

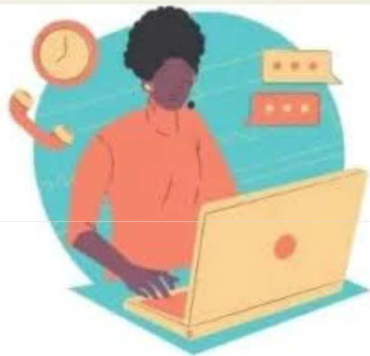
MR.RATAPONG YANYONG

MR.CHAKAPHONG SARACHAN

THE INTERSECTION
OF
SUSTAINABLE TRAVEL
AND
GENERATIVE AI

WHAT'S BETTER FOR VACATIONS?

Travel Agent



Booking Online



Travel Bookings: Online Vs. Agency

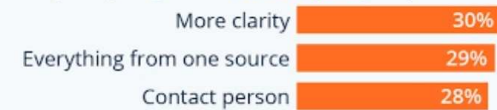
Survey results related to online and agency travel bookings in 2022



"How do you prefer booking your travel/trips/vacations?"



"Why do you go to a **travel agency** to plan/book your trip?"



"What are the reasons you choose to book your vacation or trips **online**?"



1,065 U.S. adults (18-64 y/o) conducted Feb. 14-21, 2023

Source: Statista Consumer Insights



GLOBAL WELLNESS ECONOMY: \$4.5 Trillion Market



Source: Global Wellness Institute 2018d.

SUSTAINABILITY TOURISM



COCOASAP SUSTAINABLE TOURISM

WELLNESS

HEALTH CARE

SPORT & ACTIVITY

SUSTAINABILITY

VISION

TO BE FIRST CHOICE OF THAILAND
AND INTERNATIONAL WELLNESS /
HEALTHCARE / SPORTS TRAVEL
PLATFORM FOR EVERYONE

CONSUMER JOURNEY

FULL JOURNEY



TRANSPORTATION

For a journey that will take you anywhere. you travel with us



HOTEL

Accommodations have been carefully selected for the best experience for everyone.



ACTIVITY

Activities for relaxing days in the way you like.

