Travel and Tourism Tech



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Travel and Tourism Tech

Technological advancements have changed the way we travel, and these new developments promise an even more interactive and exciting experience. Do you want to know what it has in store for us in the not-too-distant future?

> *In this new decade, we'll see how the travel industry tries to respond to the needs of a type of a traveller more concerned with sustainability, and with more tech knowledge or curiosity, through developing products, functions, and services that make discovering the world easier for all.*[1]

Today, nobody doubts that technology and travel are the perfect combination. This joint force also plays a crucial role in the way we travel: from the vacation destination we choose, all the way to what we do once we are there and even in the time after we have come back from our adventure. In 2023, according to the Trends Global Survey, 80% of global travelers surveyed feel it is important to be able to book their trips entirely online. Millennials have also played a significant role in this paradigm shift.

They love to travel and are also passionate about new technology. This combined interest has given way to a new context where social media, apps, and blogs have an important part to play when it is time to take a trip. By that same token, the industry, as it becomes increasingly aware of this trend, has followed suit by adapting its business model and product offering to attract this coveted target.[2]

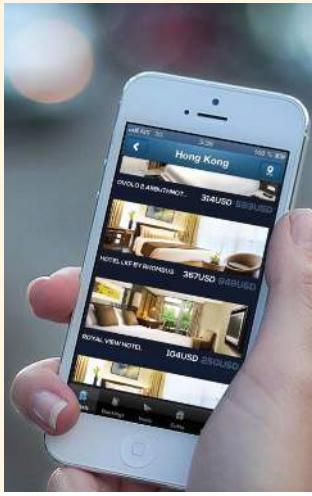
[1] *Quote by: Booking.com Senior Vice President and Chief Marketing Officer Arjan Dijk*
[2] *60+ online travel booking statistics & trends. (2024). Retrieved from https://www.travelperk.com/blog/online-travel-booking-statistics*

Trends and Updates in Travel and Tech

The global tourism industry is in the midst of a deep metamorphosis. There are many mitigating factors but the new technological solutions coming about are some of the main actors. The five most important tech solutions for the tourism industry

Mobile Technology

This is undoubtedly the main character in the new ways of travel. The cell phone has become our tour guide, travel agency, best restaurant locator, map, and more. It is by our side during the entire purchase journey. In fact, according to TripAdvisor, 45% of users use their smartphone for everything having to do with their vacations. This is why there is a need to adapt corporate services and communications to these devices. Most airlines have started using online chec- in with boarding passes available for scanning through mobile devices, without having the need for carrying a physical copy of the boarding pass. Others have created an information service for passengers using Facebook Messenger, which sends the user information regarding their ticket through Facebook Messenger as well as their boarding pass or updates about the status of their flight. This way, the user has all the pertinent information about their trip in the palm of their hand, thereby eliminating the need to download anything else.





Augmented Reality

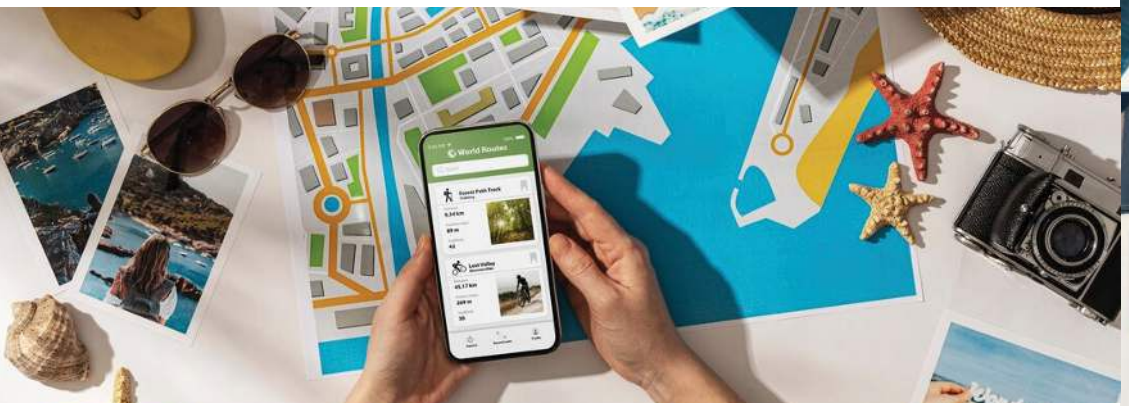
Augmented reality (AR) or virtual reality (VR) have also entered the travel world, and the truth is that it is a trend due to all the possibilities they can offer. More and more companies use them to show users a cabin on a cruise ship or transport them, for a few seconds, to the Great Wall of China.

