

The Future of Travel



Company Name
INFACIT SOLUTIONS LLC

Date
May 2023

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Inconvenience and **lack of efficiency** faced by tourists



Travel Wish is the ultimate **solution**



Market analysis for our app



Business Plan for the future

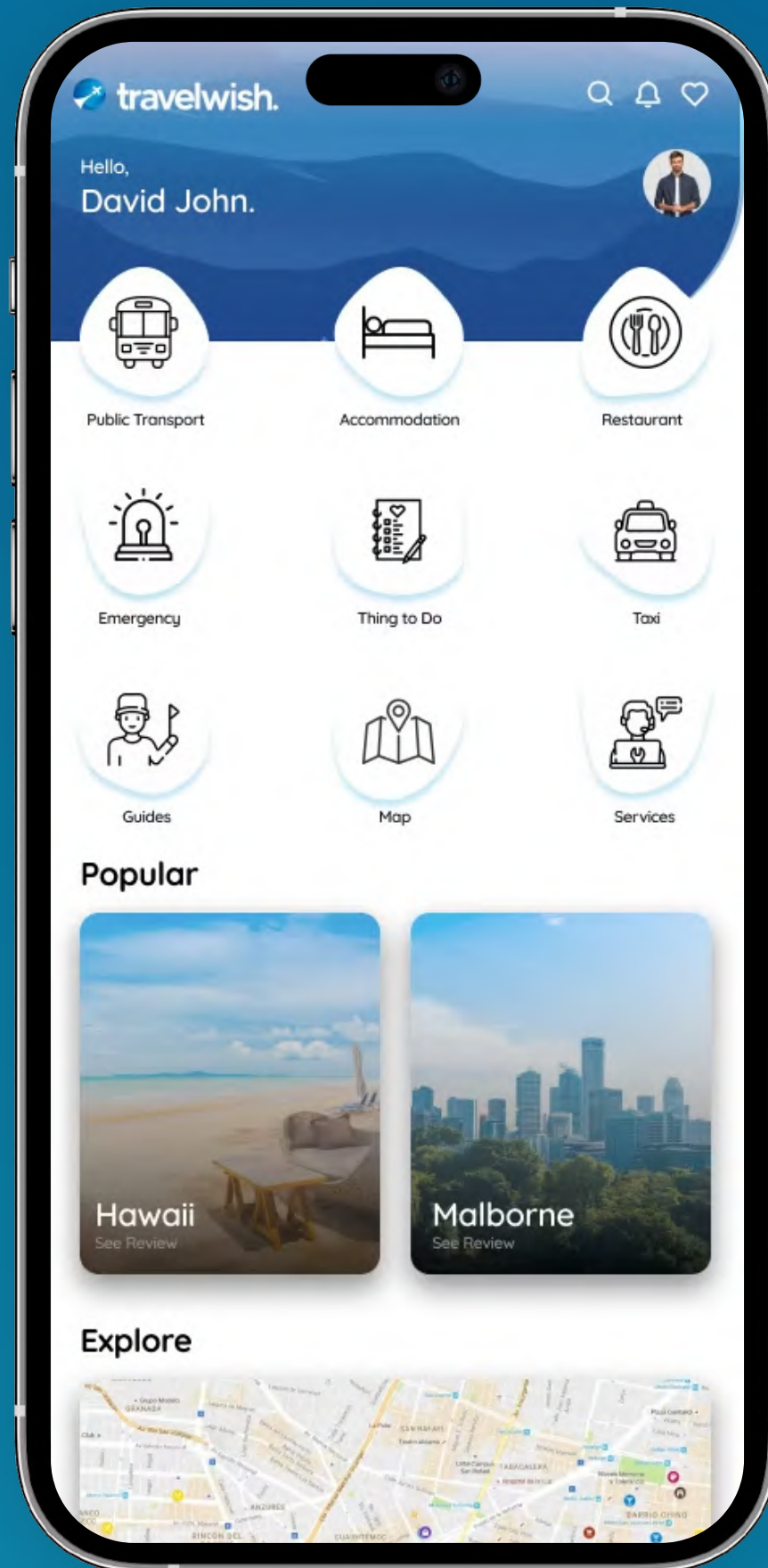


THE PROBLEM-

The **tourism industry** is constantly growing, with millions of people **traveling** to different parts of the world every year. However, **planning** a trip can be a **time-consuming** and **overwhelming task**, especially for those who are unfamiliar with the destination. It can be difficult to decide on the best places to visit, find **trustworthy** service providers, and stick to a **budget**. This can result in many travelers feeling **stressed, frustrated**, and even **regretful** about their **trip**. Additionally, service providers often struggle to reach **potential customers**, leading to missed **business opportunities**. There is a clear need for a solution that makes **trip planning** easier and more efficient for travelers, while also helping service providers reach a wider audience.



OUR SOLUTION-



Travel Wish is a unique mobile application that revolutionizes the way people plan their travel itineraries. With our app, users can easily select their interests, duration and budget, and **our AI system** will automatically generate personalized tour plans with registered service providers in the app.

What sets Travel Wish apart from its **competitors** is our emphasis on personalization and user experience. We understand that **no two travelers** are the same, and our app caters to the specific needs and preferences of each individual user. Our app also offers a range of unique features and benefits





