



COMPANY OVERVIEW



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Version 1.0 / 2021

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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.

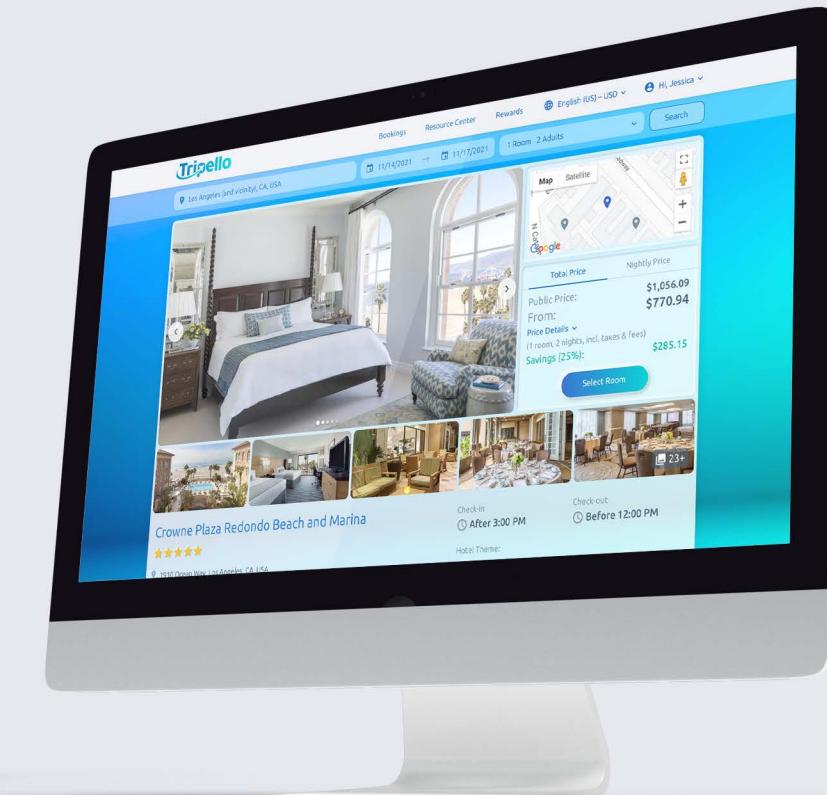
We at Tripello **decided** to take a **new approach** to travel. We want your booking experience **to be a part** of your vacation **experience**. Not only did we set out to get you the **lowest prices possible** during the time of your search but we also wanted to create a **peaceful and relaxing**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

We 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 a 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**, everytime 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 **mislead**, 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](mailto: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

Tripello Company Overview  
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## WHERE ARE WE 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

Tripello Company Overview  
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## WHERE ARE WE HEADING

### **Back to the air and sea:**

Half of travelers (50%) plan to board a plane in **the next 12 months**, while two-thirds overall prefer to drive. In fact, respondents in Australia are most eager to return to the skies and expect to travel by air at nearly the same rate as car for their next trip, at 62% and 65% respectively. **One in 10 travelers** say they plan to travel by cruise, a significant signal that the **travel recovery is expanding**. In fact, according to data, nearly half (44%) of new cruise bookings in the US market are for 2021 departures – demonstrating that people want to cruise again **as soon as possible**.

### **Booking travel on new sites:**

Nearly half of travelers (48%) are **open to booking** through sites and companies they have never used before, if they believe that the travel provider **can be trusted**. This is perfect for Tripello.

Nearly two-thirds of travelers (65%) are **more likely to book** with travel providers that identify their **practices as inclusive**. This includes properties that are owned by women, welcoming to the LGBTQIA+ community, or supportive of people with disabilities. This is **particularly important** to German travelers, where nearly three quarters (71%) are more likely to book accommodations with **inclusive policies**.

How people travel is also **changing**. According to research, the interest in international trips, put on hold due the pandemic, is **increasing**. However, quick getaways close to home remain **top of mind** for more travelers in the **short-term**.

