



KindTravelerTM
Do More Than Travel

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On a vacation to Belize in 2012, my cofounder and I witnessed heartbreaking poverty & environmental despair: families lived in shacks next to polluted swamps and emaciated dogs roamed the streets.



IT TURNS OUT...

72% of travelers **want** their travel dollars to positively impact the destinations they visit.

‘Good Travels’ Study



Phocuswright



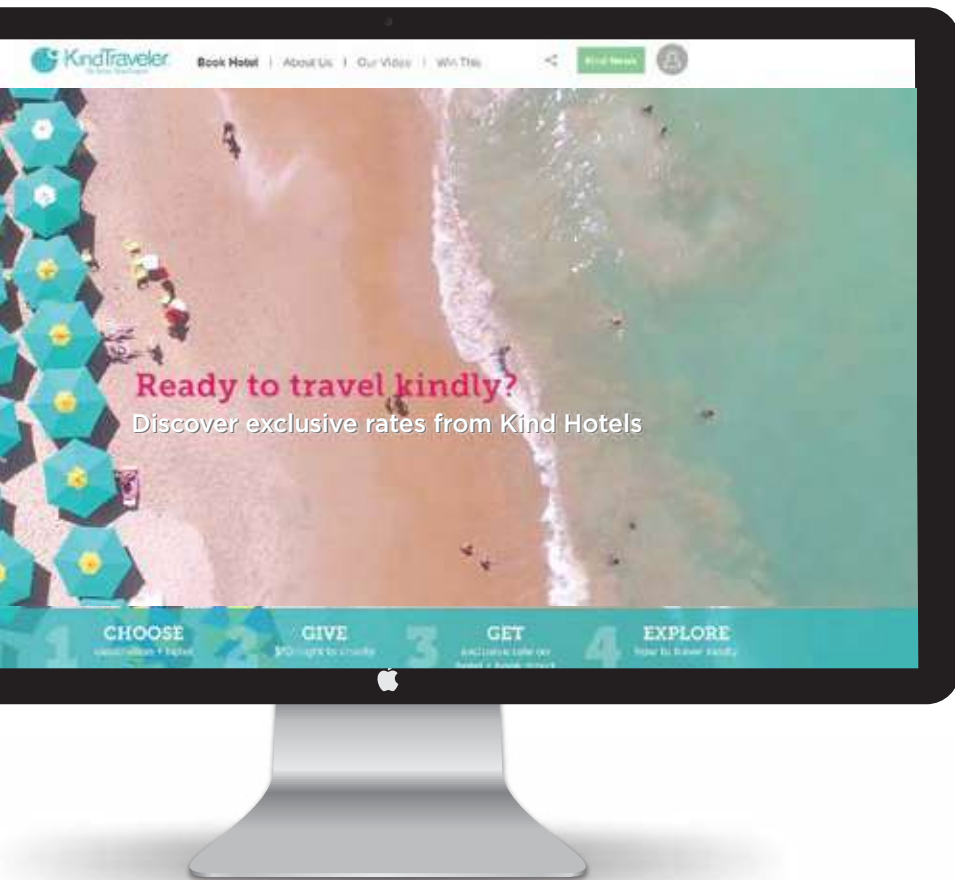
BUT...

- ▶ Of those that want to travel responsibly and sustainably, **one-third** find it difficult & **half** don't know how
- ▶ Hotels and tourism boards are **challenged** + looking for ways to adopt sustainable travel initiatives



SOLUTION

Kind Traveler makes it EASY for travelers, hotels, charities and tourism boards to participate in sustainable travel.



Kind Traveler is the **world's 1st Give + Get** hotel booking and media platform empowering travelers to positively impact the communities & environment in the destinations they visit.

100% of donations go to charity.

