



# BEDU

BEDU is a travel tech platform dedicated to uncovering the hidden gems of the Middle East and North Africa region. With a passion for exploration and a commitment to showcasing authentic and lesser-known destinations, BEDU is your trusted companion for unique travel experiences. With our user-friendly interface, you can easily browse through our collection of carefully selected accommodations, immersive activities, and must-visit landmarks.



## The region's first travel & hospitality curator



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## A traveler's biggest challenge!

What is **worth experiencing**?  
How can I easily **research, plan, and book**?




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## The Problems




- User-based reviews are no longer indicative.
- Recommendations are not customized to your needs, wants, and preferences.
- Researching, planning and booking is taxing and frustrating.




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## The Solutions

-  **Customized recommendations**  
Driven by an AI engine that matches profiles with Gem types.
-  **Critic-based review**  
We aggregate organic popular opinion through selected reviewers.
-  **Options worth experiencing only**  
If it's not on BEDU, than it's worth trying.

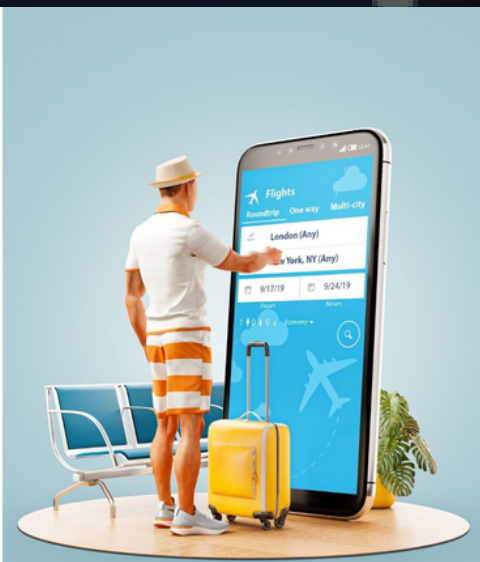


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## No one knows the Middle East like the Middle Easterns

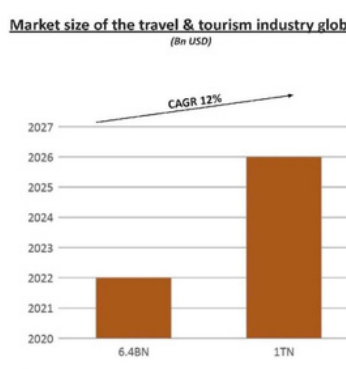
Traditional travel apps cover the whole planet. Recommendations are not bespoke and often not relevant to the user. Bedu will stick to what it knows best: The MENA region.  
**That is already too much on one "plate".**



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### Market size of the travel & tourism industry globally (Bn USD)



Traveler search in 2022 is close to 2019, only 3% short of pre-pandemic, a sign of early recovery and growth.

### Global insights

- The online travel market size was valued at \$354.2 Bn in 2020, and is estimated to reach \$1,835.1 by 2031.
- The experiential travel market size was valued at \$91.2b in 2020 and is estimated to reach \$447.3b by 2030 (a CAGR of 17.8%).
- 83% of global travelers think sustainability is vital according to booking.com
- Oman and Egypt were voted amongst the top 10 destinations to travel to in 2022 by Lonely Planet increasing visibility to the MENA region.

### Industry insights

2022	2026
Largest segment is Package Holidays with a projected revenue of	76% of total revenue will be generated online
\$207.4 Bn	76%
The average revenue per user (ARPU) is expected to amount	
\$428	

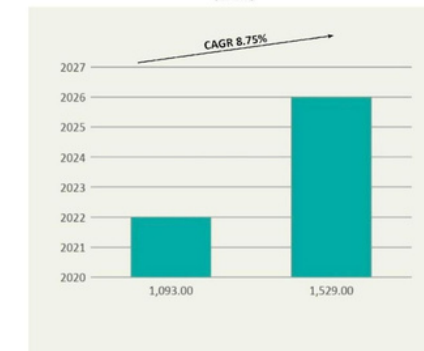
### Key competitor insights (Trip advisor)

