



PANGEA
THE TRAVEL STORE

AI-Driven Travel and Sales Trends





Agenda

1. Pangea The Travel Store
2. AI-Driven Travel and Sales Trends



Why Pangea?

Market need



There is a **fast-growing market** of over **EUR 500Bn** in long haul holiday trips **poorly served** by traditional offline travel agencies and **low cost / low service online** travel agencies

Pain points



Offline

- × Old-fashioned Customer experience
- × Non-specialized advisors
- × Packaged products
- × No technology



Online

- × Not suitable for complex, long haul trips
- × Multiple providers
- × Over 20 hours average of personal work
- × No service

Pangea's Value Proposition



Create the world's best **omnichannel customer experience** to design and deliver long haul made-to-measure travel experiences through human touch powered by **state-of-the-art proprietary technology**



PANGEA
THE TRAVEL STORE

How / Delivery Model

1

Unparalleled **physical and digital customer experience**

2

Specialized travel advisors by destination and customer type

3

Taylor made travel experiences delivered by world's unique fully **flexible booking engine**

4

One click – Wow effect **technology platform**

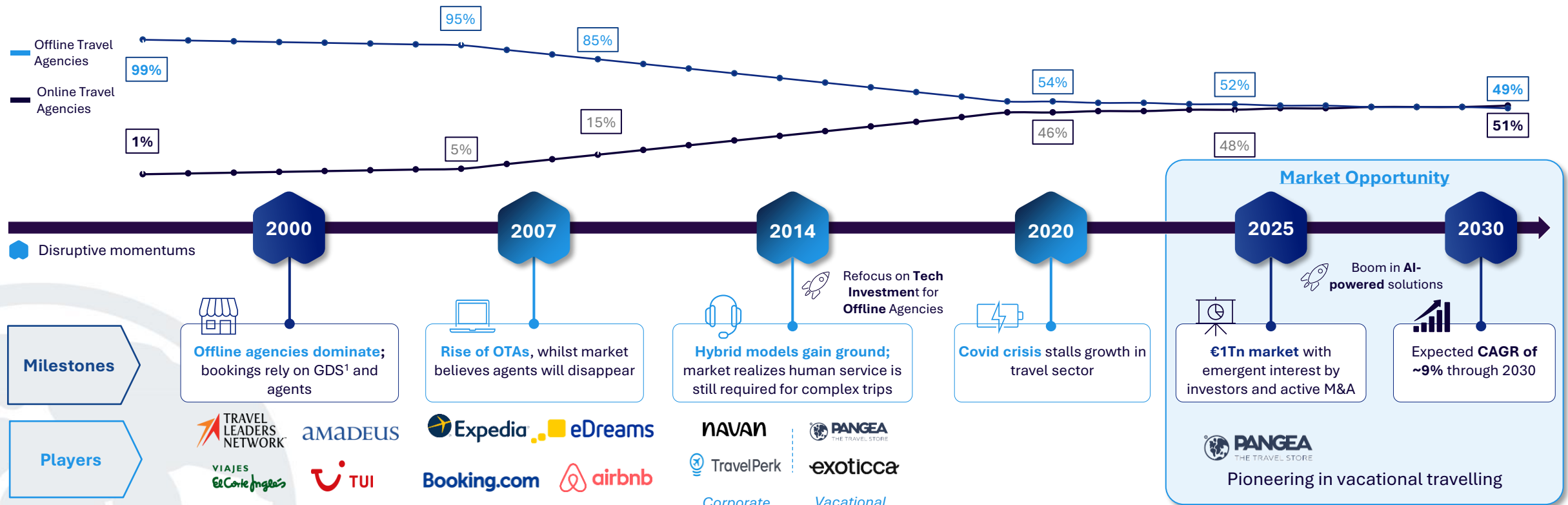
5

At True Cost



A little bit of history

From offline, to online, to omnichannel



1 EUR 1 Trillion vacation travel agency sector growing above GDP

2 Long haul, high-end trips underserved by pure online players

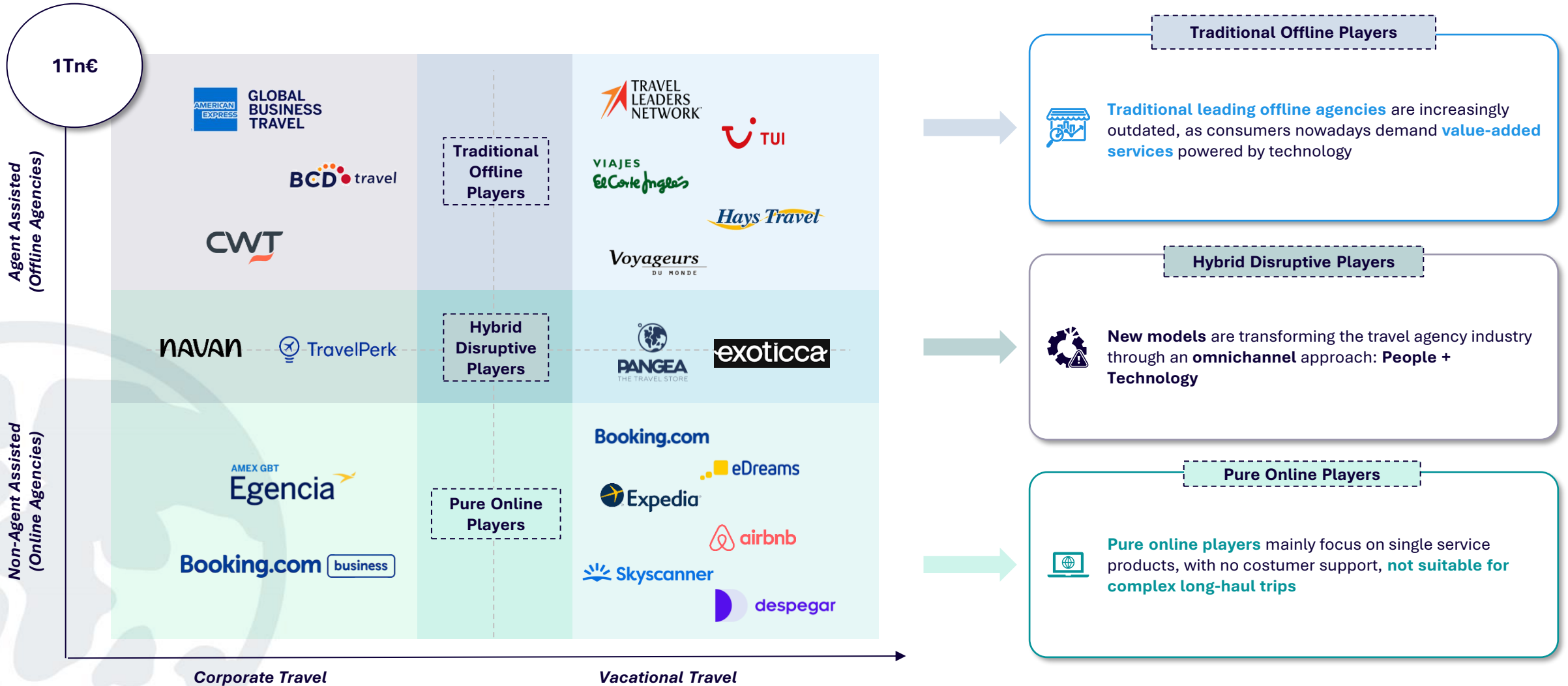
3 Offline Market dominated by old fashion brick-and-mortar travel agencies

