On a vacation to Belize in 2012, my cofounder and I witnessed heartbreaking poverty & environmental despair: families lived in shacks next to polluted swamps and emaciated dogs roamed the streets.
IT TURNS OUT...

72% of travelers want their travel dollars to positively impact the destinations they visit.

‘Good Travels’ Study
BUT...

- Of those that want to travel responsibly and sustainably, one-third find it difficult and half don’t know how.

- Hotels and tourism boards are challenged and looking for ways to adopt sustainable travel initiatives.

Resource: Booking.com 2019 Sustainable Travel Survey
Kind Traveler makes it EASY for travelers, hotels, charities and tourism boards to participate in sustainable travel.

Kind Traveler is the world’s 1st Give + Get hotel booking and media platform empowering travelers to positively impact the communities & environment in the destinations they visit.

100% of donations go to charity.
Travelers unlock exclusive hotel rates + perks upon a $10 nightly donation to a local charity that positively impacts the visiting destination, or to a charity of choice.
**U.S. MARKET SIZE**

<table>
<thead>
<tr>
<th>Total Available</th>
<th>Leisure Trips Total Per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Addressable</td>
<td>Leisure Trips Total By Families, Millennials + Affluent Travelers</td>
</tr>
<tr>
<td>Target</td>
<td>To convert 25,000 users as our first benchmark, 50M of target market to be addressed</td>
</tr>
</tbody>
</table>

**SUSTAINABLE TOURISM MARKET FORECAST**

The market will be accelerating going at a CAGR of over 10%.

Incremental Growth:
- **2018:** $338.06 B
- **2023:** Upward arrow
### User Scalability

<table>
<thead>
<tr>
<th>Users Projection</th>
<th>2020</th>
<th>TRIPS/YEAR</th>
<th>NIGHTS BOOKED</th>
<th>ADR</th>
<th>KT Commission Rate</th>
<th>Revenue</th>
<th>DONATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>25K</td>
<td>2020</td>
<td>2X</td>
<td>2</td>
<td>$200</td>
<td>12.5%</td>
<td>$2.5M</td>
<td>$1M</td>
</tr>
<tr>
<td>50K</td>
<td>2021</td>
<td>2X</td>
<td>2</td>
<td>$200</td>
<td>12.5%</td>
<td>$5M</td>
<td>$2M</td>
</tr>
<tr>
<td>100K</td>
<td>2022</td>
<td>2X</td>
<td>2</td>
<td>$200</td>
<td>12.5%</td>
<td>$10M</td>
<td>$4M</td>
</tr>
</tbody>
</table>

### Hotel Activation Fees & Annual Membership Fees

<table>
<thead>
<tr>
<th>Hotels</th>
<th>Time Frame</th>
<th>Activation Fee</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>400</td>
<td>12/2020</td>
<td>$2K</td>
<td>$800K</td>
</tr>
<tr>
<td>600</td>
<td>12/2021</td>
<td>$2K</td>
<td>$1.2M</td>
</tr>
<tr>
<td>800</td>
<td>12/2022</td>
<td>$2K</td>
<td>$1.6M</td>
</tr>
</tbody>
</table>
AMBASSADORS
32 INFLUENCERS
5M SOCIAL FOLLOWING

SOCIAL MEDIA
140K FOLLOWERS
1M MONTHLY
SOCIAL IMPRESSIONS

WEEKLY NEWSLETTER
230K SUBSCRIBERS
15% OPEN RATE

PRESS
450+ NEWS ARTICLES
7M COVERAGE VIEWS
2B ONLINE READERSHIP

WEBSITE
250K MONTHLY IMPRESSIONS
50K MONTHLY UNIQUE VISITORS

STRATEGIC PARTNERS
120+ HOTELS
70+ CHARITIES
15 COUNTRIES
3M SOCIAL FOLLOWING

20M+ combined audience reach

$20
CAC

4x
LTV
120+ HOTELS & 70 CHARITIES IN 15 COUNTRIES AIMED TO EMPOWER TRAVELERS TO ADDRESS THE SDGS:

