



سوْفَرَا SAFRA

Your AI travel companion for authentic Tunisian road trips – plan smarter, explore deeper, spend less.

1- The Problem

2- How it works

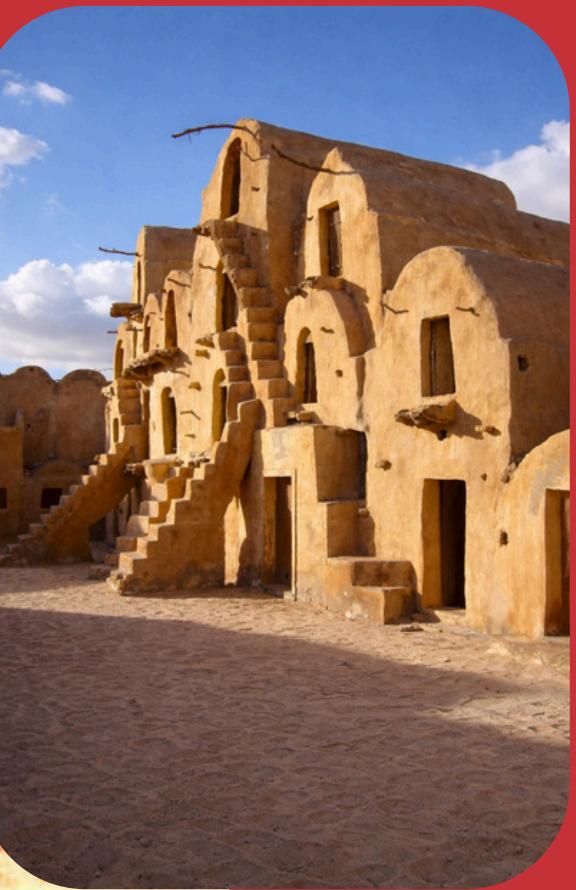
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THE PROBLEM

You want to explore Tunisia?

You open Google, you get the same resorts, the same packages, the same overcrowded beaches.

You try to plan it yourself?

scattered blogs, outdated forums, no budget clarity, no idea where to even start.

And if you do hit the road?

You take the highway.

You hire a guide?

Expensive fees, rigid itineraries, no spontaneity. You're treated like a tourist, not a traveler. You see what they want you to see, not what Tunisia actually has to offer.

You miss everything!

The road between A and B is never just a road. It's mountains, hidden villages, and local gems — if you know where to look.



HOW IT WORKS

Step 1: choose the mode

Point A to B

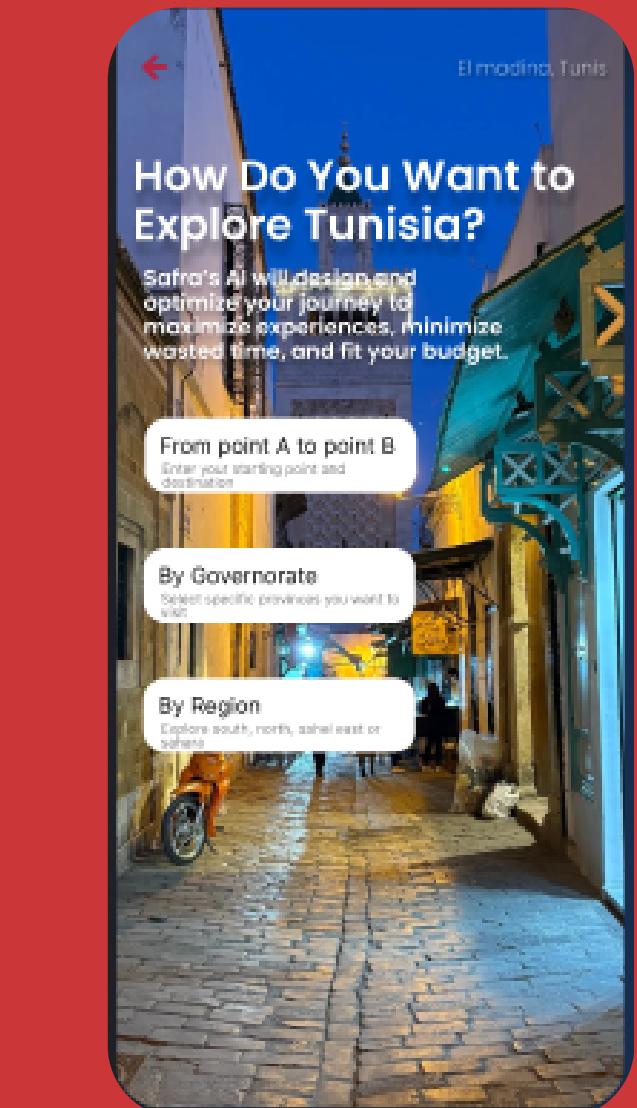
You're heading somewhere anyway. Why arrive having missed everything? Ditch the highway, take the back roads, stumble into something unexpected. Make the drive the whole point.