4 Huge opportunity to transform and conquer this industry



Market segmentation and evolution

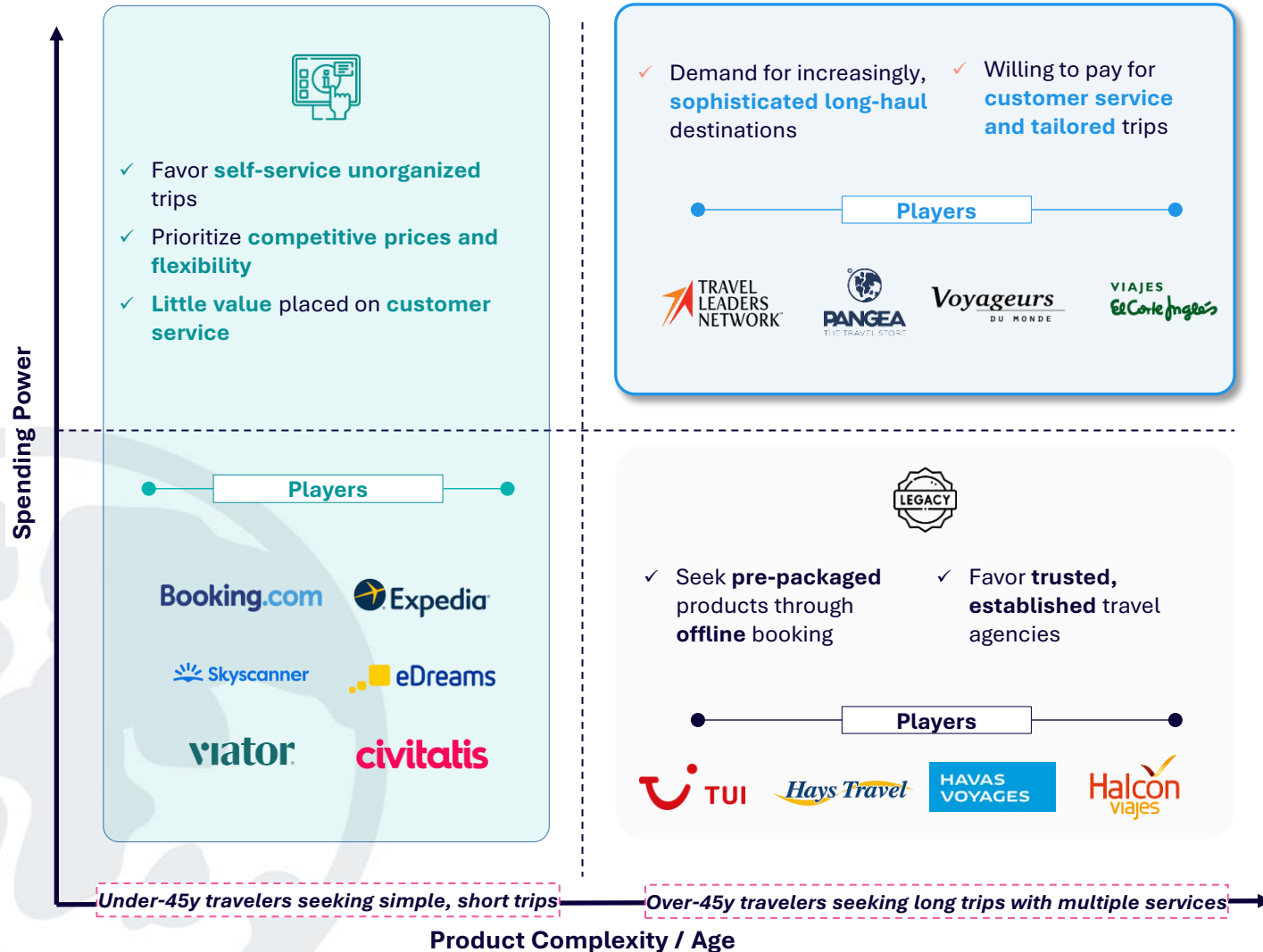
From People vs. Technology to People + Technology