PRODUCT FEATURES-

AI-based trip planning



Trip customization



Real-time availability



Secure booking and payment



In-app communication



Reporting and analytics



Event Notifications



Travel history

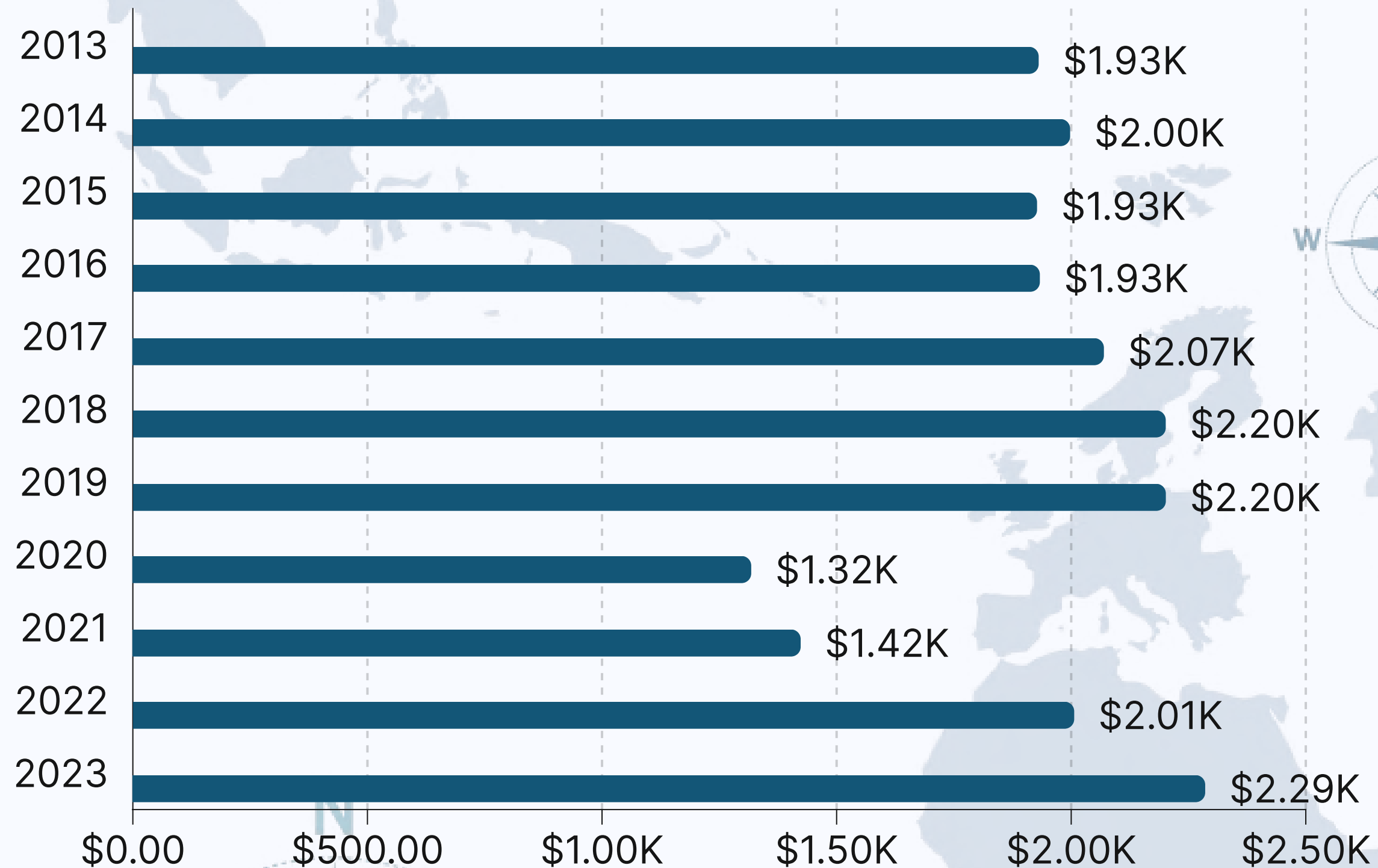


MARKET POTENTIAL-

- 1 International tourist arrivals increased from 1.2 billion in 2016 to 1.5 billion in 2019, according to the World Tourism Organization (UNWTO). The COVID-19 pandemic caused a significant decline in international tourism in 2020 and had a substantial impact on the industry's revenue, which decreased from 8.8 trillion U.S. dollars in 2019.
- 2 According to a previous forecast by Allied Market Research, the global tourism market was expected to grow at a CAGR of 4.5% from 2019 to 2026, reaching \$11.4 trillion by the end of the forecast period; however, recent data from the World Travel & Tourism Council (WTTC) indicates that the industry is ahead of schedule, contributing a record \$11.1 trillion to global GDP in 2024 alone, surpassing pre-pandemic levels.
- 3 Sri Lanka's tourism industry has been steadily growing in recent years, contributing significantly to the country's economy. In 2019, the country welcomed 1.91 million tourists, which was a 5.5% increase from the previous year.
- 4 The Chairman of the Sri Lanka Tourism Development Authority had projected 1.55 million tourist arrivals for 2023; this target was significantly surpassed in 2024, when the country recorded over 2.05 million visitors—marking a 38.07% increase from the previous year. While the first four months of 2023 saw 441,177 arrivals with notable year-over-year growth compared to 2022, the continued upward trend in 2024 and early 2025 confirms a strong post-pandemic recovery in Sri Lanka's tourism sector.
- 5 According to the International Labor Organization, Sri Lanka's tourism sector provided over 488,000 direct and indirect jobs in 2019, accounting for around 11% of total employment. While no updated figures are available as of 2025, the industry is actively rebuilding its workforce. Recent initiatives focus on increasing female participation, such as the launch of Amba Yaalu, Sri Lanka's first women-run resort, and research into barriers faced by women in tourism. Additionally, youth empowerment programs have trained over 500 individuals for careers in the sector, addressing both local employment needs and opportunities abroad. These efforts aim to build a more inclusive and skilled tourism workforce in the post-pandemic era.

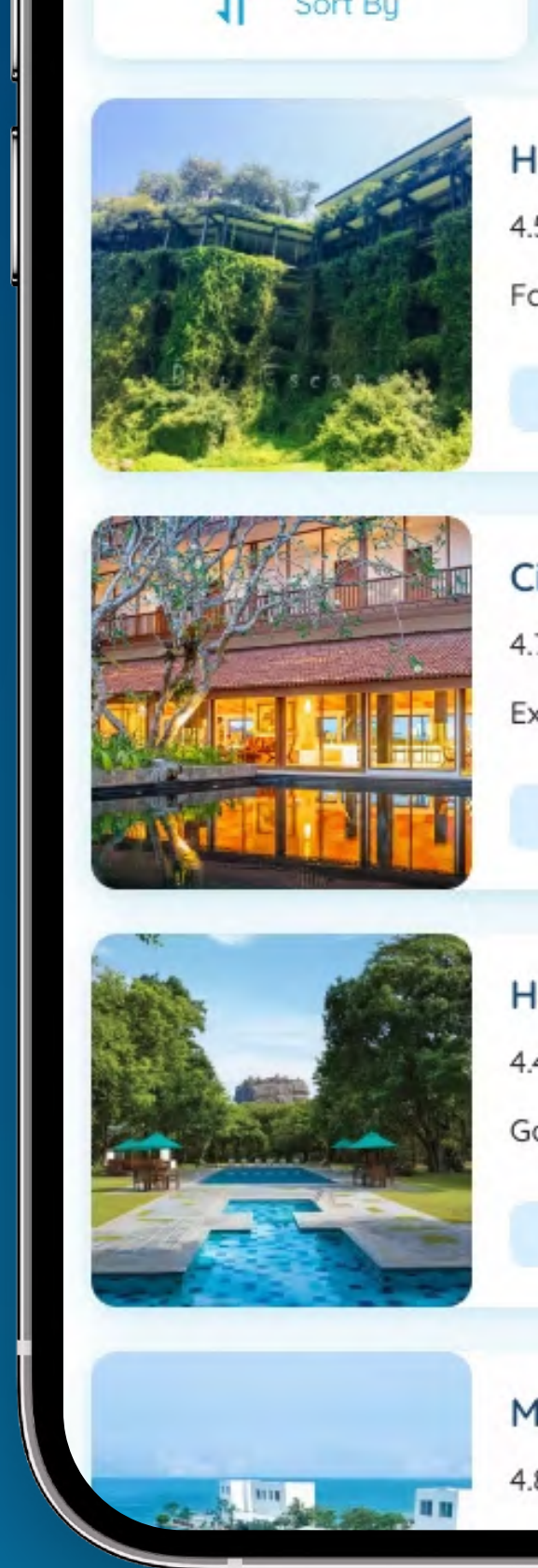
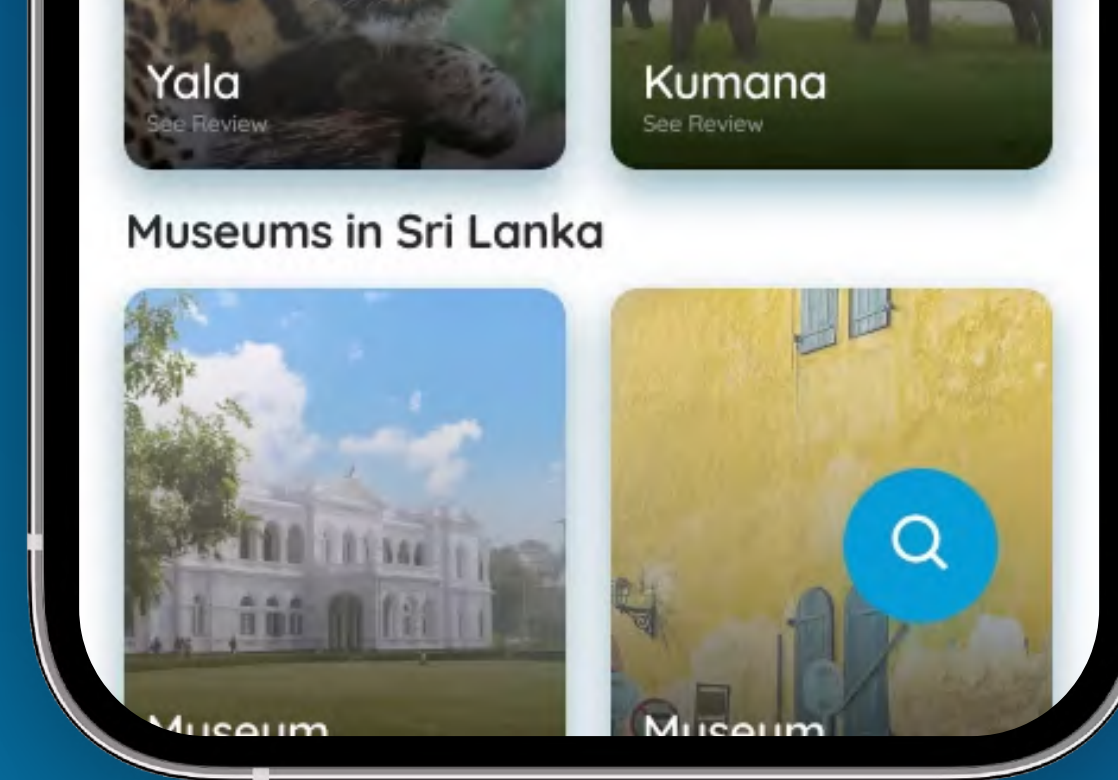
MARKET HISTORY-

