

A person with a backpack stands on a rock in the foreground, looking towards a large waterfall cascading down a mossy rock face. The waterfall is surrounded by dense green foliage. The water at the base of the waterfall is turbulent and has a vibrant turquoise color. The scene is set in a lush, tropical forest.

LEVERAGE THE POWER OF AI TO TRAVEL LIKE A PRO

Ausflug

Your AI powered personal travel concierge

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The Context

How Gen-Z and Millennials travel

Get inspired on
social media

Plan and
create an
itinerary

Book flights,
hotels and
events

Execute the
travel plan

The Problem

Challenges with modern day travel patterns

- Trip planning is hard

Optimizing variables like picking the right destinations, activities, budget, travel preferences and dietary/mobility restrictions can be mentally strenuous. This often leads to abandonment of plan, inadequately packed schedules, mishaps and incorrect estimations, ultimately resulting in a low satisfaction from the trip.

- No personalization

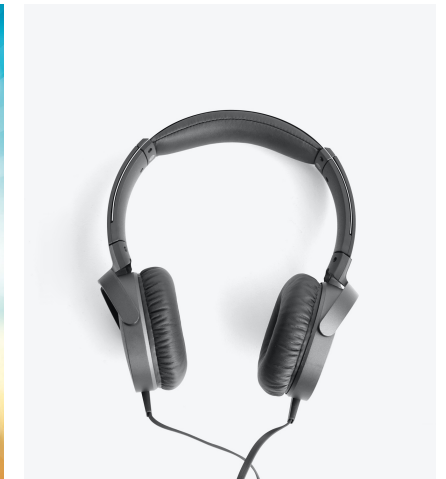
Since existing travel blogs and itinerary planner apps don't know a traveler's preferences, restrictions and needs, they make generic recommendations, which may not suit all.

- No context-aware alerts

Overall lack of a timely and relevant alerting systems often lands tourists in unpleasant situations, ruining their experience, and lowering their likelihood of traveling again.

- Friction between lead generation and monetization

Eye-catching social media posts inspire people to consider travel, but due to a lack of integration between social media and booking apps, lead generation often doesn't lead to conversion. If it does, tracking the leads is very challenging.



The solution

1 AI powered personalized trip planner

Create a traveler profile and fill it with travel preferences and needs.

AI creates itinerary based on profile, likes and followed travel influencers.

Provides a score of how likely a traveler is to enjoy an experience.

2 Personalized alerts and recommendations

Timely and relevant alerts to save from unpleasant situations.

Prevent predictable mishaps at booking time.

Personalized recommendations for things to do.

Auto adjustment of schedule in case of overshooting or undershooting a reserved slot.

3 Integrated light social media + booking app

Frictionless booking experience from a post by the click of a button.

Ability to follow your favorite travel influencers and clone and their itineraries.

Save for later and get price alerts.

Offer travelers value added services and merchandise for the trip.

Create content and engage with fellow travelers.

Constantly learning and keeps improving.

Large language model based chatbot to answer any questions, as if a tour guide were present.



Why now?

Why now is a great time for an app like Ausflug



52% of travelers chose to visit a destination after seeing its post on social media.



97% of millennials post vacation photos on social media.



50% of travelers' plans are influenced by friends' posts on social media.

