



Elevator Pitch & Expanded Overview

Elevator Pitch:

“NextTrip sits at **the intersection of media and travel**, transforming how people discover, plan, and book. By combining concierge-supported services, smart booking technology, and branded media content, we’ve built a connected ecosystem that inspires travelers and seamlessly converts inspiration into premium bookings. For investors, this **dual-revenue model**, driven by both transactional travel and monetized content, positions NextTrip to outperform OTAs through a more engaging, personalized, and premium model.”

NextTrip Value Proposition

For Customers (B2C)	For Partners (B2B)
Who they are: Leisure and luxury travelers, groups (conferences, weddings, reunions), and high-intent consumers looking for personalized, premium travel.	Who they are: Hotel groups, cruise lines, tour operators, tourism boards, advertisers, and content creators seeking reach and conversions.
What we offer: • Seamless booking powered by concierge service + smart tech. • Inspiration-first journey via JOURNY.tv & Travel Magazine. • Premium, curated experiences across luxury hotels, cruises, and groups.	What we offer: • Media-to-commerce platform driving brand exposure + direct bookings. • Access to 17M+ engaged and growing viewers through owned media. • Proprietary tech (NXT2.0) enabling non-intrusive, real-time bookings.
Value they receive: • A one-stop ecosystem where inspiration becomes action. • More personalized & premium service than OTAs. • Confidence: curated options, expert support, and unique perks.	Value they receive: • Differentiated distribution that converts inspiration into sales. • Higher-yield customers vs. mass OTAs. • Shared growth through advertising, co-branding & revenue share.
In short: For today’s traveler, NextTrip aligns with how people now discover and buy, through streaming, mobile, and digital content, turning inspiration into premium travel experiences.	In short: For partners, NextTrip bridges media and commerce, giving them a future-proof way to reach the modern, digitally empowered traveler and drive conversions.



Competitive Edge vs. Alternatives

- **Against OTAs:** (e.g. Expedia, Booking.com): Unlike OTAs, NextTrip owns the inspiration funnel through media, not just transactions.
- **Against Traditional Media:** (e.g. Travel + Leisure, Condé Nast Traveler): NextTrip converts media engagement into measurable bookings, not just impressions.
- **Against Niche Platforms:** With ads + bookings and scale across B2C and B2B, NextTrip delivers broader reach and higher ROI.

Longer Overview:

NextTrip Redefining Travel Booking with Luxury, Media, and Tech, All in One Ecosystem

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NextTrip stands apart through its 'content-to-commerce' platform, seamlessly integrating media and booking. Via **JOURNY.tv** and **Travel Magazine**, NextTrip engages 17M+ viewers with immersive content that inspires and converts into bookings. **Proprietary tech** presents travelers with real-time, non-intrusive booking options via **dynamic video overlays**, letting them 'book while viewing.' With planned expansions and partnerships across North America and Southeast Asia, NextTrip expects to grow its audience to well **over 100M by early 2026**.

Central to NextTrip is its **NXT2.0 booking engine**, powering vacation packages, cruises, group, and corporate travel. A cornerstone of this portfolio is **Five Star Alliance**, founded in 2004 and recognized as a premier online agency specializing in the world’s finest hotels and resorts. With access to over 5,000 handpicked luxury properties worldwide, Five Star Alliance delivers exclusive rates, VIP perks such as room upgrades and spa credits, and expert concierge support. Its luxury cruise programs, curated group travel, and proprietary search engine have earned it a 4.9-star Trustpilot rating and a loyal, high-value customer base. Complementing this, NextTrip recently acquired **TA Pipeline**, a Mexico- and Caribbean-focused travel agent booking platform that will serve as the foundation for scaling NextTrip’s group



booking technology and expanding its network of travel agent relationships. Together, these assets form a growth engine uniting luxury, technology, and personalized service.

For investors, NextTrip delivers **dual revenue streams**, premium travel bookings and branded media monetization. NextTrip aims to build a fully integrated travel-media ecosystem rivaling OTAs by offering inspiration, personalization, and premium service in one platform (“**Watch. Scan. Book. Go**”). As the company scales, it’s betting that today’s travelers don’t just want to book a trip, they want to be inspired first.