By Governorate

You've always been curious about Nabeul, Béja or Monastir, that pull you can never explain. Pick the provinces that call to you and just go. We'll figure out the rest.

By Region

The North, the Sahel, the South. Each one feels like a different world. Pick one, pick all of them. This is why you came to Tunisia in the first place.

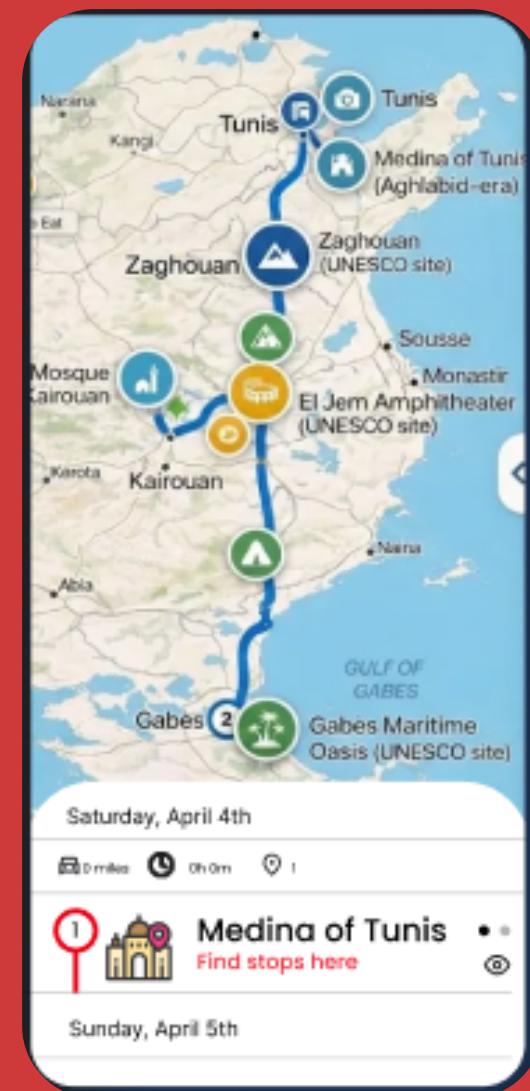


Step 2: Tell us your trip

Starting point, destination, travel dates, vehicle, group type, favorite activities and budget. That's all we need

Step 3: AI builds your trip

Drop in your preferences and let the AI do the heavy lifting. Routes, stops, food, sleep, timing — everything is figured out before you even pack your bag.



Step 4: Hit the road

A full day-by-day itinerary with timing, pricing, and local recommendations. No guide needed. No surprises.

AI POWERED

Personalized to you

Your group, your budget, your pace. No two trips are ever the same.

Smarter routing

Not the fastest road — the right one. Mountain passes over tollways, unknown villages over tourist traps, landscapes worth pulling over for. The journey is the destination.

