
Introducing Xperio – Reimagining Travel by Empowering Local Experiences

Overview:

Tourism in India is booming — over **2.5 billion domestic trips** were recorded last year, but most travelers still encounter one-size-fits-all itineraries, repetitive sightseeing, and zero connection with local communities. Beneath this surface lies a deeper problem: **mass tourism rarely benefits the people who live at the destinations.**

Xperio is a **community-powered travel platform** designed to solve this. We enable locals from **India's lesser-known and offbeat regions** - spanning rural villages, tribal hamlets and suburban communities to become **experienced hosts**, offering immersive, culture-rich, and sustainable tourism offerings — beyond hotels and monuments, into stories, traditions, and landscapes untouched by mainstream travel.

WHY (The Cause / Purpose):

To **democratize participation of locals/communities in tourism without financial barriers** — so that locals like: farmers, artisans, tribal communities, and rural households can earn **dignified secondary income** that improves their lives and strengthens their communities.

WHAT (The Tangible Offering):

Xperio curates **authentic, purpose-led experiences** hosted by locals, such as:

- Foraging with tribal families in the Western Ghats
- Joining honey hunters during seasonal harvests
- Participating in a village's festival rituals
- Learning weaving, pottery, or other crafts directly from artisans

These are **naturally occurring experiences** that reflect the identity, traditions, and rhythms of local life.

HOW (The Guiding Principles & Approach)

- **Packaging Everyday Life into Experiences:** Turning local knowledge, skills, and traditions into bookable travel experiences.
- **Tech-Enabled Access:** A simple, mobile-first platform (web + app) to onboard, list, and manage experiences.
- **Storytelling & Marketing:** Amplifying hosts' stories to attract domestic travelers seeking authenticity.
- **Community Influencers as Enablers:** Training and supporting locals, ensuring authenticity, quality, and safety.

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- **Discovery & Booking Platform:** A digital marketplace connecting travelers with immersive, offbeat Indian experiences.

Why Now:

- **Rising domestic travel** and cultural consciousness travellers.
- Millennials and Gen Z demand **authenticity over luxury**.
- India's **untapped rural tourism** market is valued at **\$10B+**, but no platform has truly decentralized hosting.
- Government initiatives push to promote rural and sustainable tourism.
- Social Media plays a big role in influencing travel decisions.
- Infrastructure improvements in terms of communication and connectivity, most places are becoming accessible.

Long-Term Vision:

- Turn every Indian village into a cultural destination.
- Build an “Experience Graph” of India — mapping people, places, and practices never before discoverable online.
- Enable locals to become storytellers, educators, and entrepreneurs — **powered by tourism**.

Why This Matters:

At Xperio, we're obsessed over the most overlooked stakeholders in tourism — local people.

Xperio is not “another booking platform”—it's India's structured Experience-as-a-Service (EaaS) marketplace rooted in cultural authenticity and rural empowerment. It fills the gap between:

- **Under-discovered destinations and overwhelmed travelers seeking meaning**
- **Underrepresented hosts and tech-first distribution models**

Customer Segment:

- Urban millennial and Gen Z travelers seeking authentic, offbeat experiences
- Cultural, nature, wellness, and purpose-driven travelers
- Eco-conscious and slow travellers

Experiences Categories:

- Nature Events, Tradition, Rituals, Festival, Folklore, Art & Craft, Heritage, Adventures, Culinary, Eco- Tourism, Spiritual, Agro Tourism & Wellness

Value Propositions:

For Travelers:

- Help to discover authentic, immersive, and offbeat experiences rooted in India's rural and tribal regions
- Simple and easy to book these experiences
- Sense of fulfillment for travellers as they are travelling for a purpose

For Hosts:

- Opportunity to become micro-entrepreneurs by sharing local culture, skills, and traditions
- Support in onboarding, storytelling, digital literacy, and earning through tourism

Who are We:

We are a team of four seasoned engineers led by founder Sanjeev Bijapur, who brings over 25 years of experience in software and digital transformation across industries. With 10+ years in the startup ecosystem, has played key roles in scaling ventures, building high-impact teams, and driving growth—including setting up RedMart's India tech hub, which contributed to its acquisition by Alibaba. Our team is purpose-built to grow a strong host community, establish influencer networks, and forge partnerships with governments and NGOs. We're also supported by two senior advisors: a CTO from a U.S. startup and an experienced CFO, ensuring expert oversight on technology and financial strategy.

Current Status:

We've launched the MVP with around 25 curated experiences, onboarded local hosts, creating digital promotion on social media and activated early user engagement through WebApp-based booking and website based discovery.

Our next phase focuses on scaling the host network, deepening tech capabilities, building community influencer network, host training and expanding across many districts in Karnataka and then panning to other states, to create an impact-driven alternative to mainstream tourism platforms.

Would love to share more. Thank you for reading.



Warm regards,

A handwritten signature in black ink, appearing to read "Sanjeev Bijapur".

Sanjeev Bijapur

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Xperio Travel App download for iOS and Android

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