

FOR THE WEBSITE:

Implementation Plan for the Traveler Matching System

To successfully integrate **traveler matching by lifestyle, personality, and interests**, we need a **smart online system, marketing strategy, and seamless onboarding process**.

1. Building an Online Traveler Matching System

A. Digital Platform & Booking Integration

Website should have the capability where visitors can:

- **Take the Matching Quiz** (lifestyle, interests, and travel preferences).
- **Get Instant Results** (suggested group category & recommended trips).
- **See Compatible Travel Groups** (available trips with similar travelers).
- **Book & Connect** (Price, deposit payment option, trip details, how many spots available (automatic update))

◆ How to Set This Up?

- Upgrade to **AI-based quizzes** via a tool like **Outgrow** or **Interact** (Please see how they work) for real-time results.
- Build an **integrated booking system** (WordPress + WooCommerce, Shopify, or custom CRM).
- Add a **“Find My Perfect Travel Match”** button on your homepage to go on to the quiz.

B. AI-Powered Matching Algorithm

Once travelers take the quiz, use an **algorithm to match them based on key factors**:

- **Lifestyle (Luxury vs. Adventure vs. Social vs. Wellness).**
- **Personality (Solo vs. Group vs. Planner vs. Spontaneous).**
- **Budget Tier**
- **Trip Preferences (Wildlife, Culture, Adventure, Relaxation, F&B, etc.).**

◆ How to Implement?

- Use **Zapier** to automate quiz results into a travel CRM like HubSpot. (Monday.com?)
- Create a **backend matching tool** with a **low-code/no-code platform** (Airtable, Bubble.io).
- If scaling, work with a developer to build a **custom algorithm**. (Elie can advise)

C. Grouping & Communication

Once matched, travelers can:

- **View available trips matching preference.**
- **Get a Whatsapp Message from us. Clarify any questions they may have.**

◆ **How to Automate This?**

- Use **WhatsApp API** to automated message sent to the web visitor.