PRODUCT

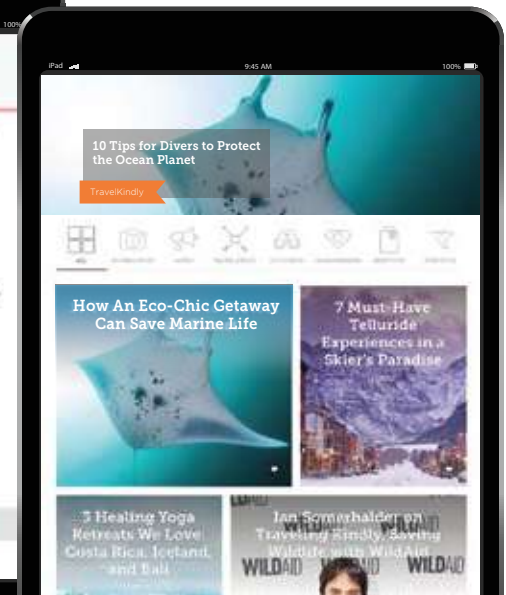
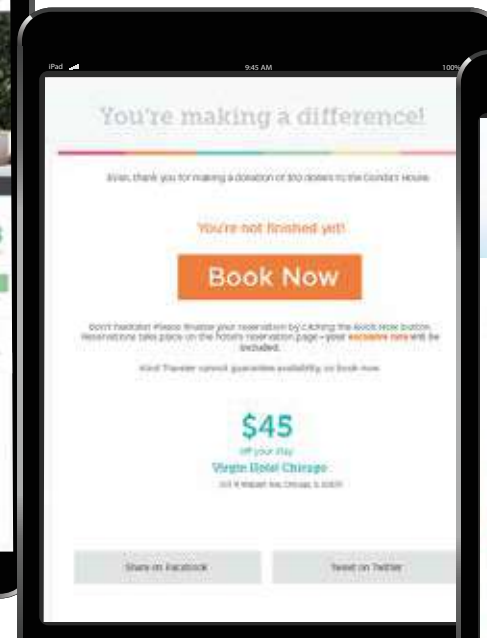
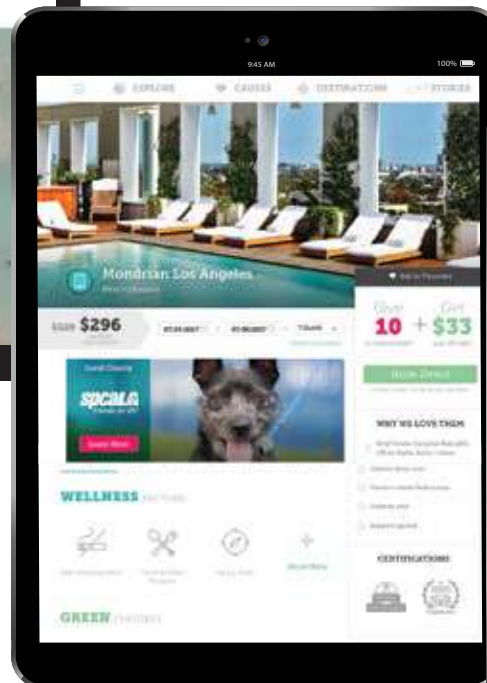
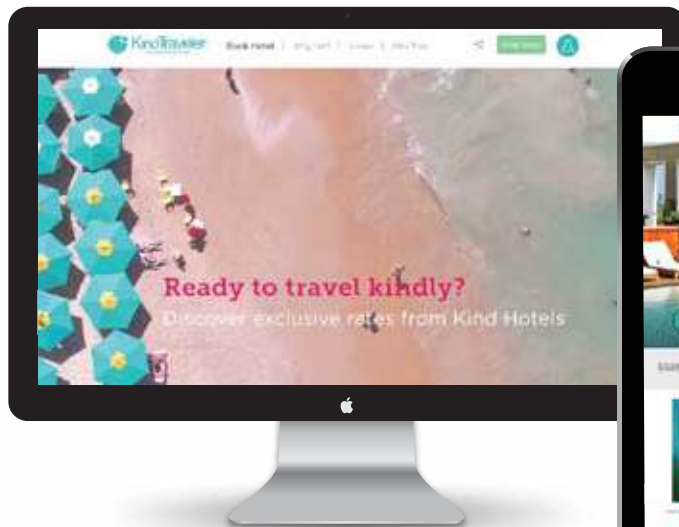
Travelers unlock exclusive hotel rates + perks upon a \$10 nightly donation to a local charity that positively impacts the visiting destination, or to a charity of choice.

