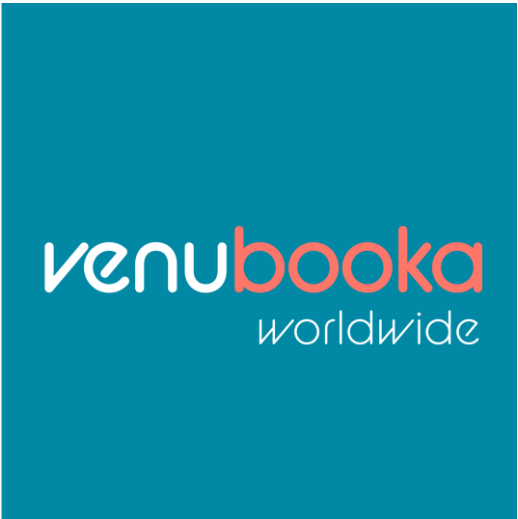


VenuBooka

PRODUCT  Problem Global venue sourcing is still fragmented and labour-intensive. Planners must reconcile inconsistent venue data, slow email-based proposals, and limited comparability across suppliers. Venues carry high distribution costs (paid listings/commissions) while non-traditional inventory remains under-discovered despite strong demand for differentiated experiences.	KEY CUSTOMERS Market Opportunity Primary users: Professional Conference Organisers (PCOs) and In-house Meeting Managers (IMMs) They value options, comparability, confidence in venue capability, and a workflow that supports shortlists, approvals, and rapid procurement. Secondary users: Travel Agents and Wedding Planners — high-value, experience-led demand where destination appeal and differentiated venues materially influence conversion. These users benefit from destination-led discovery and packaged services. Market context: The global events industry is projected to reach USD 2.33T by 2026, growing ~10–12% p.a., with strong expansion across Asia-Pacific, Africa, Latin America, and the Middle East. Growth is driven by corporate events, conferences and exhibitions, weddings and celebrations, rising disposable incomes, and accelerating adoption of event technology. Within this, venue selection remains a major friction point - creating a clear opportunity for a scalable platform that improves discovery, decisioning, and conversion across both 240,000+ commercial and 500,000+ non-traditional venue supply.
CAPABILITIES Solution VenuBooka Destinations: https://venubooka.com/destinations/ Destination-first discovery—helps planners select countries/regions/cities for events using curated event experiences, cultural context, and sample venues, then routes into venue shortlists. VenuBooka (Venues) Platform: Global venue search, comparison and enquiry for purpose-built and non-traditional venues. Workflow advantages: Shortlists, client feedback loops, preferred providers, multi-event management, accessibility evaluation, and rich venue assets (images/floor plans/walkthroughs) to increase conversion and reduce planning friction.	POSITIONING AND REVENUE Unique Selling Proposition (USP) & Revenue Model USP: No listing fees or platform commissions for venues (maximises supply and choice). - Optional paid visibility for venues as “Suggested Venues.” - Integrates event-adjacent services (accommodation, AV, transport, entertainment) to deepen transaction value. Revenue: - Paid visibility / pay-per-click for “Suggested Venue” placements and enquiries. - Premium venue profiles and subscription upgrades. - Advertising and partner placements (category and destination-led).

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