

EXECUTIVE SUMMARY

VISaTa is an innovative digital marketplace designed to revolutionize the way travelers plan and book international trips. Targeting Millennials and Zillennials, VISaTa mobile application offers a unique value proposition by allowing users to choose personalized itineraries, explore unique destinations, and tailor their travel experiences according to their preferences and budget. This approach sets VISaTa apart from conventional travel agents, providing a flexible and user-centric travel planning solution that resonates with tech-savvy younger generations.

The application's business model emphasizes differentiation by offering customizable travel packages and authentic local experiences, all through a user-friendly mobile app. VISaTa connects Indonesian travelers with local travel agents, student associations, and members of the Indonesian diaspora who serve as travel buddies. These travel buddies provide in-depth knowledge of specific destinations and deliver unique experiences, including activities not typically offered by conventional travel agencies. This approach not only enhances the user experience but also supports local tourism by involving guides and agents who speak Indonesian and understand the cultural context of the travelers.

Market analysis indicates a significant opportunity for VISaTa in the growing demand for personalized travel experiences among younger travelers. The application is well-positioned to capture a substantial market share as the global tourism industry rebounds post-pandemic, driven by the rise of revenge tourism. VISaTa's flexibility and focus on unique, non-conventional travel experiences directly address the limitations of conventional travel packages offered by conventional traditional travel agencies.

In a competitive landscape dominated by conventional travel agents and online travel agencies (OTAs), VISaTa stands out by offering a higher degree of personalization and flexibility. The platform's strategic approach includes leveraging a strong online presence, implementing dynamic pricing models, offering promotional deals, and forming partnerships with local travel experts. These strategies are designed to ensure that VISaTa not only meets the evolving needs of its target audience but also maintains a competitive edge in the market.

Financial projections for VISaTa are optimistic, with expected growth in both user base and revenue. The application's scalability, combined with the increasing trend of digital travel planning, supports a strong potential for profitability. By strategically investing in technology, marketing, and partnerships, VISaTa is poised to achieve sustainable growth and establish itself as a leading player in the Indonesian tourism industry.