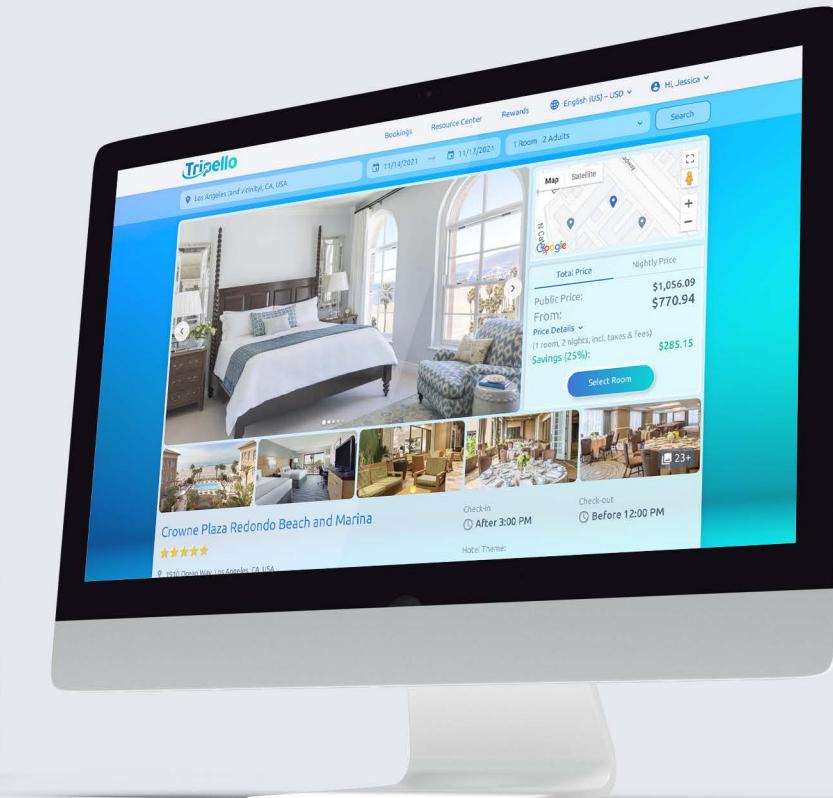
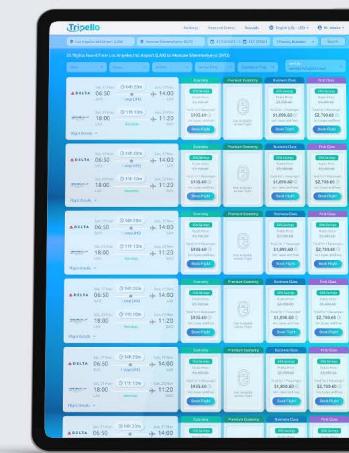
We are a **young company** with **big dreams, love and passion** for travel. We are **eager** to grow our partnerships, keep **improving** and **expanding** our **product offerings**, all while still fighting to get you the **best prices**.

We hope you will **travel together** with us on this **Journey**.

See you on the other side.

*Money spent on Travel is never wasted.
The experience gained lasts a lifetime*

- Tripello -



WHAT WE DO

Tripello is a **subscription based** Travel Booking Platform offering true **Wholesale (Net) Prices**. We offer Freemium, Premium and Premium Plus Memberships. Based on your **Membership** you have the ability to book flights with **all International Carriers** and over **140 Low Cost Carriers**, choose from over **1.5 million** Hotels and Resorts or over **1.5 million** Vacation Rentals. You also have access to **Rental Cars** from all over the world. We offer our members **savings of up to 65%** and sometimes even **more**.

HOW WE DO IT

Our **technology** allows us to search **thousands of wholesale contracts**. This happens **live, in real time**, every time you execute a search. We **do not** work from a database like the Big Guys do. This way we can show you what is **really available** at the time of your search and for the **lowest price** possible. We offer the lowest possible rates (Wholesale/Net Prices) **at the moment of your search** and further reduce the cost as much as possible by **cutting out** the middlemen. We also **strip all** commissions, mark-ups and booking fees to give our members prices, which **are not** available to **the public**. This is also the reason why we can **only** make our offer available as a **subscription service**, a closed user group with **no public access**.

