



CUSTOMIZE your CONSCIOUS trip with CERTIFIED suppliers



FAIR VOYAGE IN SUMMARY



VISION

Sustainable travel will be the new norm, enabled by an ecosystem that makes it easy for travellers to find, customize & book conscious experiences

MISSION

Making it easy for **CONSCIOUS** travellers to find & **CUSTOMIZE** their best multi-day travel offers by socially & environmentally **CERTIFIED** local suppliers

TARGET MARKET

Conscious travellers – affluent, English-speaking, online

BUSINESS MODEL

Ca. 5-10% commission on tours booked & paid; percentage to be fixed per destination to ensure fair & sustainable local prices

67% of travellers

are willing to pay a premium to travel sustainably.



EXPLOSIVE MARKET GROWTH



Africa tourism: **10%** p.a.
Adventure travel: **65%** p.a.

2 PROBLEMS – 1 SOLUTION



Organizing complex multi-day tours is **DIFFICULT**

- Thousands of operators
- Hard to compare offers



Majority of tourism practices are **UNSUSTAINABLE**

- Lack of awareness
- Who is responsible?



Making it easy to find, customize & book multi-day trips at best value-for-money . . .



. . . BUT: only with certified socially & environmentally responsible suppliers

What makes Fair Voyage different?

Not just another “go-
local” travel idea

- ✔ **Custom-built database** enables direct online comparison & customization of tour packages & itineraries
- ✔ **Promoting all certified suppliers** for each destination to enable travelers to find their best offer for their unique needs
- ✔ **Reputable independent certifications** as on-boarding criteria to verify minimum sustainable practices (vs. green-washing)
- ✔ **Trusted relationships** with local leaders in sustainability gives direct access to high-quality offers at best priced
- ✔ **Strong network** within international sustainability ecosystem (UN/ITC, Travelife, etc.) gives credibility and opens doors

Roadmap

Proof concept – first revenues & partners

May-Dec-2017 

- ✓ **First clients** via kiligate.com
- ✓ **Partnerships** with Travelife, IMEC and other NGOs
- ✓ **Suppliers:** 30 tour operators signed up; pipeline of 300+
- ✓ **Branding:** all domains & EU trademark secured
- ✓ **Presented at ITC (UN/WTO)** conference in Rwanda & Uganda
- ✓ **Awarded Travelife Partner** for commitment to sustainability

Bespoke tour system, brand & legal set-up

Jan-Sep 2018 

- ✓ **Fair Voyage** brand launched
- ✓ **First clients** on new platform within 1 month of launch (!!!)
- ✓ **STS Swiss Travel** (legal setup)
- ✓ **Hosted Buyer** at WTM Africa -> strong local supplier network
- ✓ **Bespoke itinerary system** for scalability & customization
- ✓ **Smart tour inclusions** setup for easy customization & scalability
- (✓) **Scalable personalized** advice via integrated bot
- (✓) **Supplier module** for certified tour operators (in progress)

Opening the platform to certified suppliers globally

Sep-Mar 2019

Enable suppliers globally to promote to & communicate with clients directly

Develop sophisticated pricing & booking engine; integrate with other travel technology

Global marketing to scale up through partner networks, content and lead advertising

Build client service & operations team

Invest heavily into content for automated advice & SEO

Improve personalization and direct online customization

CURRENTLY LOOKING FOR:

Co-founders (IT, marketing)

Investors (social impact focus)

Partners (cross-marketing)

Volunteers (IT, marketing)



DO WE HAVE A SHARED VISION?
THEN LET US PIONEER TOGETHER

<https://fairvoyage.com>

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