CHOOSE
destination + hotel

GIVE
\$10/night to
charity

GET
exclusive rate on
hotel + book
direct

EXPLORE
how to travel
kindly



U.S. MARKET SIZE

Total Available

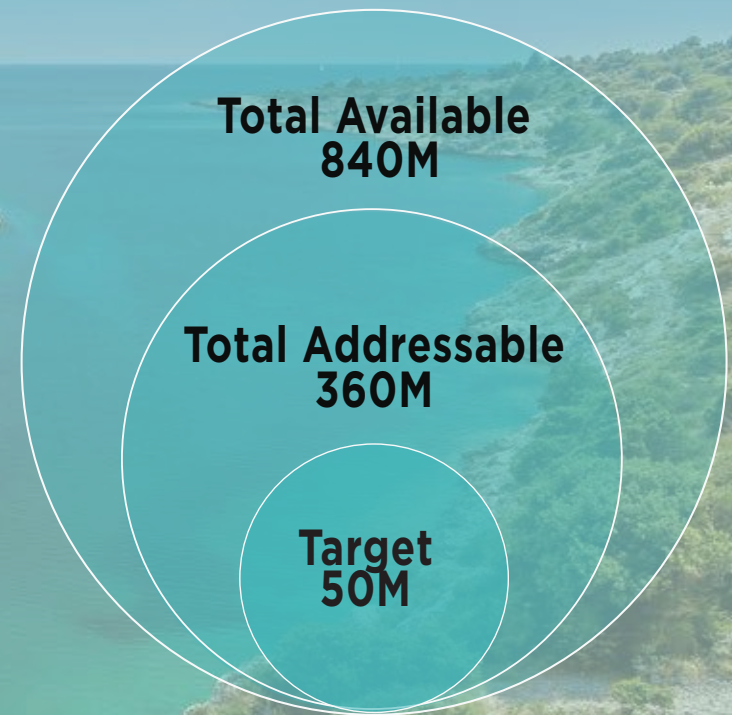
Leisure Trips Total Per Year

Total Addressable

Leisure Trips Total By Families, Millennials + Affluent Travelers

Target

To convert 25,000 users as our first benchmark, 50M of target market to be addressed