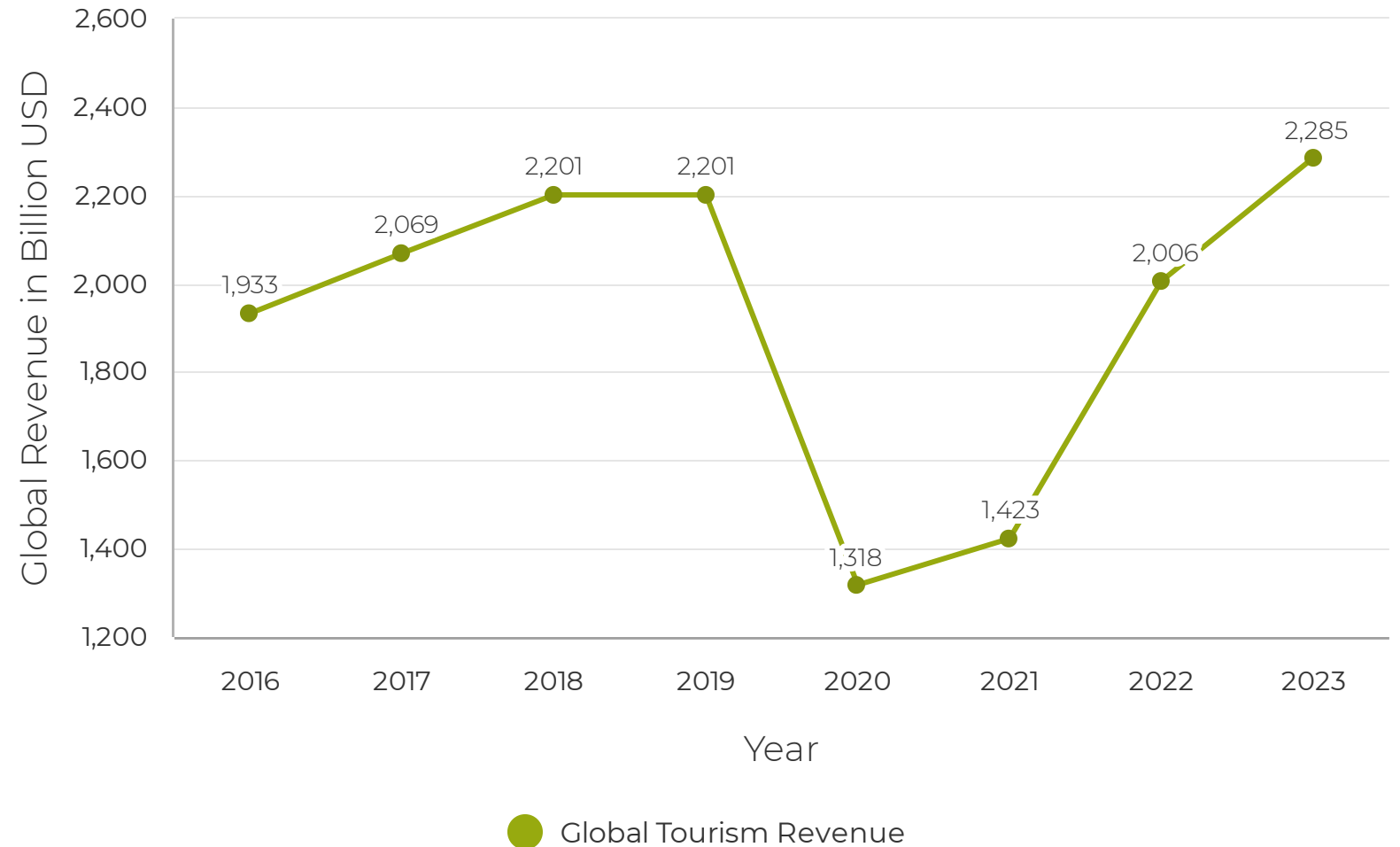


40% millennials pick a travel destination based on how instagrammable it is.