Global Tourism Industry Market Share *in billion U.S. dollars*



Target Audience —

- Our target audience is anyone who loves to travel, from backpackers and budget travelers to luxury travelers and families. We plan to reach them through a combination of online marketing, social media, and partnerships with travel agencies, airlines, and other industry players.
- One of the unique features of our app is its ability to cater to the needs of all types of travelers, regardless of their budget or travel style. Our AI-powered trip planner will provide customized itineraries based on a user's interests, budget, and time constraints, making it an indispensable tool for anyone planning a trip.
- We also plan to leverage our partnerships with local service providers to offer exclusive deals and discounts to our users, further incentivizing them to use our app for their travel needs.
- In terms of market size, the global tourism industry is expected to continue to grow in the coming years, with some estimates projecting a compound annual growth rate of 7.4% from 2021 to 2028. This presents a significant opportunity for us to capture a portion of this market with our innovative travel app.



Business model

Travelers - Subscription

Basic

Unlimited access to trip planning tools and personalized itinerary creation

Access to recommendations for accommodations, activities, and transportation

Ability to save and share itineraries

No discount level

5\$ annually

Premium

All features included in the Basic Plan

Priority customer support

Access to exclusive travel deals and discounts

discount for bookings made through the app

10\$ annually

Elite

All features included in the Premium Plan

Customized trip planning assistance from a personal travel concierge

24/7 customer support

discount for all bookings made through the app

20\$ annually

Service Providers - Subscription

Basic

Profile creation and management

Listing of services and packages

Receive and manage bookings

Basic analytics and reporting

Booking management

Inventory management

Reporting

35\$ annually

Premium

All features of the Basic Plan

Higher visibility in search results and featured listings

Unlimited service listings and packages

Access to customer feedback and reviews

Advanced analytics and reporting

Real-time analytics

Customer relationship management tools

50\$ annually

Enterprise

All features of the Premium Plan

Integration with third-party booking systems

Dedicated account manager and support team

Advanced analytics and reporting with custom dashboards and insights

Dedicated support

100\$ annually

ROI -

SERVICE PROVIDER

Based on the assumption that there are approximately **200,000** registered and unregistered service providers in Sri Lanka, and assuming **10%** of them subscribe to Travel Wish's annual subscription plan of **\$50**, the estimated revenue can be calculated as follows

$$20,000 \times \$50 = \$1,000,000$$



ROI -

TRAVELERS

Based on the assumption that there are approximately **1 million** tourists visiting Sri Lanka annually and **10%** of them use Travel Wish at an annual subscription of **\$5**, the estimated revenue can be calculated as follows

$$\begin{aligned} 1,000,000 \times 10\% &= 100,000 \\ 100,000 \times \$5 &= \$500,000 \end{aligned}$$



Digital Marketing

- Website development and maintenance
- SEO optimization
- Social media advertising (Facebook, Instagram, Twitter, LinkedIn)
- Google Ads

Content marketing

- Creation of high-quality content for a website and social media
- Blog posts, infographics, videos, and other multimedia content
- Influencer marketing

Event marketing

- sponsorship of tourism-related events
- Attendance and promotion at trade shows and conferences
- Organizing our own events and meetups

Print and outdoor advertising

- sponsorship of tourism-related events
- Attendance and promotion at trade shows and conferences
- Organizing our own events and meetups