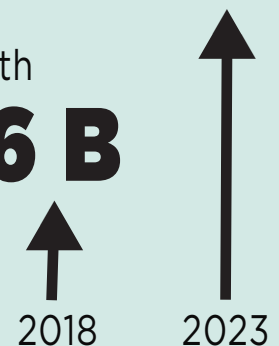
SUSTAINABLE TOURISM MARKET FORECAST

The market will be accelerating going at a CAGR of over



Incremental Growth

\$338.06 B

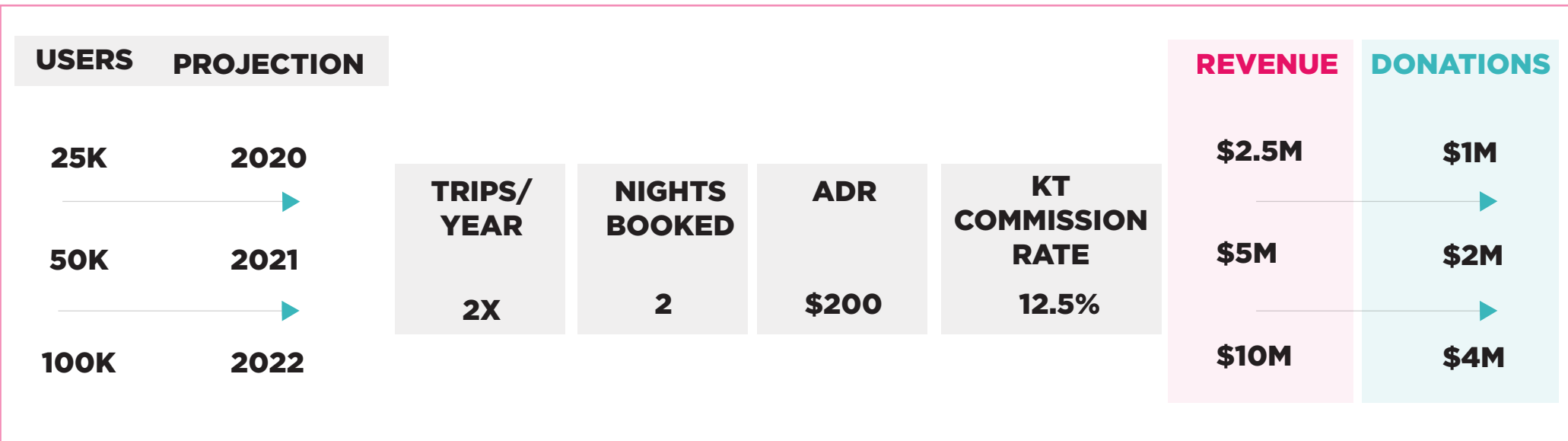


Report By

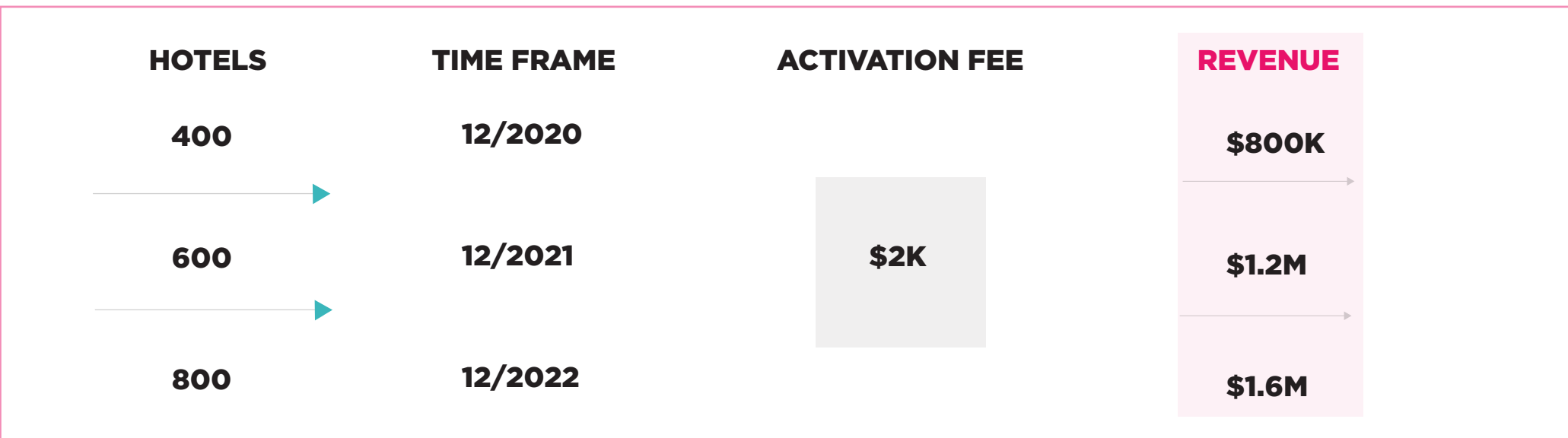


SCALABILITY

USER SCALABILITY



Hotel Activation Fees & Annual Membership Fees



GO TO MARKET

(current)

AMBASSADORS

32 INFLUENCERS
5M SOCIAL FOLLOWING

PRESS

450+ NEWS ARTICLES
7M COVERAGE VIEWS
2B ONLINE READERSHIP

SOCIAL MEDIA

140K FOLLOWERS
1M MONTHLY
SOCIAL IMPRESSIONS



20M+

combined audience
reach

WEBSITE

250K MONTHLY IMPRESSIONS
50K MONTHLY UNIQUE VISITORS

WEEKLY NEWSLETTER

230K SUBSCRIBERS
15% OPEN RATE

STRATEGIC PARTNERS

120+ HOTELS
70+ CHARITIES
15 COUNTRIES
3M SOCIAL FOLLOWING

\$20

CAC

4x

LTV

GiveBack Booking
Direct to Hotel

COMPETITION

Tablet.

