

## Experience Buddy (XB)

### Smart itinerary builder for multi-day rural tours

#### In a nutshell

Planning multi-day trips to rural or lesser-known destinations is often frustrating—information is scattered, personalization is limited and booking lacks transparency. Experience Buddy solves this with an all-in-one digital platform that connects travelers with local experts and inbound tour operators. Its “Read – Ask – Book” model lets users discover curated content, consult insiders, and instantly customize and book immersive tours through an intuitive smart drag-and-drop itinerary builder—making personalized rural travel simple and accessible.

#### Why is our technology important?

Rural multi-day tourism is underserved by existing platforms, which offer generic tours, static pricing, and little support for lesser-known regions. This leaves travelers without options and small tour operators without reach. Experience Buddy changes this by automating itinerary creation, pricing, and group formation—bridging the gap between rural local providers and global travelers.

#### For travelers:

- Personalized planning with instant pricing
- Direct access to local experts for tailored advice
- Seamless booking across services and destinations

#### For local DMCs:

- Free access to a global marketplace
- Automated tools that reduce manual workload
- Equal exposure regardless of size or digital maturity

#### The benefits of our solution

Superior leisure travel experience from booking to lived experience itself

Accessibility of authentic experiences in rural places in affordable & secure way

Faster itinerary planning through drag-and-drop smart builder replacing manual coordination

Lower operational overhead for DMCs by automating pricing, packaging, and group formation.

Higher visibility for rural experiences via content-driven discovery and fair search exposure.

Built-in global scalability - No listing barriers for rural DMCs to reach global markets instantly.

Direct monetization for local experts via paid consultations (“Ask” feature).

Enhanced conversion rates through interactive visuals, personalization, and transparent pricing.

Support for sustainable tourism by promoting off-the-beaten-path destinations and reducing overcrowding.

Lower service failure risk through integration with verified back-office systems of local DMCs.

Group formation tools help DMCs increase occupancy and optimize fixed costs for guided tours.

#### Keywords

Rural tourism, multi-day tours, smart itinerary builder, TravelTech, Destination Management Company (DMC), sustainable tourism, personalized travel, off-the-beaten-path, digital marketplace, digital tourism, responsible travel, scalable tourism solution, travel planning automation, authentic experiences, local immersion, revitalizing escapes

#### Founding Team

Alisa Glauser (CEO): A hospitality and marketing professional; leads branding, B2C growth, and partnerships.

Olga Stowell (COO): UN Tourism expert and economist; oversees operations and industry partnerships.

Fabian Torres (CTO): EPFL postdoc in transport optimization; leads development of the platform.