- Promote COVID-19 safe travel this summer
- Lead and encourage economic recovery
- Leverage your current marketing budget
- Pioneer innovative solutions for road trips
Some of the segments that will likely fare the best through the pandemic and into the recovery include:

- Safety
- Road trips
- Virtual reality
- Optimization
- Insurance
- Robots
- Private jets

Perceptions of the safety of various travel activities are nearing what was recorded the week of March 15th when we began this measurement (and before the most dramatic drop in safety perceptions, which occurred between March 15 and 22nd).
See it live at Russia.Road.Travel
Road Trips Marketplace

Story • Route • Itinerary • Booking

Road.Travel
Time to drive

Tourism Officials

Travel Experts

Brands

Tourism

Automotive

Media
ROAD TRIPS PLATFORM FOR TRAVEL AND MOBILITY

FOR PARTNERS

INSPIRE
COVID-19 SAFE TRIPS

TARGET
DOMESTIC & INBOUND

DISTRIBUTE
REPEATABLE ROUTES

SUPPORT
LOCAL COMMUNITIES

FOR TRAVELLERS

EXPLORE
CURATED ROUTES

CREATE AND SHARE
ITINERARIES

OPTIMIZE
TRIPS BY BUDGET

BOOK INSTANTLY
OR PERSONALIZE

SOME OF OUR 30+ SUPPLIERS
ANY 3rd PARTY APIs CAN BE INTEGRATED

BOOKING.COM
FOURSQUARE
GOOGLE PLACES
WIKIPEDIA

RENTALCARS.COM
GOOGLE MAPS
WHAT3WORDS
IZI TRAVEL

INSPIRATION AND TRIP PLANNING
Curated itineraries from experts, self-planning for the curious

MOBILE GUIDANCE AND DISCOVERY
Export itineraries to a calendar, explore hidden gems on the go

CAR NAVIGATION INTEGRATED CONTENT
Routes available for navigation in selected car models in 2021
BRANDED SPECIAL PROJECTS ACROSS INDUSTRIES

ADVERTISING PLATFORM

- **DESTINATIONS**
  - DMCs, DMOs...
- **LOCAL BUSINESSES**
  - Attractions, SMEs
- **GLOBAL BRANDS**
  - Tourism & Beyond
- **DISTRIBUTION TOOLS**
  - Travel, Automotive

PARTNERSHIP OPTIONS

- **LISTINGS**
  - Present your brand
- **CAMPAIGNS**
  - Targeted marketing
- **ROUTES**
  - Be part of a trip
- **ANALYTICS**
  - Access the data

DISTRIBUTION CHANNELS

- **CAR NAVIGATION**
  - Starting 2021
- **DIGITAL MEDIA**
  - And social networks
- **TRAVEL RETAILERS**
  - Tour operators, etc.
- **YOUR WEBSITES & APPS**
  - Embeddable widgets

BUSINESS PRESENCE IN ROAD TRIPS
Keep the information about your business up to date

BRANDED ROUTES, WEBSITES & APPS
Sponsor thematic routes and branded digital campaigns
Founded in 2018 to provide transparent growth marketing expertise to DTC brands, Hecho is Road.Travel’s full-service marketing agency.

We provide the following services:

**COMMUNICATIONS PLANNING**
Our client partners operate as an extension of client marketing teams, planning an effective communications strategy to fuel growth.

**CREATIVE + CONTENT**
Our in-house studio is connected to a global network of creators.

**MEDIA + CAMPAIGN EXECUTION**
Campaigns are setup, bought, and optimised programmatically in-house by channel specialists.

Our founding team is a combination of highly-skilled experts in computer science, lifestyle concierge companies and media. Some of our recent awards and strategic partnerships are:

- **SOFTWARE LICENSING**
We license our technology to our clients as a ready-to-use solution hosted on our cloud infrastructure available across geographies.

- **ITINERARIES + ROUTES**
Our network of travel experts creates multilingual trip scenarios on demand.

- **CUSTOM BRANDING + APIs**
White-label solutions, landing page builder, widgets for your websites and apps, custom API integrations - both in and out.

Since 2015 Road.Travel has been developing travel technologies to enable sustainable innovations for individual tourism, focusing on road trips and connected cars since 2019.

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Our team’s experience comes from all sides of the marketing ecosystem (from publishers, to advertising technology, to agencies and brands). Our travel specific experience includes:
VOLKSWAGEN WE
Start-Up Pitch Contest, May 2019

PORSCHE
NEXT OI Challenge, June 2019

FORD
Make It Driveable Challenge, September 2019