WHY WE DO IT

Tripello is a **heart based** company and everything we do is for the **love of travel** and to share this **passion** with as many people as possible. Seeing and knowing how **manipulated** the Travel Industry is and how often we as people are being **misled**, we decided to create a **new platform** that **gets rid** of all the things we hate so much. Things like **Buying Pressure**, Up-Sales, Advertisement, Booking Fees, **Commissions**, Mark Ups, **Sales Gimmicks**, Obligations, complicated and non-user friendly websites and interfaces. We want it to be **simple**, as we believe that your **vacation** starts from the **moment you book**. It should be as **relaxing** and **enjoyable** as your trip itself. We are a **young** company and still **learning** and would love your support to make us better and grow. This is why we have created a good **old fashioned suggestion box**. Mail us at suggestionbox@tripello.com and let us know what you like, don't like and what you think we could **do better**. We **promise** we will listen.

The Travel Market

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WHERE WE ARE HEADING

Travel has always **offered opportunities to create fulfilling life experiences** and strengthen human connections, as well as playing an **important role in improving people's well-being** and health. When you compare this to social media, Zoom, or other virtual media, this is not something they can recreate in the same way. By successfully using technologies to address traveler concerns after the pandemic, the **travel industry** can move towards a **brighter future**.

The **worldwide pause** in travel spurred by the pandemic underscored the **importance of being together**, and it further demonstrated how travel serves as a **force for good**. **Travel expands worldviews** and deepens **understanding** between people and places.

According to research:

56% Of travelers say new experiences are the top benefit of travel

48% Say physical and mental wellness is the top benefit of travel

51% Strive to learn about other cultures and communities through trips

33% Use travel to become a more well-rounded person

New places and experiences:

People are ready to use travel to move **outside of their comfort zone**. Three-quarters of travelers are likely to select a destination **they've never been to** before — which more than half (53%) say reflects their **desire for new experiences**. More than half of travelers (52%) who have a trip planned are likely to take a mode of transportation they've never taken before. And, nearly a quarter (22%) are seeking **once in-a-lifetime experiences** on their next trip.

The Travel Market

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WHERE WE ARE HEADING

We believe that **Travel** is about to experience **years unlike ever before** as people plan **purpose-driven trips, value vacation time more, and up their investment in unique experiences.**

Prioritizing well-being, innovative technology solutions, and transparent communication will create clear industry leaders as the **entire travel industry shifts** from survival mode into **accelerated demand and growth.**

Most people will travel in the next six months — and frequent, quick trips are trending.

81%

plan to take at least one vacation with family and friends in the next six months.

78%

are most interested in **frequent short trips**. As people head back into the office and kids remain in school, individuals and families may be looking for more **quick doses of adventure**.

56%

of those who often work remotely will take a “**bleisure**” style trip — extending a work trip for leisure, or vice versa.

People will invest more in travel compared to pre-COVID-19.