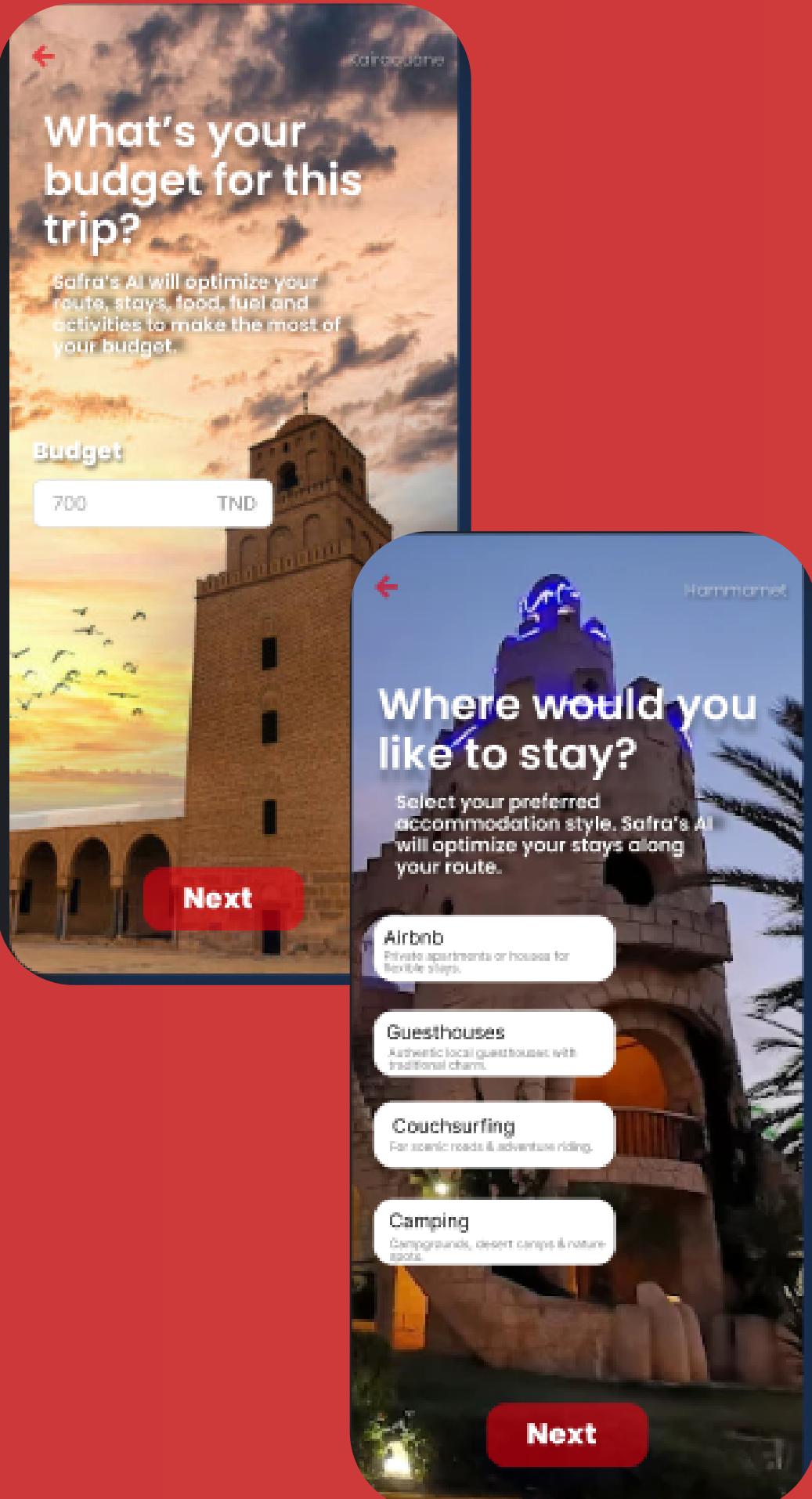
Cultural intelligence

Not what every tourist already knows. The hidden sites, the local spots, the real Tunisia, served up by AI that understands the culture, not just the coordinates.

Data that grows

Every review, every hidden gem submitted, every route shared by the community makes the AI smarter. The more people explore, the better Safra gets at sending the next traveler somewhere extraordinary.

Not a search engine. Not a map. A travel brain that plans like a local and thinks like an explorer.





BUSINESS MODEL

Affiliate partnerships

Partnering with booking platforms for accommodation , earning a small cut every time a user books an Airbnb or maison d'hôtes through the app.

Premium tier

the basic experience is free for everyone. Pay for premium and your trips go deeper: save your routes offline so you never lose signal on a mountain road, get multiple itinerary options to pick your favorite, and fine-tune every detail exactly the way you want it.

Local experience commissions

quad biking, cooking classes, guided medina walks, camel rides. Hosts list their experience, Safra takes a cut per booking.

Sponsored challenges

brands like energy drinks, car manufacturers, or telecom companies sponsor road trip challenges through Safra. "The Ooredoo Route" or "Total Energies Southern Crossing."



COMMUNITY & GROWTH



Hidden gems, found by locals

Users submit places that don't exist on any map yet — a viewpoint, a roadside restaurant, a beach only locals know. Every submission makes Safra richer.