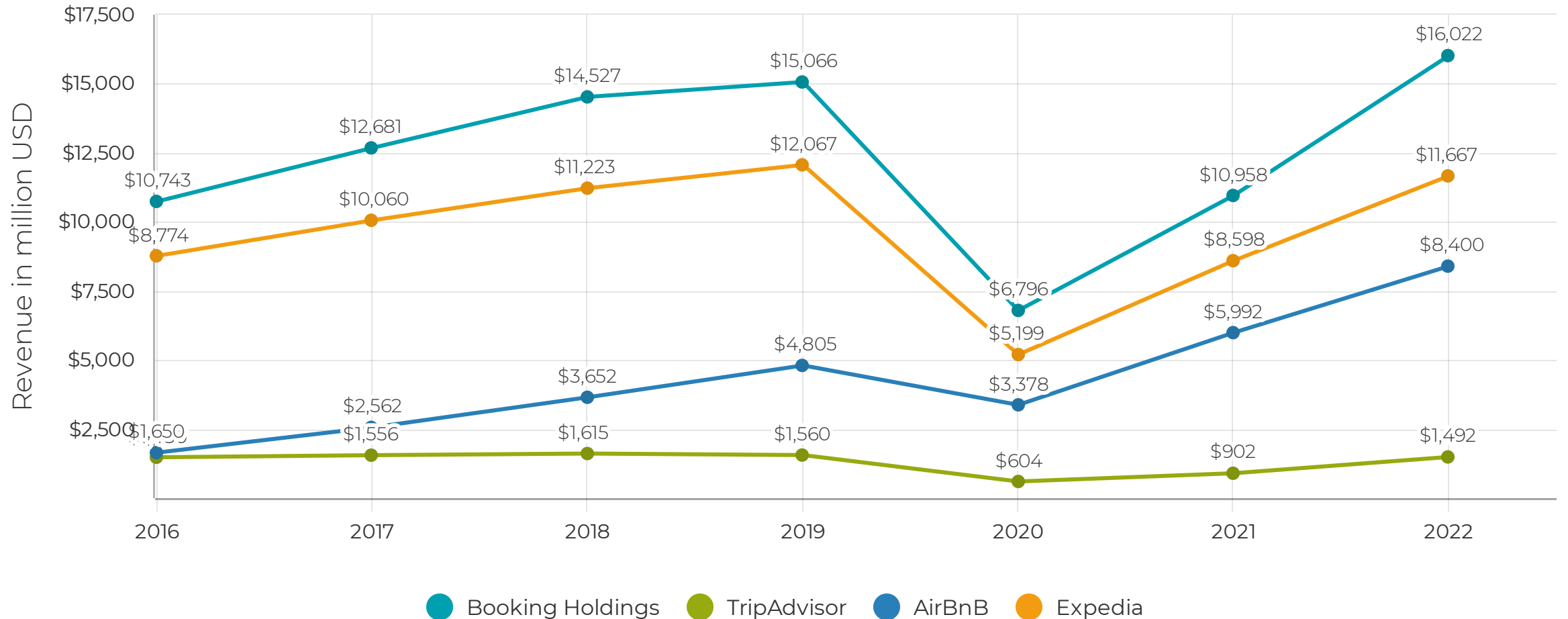
Market for global travel

82%

PERCENT OF ALL TRAVEL
BOOKINGS WERE MADE ONLINE



Revenue of top market players



Competition

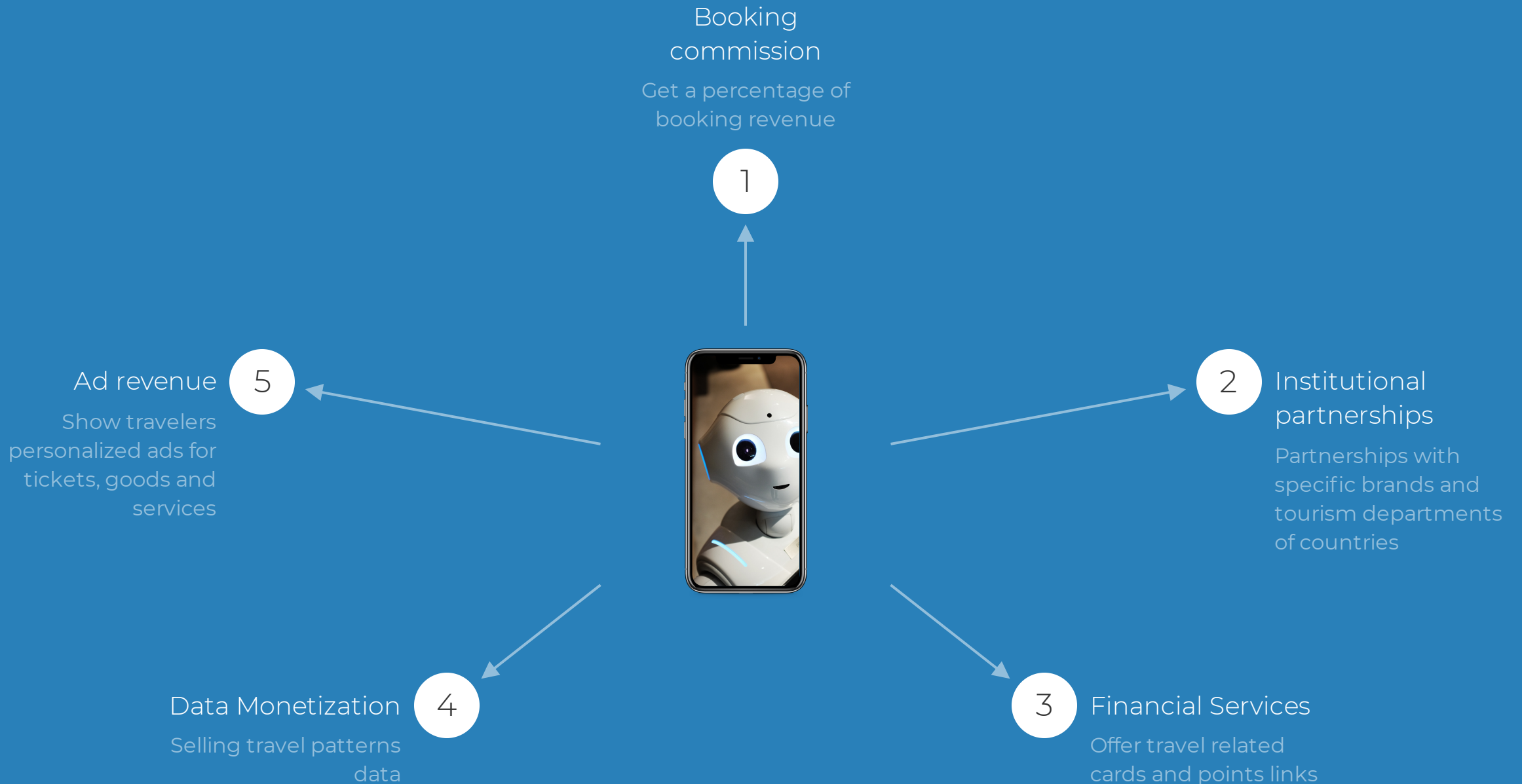
The Incumbents

1. Booking.com
2. Tripit
3. TripAdvisor
4. AirBnB
5. Viator
6. Priceline
7. Hotels.com
8. Expedia

New Entrants

1. Fora
2. Wonderlog
3. Hopper
4. Fyno.travel
5. Safara
6. Troupe
7. iPlan

Business Model



Product Features



Smart

The AI powered travel assistant adds super powers to your travel.



Frictionless