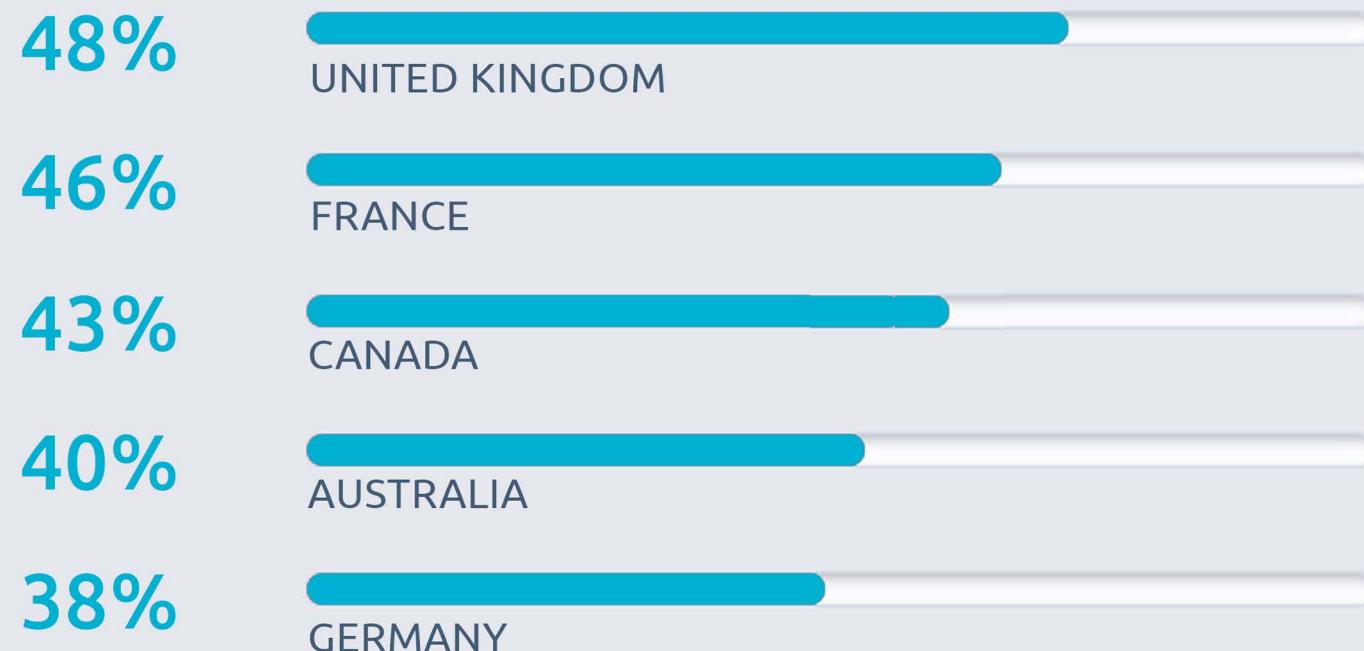
More than half (54%) of respondents say they plan to spend more on trips than they did prior to the pandemic.

WHERE ARE WE HEADING

International travel will start to make a comeback.

While most travelers (71%) plan to use their own car or a rental car for an upcoming trip, more than half (55%) say an airplane is their preferred mode of travel. With flights continuing to regain popularity and borders reopening to visitors, international travel will begin to rebound.

Countries with the highest intent to travel internationally



49% approximately half of millenials say they are likely to travel internationally or already have an international trip booked.

47% of Gen Z say they want to travel internationally. Nearly 2 in 5 (34%) would consider going abroad, while less than a quarter (20%) of baby boomers would do the same.

Data and Content based on 2021 Wakefield Research Report

The Travel Market

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WHERE WE ARE HEADING

Great deals and flexibility will remain top priorities for travelers.

The ability to book travel for a **reasonable price** and **make changes** to trip itineraries is an **absolute must** in the eyes of travelers. It appears this widely held expectation is not only **here to stay**, but it has become the **industry standard**.

84% say a **discounted fee** is **influential** when **booking a flight online**.

83% say **flexible fare options** makes a **world of difference**.

Workers will use personal days for travel like never before.

The last years **caused many to reflect** on what they **value most**, especially since many adults have had to **adjust** to working from home and **juggling their personal and professional lives**. Now, as companies prepare to **return to the office** and **evolve** remote work policies, **employees** will make **greater use of their vacation time**. Research shows that:

91% have a **greater appreciation** for spending **quality time with family**.

84% have a **greater appreciation** for **vacation time**.

77% have a **greater appreciation** for separating **professional and personal life**.

59% are **more likely** to take a **two-week vacation**.

WHERE WE ARE HEADING

Travel companies' must continuously adapt to remain competitive in uncertain times.

The **future of travel** certainly looks **brighter** than it did this time last year, as **people across the globe** plan to **travel more**, **increase their investment in trips**, and adapt to **industry challenges**. But that means travel companies **must adapt**, too, and prepare for fluctuations in **demand** for the **foreseeable future**.

In this **new environment** of uneven recovery, it's **more important** than ever to **differentiate** from competition and **earn loyalty** from **travelers** who will **inevitably experience** plenty of brands vying for **their attention**.

Here is where Travel Companies can start:

- Make sure **travelers** can still get a **refund or credit** if plans change. **Clearly communicate** cancellation and change policies.
- Provide a **range of options** and **pricing** to capture demand among all types of **travelers and trips**.
- **Strive** to be a **companion for travelers** every step of the way during planning, throughout their trip, and afterwards. Deliver on **promises**, collect **customer feedback**, and adapt accordingly.
- Offer **new incentives** to attract travelers. In contrast to previous years, these **promotions** do more than simply **encourage** hesitant travelers — they **provide differentiation** in a hot, rebounding market.
- **Ramp up marketing**, particularly in the **markets** where people are **most keen** to travel **domestically and internationally**.
- **Knowing** **travelers** are focused on **wellness and meaningful experiences**, give thought to how you can **integrate** this concept into your **messages to customers** and potentially package deals.