Referral marketing

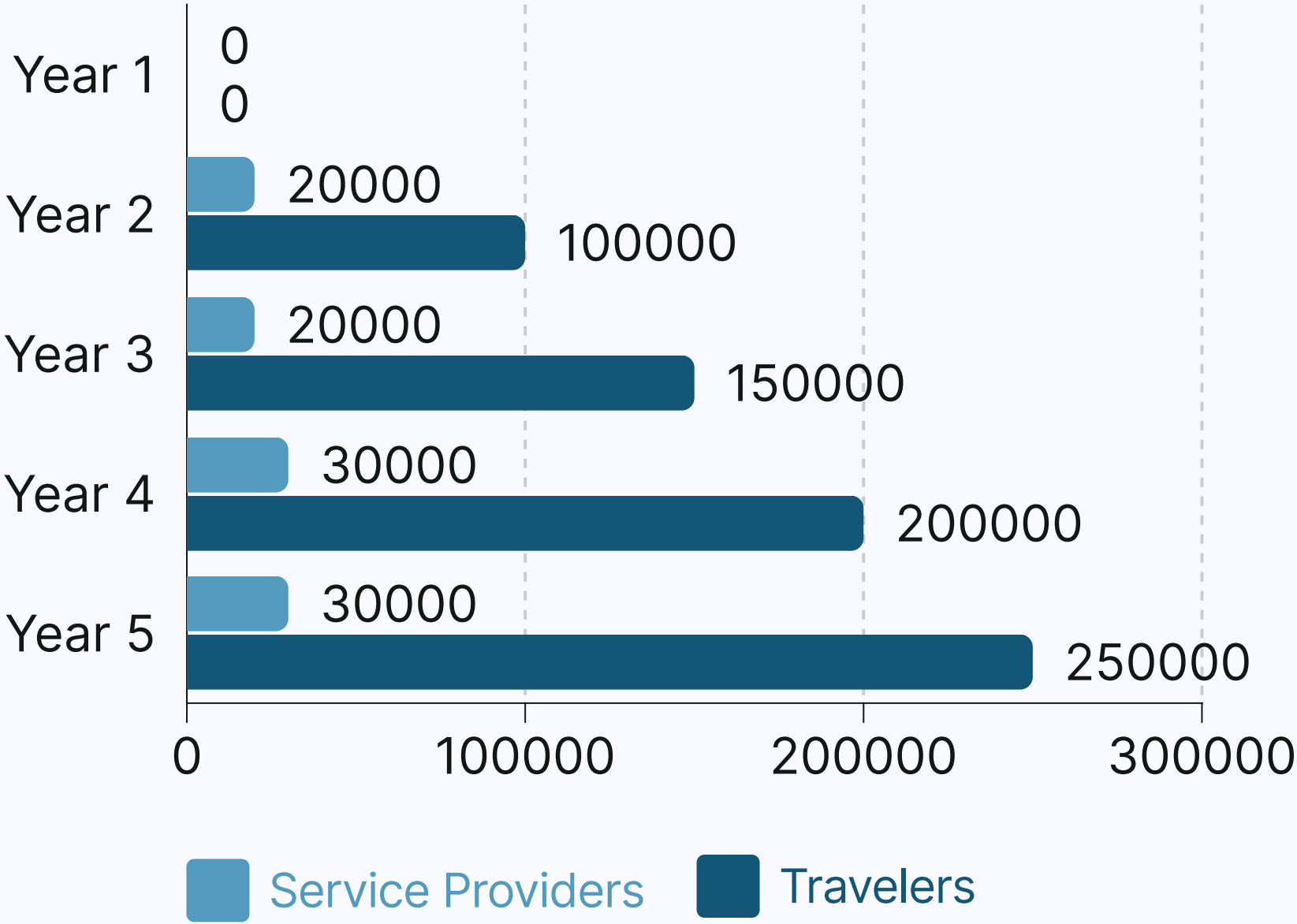
- Incentives for current subscribers to refer new users
- Affiliate marketing programs



Marketing strategy

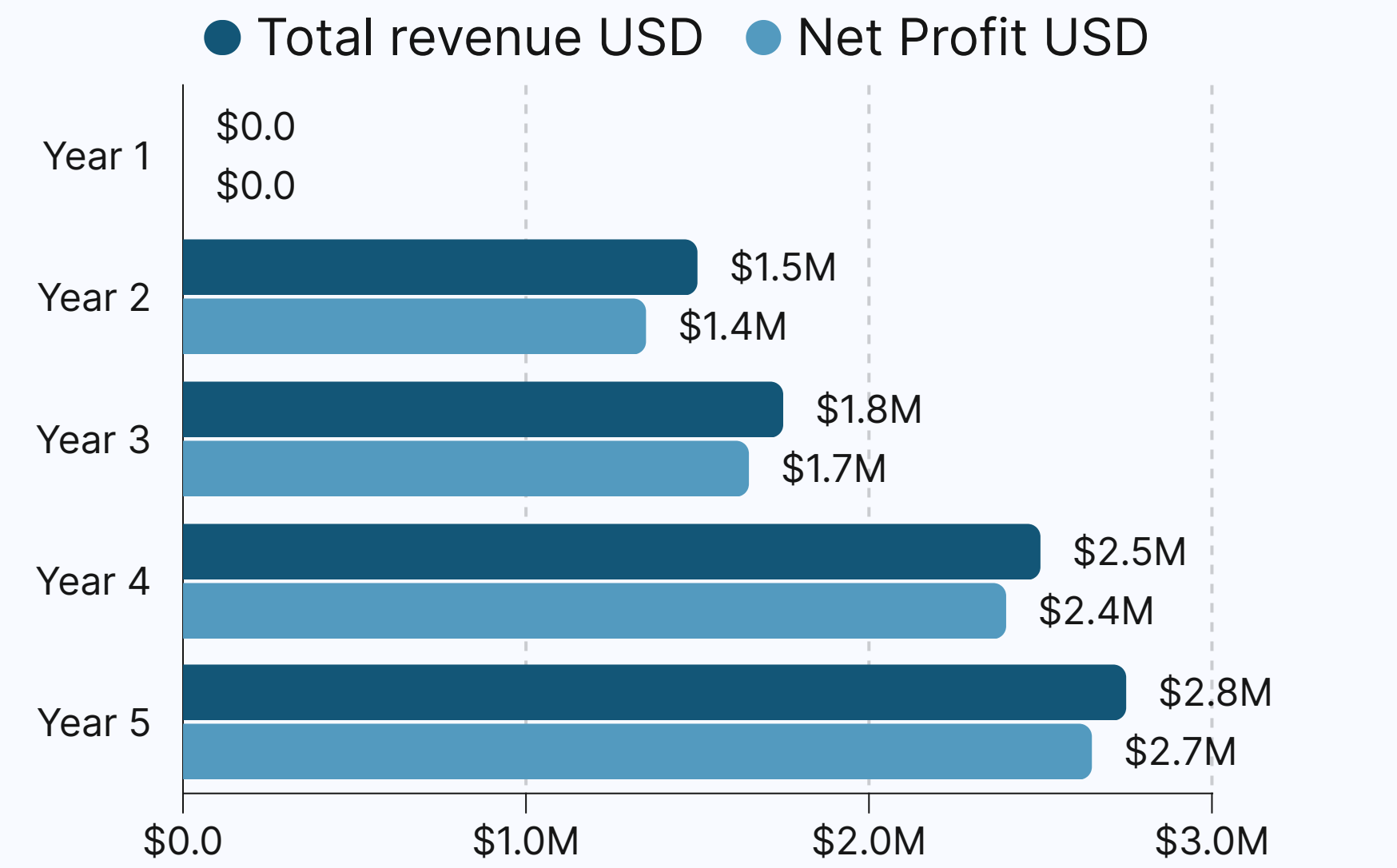
EXPECTED USERS WITHIN 5 YEARS

(SRI LANKA)



EXPECTED REVENUE WITHIN 5 YEARS

(SRI LANKA)



