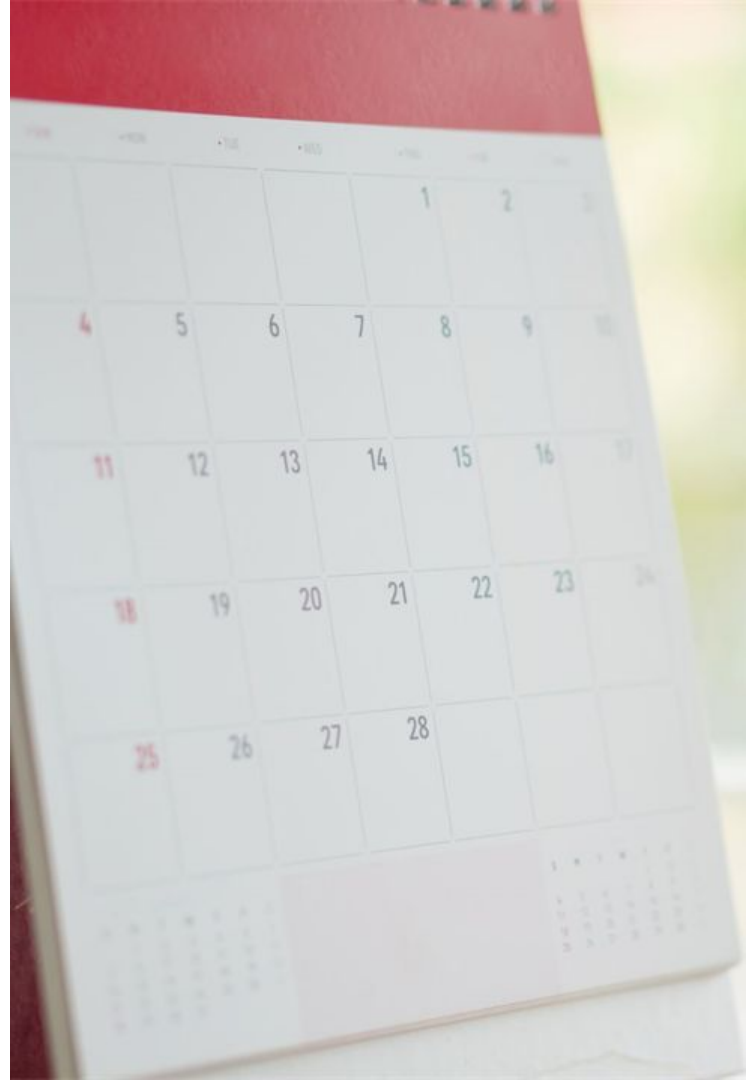# *GoWander Travel Agency*

Ray Anthony, Paul Byers, Jack Korek, Zach Manolio, and Mario Znaor

What is GoWander?

- We are a Travel Agency that wants to make travel and vacation planning less of a headache for those who spend time planning their trips.

- We wanted to improve upon the ideas of Expedia and Travelocity and believe that we can make traveling even easier and more compact.

- We are a website platform for 3rd Party Business Managers and Travelers.

- We want to make your vacation planning more personalized.

JK

Market Analysis

- Our platform will attract anyone who is experiencing wanderlust or is a tourism entrepreneur/tourism-driven company.

- Competitors include Expedia, Tripadvisor, and Frosch.

- Travel Weekly's Power List for 2023 places Expedia in 2nd place with $95.1 billion sales in 2022.

MZ

Products and Services

- A platform where both 3rd party business managers and travelers are brought together to make travel more localized to a specific area.

- Travelers can find and filter flights, hotels, and events that are local to a specific areas they want to vacation.

- Travelers can also save different plans and compare them side by side to help make decisions.

- 3rd party business managers can post the services that they offer along with any local events that they are hosting.

Profit

- Sales made through affiliate links to 3rd party business managers website will result in GoWander receiving a percentage of said sale.

- Sale percentage is negotiable with 3rd party business managers.