JETSETTER



Non-Direct
Booking

Direct
Booking to
Hotel

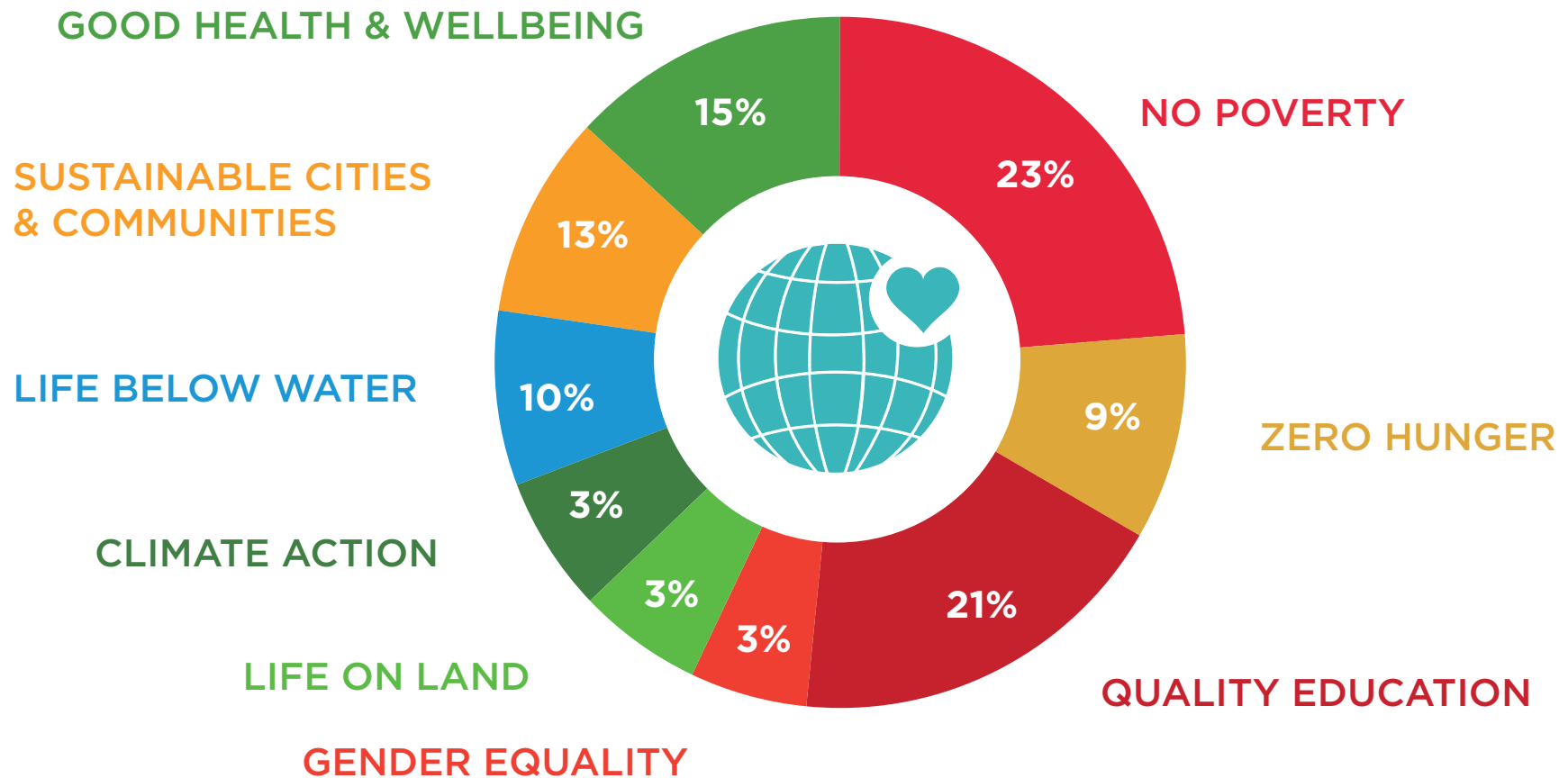


bookdifferent

GiveBack Booking
Non-Direct

TODAY:

120+ HOTELS & 70 CHARITIES IN 15 COUNTRIES AIMED TO EMPOWER TRAVELERS TO ADDRESS THE SDGS:



450 NEWS ARTICLES
7M COVERAGE VIEWS
8B ONLINE READERSHIP

3.5M
Ad Value

PRESS

The New York Times

Los Angeles Times

The Washington Post

TRAVEL+
LEISURE

CONDÉ NAST
Traveler

THE
HUFFINGTON
POST

AMERICAN EXPRESS
essentials

the knot

msn.