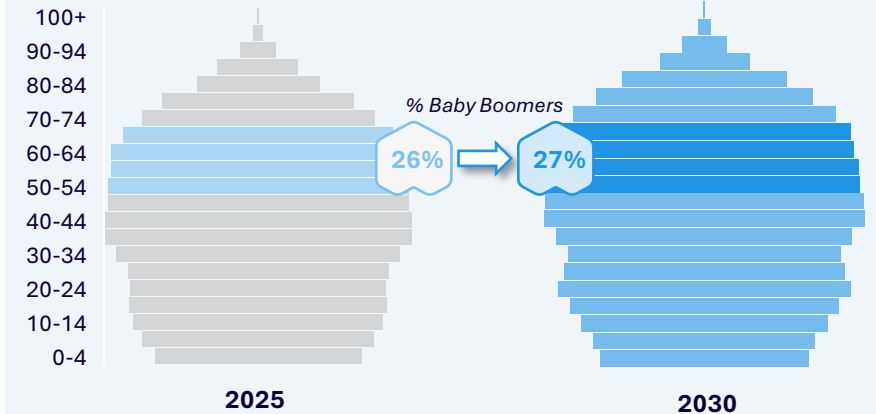
Target customer segment

Baby Boomers made to measure experiences



Baby Boomers as key client target

2025 vs. 2030 Developed Countries Demographic Evolution



Segment Overview



65%

Of Spain's total wealth



67%

have retired in a comfortable position



28,35%

of their budget allocated to travel

Purchasing Factors

67.9%

of people over 45 use in-person travel agencies

80%

prioritize customer service, with more than half (vs. 54%) valuing it over price

65.7%

of international trips booked through in-person agencies



Market “still” led by traditional Travel Agencies

Fragmented Market: Local Players

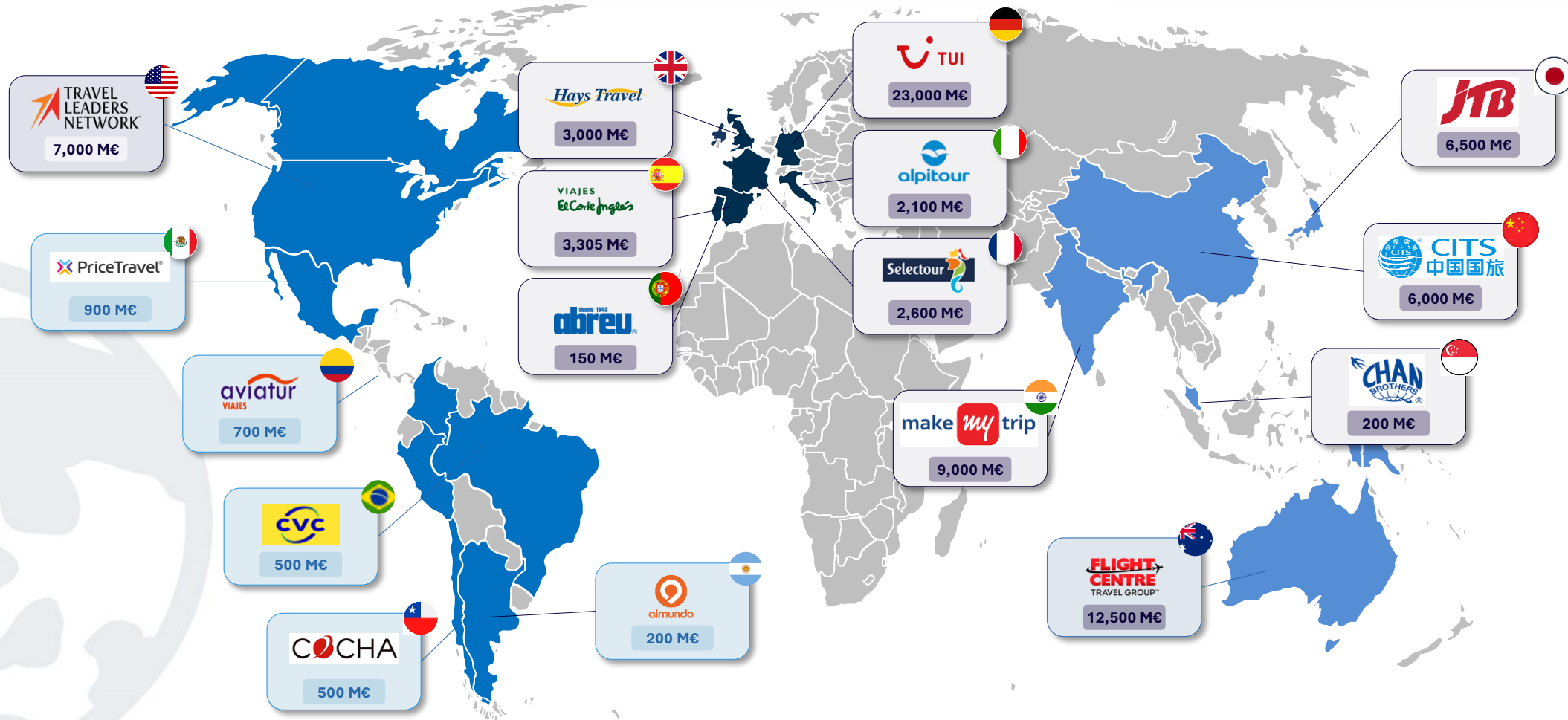
The **travel market is predominantly local**, with leading agencies being **physical players**, vs OTAs; that operate retail networks per geography