- **No Poverty**: 23%
- **Zero Hunger**: 9%
- **Good Health & Wellbeing**: 15%
- **Quality Education**: 21%
- **Gender Equality**: 3%
- **Sustainable Cities & Communities**: 13%
- **LIFE BELOW WATER**: 10%
- **LIFE ON LAND**: 3%
- **CLIMATE ACTION**: 3%
- **120+ HOTELS & 70 CHARITIES IN 15 COUNTRIES AIMED TO EMPOWER TRAVELERS TO ADDRESS THE SDGS:**
450 NEWS ARTICLES
7M COVERAGE VIEWS
8B ONLINE READERSHIP

3.5M Ad Value


The Huffington Post

AMERICAN EXPRESS essentials  the knot  msn.  Stay Boutique  Forbes

SUSTAINABLE BRANDS

U.S. News  TRAVELodge  Points Guy  iHeart Radio  TEDx  BRIDES

USA TODAY  LODGING  SFgate  REWARDEXPERT  The Seattle Times

StarTribune

SKIFT  FAST COMPANY  TRAVEL PULSE  YAHOO! Finance  SpaWeek

TRAVELAGE WEST

American Spa  HospitalityNet  AFAR  REAL SIMPLE  FIRST

HG

Pebble

Virgin HOTELS  Green Lodging News  abc  HOTELS  Chroncile

NEWFRONTIERS  TRAVEL+ADVENTURE+SHOW

IndependentTraveler.com  Springwise

SOCAPULSE  USE  TRAVEL MASSIVE

URBANDADDY  Patch.  American Red Cross  BELLA LOS ANGELES  BRIT+CO

HOTEL MANAGEMENT
MAY 2020 YTD DONATIONS: $20K

CLIMATE ACTION:
- 162 individuals in underserved communities received tool sets for a compost bin
- 7300 pounds of trash cleaned out of Russian River
- 270 trees were planted in U.S. National forests affected by fires + natural disasters

EDUCATION:
- 750 students received free English classes for one day
- 116 students received school supplies
- 3,950 pieces of educational materials about breast cancer prevention were distributed
- 630 days of music lessons provided for students in underserved schools

PREVENTING POVERTY:
- 1700 in-need individuals received meals
- 676 homeless dogs fed for 1 day
- 834 days of care provided for rescued animals
- 600 rescued sick or injured seals & sea lions received one day of care

LIFE ON LAND + SEA:
- 270 days of care provided for rescued animals

HEALTH:
- 1000 immunization shots provided for low-income or homeless individuals

DISASTER RELIEF:
- 22 families affected by natural disasters received emergency water containers
Kind Traveler seeks to empower travelers to positively impact the destinations they travel to across the globe.

**VISION**

Today:
115 Hotels
15 Countries
70 Charities

2-Years:
900+ Hotels
100+ Countries

5-Years:
3,000+ Hotels
7 Continents
150+ Countries

As a lifestyle brand, Kind Traveler will also grow as a:

- Podcast
- Kind Travel Book Series
- Lifestyle Wear
- TV Docu Series
## Post Investment

- **Hire Team**
- **App Dev Starts**
- **IT/Web Optimization**

<table>
<thead>
<tr>
<th>Month</th>
<th>1</th>
<th>3</th>
<th>6</th>
<th>9</th>
<th>12</th>
<th>15</th>
<th>18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>200 Hotels Total</td>
<td>300 Hotels Total</td>
<td>400 Hotels Total</td>
<td>500 Hotels Total</td>
<td>600 Hotels Total</td>
<td>700 Hotels Total</td>
<td></td>
</tr>
<tr>
<td>Q2</td>
<td>10,000 Users</td>
<td>15,000 Users</td>
<td>20,000 Users</td>
<td>25,000 Users</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q3</td>
<td>Office</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q4</td>
<td>Web optimization complete</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
“A hotel discount may warm your heart, knowing you’ve beaten the system. Now a new hotel booking website aims to warm your soul, too, by linking discounted rates and charitable donations.”

— The New York Times