LOCAL JOURNEY



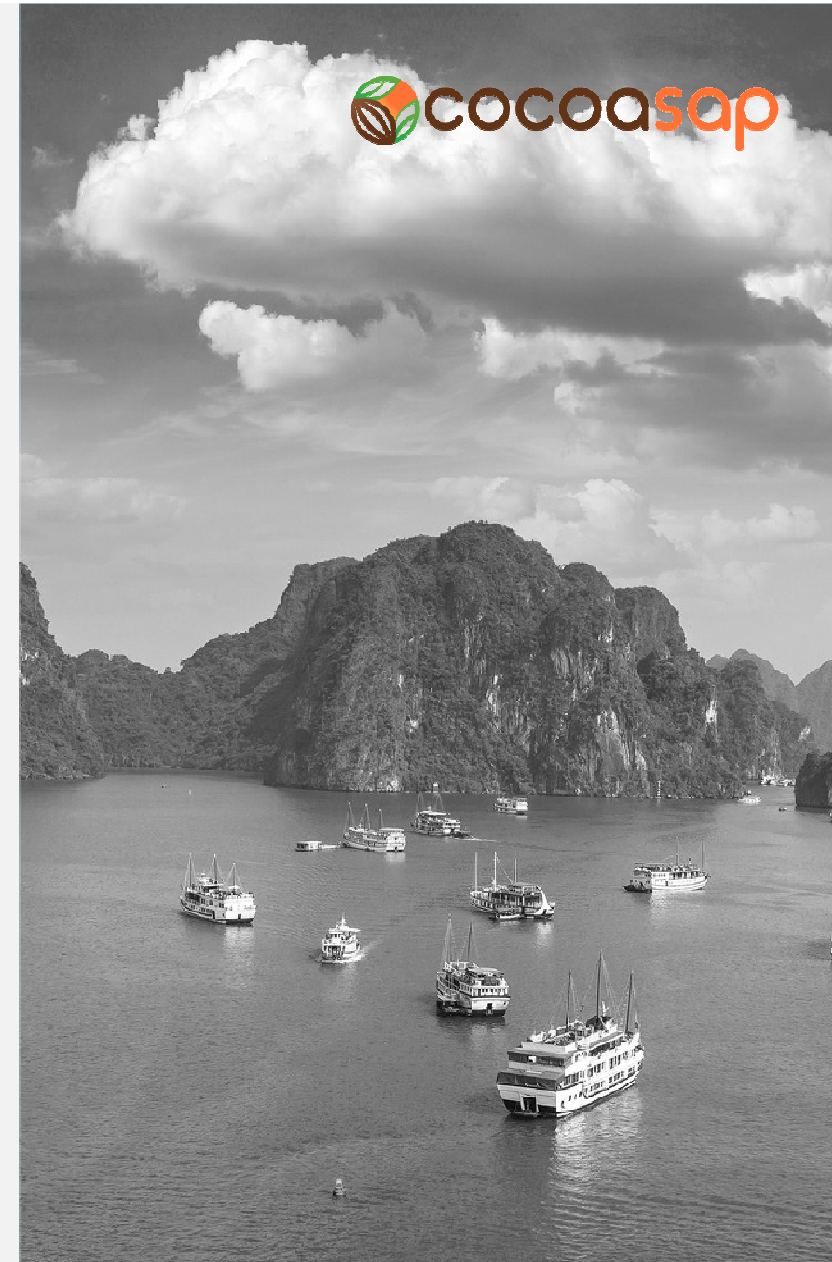
TRANSPORTATION

Travel services to get you where you want to go.