Today, it is possible to "teleport" ourselves to the most remote corners of the globe without getting off the couch. That is what you can get using Everest's EVEREST VR app, which lets you see the top of the world without having to climb to the top. Or, if you would prefer, you can cross the Grand Canyon in a kayak enjoying the landmark's sights and sounds.



3. Internet of Things (IoT)

The Internet of Things (IoT) promises to bring significant updates to the tourism industry. They include integrating sensors connected to the internet inside items like cars, suitcases, buildings, and more. In fact, Spain's Hotel Technology Institute (Instituto Tecnológico Hotelero, or ITH) affirmed that IoT will be a key transformative factor in the personalization of the customer experience over the next few years. Some hotels offer an app to their clients that lets them interact with the room's thermostat or control the television in the room. There are also suitcases that have devices that allow users to use their cell phones to follow where their suitcase is at any time to avoid lost baggage at the airport or other public places.



4. Virtual Assistants

Hotels are now starting to enlist virtual assistants that are specifically designed for the hospitality business. IBM recently launched Watson Assistant, an AI-powered virtual assistant that creates an interactive and personalized experience for consumers.

This is the open technology that firms can employ and adapt to their needs.

[2] *Huddleston Jr., T. (2022). Apple CEO Tim Cook doesn't like the metaverse—he predicts a different technology will shape the future. CNBC. Retrieved from https://www.cnbc.com/2022/10/03/apple-ceo-tim-cook-doesnt-like-metaverse-prefers-augmented-reality.html*



5. Big Data

While there is considerable conversation about big data, all the use cases it offers for the travel industry have yet to be mapped. Nonetheless, many industry players are already benefitting from big data.

Some hotel chains use information about their guests to figure out what is the best target for marketing campaigns. Primarily, they examine their database to look at the amount spent, the reason for the trip, the country of origin and cross-check this information with public data from government sources to develop the most appropriate customer profile and achieve a higher success rate. This way, they create better segmentation to increase the efficacy and return on investment for their marketing campaigns.





Tourism Technology - Global Snapshot

In the past ten years, there has been a clear evolution of technology solutions in the tourism sector, focussed on search and booking platforms that have been offering solutions related to transportation, healthcare, food and beverages and financial services among others. According to the United Nations World Tourism Organization, investment in TravelTech has been growing rapidly since 2014, becoming one of the most attractive sectors among investors.[3]

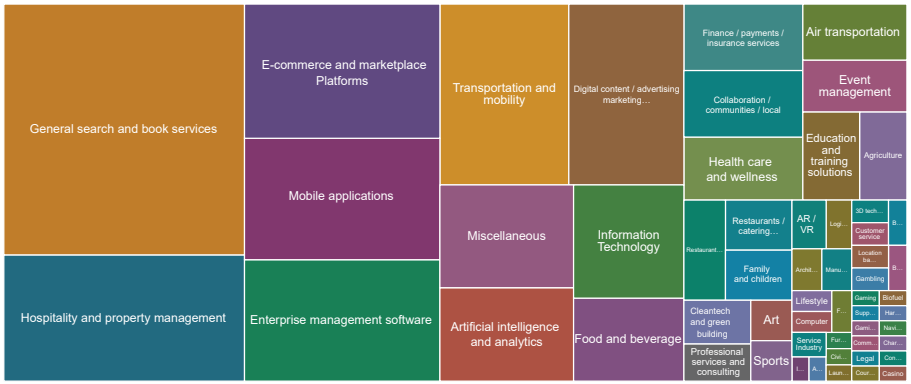
This growth attracted major accelerators and VC firms in Silicon Valley who have invested in several early-stage startups enabling them to become global category leaders. Corporate investors have also been searching for innovations and have developed strategies of open innovation or corporate venture capital (CVC) to identify complementary business models or novel ideas to ensure their competitiveness.

These CVCs have been investing mostly in late state ventures, focussing on large tickets, especially in the transportation and mobility subsectors, especially from China. CVCs worth mentioning include: Tencent, Softbank, Alibaba, JetBlue Technology Ventures, Google Ventures (GV), Comcast Ventures, Amadeus Ventures, Didi Chuxing, BMW or Intel Rakuten, among others.



[3] *Travel and Tourism Tech Startup Ecosystem and Investment Landscape. (2024). Retrieved from https://www.unwto.org/travel-and-tourism-tech-startup-ecosystem-and-investment-landscape*

Verticals travel and tourism tech startups funded (based on frequency), 2010–2020 (investments above USD 1 million)



Source: World Tourism Organization, based on Crunchbase (2020).