Technological Obsolescence

Agencies remain **rooted in outdated practices**, showing **no investment in technology and lack of interest in digital transformation**

Customer Indifference

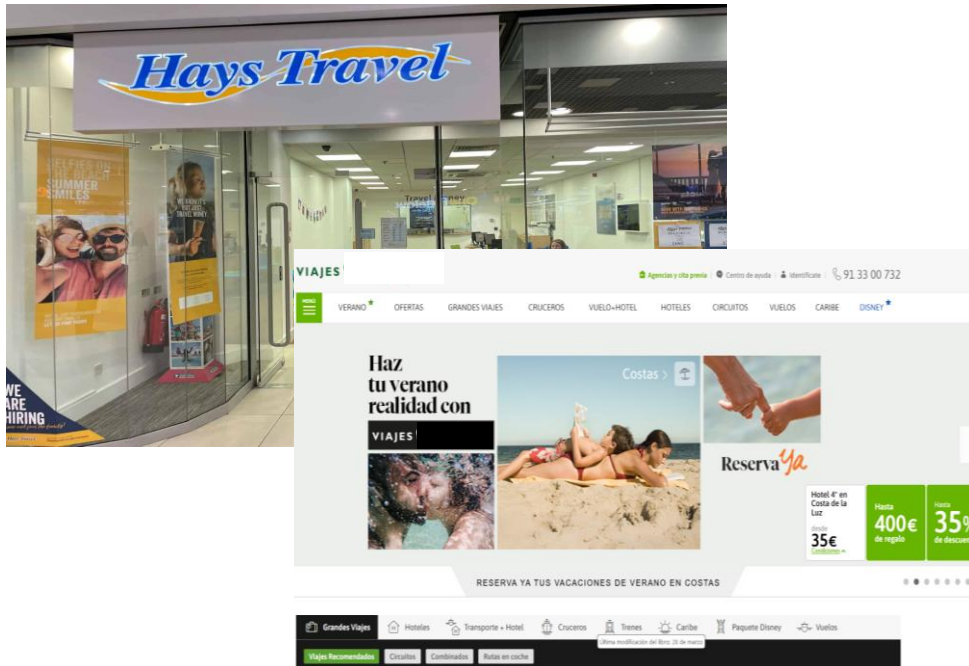
Their core offering mainly revolves around pre-packaged, non-customized travel products, with **limited focus on personalization**





Business Opportunity

Traditional Travel Agencies...