Integrated social media app with a built-in booking functionality. Book without friction.



Context Aware

The app makes intelligent context aware decisions, maximizing the traveler CX.



Beautiful

The app is visually pleasing and user friendly

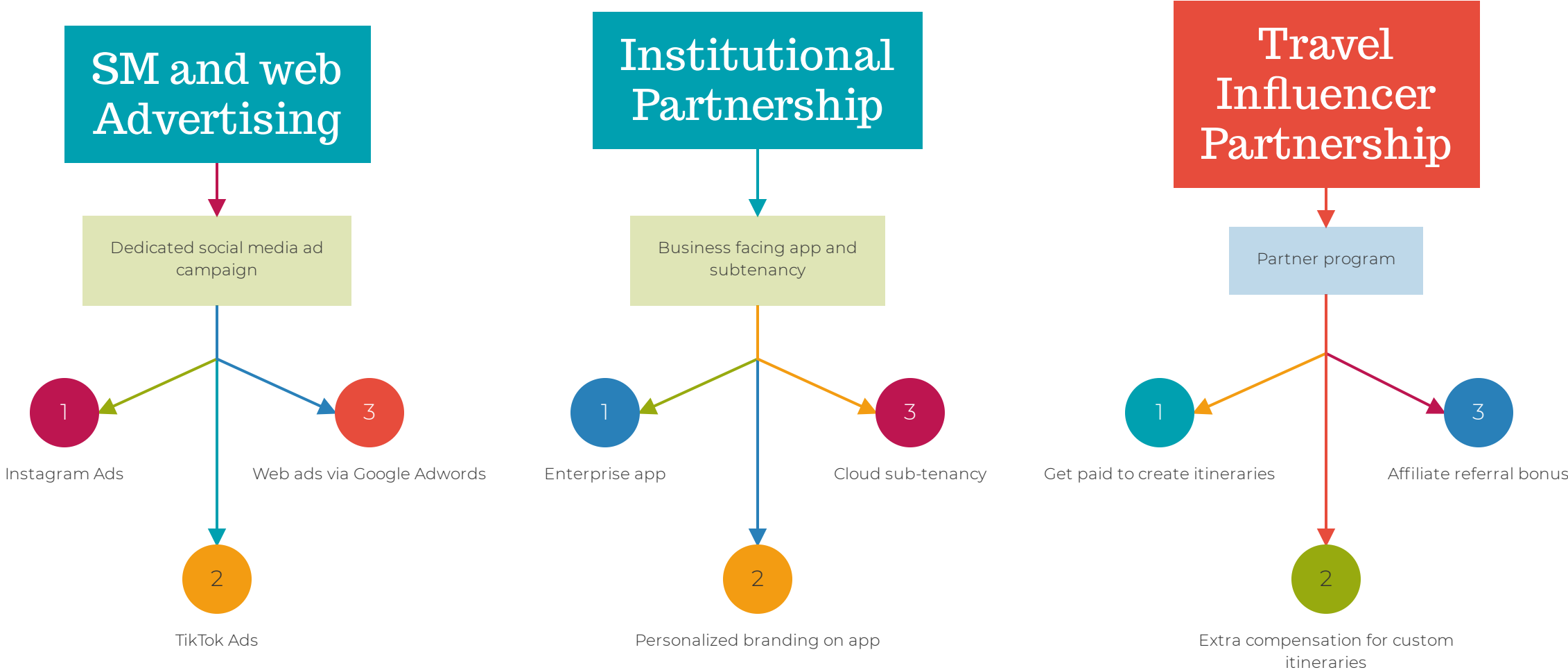


Personalized and Relevant

The app provides relevant information and personalized recommendations and alerts

Go to Market

The following go-to market strategies will be adopted for early and impactful penetration



Product Roadmap



The Team



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