EXPECTED ANALYTICS OF 5 YEARS

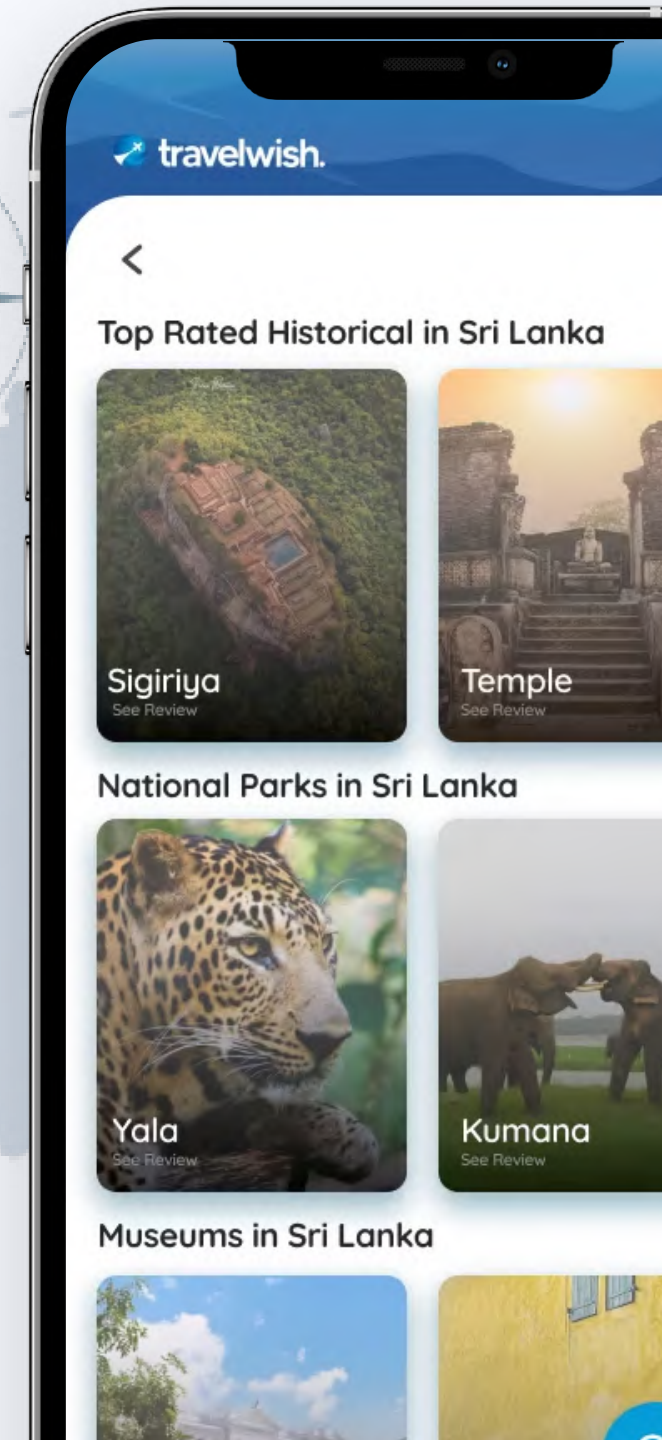
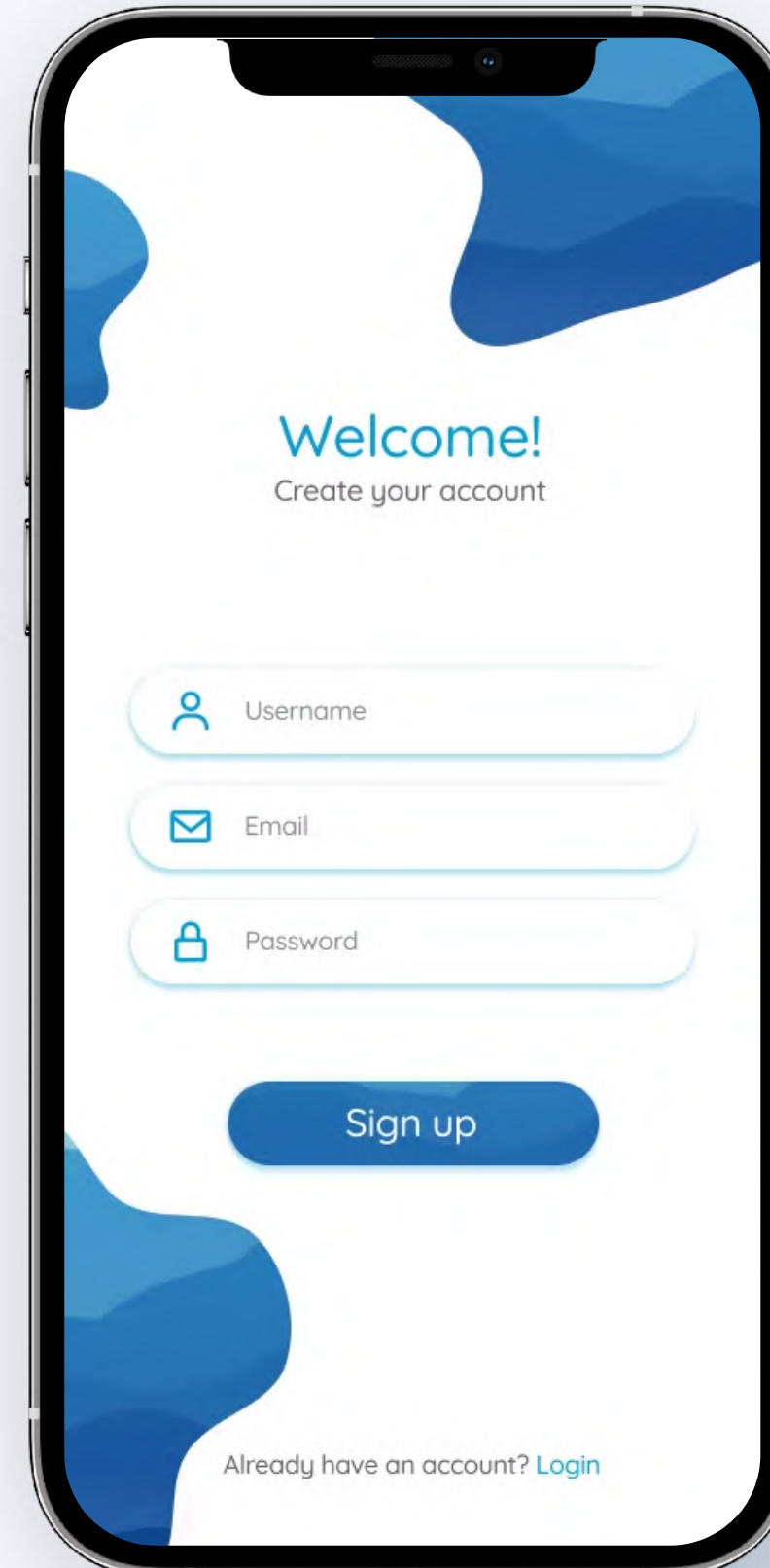
