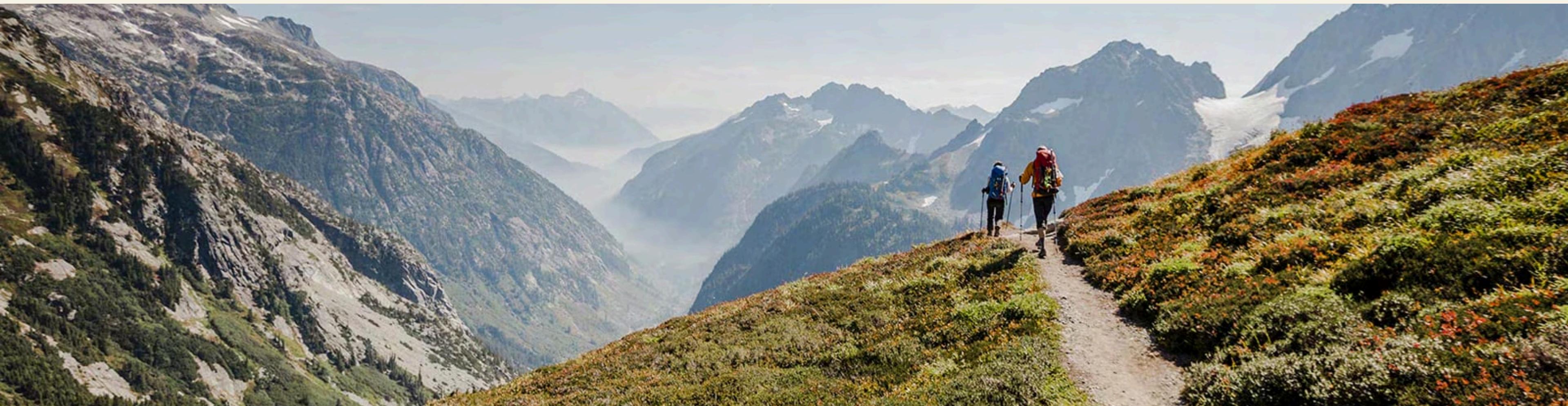


TOURIST ROUTE PLANNER

Gabriela Jastrzębska
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Filip Łapiński

Main idea

The main idea of our project is to create an accessible and user-friendly website where tourists and travelers can easily plan, save, and share their travel routes. We aim to provide an intuitive interface for building personalized itineraries, discovering popular landmarks, and accessing valuable travel information. Our platform will offer a variety of route planning options, personalized recommendations, and user reviews. Our goal is to become the go-to resource for travelers from all around the world.



OUR GOALS

1. Providing personalized route planning for tourists based on their preferences, travel duration, interests, and budget
2. Promoting lesser-known tourist destinations and attractions, helping users discover hidden gems
3. Enhancing travel experience with useful information: transport details, accommodation options, entry fees, and local tips
4. Encouraging travelers to share their experiences, tips, and recommendations, building a supportive and engaging travel community



Our objectives

1. User-friendly interface and intuitive route builder
2. Tailored recommendations
3. Integration of maps and real-time navigation
4. User reviews and rating
5. Multi-device and offline accessibility
6. Local experiences and guides
7. Data-driven insights for continuous improvement
8. Monetization strategies and premium features



