



SUSTAINABLE TRAVEL INTERNATIONAL™



Sustainable Travel International's **award-winning** TripPlanner™ platform is **designed to help destinations tell their unique story** and promote their **tourism assets**.

With an ever-increasing number of travelers seeking authentic, meaningful experiences in unspoiled destinations, TripPlanner™ meets their needs by providing an interactive travel guide and itinerary planning tool that: highlights routes, lodging, attractions, and activities; incorporates local culture, nature and history; and is designed to get the word out to the rest of the world.

TripPlanner™ is designed specifically for Convention and Visitors Bureaus, Destination Management Organizations, Tourism Board and Ministries of Tourism. Benefits include:

Travel Planning Made Easy. TripPlanner™ attracts potential travelers with engaging graphics, a sophisticated user experience and easy-to-navigate map feature. It then engages them by enabling them to plan their trip itineraries and map out their routes. Simplicity is critical to the user experience and website administration, yet our websites are designed to be compelling, inspirational and richly informative.

Complete Control. TripPlanner™ is designed so you can easily create and manage your own content through a user-friendly administrative system. You won't have to worry about having a web developer on staff to make changes to your website. Sustainable Travel International provides all the necessary training and support documentation, so you can administer your site and keep it up-to-date.

Optimized for Search. TripPlanner™ web pages and content are fully optimized for search and are designed for travel enterprises of all sizes, including those that would otherwise not have a web presence. The platform is also integrated with Google Analytics giving you access to in-depth usage data. In addition, Sustainable Travel International will promote your website through its global marketing and media outlets.

TripPlanner Features

- Is built on an open-source, WordPress Content Management System (CMS) and utilizes Google Map technology with custom interface elements (location point markers, tooltip boxes, controls, etc.)
 - Locations plotted by latitudinal and longitudinal coordinates, or a drag and drop map wizard
 - Map, satellite and terrain views

TripPlanner won the HSMAI and National Geographic Traveler "Leader in Sustainable Tourism" inaugural Platinum award for the Namibia Communal Conservancies website.

www.namibiawildlifesafaris.com



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- Shows major roads, major cities, waterways and other major physical landmarks as well as political and other boundaries within country
- Supports image slideshows, audio, video; works on mobile devices and is compatible with tablets and smart phones
- Offers functionality for building trip itineraries and an online community of content contributors
- Is fully integrated with Google Analytics
- Features pages for each enterprise and plots on the interactive map, which are expandable for future scaling
- Add-ons include carbon calculators, voluntourism, travel philanthropy giving portals, area boundaries, and custom map design overlays

Basic platforms start at US\$35,000

- Information architecture *(1-2 rounds revisions)*
- Wireframes *(1-2 rounds revisions)*
- Custom branded user interface design *(1-2 design concepts, 2 rounds of revisions)*
- Map development and overlays
- Content development for up to 6 pages
- 20 of portal pages for enterprises *(single web pages within the site)*
- Site development and database programming *(2 rounds of revisions to content in beta development stage)*
- Homepage slideshow with up to 8 images
- Project management
- Technical management of web hosting service set-up
- Content management system (CMS) training with staff
- Technical documentation and CMS handbook

How it Works

Step 1. Contact us to arrange a complimentary TripPlanner Strategy Session during which time we will discuss your vision, goals and project details.

Step 2. After the Strategy Session, we will present you with a formal proposal for the scope of work.

Step 3. Once engaged, we will arrange at least one work session with you to acquire the necessary information for the project build out.

Step 4. Time for design and development. First, we present information architecture and wireframes with the recommended information hierarchy and content organization for your particular needs. Next, we create a custom-branded design for the user interface. Finally, with the approved user interface design and content, we develop the beta site.

Step 5. Once beta site is finalized, it's ready for launch and your custom TripPlanner is ready to use!

Contact Us for More Information:

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