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| Category | Stakeholders | Description |
| External | Customers (Travelers) | Primary users who book flights, hotels, and cars. |
|  | Travel Agencies | May use the platform to make bookings on behalf of their clients. |
|  | Hotel Chains & Individual Hotels | Partner with the system to list their available rooms and manage bookings. |
|  | Airlines | Provide flight options, schedules, and pricing data to be integrated with the reservation system. |
|  | Car Rental Companies | List available rental cars and pricing, allowing customers to make reservations. |
| Internal Operational | Sales Team | Promote the platform to attract more users and increase bookings. |
|  | Marketing Team | Provides technical support to ensure system uptime and handles technical issues as they arise. |
| Internal Executive | Chief Executive Officer (CEO) | Sets the strategic vision for the platform and oversees all major operations. |
|  | Chief Technology Officer (CTO) | Oversees technological development, security, and infrastructure for the platform. |
|  | Chief Financial Officer (CFO) | Manages the financial aspects of the business, ensuring profitability and handling investment decisions. |
|  | Chief Marketing Officer (CMO) | Develops marketing strategies to increase visibility and usage of the platform. |
| External Executive | Credit Bureau | Provides creditworthiness checks for customers to validate their ability to make purchases |