What Is Changing Travel Today

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TECHNOLOGY

The connected traveler is also a connected buyer as browsing, booking and deal hunting have boosted the travel experience.



Data and content based on 2018 CMO Travel Report

What Is Changing Travel Today

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MOTIVATION

Most Travelers surveyed say deals make decisions, but don't discount compelling content and eye candy.

Key Influencers to Get Travelers Booking



TRUSTED SOURCES FOR TRAVELERS:

46% say online travel aggregators (Booking.com, Expedia, Orbitz, etc.) get it right when assisting and satisfying today's traveler

32% rely on their trusted travel agent

But it isn't JUST about finding deals. Travelers want it ALL

Only 19% said deal and savings sites were tops in assisting and inspiring travel, indicating that today's travelers want deals AND content, AND experiences AND assurances, AND a ticket to dream.

Data and Content based on 2018 CMO Travel Report

What Is Changing Travel Today

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INFLUENCE

When planning their next journey , traveler still focus on themselves and are less likely to be influenced by the social crowd but are more moved by safety, security and their own special interests.

Top 5 Travel Choice Influencers

43%

SPECIAL INTEREST AND HOBBIES

36%

SECURITY, STABILITY AND FRIENDLINESS OF THE DESTINATION

30%

ADVENTURE,RECREATION OR SPORTS

29%

LOCAL CULTURE AND HISTORY

29%

DESTINATION GEOGRAPHY AND DIVERSITY

WHAT STOPS TRAVELERS IN THEIR TRACKS?

Why do leisure travelers not travel more often? The answer is that life gets in the way!

 Too many **distractions or obligations**

 Don't like the **crowds or discomforts** of travel

 **Lack the time** or compelling reason to book

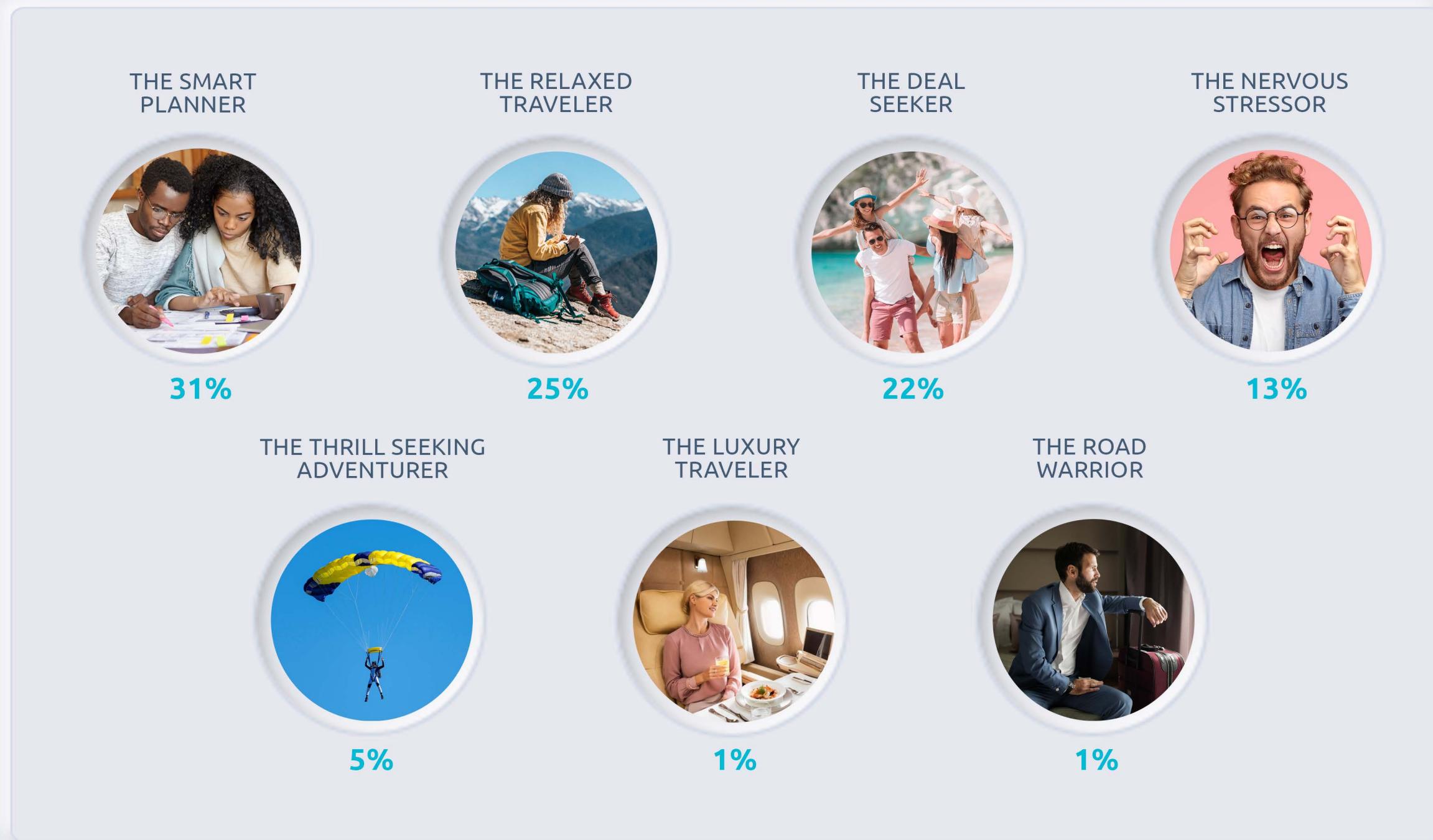
 Too much **anxiety or stress** over dangers of travelling

