



# **UniDestinations.com**

**(By HURSTEA VENTURES)**

**A Socially Inclusive Tour Operator Startup That Uses Fruit-tree Planting As A Tour Activity To Combat Fruit-poverty & Climate Change.**

**Whatsapp Video Call Us On:**

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**ROUND: Pre-Revenue Stage**



## CALL TO ACTION

### The Bane

- \*Travel planning is often fragmented, time-consuming, and overwhelming.**
- \*Lack of a socially inclusive platform for travelers to discover and book tour packages with impactful activities like fruit-tree planting in public schools, orphanages to combat fruit-poverty and climate change.**



## CALL TO ACTION

### Solution

**Unidestinations.com** is a socially inclusive tour operator startup that uses fruit-tree planting as one of its tour activities to combat fruit-poverty and climate change in peri-urban Ghana. Our platform offers:

- \* A user-friendly interface for easy exploration and booking.
- \* A wide range of meaningful and socially inclusive tour packages and experiences.
- \* A flight search and booking form
- \* Exciting impactful tourism activities aligned to some UN SDG's.

## MARKET OPPORTUNITY

### Market Size & Growth

The global travel and tourism industry is valued at \$9.2 trillion. What's more, online travel booking market is growing at a CAGR of 12%.

Also, data from the [GTA](#) show that international arrivals in Ghana moved from 623,523 in 2021 to 914,892 in 2022, representing 46.7 percent year-on-year growth.

### Target Audience

- \* Frequent travelers worldwide seeking hassle-free booking experiences.
- \* Tourists looking for authentic and impactful local experiences.
- \* Seniors, PWD's and students seeking to explore new destinations.

## MARKET OPPORTUNITY

### Competitive Landscape

Few web-based travel platforms offer impactful curated travel experiences in Ghana and around the world. Tripadvisor, wheeltheworld and Kumabo are seemingly the most established global players.

However, our difference lies in being an all-in-one tour operator platform with a social impact purpose where (able and disabled) travelers can find cheap flight deals, explore unique destinations and engage in a more meaningful tour activities; And we hope to scale to other countries outside Ghana in the future.

## PRODUCT OVERVIEW

### Features

- \* Explore Destinations: Discover unique destinations and experiences.**
- \* Tour Planner: Customize your tour experience.**
- \* Fruit-tree planting as our unique tour activity to combat fruit-poverty and climate change.**
- \* Simple Booking: Safe and simple booking process.**
- \* Travel Brand Partnerships: Collaborations with global travel and hospitality brands via affiliate marketing.**



Book Cheap Flights Anywhere

Find And Book Incredibly Cheap Deals Here

A mobile-first screenshot of the homepage of unidestinations.com with our fruit-tree planting icon

Book Cheap Flights Anywhere

Find And Book Incredibly Cheap Deals Here

Accra	ACC
To?	
Tu 23/1	📅
Sa 27/1	✕
Economy/Premium Economy	⌵
1 passenger	⌵
Search	

Ables & Seniors Odyssey



A screenshot of our flight search form and a tour package on unidestinations.com

## BUSINESS MODEL

### Revenue Streams

- \* Tour package sales
- \* Commissions from travel brands through affiliate marketing.
- \* Paid Tour Guide Training.
- \* Vehicle Rentals for tourists and non-tourists.
- \* Outbound tour organization
- \* *InfoTourism* events organization.

### Pricing Strategy

- \* Competitive pricing with a transparent fee structure where up to 8% of tour package profits is committed to social impact activities *like fruit-tree planting in rural public schools and orphanages.*
- \* Attractive discounts for especially student tourists and repeat bookings.

## MARKETING & GROWTH STRATEGY

### Customer Acquisition

- \* Social media marketing and targeted online advertising.
- \* Partnerships with travel agents, influencers, educational institutes, travel groups etc.
- \* Referral program to incentivize user recommendations.

### Marketing Channels

- \* Our Mobile-friendly website.
- \* SEO and SEM for organic traffic.
- \* Email marketing campaigns.
- \* Content marketing through travel guides and blogs.

## MARKETING & GROWTH STRATEGY

### Expansion Plans

- \* Regional expansion within Ghana through marketing, training of in-house tour guides and creation of Student '*Travel***learn**' Clubs.
- \* Collaborations with local and international tourism boards to promote country destinations.
- \* Potential international partnership with other travel agents to resell our packages.

## TEAM & TRACTION

### Founders

**ARCHIBOLD ARKHURST: Founder.**

### Advisors

**ALEX MENSAH: Accounting Officer**

**RITA A. LANI: Co-Founder & Business Developer**

### TRACTION

Though no sales has been made, so far a mobile-friendly website has being built with an average of 5 unique visitors coming to the site daily without any paid advertisement. Also globally renowned brands like ***trip.com, hotellook.com and EKTA*** have admitted us unto their affiliate program.

## FINANCIALS & EXPENSES

### Projected Revenue

**Year 1: Over \$100,000**

**Year 2: Over \$200,000**

**Year 3: Over \$350,000**

### Expenses

- \* Marketing and customer acquisition.**
- \* Operational & Logistics costs.**
- \* Team expansion.**
- \* Contingency**

## FINANCIALS & EXPENSES

### Funding Requirement

We are seeking a **Loan** or **25% equity** investment of **\$75,000** for:

- \*Marketing and user acquisition.
- \*Team Expansion.
- \*Operational & Logistics Cost
- \*Contingency

*To wit, the potential investor will own 25% SHARE in Unidesinations.com by Hurstea Ventures upon investing 75,000 United States Dollars.*

## USE OF FUNDS

### Allocation Of Investment

**\*Marketing and User Acquisition: \$10,000**

*(1 year Social media, Email & Online Advertisement plus platform upgrade)*

**\*Operations & Logistics: \$38,000**

*(2 year Business space rental at \$12,000, Space setup & equipment at \$8,000, Utilities at \$2,000 per anum, 1 Vehicle for touring at \$13,000, Legal fees at \$3,000)*

**\*Team Expansion & 1 Year Salary: \$15,000**

*(Founder's monthly salary at \$600, Hiring & paying a Digital marketer at \$350 per month, Hiring a female operations Officer for \$400 monthly)*

**\*Contingency: \$12,000**

*(Reserved funds for miscellaneous and unexpected cost)*



## CONCLUSION

Ghana's arrivals recovery, which stood at 81 percent, is significantly higher than the African average; and is around that of recovery levels for European markets, according to GTA.

**Unidestinations.com** is poised to tap into that and also transform the travel and tour industry in Ghana and beyond. With a clear vision, a solid product, and a dedicated team, we are ready to embark on this exciting journey. We invite you to be a part of our success and join us in making travel planning a breeze for everyone.

Thank you for considering our proposal. For investment inquiries or further discussions, please contact us first via

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