Routes written by real travelers

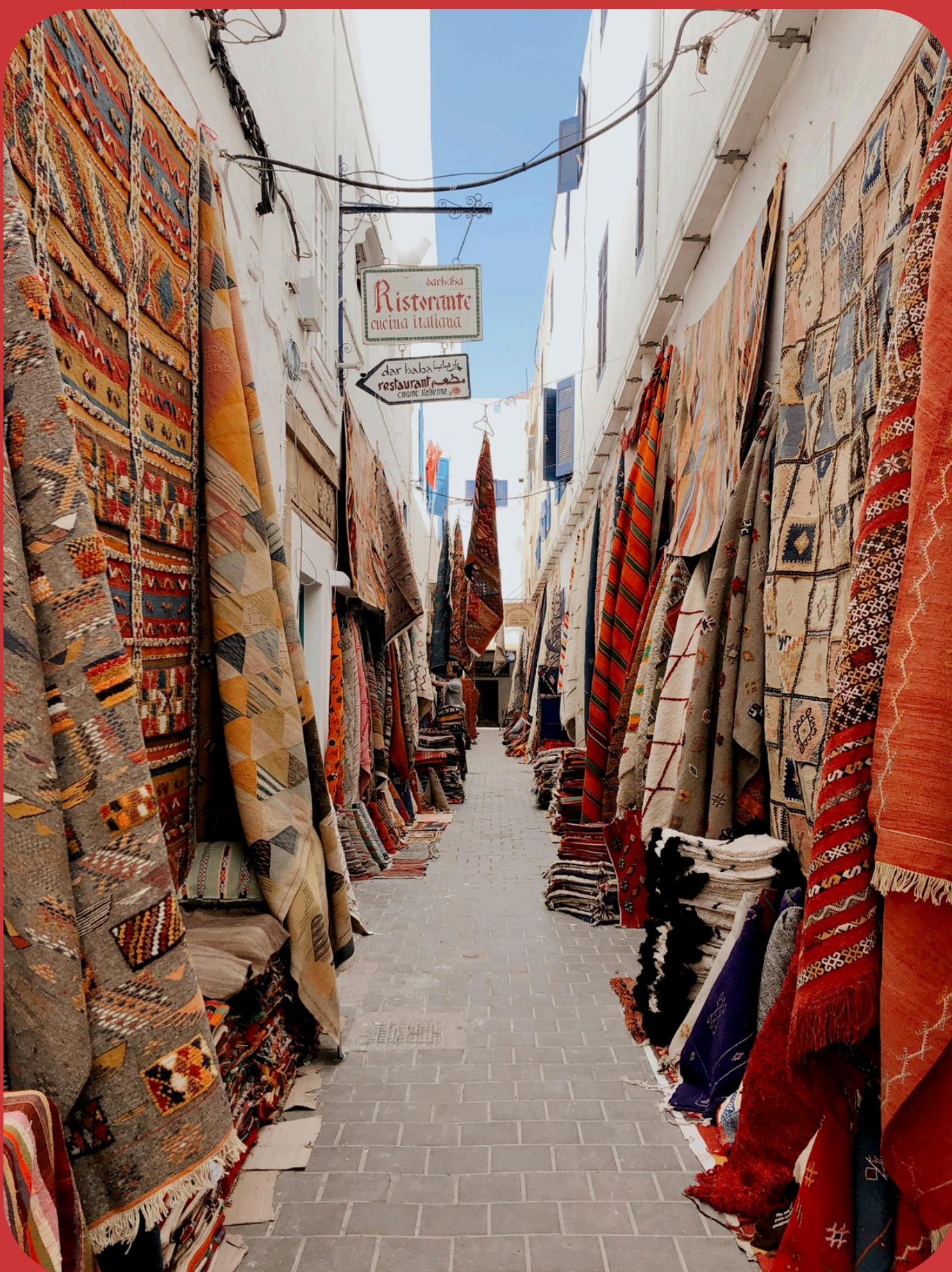
Explorers share their full itineraries with the community. Not AI-generated — human-tested, personally recommended, and ready to use.

Reviews that keep it honest

Every spot, every accommodation, every restaurant gets rated by real travelers. The best rise. The rest fade.

The more people explore, the smarter Safra gets

Every trip taken, every review left, every gem added feeds back into the AI — making every future trip better than the last.



IMPACT ON TUNISIAN TOURISM

Supporting local businesses

Every recommended restaurant is local. Every suggested stay is independent. The money stays in the community, not in international hotel chains.

Sustainable by design

Fewer tour buses. More independent travelers. More distribution across regions. Less pressure on overcrowded sites. A tourism model that's better for the country and better for the traveler.

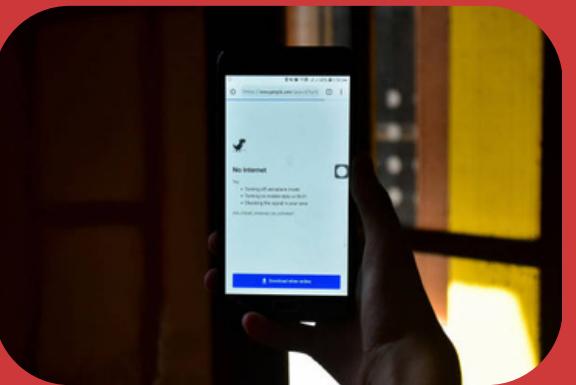
Tunisians rediscovering Tunisia

Half the country has never seen Dougga, never driven through Tataouine, never watched a sunset over Chott el-Djerid. Safra is as much for them as it is for foreign visitors.

A living map of cultural heritage

Every hidden gem added, every historic site surfaced, every filming location pinned is a piece of Tunisia's identity being preserved and shared — not just visited, but celebrated.

WHAT'S NEXT



Offline mode

No signal in the Sahara? No problem. Your full itinerary, maps, and stops available without a single bar of connection.



Multi-language support

Arabic, French, English — because Safra is for everyone, wherever they're coming from.



Partnerships

Local guides, experience hosts, regional tourism boards, and government bodies. Building the infrastructure that makes Safra the backbone of independent travel in Tunisia.