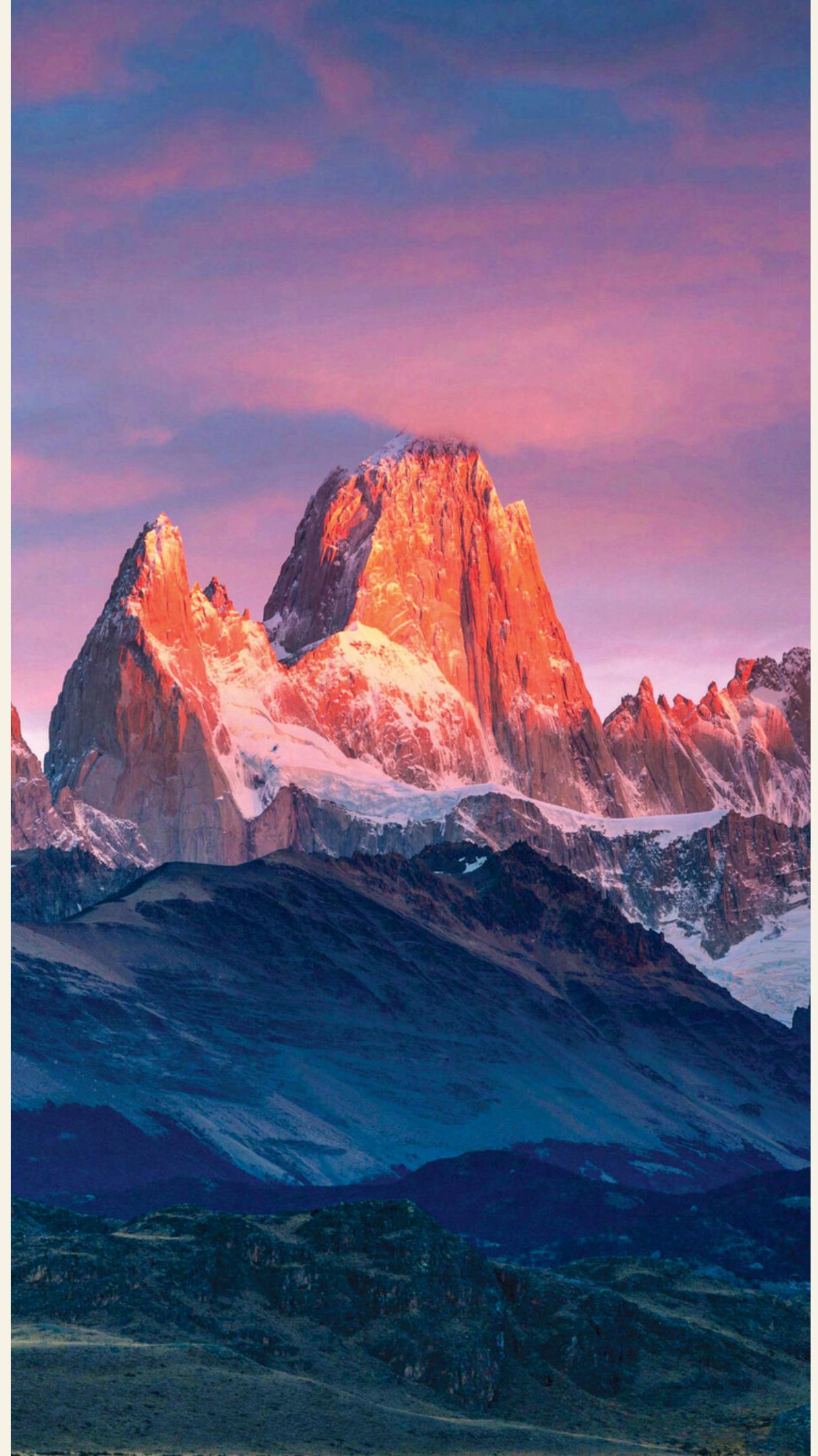


High-level description

Our project will develop a comprehensive web-based platform that enables tourists and travelers to efficiently plan, customize, and share their travel routes. It will offer a user-friendly interface with intuitive tools for creating personalized itineraries, exploring popular landmarks, and discovering remote destinations. The platform will integrate interactive maps, route-building features, and recommendations tailored to users' preferences, interests, and travel styles. Additionally, it will facilitate a community-driven approach by allowing users to share routes, post reviews, and exchange travel tips. Ultimately, the project aims to become a multipurpose resource for travelers, enhancing their trip planning experience and helping them explore the world with confidence and ease.

Target audience

1. **Frequent travellers** - travel regularly for leisure or adventure, seek efficient tools
2. **Casual tourists** - plan occasional trips or vacations, want to discover popular attractions and create well-organized travel itineraries
3. **Backpackers and adventure seekers** - look for remote destinations and unique experiences
4. **Families and group travellers** - need easy-to-use tools to collaborate and organize their travel plans in one place
5. **Solo travelers** - rely on detailed itineraries, destination reviews, and safety information
6. **Travel influencers** - interested in discovering, documenting, and sharing new routes and destinations with their followers
7. **Local tourists and weekend getaway planners** - want quick, reliable suggestions for nearby attractions and activities
8. **Travel agencies** - want to use the platform to create well-organized routes for their clients



The key problem we address

The key problem our project addresses is the complexity and fragmentation of travel planning. Many travelers struggle with organizing their trips due to the overwhelming amount of scattered information across various websites, apps, and travel guides. It can be challenging to find the right destinations, plan routes efficiently, access reliable recommendations, and organize all details in one place. Furthermore, travelers often find it difficult to discover remote destinations or create tailored itineraries that fit their specific interests and needs.

Our platform aims to solve this by providing a centralized, user-friendly solution where users can easily plan, customize, and save their travel routes, access relevant travel information, and benefit from community insights and recommendations - all in one place.