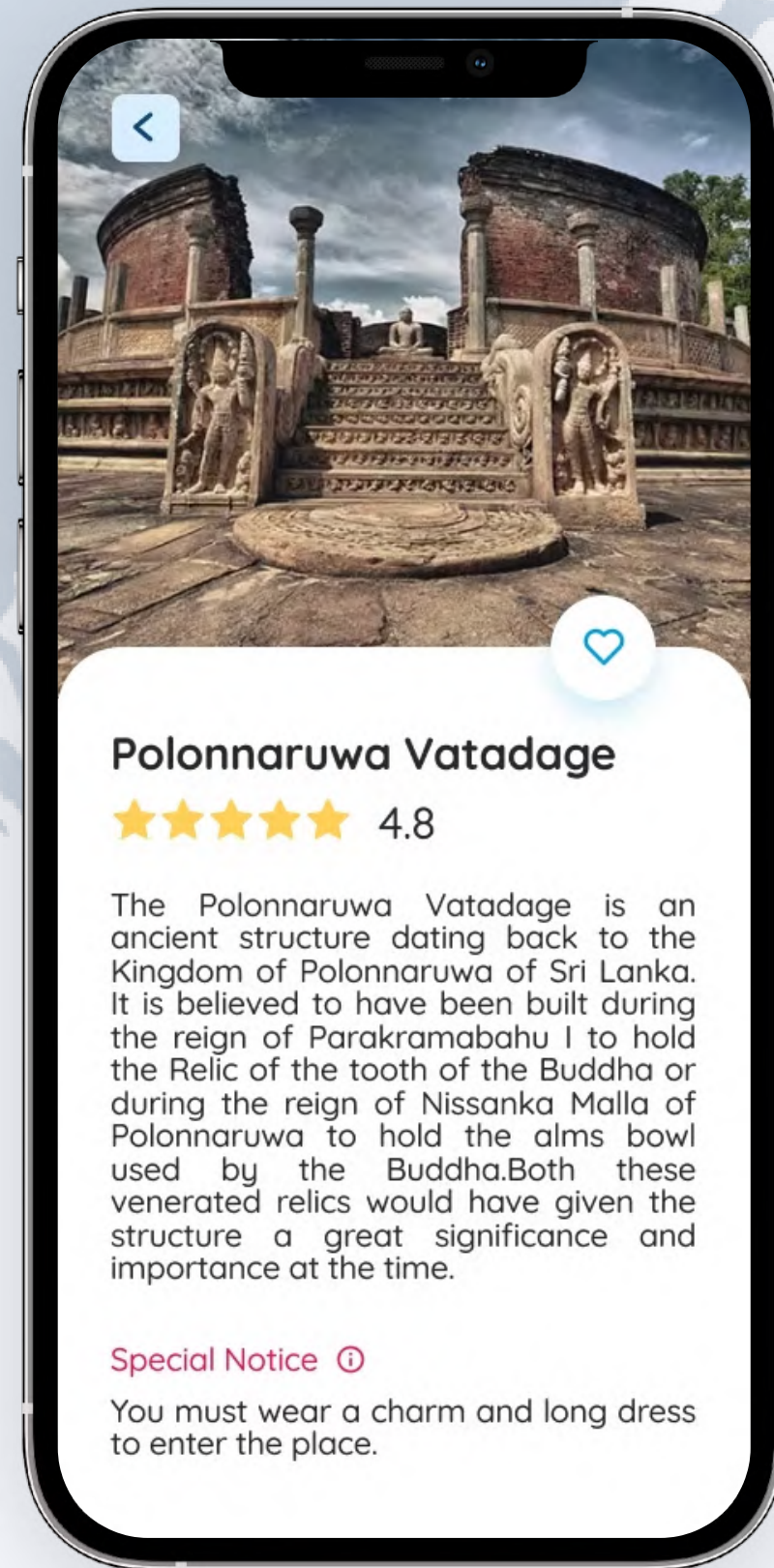
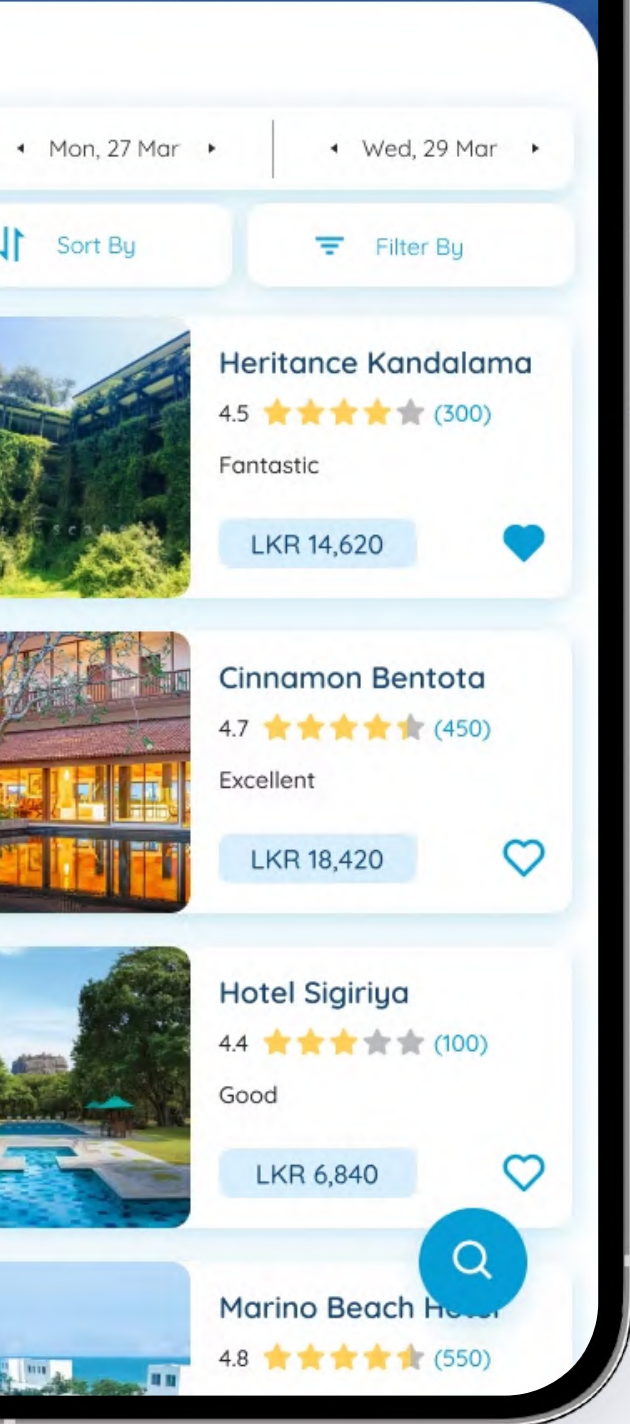
(SRI LANKA)