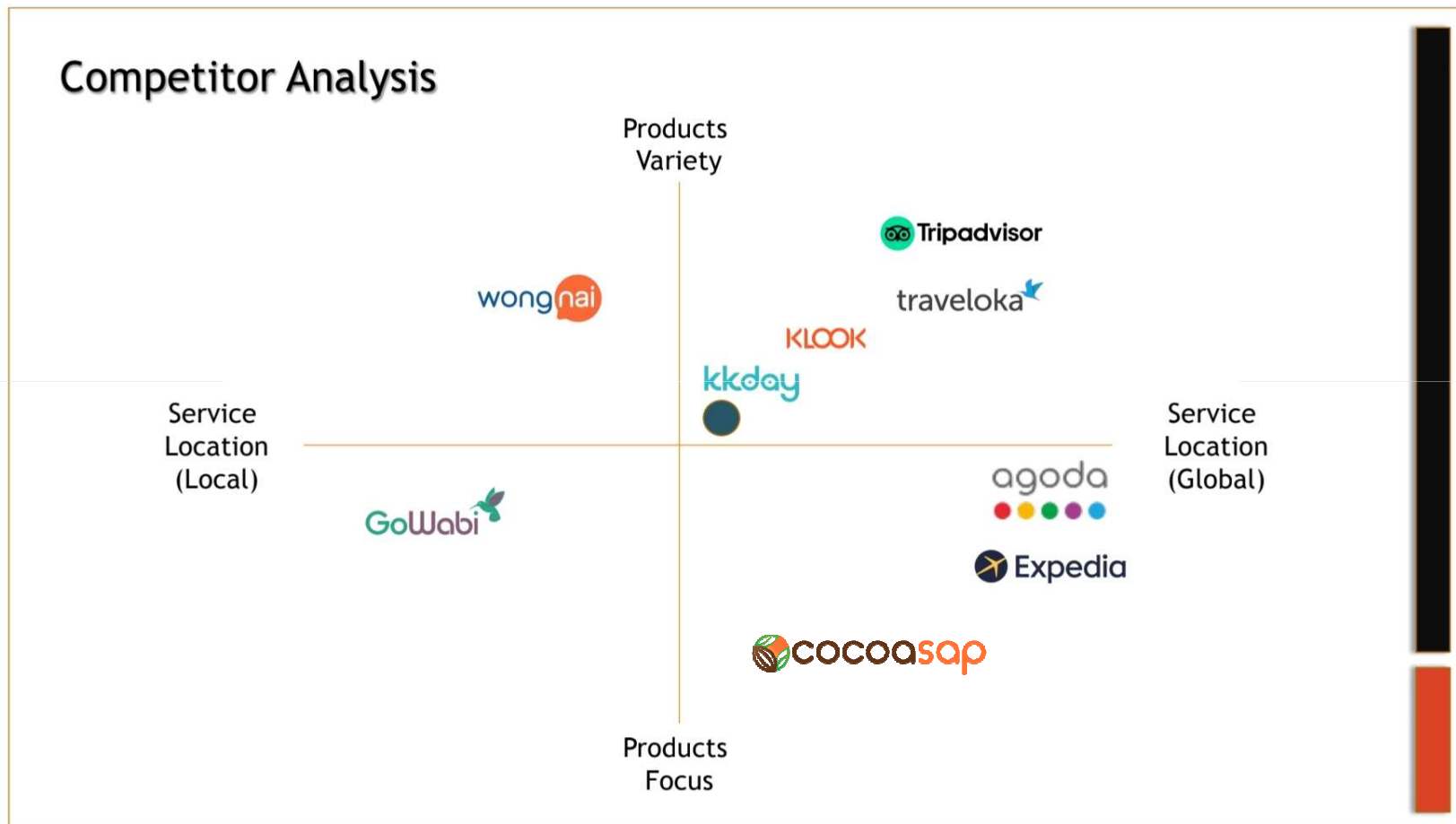


ACTIVITY

Plenty of activities to choose from during your preferred time.



Competitor Analysis



THE TREND OF CONSUMER BEHAVIOR



People who follow “Social Trends” will eventually start to develop their own “Unique Interests”.

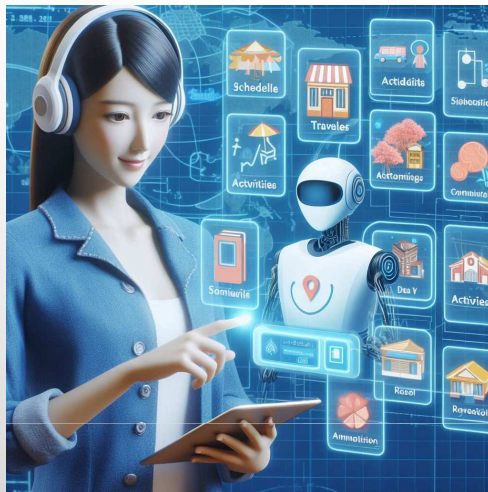


Social Trend Tourist



Unique Interest Tourist

“GENERATIVE AI FOR TOUR PACKAGE”



1. **Fill in** De-identified personal information and interest information.



2. **AI Generate Travel Tour** which match your style, personality and interest.

COCOASAP'S AI DATA SOURCE



Tour Agencies



Hotels & Others

End of 2024
will have 2M+ Data records



De-identified tourist information
& Tour information with feedback score.



Machine Learning

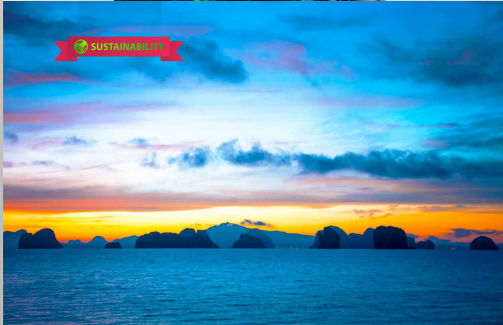
AI GENERATIVE OUTPUT



A man from Thailand, 41Year-old , like sustainability, sea and island have time 3days 2 nights need to go to south of Thailand with relax activity.



Suggest Koh Yao Noi (Phuket 26,679 THB)



Schedule (Day 1)

- 10:00 Pick up from Phuket Airport
 - 11:00 Local boat direct to Koh Yao Noi
 - 12:00 Local truck transfer to stay in a bungalow (Holidays Resort).
 - 13:00 Launch and Relax
 - 16:00 Goto calm beach and view Sunset
 - 18:00 Take a boat trip to learn how to catch shrimp-crabs-fish
 - 19:00 dinner with fishermen
 - 21:00 Return to bungalow
- (Sample Day 1)*

OTHER GENERATIVE AI USING BENEFIT



AI **Chatbot** for Support Traveler and Answer Question.



AI **Suggest** for next future trip base on personal data

How is CocoaSAP expanding Sales to B-C market via B-B Partnership Marketing?

Customer data from B-B sales could turn to be B-C sales in the future.

Partnership marketing: Who are they?



Airlines

Banks / Credit Cards

Hotel Groups

Hospital Groups

Wellness Association

Outdoor Sports & Golf Association

Mutual benefit from partnership through the mentioned names, we can accelerate our B-C sales meanwhile control service quality for both sides.

SOME CURRENT PARTNERS / ACTIVITIES