Data and Content based on 2018 CMO Travel Report

Who Are Our Travelers

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Travelers love good deals and they are connected and reliant on technology. But what else motivates, excites and influences them? In an age of connection and personalization, knowing and understanding what influences travelers could be what make a difference.



Data and Content based on 2018 CMO Travel Report

The Smart Planner

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What Gets Me Moving



WHO AM I:

- ⌚ I am a planner
- ⌚ I like to be well-informed before booking

WHAT I LOOK FOR:

- ⌚ I like to live life to the fullest



MOST INFLUENCED BY:



TOP INNOVATIONS IN TRAVEL:



REASON WHY I MAY STAY HOME:

- Price, offers or deals
- Destination appeal
- Time of year
- Business demands and commitments
- Great advertising
- Booking sites and booking assurances
- New ways to discover travel deals
- Deal availability
- Loyalty programs
- Promotional Incentives
- Lack of budget
- No free time
- Life gets in the way
- No compelling reason
- Not really into crowds

Data and Content based on 2018 CMO Travel Report

The Relaxed Traveler

Tripello Company Overview
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What Gets Me Moving



WHO AM I:

- ⌚ Easy going and open
- ⌚ Flexible and go with the flow

WHAT I LOOK FOR:

- ⌚ I got to get away from it all



MOST INFLUENCED BY:



TOP INNOVATIONS IN TRAVEL:



REASON WHY I MAY STAY HOME:

- Price, offers or deals
- Destination appeal
- Time of year
- Preference of partner, spouse, etc.
- Free time and motivation to travel

- Deal availability
- Booking sites and booking assurances
- New ways to discover travel deals
- Promotional incentives
- New modes of travel to try

- Lack of budget
- No free time
- Life gets in the way
- No compelling reason
- Not really into crowds

Data and Content based on 2018 CMO Travel Report

The Deal-Seeker

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What Gets Me Moving



WHO AM I:

- ⌚ I need a budget
- ⌚ Yes, a tight budget

WHAT I LOOK FOR:

- ⌚ I got to get away from it all, with family and make some memories on the way



MOST INFLUENCED BY:



TOP INNOVATIONS IN TRAVEL:



REASON WHY I MAY STAY HOME:

- Price, offers or deals, all about price
- Time of year
- Destination appeal
- Preference of partner, spouse, etc.
- Discretionary income available to spend

- Deal availability
- Booking sites and booking assurances
- Promotional incentives
- New ways to discover travel deals
- New modes of travel to try

- Lack of budget
- No free time
- Life gets in the way
- Not really into crowds
- Don't need all the headaches