The above figure[4] represents top technologies developed by TravelTech startups based on the number of solutions developed by entrepreneurs. On top of the list are solutions for general search and booking services, which are related to interfaces and web-based engines that consume data from consumers, as well as from businesses incorporating B2B and B2C models. In the second place, we can observe solutions for property management and commercial software to increase performance and manage revenues and cost. These solutions introduced software as a service (SaaS) models and commercial fees per transaction. The third group is related to platform-based solutions focused on B2C, and the digitalization of travel agencies, which involved mobile application technologies, cloud services, and meta data analysis. These solutions were primarily developed from the founders' and entrepreneurs' experiences and preferences.

Global investment in this sector has been focused on B2B models that are leveraging commercial and business networks, especially SaaS and web platforms that offer a combination of B2B and B2C models. These solutions incorporated technologies based on data analysis, enterprise management software, payment and connectivity, among others.

Lately, investments have been increasingly targeted towards B2C modes on micro-mobility and solutions related to hailing and carpooling, electric vehicles and autonomous driving, car rental and car sharing, and even aircraft and flying. Additionally, personalised experiences and segmented platforms, AI-based solutions, cloud-based platforms, mobile application technologies and payments, among others, have been the focus.

[4] *Travel and Tourism Tech Startup Ecosystem and Investment Landscape. (2024). Retrieved from https://www.unwto.org/travel-and-tourism-tech-startup-ecosystem-and-investment-landscape*

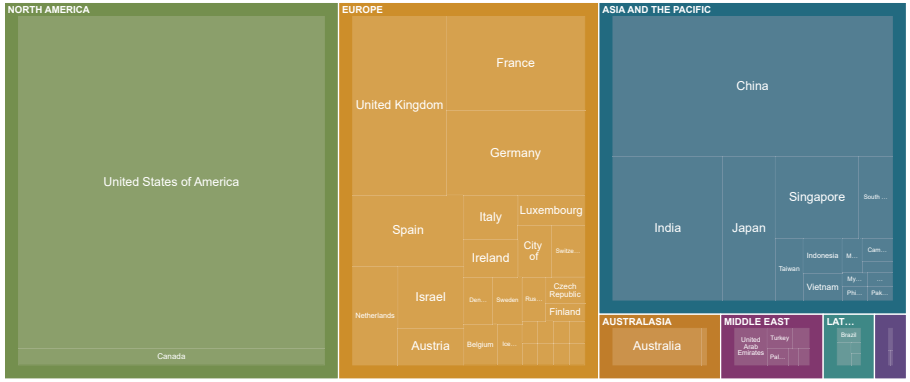
Funding has mostly been focused on hospitality due to the emergence of short-term rentals.

Startup funding distribution by time period,

	Pre-trip	Booking	Transportation	Hospitality	In-trip	Business travel	Other	Σ $ million
2005–2009	6	9	14	52	7	1	11	1,136 (100%)
2010–2014	5	16	18	43	7	2	8	8,090 (100%)
2015–2019	1	16	14	49	7	5	8	40,055 (100%)
2020–2022[2]	1	13	12	41	15	11	6	27,045 (100%)

Pre trip: Inspiration, Insurance, Itinerary. Booking: OTA, Packaging. Transport: Car Rental, Air, Rail, Airport. Hospitality: Short-Term Rental, Hotel & Hostels, Cruise. In Trip: Tours & Activities, Events, Destination Content, Outdoors, Food, Local. Business Travel: Corporate, MICE. Other: Multiple Verticals, Other.
YTD: Data available until November 2022.
Source: Phocuswright

Travel and tourism tech startup deals by region, 2010–2020 (investments above USD 1 million)[4]



Source: World Tourism Organization, based on Crunchbase (2020).

[4] *Travel and Tourism Tech Startup Ecosystem and Investment Landscape. (2024). Retrieved from https://www.unwto.org/travel-and-tourism-tech-startup-ecosystem-and-investment-landscape*
[5] *https://www.mckinsey.com/~/media/mckinsey/industries/travel%20logistics%20and%20infrastructure/our%20insights/travel%20startups%20disruption%20from%20within/travel-startups-disruption-from-within-or-not.pdf*

