

THE ✈️ NEW TRIP

Used for MGT358 Class

This is a sample of
the full project. Not all
slides have been shown.

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SOLUTION



A simple, personalized reverse travel search engine that recommends travel destinations and packages based on *your* budget, dates, and interests.

MACRO INDUSTRY

- Growing Travel Industry: \$1.54T (2017 data by *wttc*)
- Long-term Growth: 3.1% until 2027 (data by *wttc*)

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2016 (US\$bn)
1	United States	1509.2

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2017 % growth
150	United States	2.3

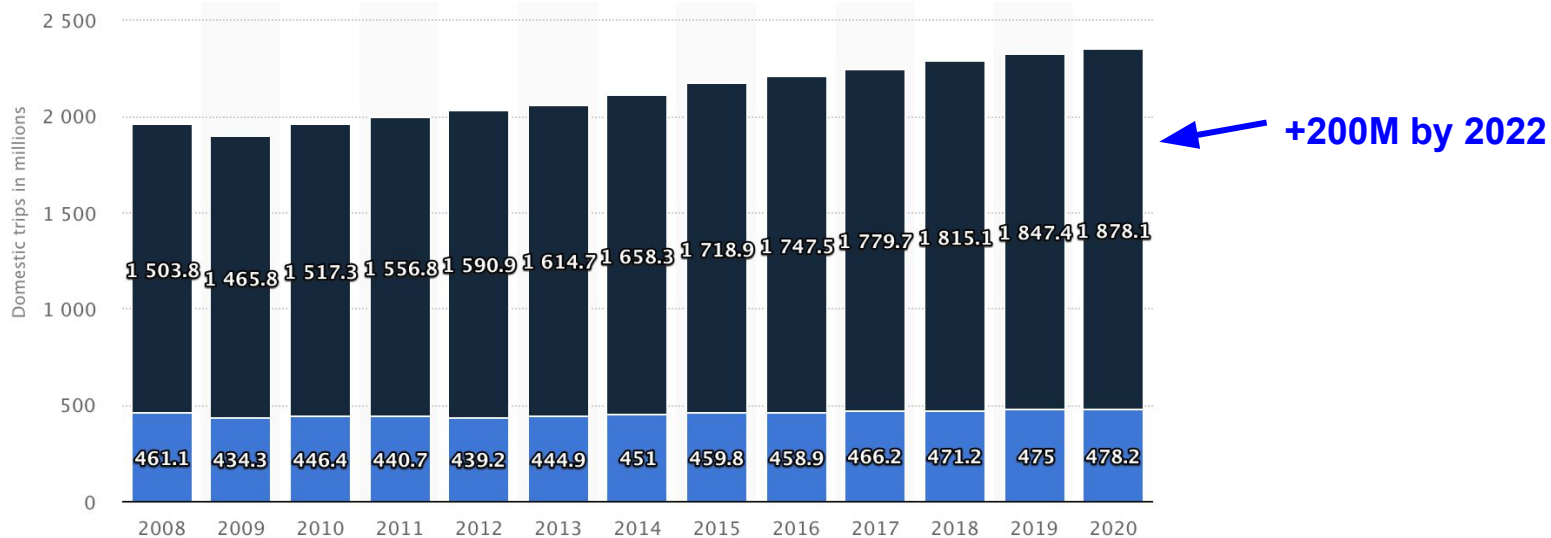
TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2017 - 2027 % growth pa
136	United States	3.1



MACRO MARKET



- Target Market: US residents who travel
- 61M US Travelers (20% of US population) (2017 data by *travel.trade*)
- 2.2B domestic (United States) trips (2018 data by *statista*)



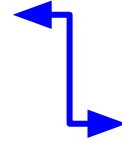
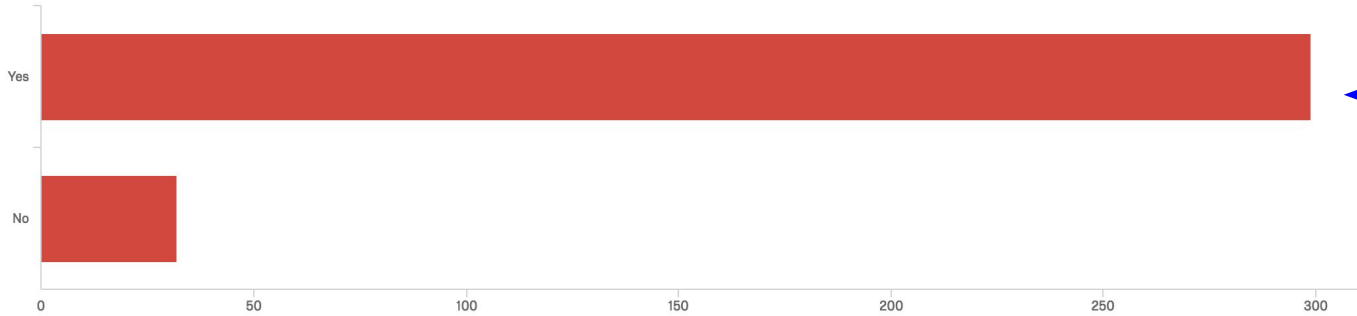
MACRO MARKET