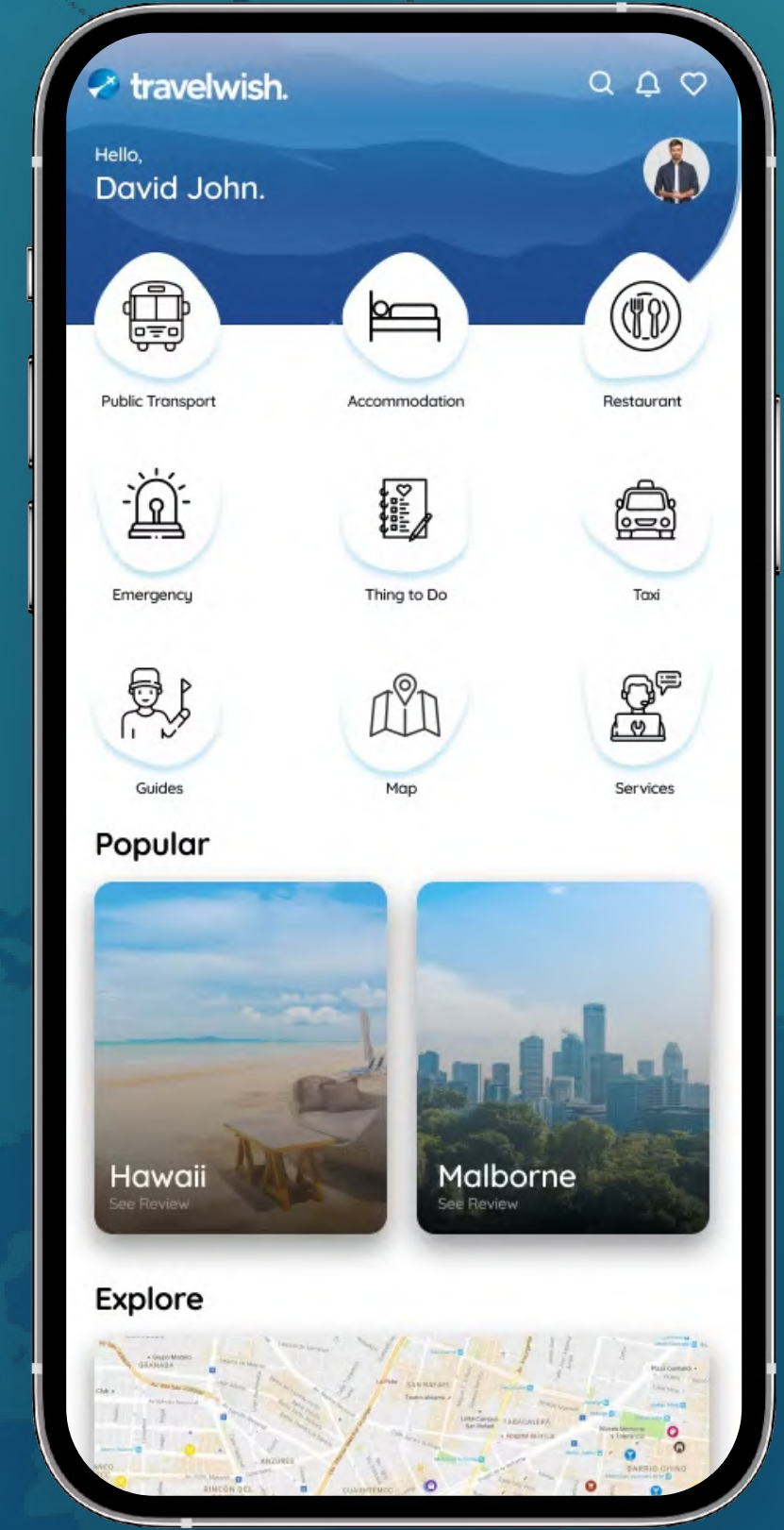
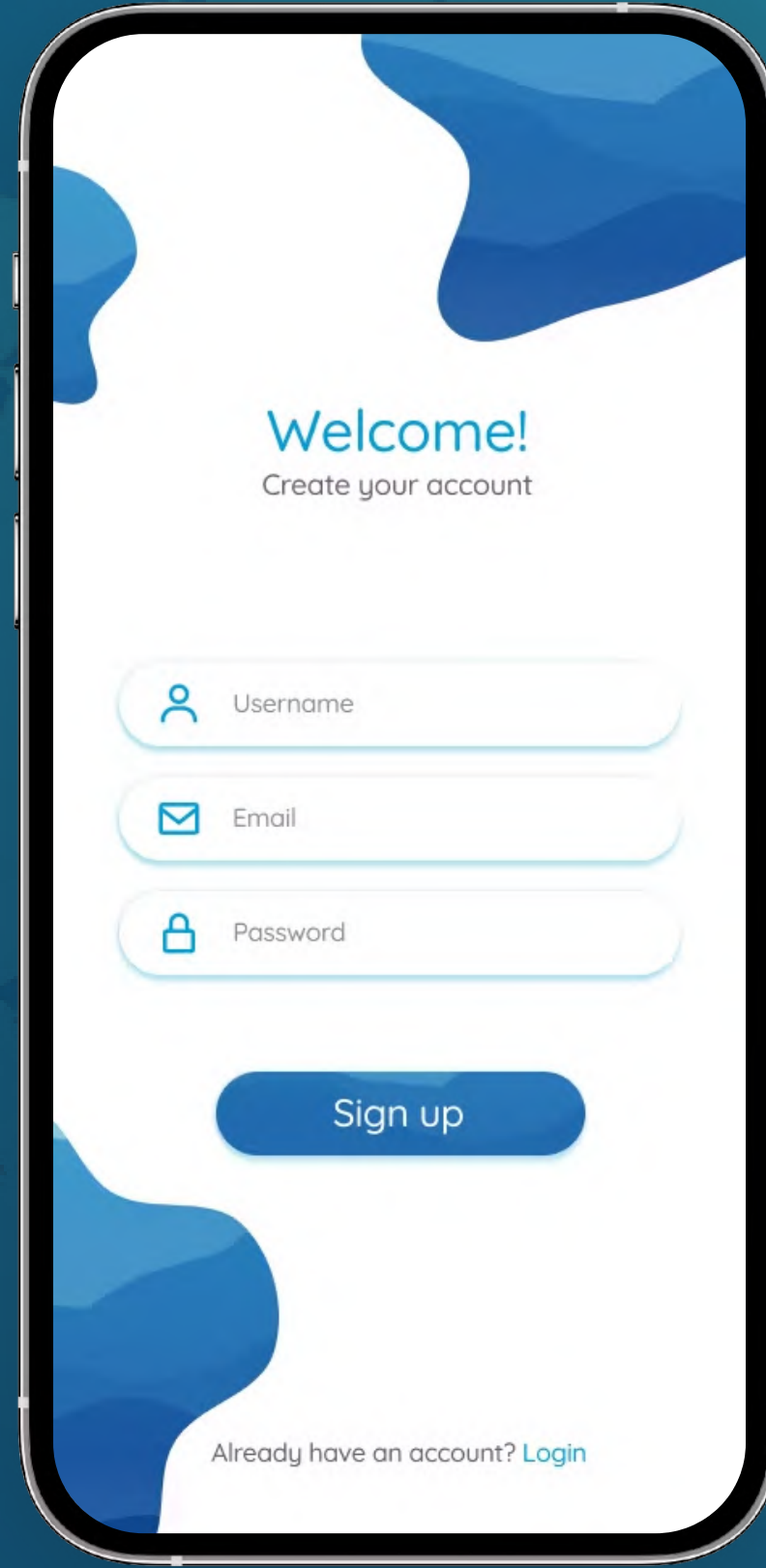
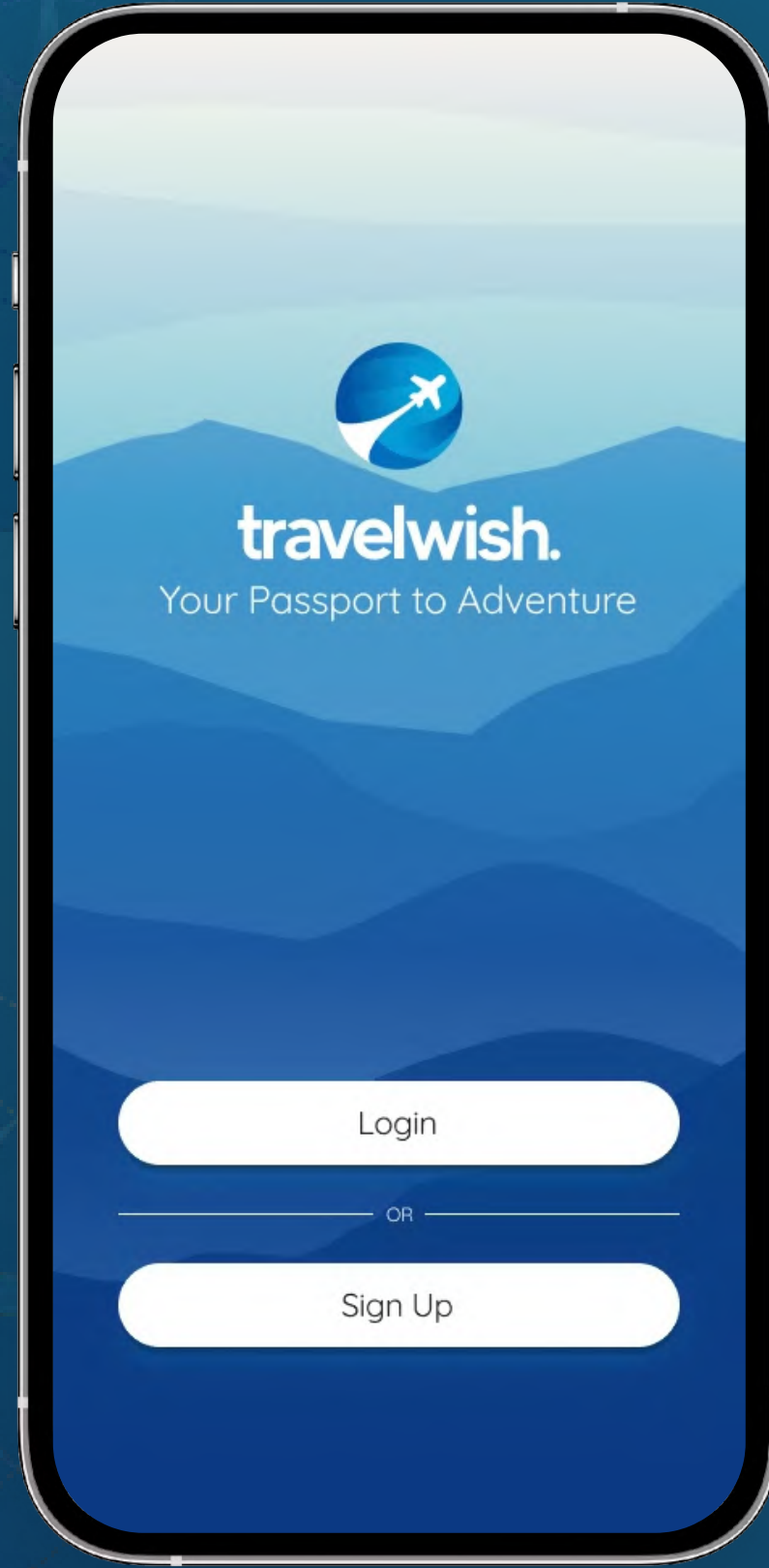
Expences
\$1.08M