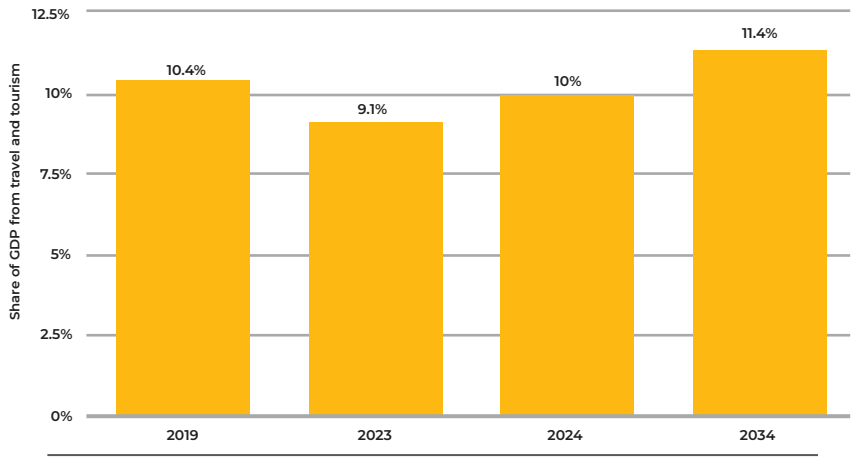
Recent Tech Transformation in the Airline Industry

According to a study undertaken by Amadeus[5] in March 2024, 98% of all airlines that participated in their survey were committed to spend 'the same or more' on technology over the coming twelve months when compared to the prior year.

Anticipated impact of technology on the travel industry in the short term is expected from machine learning and digital payments, while the role of cloud computing is expected to increase. Machine learning is expected to have the biggest impact on airline businesses, over a five-year time horizon, and the role of Generative Artificial Intelligence (Generative AI) is also predicted to be central in the near future.



Share of travel and tourism's total contribution to GDP worldwide in 2019 and 2023, with a forecast for 2024 and 2034



[5] *https://amadeustechtrends.com/airlines-2024/investment-drivers-challenges.html*

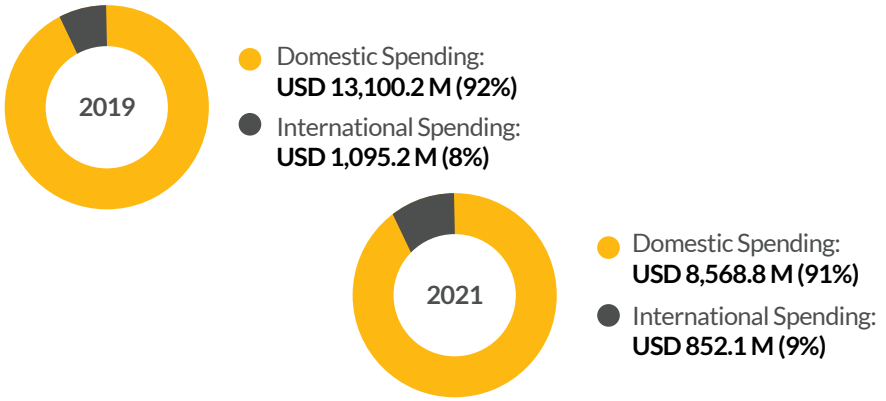
State of Travel and Tourism in Pakistan

Pakistan was the 'best performing destination' in terms of tourism during the first nine months of 2023, according to the 'World Tourism Barometer' published by the World Tourism Organisation of the United Nations.[6] Pakistan's Travel & Tourism market is projected to reach a revenue of USD 3.74 billion in 2024, with an expected annual growth rate of 8.16% from 2024 to 2029, resulting in a projected market volume of US 5.53 billion by 2029.[7]

Despite being blessed with a diverse geography, ranging from the deserts to some of the highest mountains, and a rich history boasting some of the earliest civilizations, Pakistan's travel and tourism opportunities have largely remained untapped especially with regards to attracting foreigners, thereby presenting enormous potential for this industry to grow by leaps and bounds. In 2023, Pakistan experienced a 115% increase in foreign tourism, contributing USD 1.3 billion in foreign exchange revenue. According to the World Tourism Barometer, the country achieved a remarkable 92% recovery to pre-pandemic levels, with the government aiming to further promote unexplored tourism destinations in Sindh and Balochistan, emphasizing adventure, religious, and nature-based tourism.[8]