### **Close to home, for now:**

Most travelers (60%) will opt for domestic travel for the short-term, though the outlook for **international travel is improving** with more than a quarter (27%) of travelers eyeing a **trip to another country** in the next 12 months. Germans are most eager to cross the border, with nearly two in five (38%) saying they are likely to take an **international trip in the next year**.

# The Travel Market

## WHERE ARE WE HEADING

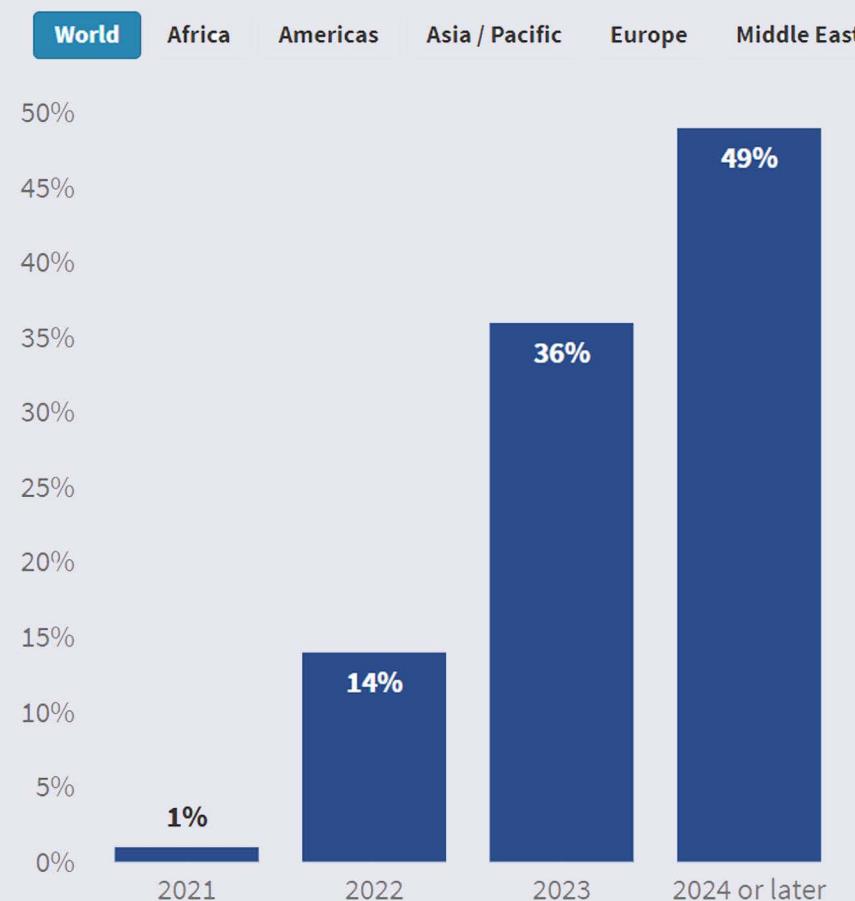
**Reconnecting** with the people that matter and **finding meaning in experiences** is fueling the **desire** to travel again. Nearly a third (32%) say visiting family and friends was **more important** than getting the **best deal** for their first trip. Travel is key to **rebuilding in-person connections** and **creating new memories together**. The research shows that travel is also a **way to reinforce** personal values. Nearly three in five travelers (59%) are **willing to increase** their **spend** to make the trip more sustainable, including three-quarters (76%) of Mexican travelers. The **willingness to spend extra** on sustainability shows that the environment is **top of mind** for many travelers.

Between January and May of this year, global international tourist arrivals were 85% below 2019 levels. While international travel is now **certainly happening again**, it's unlikely this year that it will **soar back** to anything like we would've seen pre-pandemic. **Uplift will continue** but it will **be gradual** as we wade through the still-muggy waters of recovery.

According to a global survey of tourism experts undertaken by the World Tourism Organisation, 14% think international tourism will return to pre-pandemic levels in 2022. 36% said they think it won't be until 2023, and 49% said it will be 2024 or later.