Stay Boutique

Forbes

SB SUSTAINABLE
BRANDS

U.S. News
& WORLD REPORT

YAHOO!
TRAVEL

Points Guy
MAXIMIZE YOUR TRAVEL

iHeart
RADIO

TEDx

BRIDES

USA
TODAY
A GANNETT COMPANY

LODGING

SFGATE

REWARDEXPERT

The Seattle Times

StarTribune

SKIFT

FAST
COMPANY

TRAVEL
PULSE

YAHOO!
FINANCE

SpaWeek

TRAVELAGE
WEST

american spa

HN hospitalitynet

AFAR

REAL SIMPLE

WG
FIRST

pebble

Virgin
HOTELS

green lodging news
the lodging industry's leading environmental news source

abc 7

HOTELS
HOUSINGPOLICY

NEW FRONTIER
Chronicle

RUDY MAXA'S
WORLD
WITH THE CAREYS
TRAVELER'S CHOICE AWARD

SOCALPULSE

cause
artist.

TRAVEL
MASSIVE

TRAVEL+LEISURE
ADVENTURE
SHOWIOW.

Independent
Traveler.com

springwise
DISCOVERING INNOVATION

psfk

family vacation
critic

URBANDADDY

Patch

American
Red Cross

BELLA
LOS ANGELES

BRIT+CO

H HOTEL MANAGEMENT

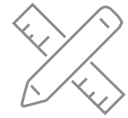
MAY 2020 YTD DONATIONS: \$20K

EDUCATION



750

students received
free English classes
for one day



116

students received
school supplies



3,950

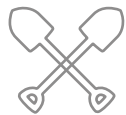
pieces of educational
materials about breast
cancer prevention
were distributed



630

days of music lessons
provided for students in
underserved schools

CLIMATE ACTION



162

individuals in underserved
communities received tool
sets for a compost bin



7300

pounds of trash
cleaned out of
Russian River



270

trees were planted in U.S.
National forests affected by
fires + natural disasters

PREVENTING POVERTY



1700

in-need individuals
received meals

LIFE ON LAND + SEA



676

homeless
dogs
fed for 1 day



834

days of care provided
for rescued animals



600

rescued sick or injured
seals & sea lions received
one day of care

HEALTH



1000

immunization shots
provided for low-in-
come or homeless
individuals

DISASTER RELIEF



22

families affected by
natural disasters
received emergency
water containers

VISION

Kind Traveler seeks to empower travelers to positively impact the destinations they travel to across the globe.

Today:

115 Hotels
15 Countries
70 Charities

2-Years:

900+ Hotels
100+ Countries

5-Years:

3,000+ Hotels
7 Continents
150+ Countries

As a lifestyle brand, Kind Traveler will also grow as a:



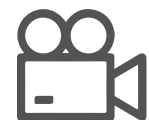
Podcast



Kind Travel Book Series



Lifestyle Wear



TV Docu Series

Post Investment

- Hire Team
- App Dev Starts
- IT/Web Optimization

- 300 Hotels Total
- App Launches

- 500 Hotels Total
- 15,000 Users

- **700 Hotels Total**
- **25,000 Users**

month

1

3

6

9

12

15

18

Q1

Q2

Q3

Q4

Q1/YR2

Q2/YR2

Q3/YR2

- 200 Hotels Total
- Office
- Web optimization complete

- 400 Hotels Total
- 10,000 Users

- 600 Hotels Total
- 20,000 Users

“ A hotel discount may warm your heart, knowing you’ve beaten the system. Now a new hotel booking website aims to warm your soul, too, by linking discounted rates and charitable donations.”

– **The New York Times**