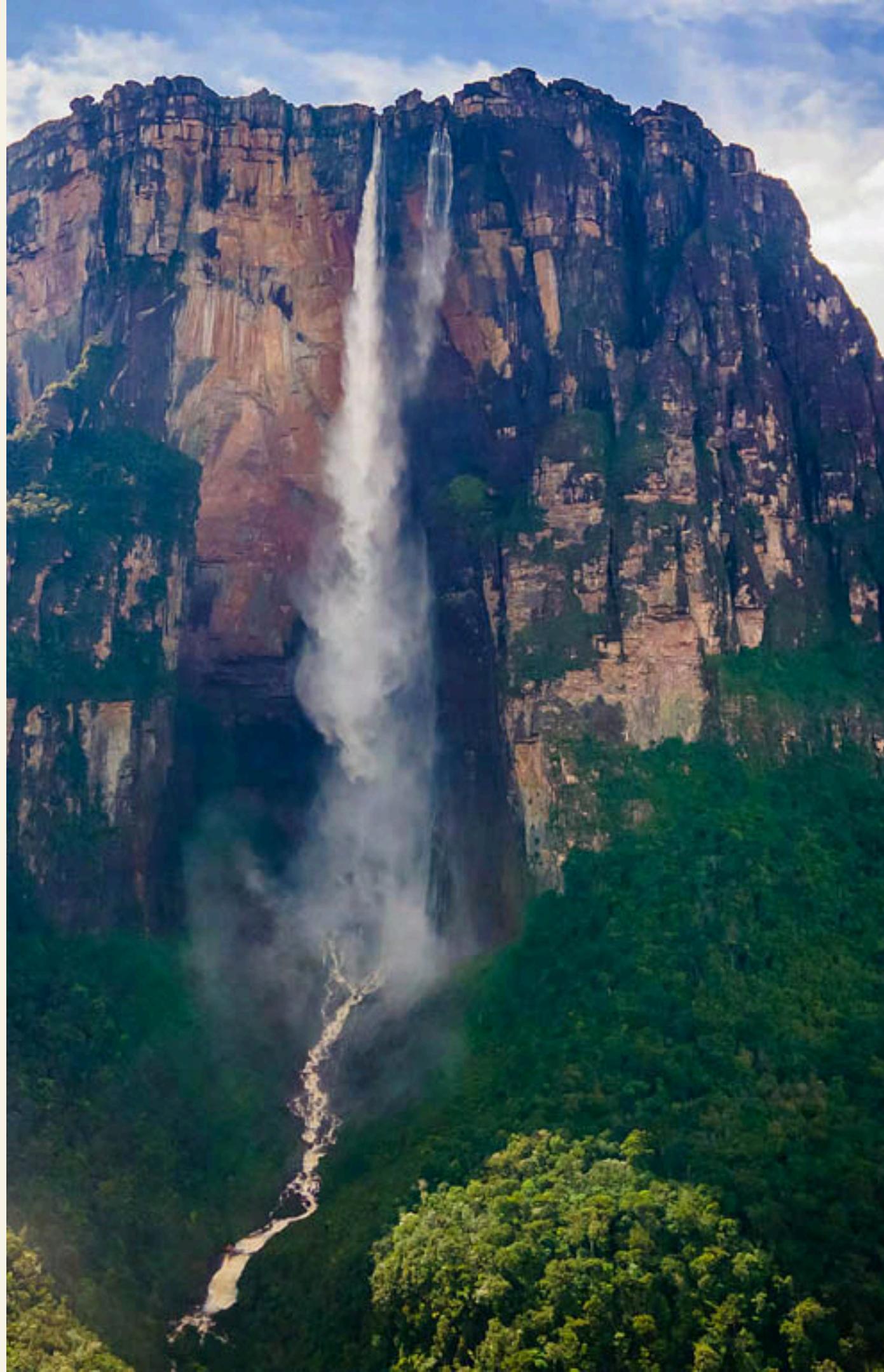
OUR NON-GOALS

1. Booking services (flights, hotels, tours) - the site may integrate external links to third-party booking platforms for user convenience; it will not focus on the transactional aspect of bookings
2. Extensive local language or cultural training - the platform may provide basic tips for travelers visiting foreign countries, but its primary focus remains on planning routes and itineraries
3. Messaging features - the site will not offer messaging functionalities beyond sharing routes and reviews
4. Offline full functionality - some offline features may be offered (e.g. access to saved routes), the platform will not focus on providing full offline access to maps, itineraries, or travel information



Why this project?

- 1. Centralized travel planning experience** - many travelers currently juggle between multiple platforms to plan their trips, our platform offers an all-in-one solution that saves users time and effort while enhancing their planning experience
- 2. Growing trend of personalized travel** - modern travelers increasingly prefer customized travel experiences based on their unique interests and needs rather than following rigid, pre-made itineraries
- 3. The rise of independent travel** - people prefer planning their own trips rather than relying on travel agencies
- 4. Opportunity for market differentiation** - most existing platforms either focus on trip bookings or are limited to single-destination guides



A photograph of a large bison grazing in a lush green field. The bison is positioned on the left side of the frame, facing towards the right. In the background, there are rolling green hills and mountains under a cloudy sky. A few trees are visible on the left edge.

Thank you
for your
attention