Net Profit
\$7.43M

Revenue
\$8.50M





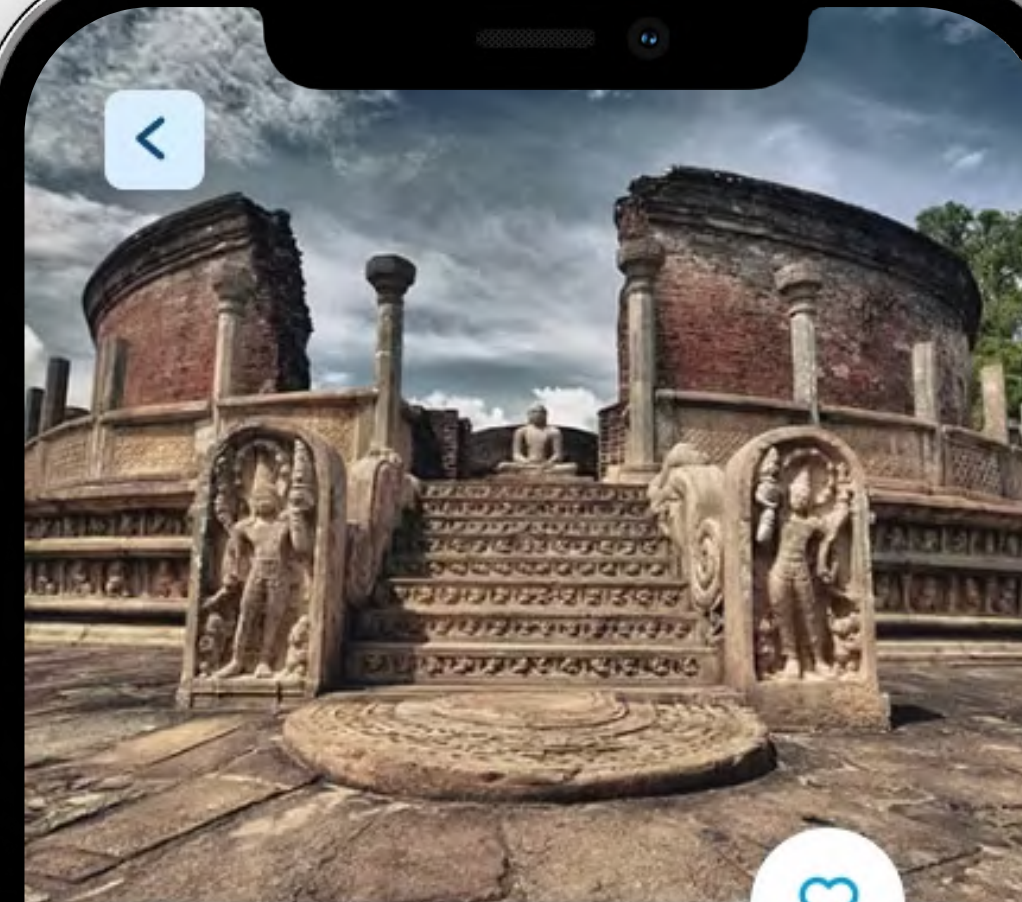


Company Name
INFACIT SOLUTIONS LLC

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Thank You →

Try Pitch



Polonnaruwa Vatadage

★★★★★ 4.8

The Polonnaruwa Vatadage is an ancient structure dating back to the Kingdom of Polonnaruwa of Sri Lanka. It is believed to have been built during the reign of Parakramabahu I to hold the Relic of the tooth of the Buddha or during the reign of Nissanka Malla of Polonnaruwa to hold the alms bowl used by the Buddha. Both these venerated relics would have given the structure a great significance and importance at the time.

Date
May 2023