Overall we are on a **steady road** to recovery and the numbers are slowly but **continuously picking up**. This is the right time and the **perfect opportunity** to be ready when the **Travel Boom** returns.

**When do you expect international tourism to return to pre-pandemic 2019 levels in your country?**



# 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

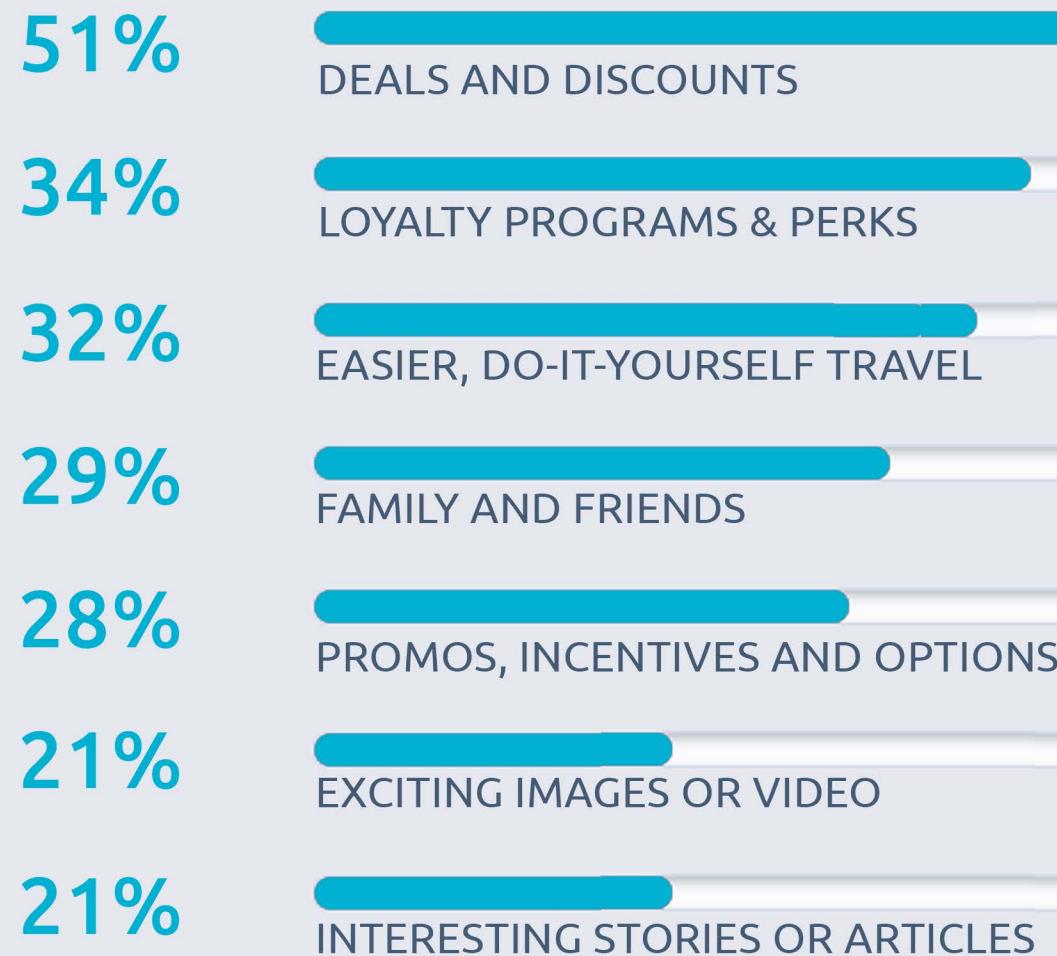
# What Is Changing Travel Today

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## MOTIVATION

Most Travelers surveyed say deals makes 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!