- Additional sales by running ads onside bars.
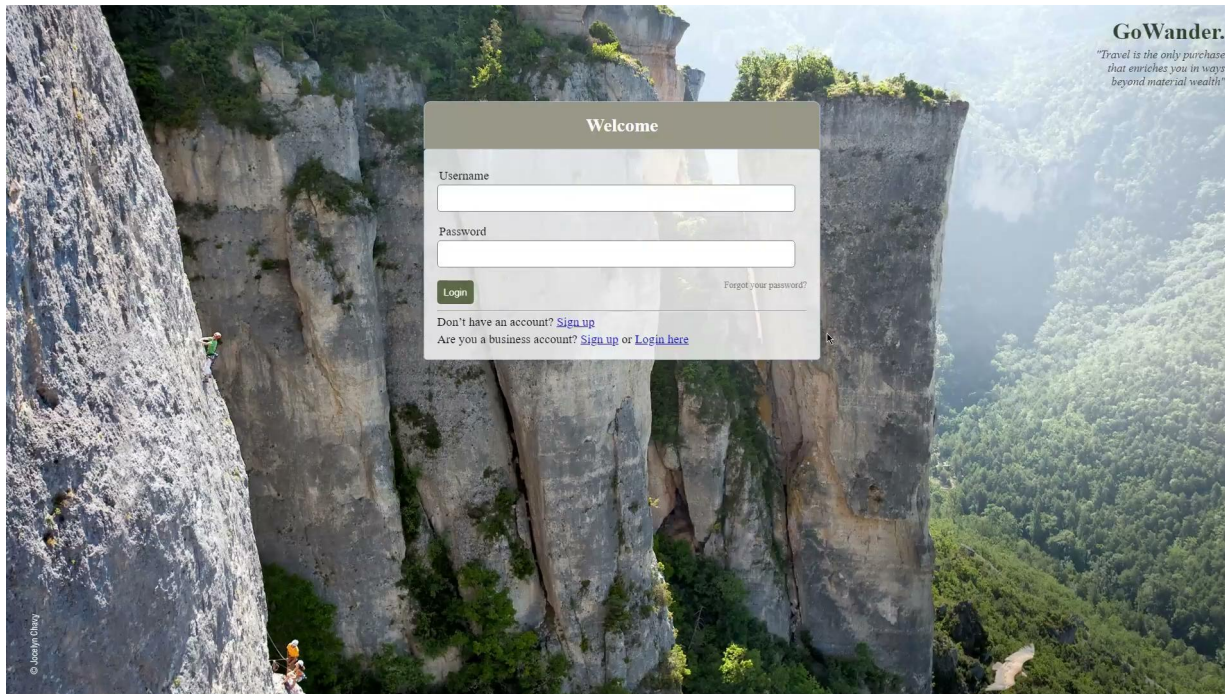
RA

Logistics and Operations

- Developing a marketing plan, building a customer base, establishing an online location, securing funding through a venture capitalist, completing all the necessary legal work, and implementing a blue ocean strategy.

- specifically chosen because our team wants GoWander to stand out with its value-driven personalized bundling packages that come with travelers' insurance.

- With secured funding, GoWander will be able to have the travel agency website and database servers overhauled so that it can be commercialized. This will be done by hiring developers and utilizing the pay-as-you-go cloud services that Amazon offers.

Competitive Advantage

- Go Wander makes travel planning more compact with a simple user interface that relies mostly on the main page.

- First company to offer business services and very localized events.

- Very easy for businesses to sign up and post events.

Demonstration

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Technologies Used

- Implementing XAMPP to host server locally.

- MySQL was used for our database.

- Used HTML, PHP, JavaScript, and JSON to develop the system.

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Development Process

- Project had many iterations and strayed far from the initial plan.

- Reverted from a mobile app to a website.

- Wanted to host on the cloud and decided to create it locally.

- Went from an actual API to a JSON file.

- Spent a lot of time learning how to connect a full system and expanding on the knowledge we had when it comes to coding.

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Questions?