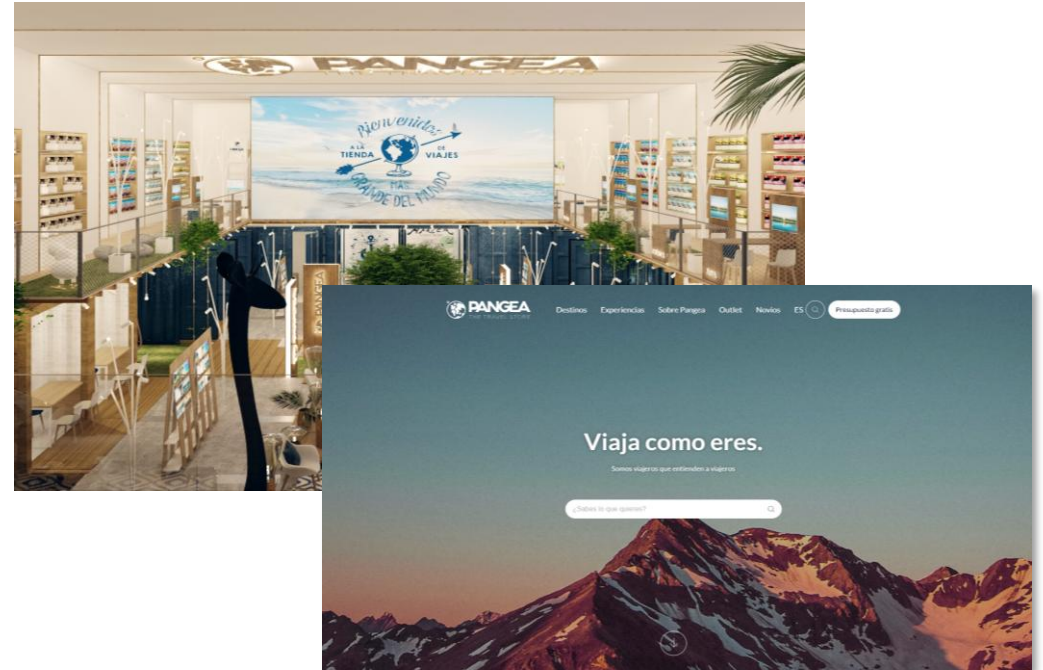


- ✗ **Outdated** customer experience
- ✗ **Nonspecialized** travel agents
- ✗ Packaged product **without customization**
- ✗ **Poor technology**, customer experience and efficiency
- ✗ **Low profitability**

1Tn Growing
above GDP



PANGEA
THE TRAVEL STORE



- ✓ Unparalleled omnichannel **customer experience**
- ✓ Over **150 travel experts** by destination and customer type providing **made-to-measure experiences**
- ✓ With a **unique proprietary IT platform**
- ✓ **At true cost**



Agenda

1. Pangea The Travel Store
2. AI-Driven Travel and Sales Trends



AI-Driven Travel and Sales Trends

Statement

AI is going to dramatically change the World

The good news

AI cannot replace hotels, airplanes and landscapes... so far

Question 1

Will AI change the way people buy travel?



Question 2

Will AI replace travel agencies?





AI-Driven Travel and Sales Trends

Which are the business opportunities and revenue sources for AI Titans?

1

IT Provider

AI titans to provide AI technology and architecture for corporates and individuals



2

**Customer
Provider**

AI titans to provide customers to corporations replacing/competing with Google/Meta



3

**Business
Developer**

AI titans to create companies to compete/replace its customers (ie Travel Agencies)





AI-Driven Travel and Sales Trends

Which are the business opportunities and revenue sources for AI Titans?

1

Increase Efficiency

Digitalize processes, introduce AI agents...

-X% costs

2

Enhance Customer Experience

AI bots, create customer-oriented technology...

+X% revenues

3

Improve Customer Acquisition

GEO, AI generated content...

+X% revenues

4

Develop Proprietary Technology

Replace 3rd party SAAS, AI Trip generation...

**x5 revenues
-50% costs**



AI-Driven Travel and Sales Trends

Key takeaways

The Risk

There is an AI wave that is going to change the World

The Opportunity

We can take advantage of this wave...



PANGEA
THE TRAVEL STORE

**The future
world's leading
omnichannel
Travel Agency**