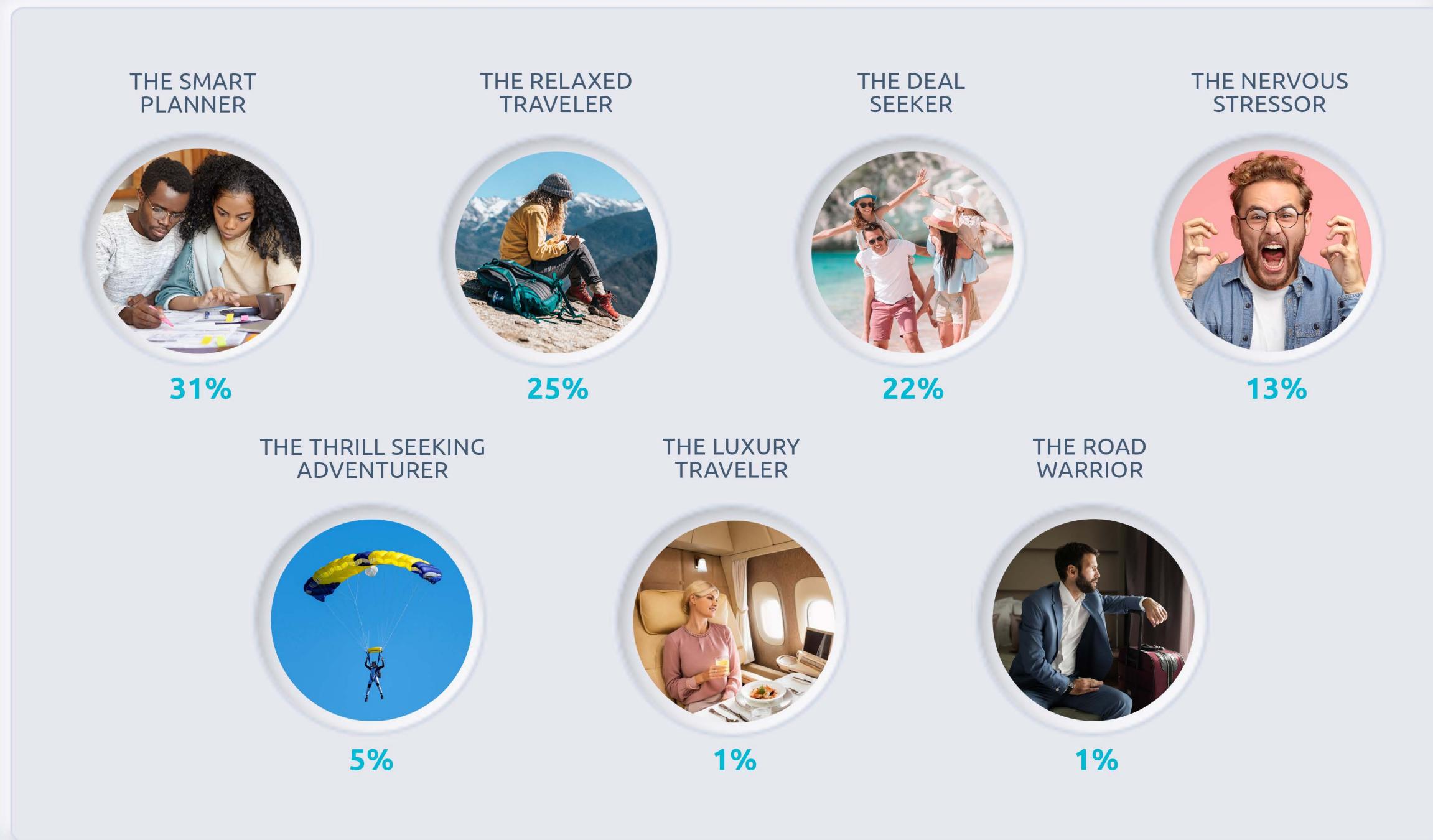
- Too many **distractions or obligations**
- Don't like the **crowds or discomforts** of travel
- Lack the **time** or compelling reason to book
- Too much **anxiety or stress** over dangers of travelling

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

Tripello Company Overview  
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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

Tripello Company Overview  
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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  
Version 1.0 / 2021

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 then 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

