

REALISE IT

An international travel and tourism company

A project by **Mark Dornan**

What's the idea?

This proposed project involves the formation of an international travel and tourism operations company that would function in and **between Europe and North America**. Vacation and touring packages would focus on **providing a deeper intercultural experience** for customers.

Events and itineraries would be planned by company members who are local or familiar with the area. Event focus would promote **intercultural exchange** and be advertised to the local community and previous customers in the region which would allow for continued involvement in the company and the opportunity to develop an international community. Varying tour packages would be offered with different themes (outdoor adventure/ camping or a more urban fine living focus) or specify a different region (East coast, USA or Scandinavia) and would have different target markets.

Who are we looking for?

A multitude of people with varying backgrounds would be needed for this project to be successful. We need people with business or IT background, artists, advertisers, and Event planners and everybody else coming up with energy and good ideas! **We need people who are passionate about travel!**

When will this project be realised?

Initial corporate partnerships to be developed and initial destinations to be set by 2012. Advertising campaign launched in mid-2012 with the first international tours to launch by the end of 2012.

What's the background?

I started a ski touring company for university students 4 years ago. The more I developed the "culture" of the trip, the more successful it became. Harnessing the power of corporate partnerships (Major beer companies, bars, ski resorts, bus companies) allowed me to decrease the cost for customers and by increasing the quality of small events and services provided for travellers, I saw a dramatic increase in sales and success.

As a person who has done a lot of solo travelling, when I go to a country where I do not have friends, I often miss the cultural exchange you get when you spend more time with locals. I've heard this from many other people, and I think that if we provide this to travellers, we can create a company with very high levels of customer satisfaction and return customers. The success of sites like Couch-Surfing demonstrates that people want to connect with others, and an efficient medium for this to occur is missing in the travel industry.