- Every month, 456 million people – about one in every 16 people on earth – visit TripAdvisor.com
- TripAdvisor turned a \$8m investment to \$7bn updating every imaginable travel element by an army of contributors for free.
- Travelers read 6-12 reviews on Trip advisor before making a booking
- Tripadvisor's total number of user reviews and opinions reached approximately 1 billion

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What we did:  
Pitch Deck Design

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STUDIO



- 1 Experience economy
- 2 Shift in audiences
- 3 Intra-tourism and the rise of the "staycation"
- 4 UAE's sustainable tourism drive
- 5 Continuous investment in infrastructure
- 6 Rise of digital and integrated omni-channel

Affluent travelers want experiences over products. They want to be seamless and **personalised**. **81%** are willing to pay more for a better experience especially the **HENRYS**.

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The fragmentation of the market and the rise of the solo and family travelers, family groups and couples accounted for 73% of visitors the UAE in 2021

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**28.7% of foreign tourists** arriving within the GCC were from intra GCC countries and in D88 domestic travelers accounted for 53% of 12.4M hotel guest

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A recent Tripadvisor report found that travelers are seeking destinations where they can immerse themselves in "authentic local experiences".

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Medical tourism, new air lines, beach lines, islands, museums, restaurants, a new *Michelin* guide events, and new hotels are making the UAE a very desirable destination on the global map.

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Consumers now live in a **mono-channel** world. We need to lure ourselves to think that way and integrate digital experiences, physical and digital **seamlessly**.



	Editorial	Content	Flight Booking	Hotel Booking	Transportation Booking	Attractions Booking	Restaurant Booking	Packaged holidays	Professional Reviews	User Reviews
 <b>Tripadvisor</b>			✓	✓	✓	✓	✓	✓		✓
 <b>Booking.com</b>				✓	✓	✓		✓		✓
 <b>Expedia</b>			✓	✓	✓	✓		✓		
 <b>clevertrip</b>			✓	✓	✓	✓				
 <b>msn travel</b>			✓	✓	✓					
 <b>with a travel guide</b>	✓	✓				✓	✓		✓	
 <b>TimeOut</b>	✓	✓							✓	
 <b>Lonely Planet</b>	✓	✓							✓	
 <b>Traveler</b>		✓							✓	
 <b>Beautiful Destinations</b>	✓	✓								

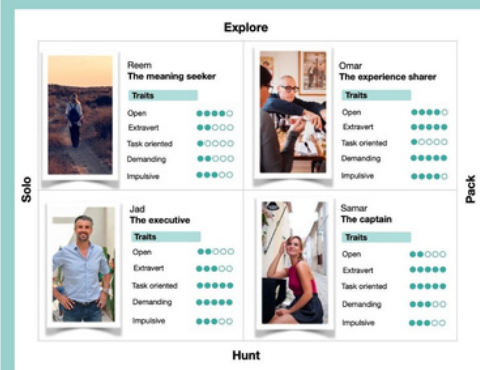
1. Maintain positive and steady growth MoM
2. Create brand awareness (30% in Y3, 40% in Y5 and 50% in Y10)
3. Position Bedu as the most trusted travel and food curator in the region
4. Drive 1% conversion rate
5. User and customer obsession - 50+ NPS



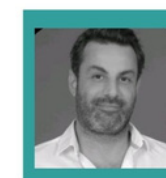
1. Generate media, influencers interest and UGC
2. Top 3 share of voice and drive positive sentiment
3. Maintain a healthy and growing engagement
4. World-class, award-winning and superior content
5. Visibility in most travel and food B2B and B2C events



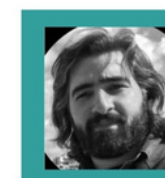
The space is created using dimensions that separate the personas the most. Variation is a matter of degree. However, the persona is the archetype that represents the meeting point of each dimension.



## Meet the team



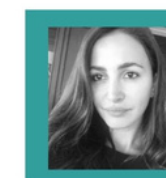
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