

Topic 1: Improved Hotel Search Experience

At TBO.com, we constantly strive to elevate the hotel search experience by leveraging cutting-edge technology and user-friendly designs. Imagine simplifying searches through innovative features like voice search, allowing users to input preferences such as destination, budget, or amenities via natural language commands. A messenger-based interface could enable travelers to interact with virtual assistants or live agents for real-time guidance and personalized recommendations. Additionally, image-based search could help users find accommodations that match their aesthetic or ambiance preferences. These advancements aim to make hotel searches faster, smarter, and tailored to individual needs, redefining how users find the perfect stay.

Topic 2: Build a Full Travel Itinerary Planner (e.g., Group Tours)

Planning group tours can be a complex task, especially when it involves catering to diverse preferences and unfamiliar destinations. At TBO, we envision an itinerary planner that not only simplifies trip planning but also acts as a knowledgeable travel companion. The planner would offer expert-level destination insights, including must-visit attractions, local customs, transportation options, and dining recommendations that agents or travelers may not already know. Advanced features like drag-and-drop scheduling, real-time collaboration, and integrated booking for hotels, transport, and activities ensure a seamless planning experience. Additionally, tools like budget tracking and personalized suggestions based on the group's interests enhance convenience, while destination-specific expertise adds significant value for both agents and travelers.

Topic 3: End Traveler-Focused Experience (VR, Travel Support, Destination Support)

At TBO, we recognize that the end traveler defines the success of the travel ecosystem. To enhance their journey, we propose building innovative tools like VR-based destination previews, where travelers can virtually explore locations before booking. During their trip, real-time support tools could assist with itinerary changes, weather updates, and booking activities on the go. Additionally, curated local guides could provide personalized recommendations for dining, attractions, and cultural experiences. These initiatives aim to create an unforgettable, seamless travel experience, reinforcing trust and loyalty with travelers at every stage of their journey.

Topic 4: New Businesses (Medical Tourism, MICE, Weddings)

While sectors like medical tourism, MICE (Meetings, Incentives, Conferences, Exhibitions), and destination weddings offer immense potential, their processes often remain offline and manual. At TBO, we aim to transform these traditionally complex

areas through digital innovations that combine efficiency with personalization. Imagine streamlining bookings for these specialized needs with features like customized event management tools, specialist databases for medical or wedding services, and end-to-end itineraries for attendees or patients. By simplifying processes and incorporating cutting-edge solutions, we can position TBO as a leader in driving digital transformation in these emerging industries.

Topic 5: How Can TBO Help Travel Agents in Customer Acquisition

Empowering travel agents is a core focus at TBO. By harnessing our extensive inventory and powerful technology stack, we can enable agents to design competitive, tailored packages for their clients. AI-driven insights can help identify trending destinations and personalized recommendations for customers, while targeted marketing tools like social media campaigns and loyalty programs can expand reach and engagement. Additionally, mobile-friendly tools and automated workflows can enhance efficiency, allowing agents to focus on customer relationships. These innovations aim to equip agents with the tools they need to acquire and retain customers effectively in a dynamic market.