Data and Content based on 2018 CMO Travel Report

The Nervous Stressor

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What Gets Me Moving



WHO AM I:

- ⌚ I am anxious about travel
- ⌚ Planning stresses me out

WHAT I LOOK FOR:

- ⌚ Get away from it all, and hopefully do something different this time



MOST INFLUENCED BY:



TOP INNOVATIONS IN TRAVEL:



REASON WHY I MAY STAY HOME:

- Price, offers or deals
- Time of year
- Destination appeal
- Preference of partner, spouse, etc.
- Discretionary income available to spend

- Deal availability
- Booking sites and booking assurances
- Loyalty programs
- New ways to discover travel deals
- Promotional incentives

- Lack of budget
- No free time
- Not really into crowds
- Too much anxiety about stress
- Too many distractions

Data and Content based on 2018 CMO Travel Report

The Thrill-Seeking Adventurer

Tripello Company Overview
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What Gets Me Moving



WHO AM I:

- ⌚ I need adventure/excitement
- ⌚ Thrill-Seeker for activities

WHAT I LOOK FOR:

- ⌚ Living life to the fullest



MOST INFLUENCED BY:



TOP INNOVATIONS IN TRAVEL:



REASON WHY I MAY STAY HOME:

- Price, offers or deals
- Time of year
- Destination appeal
- Preference of partner, spouse, etc.
- Discretionary income available to spend

- Booking sites and booking assurances
- Deal availability
- New ways to discover travel deals
- Loyalty programs
- Travel selection and choices

- Lack of budget
- No free time
- Life gets in the way
- Not really into crowds
- No motivation to book

Data and Content based on 2018 CMO Travel Report

The Luxury Traveler

Tripello Company Overview
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What Gets Me Moving



WHO AM I:

- ⌚ It is all about experiences
- ⌚ What is a budget?

WHAT I LOOK FOR:

- ⌚ Get away from it all and make some great memories



MOST INFLUENCED BY:



TOP INNOVATIONS IN TRAVEL:



REASON WHY I MAY STAY HOME:

- No budget but I still want a deal
- Destination appeal
- Quality of advertising
- Travel innovations and comforts
- Time and freedom to travel

- Loyalty programs
- Booking sites and booking assurances
- Deal availability
- New travel modes and conveniences
- Improved quality of experiences

- No free time
- Distractions get in the way
- Not really into crowds
- No motivation to book
- Difficulty managing schedules

Data and Content based on 2018 CMO Travel Report

The Road-Warrior

Tripello Company Overview
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What Gets Me Moving



WHO AM I:

- ⌚ Business keeps me going
- ⌚ Always on the road

WHAT I LOOK FOR:

- ⌚ Want to do something different. Find some time to just get away.



MOST INFLUENCED BY:



TOP INNOVATIONS IN TRAVEL:



REASON WHY I MAY STAY HOME:

- Price, offers or deals
- Time of year
- Destination appeal
- Time and freedom to travel
- Business demands and commitments

- New ways to discover travel deals
- Booking sites and booking assurances
- Loyalty programs
- Insurance plans to safeguard investment
- Promotional incentives

- Lack of budget
- Distractions get in the way
- No compelling reason
- No free time
- Not into crowds

Data and Content based on 2018 CMO Travel Report

The Future

Tripello Company Overview
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LOOKING AHEAD

It might seem reckless to think about **starting up a new business** during a recession when the **future** feels shaky and the economic impacts are **impossible to predict**. But it turns out, forming a **startup** in an economic downturn can actually work to your **advantage** in many ways.

In fact, many entrepreneurs who **saw opportunities** and took risks during **hard economic times** have ended up **creating** some of the most **instantly-recognizable** brand names we know and **love today**.

Our Vision is to challenge the status quo of the Travel Industry and educate Travelers on a new way, a new approach to their vacation planning and having their hard earned money last longer and bring greater value.

Giving our Members access to **incredible pricing** gives them **massive savings** which means **more choices, more freedom, more experiences**.

We have more than one way to get you the **best bang for your buck**. Our subscription lets you personally experience what even a 4K TV could never bring to you.

We would **love** to have **you** on our journey.
With Love - Tripello

No man is as free as a man who has traveled the world

- Tripello -





We Are Here To Get You There