- Domestic Travels: \$836.6B (2016 data by UStravel)
- Expected to double by 2020

U.S. Travel Industry Direct Impact (2016)		Spending (\$ billions)
Domestic Total		\$836.6
Annual growth rate		2.8%
Leisure		\$573.5
Annual growth rate		3.2%
Business		\$263.2
Annual growth rate		1.9%



MICRO MARKET



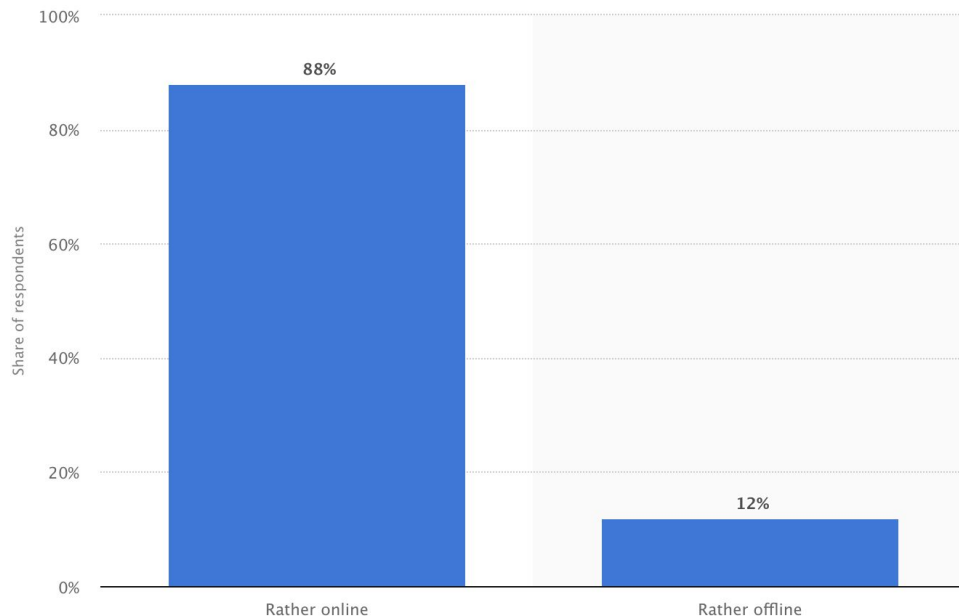
- 76.9% have income \$50,000+
- Ages 18-35

- Millennials are traveling much more (2017 data by *aarp*)
- 75% book on TrekkSoft are 35 or less (2017 data by *trekksoft*)

MICRO INDUSTRY



- Growing E-booking Industry: \$7.4B (2017 data by *statistica*)
- Long-term Growth: \$9.9B by 2022 (data by *statistica*)



Booking online:

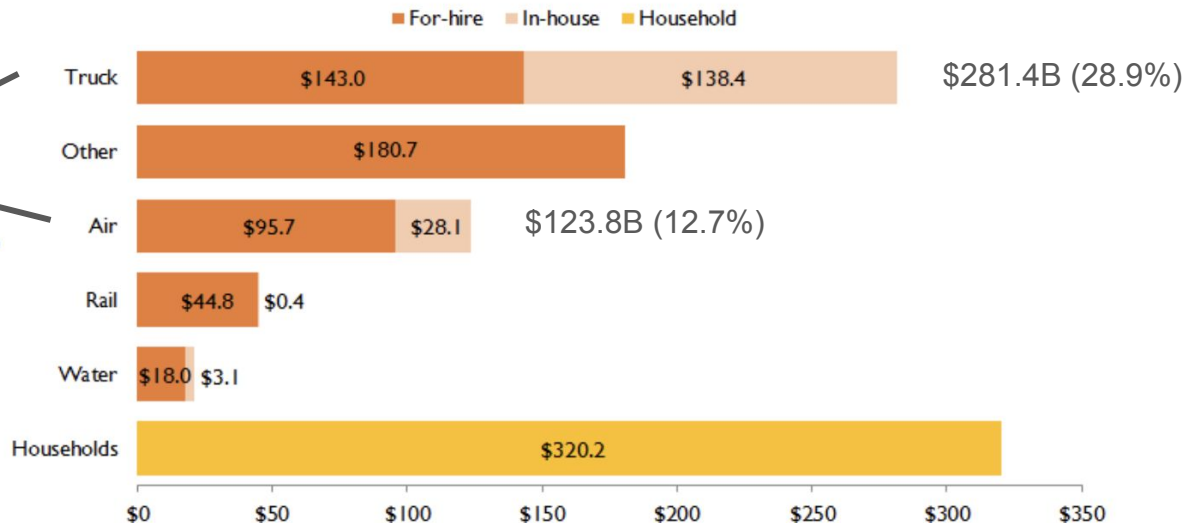
Hotels: 88%

Transport: 83%

MICRO INDUSTRY

- Primary Focus on Traveling Methods (data by *bts*)

**\$405.2B or 41.6%
on the travel
industry**



COMPETITORS

jauntaroo



REVENUE MODEL



Advertisements

Premium



Booking Commissions

	10,000 viewers	100,000 viewers	
Revenue	\$100,000	\$1,000,000	
Cost	\$15,000	\$900,000	\$
Net Profit	\$85,000		

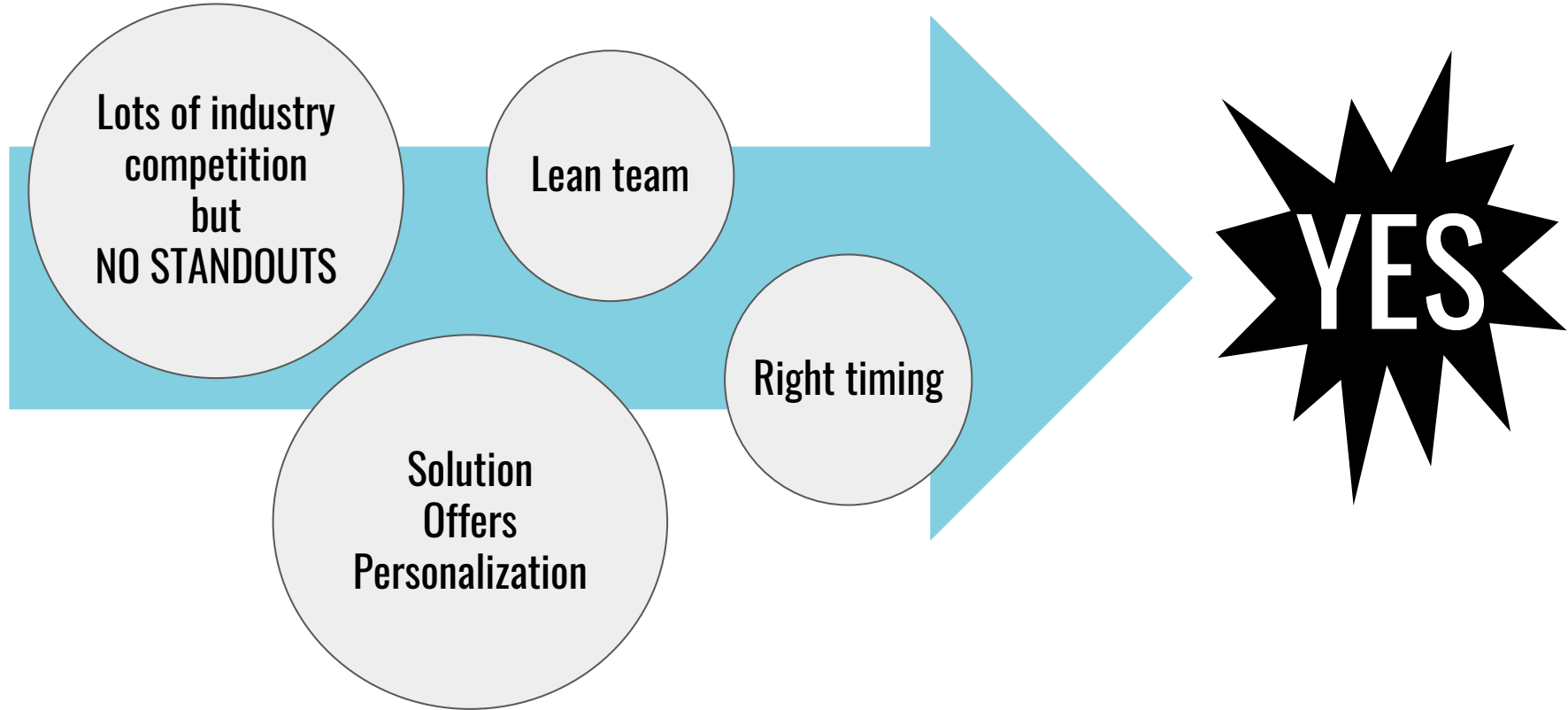
* Assuming:

10% premium users(\$7.99/month) = access to more
info/no ads

10 ad views average/visitor (\$.05/visitor)

10% viewers book, (~\$100/booking)

RECOMMENDATION



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BSP Marketing Agency Travel Survey