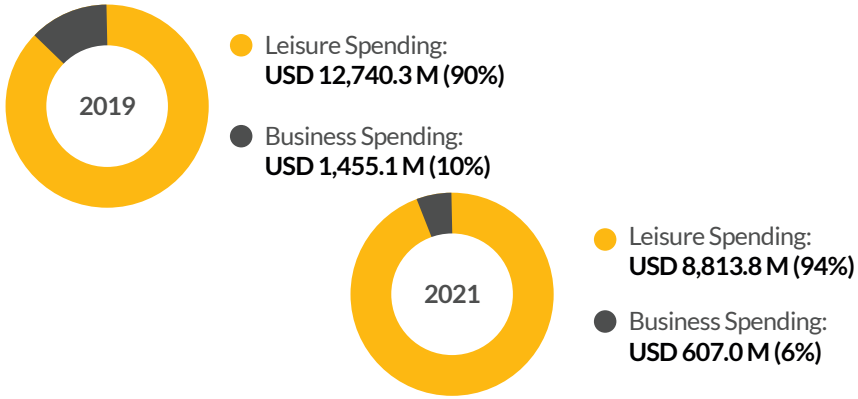
Most of the inbound international traffic to Pakistan comes from the United States, followed by the United Kingdom, India, China, and Grenada. Meanwhile, most outbound departures were directed to Saudi Arabia, United Arab Emirates , Turkey and the United States.

Domestic vs International Spending:



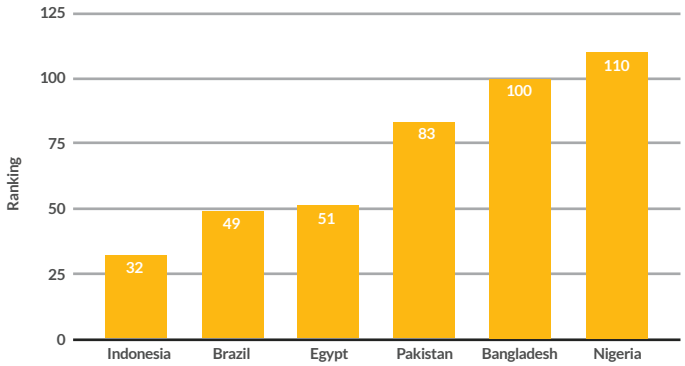
[6] Reporter, T. N. (2023). Pakistan declared 'best performing' in tourism. DAWN. Retrieved from https://www.dawn.com/news/1801778
[7] https://tourism.gov.pk/publications/strat_covid.pdf
[8] Pakistan saw over 115% increase in tourism in 2023: Minister. (2024, January 01). Retrieved from https://www.app.com.pk/national/pakistan-saw-over-115-increase-in-tourism-in-2023-minister

Leisure vs Business Spending:



The Board of Investment[9] categorizes the travel and tourism sector into five segments; passenger rail with the smallest share of 1.7%; hotels and motels 5.8%; airlines 6.2%; food service 37.4%; and travel intermediaries at 48.9%.6 However, the industry is largely fragmented with very few five and four star hotels with the total number of rooms available in the country estimated to be just over 50,000. As a result, Pakistan still lags behind many of its peer nations on the Travel & Tourism Development Index.

Travel and Tourism Development Index 2021



Source: Pakistan Tourism Development Corporation

[9] Tourism and Hospitality | Board Of Investment. (2024, November 25). Retrieved from https://invest.gov.pk/tourism-and-hospitality



However, the country has recorded major progress in the sector due to substantial marketing efforts of the government. For example, just before COVID-19, the goverment unveiled the historic Kartarpur corridor,[10] easing access to religious tourists from India. Similarly, through the National Database Regulatory Authority, citizens of 191 countries can avail the online visa system for tourism or business purposes. As a result, Pakistan's ranking on the Travel and Tourism Development Index has gone up from 89th (out of 117) in 2019 to 83rd[11] in 2021 as the score improved to 3.6.

To complement government efforts, the private sector, startups and traditional companies alike, have come to the fore. Amidst this revival in tourism, many incumbents have doubled down while new players have also entered the market during the years before COVID-19. Within the tech-enabled ecosystem, a sizable chunk of the activity has been concentrated in marketplaces that allow potential customers to businesses offering travel and hospitality services.

That includes some of the leading global TravelTech companies currently offering services in Pakistan, such as Airbnb, Booking.com, Agoda and Expedia, and have managed to grab a decent market share especially in urban centers. Home-grown startups are also actively competing and have raised a cumulative USD 10 million in disclosed investments since 2019. Most of that money has gone towards booking platforms such as Bookme (USD 7.5 million[12] Series A), Sastaticket (USD 1.5 million[13] Series A), Roomy (USD 1 million[14] Pre-Series A), and Chkar Lodgings (USD 319,000).

Earlier, the travel and tourism tech ecosystem got a major boost as FindMyAdventure entered into a merger and acquisition deal with Bangladesh's GoZayaan in a reportedly USD 3.5 million transaction.[9] Though still far and few between, some of the established incumbents have also turned towards digital as the new channel to drive their sales and increase the brand footprint, such as the Hashoo Group-backed hotel booking platform, Roomph.

[10] https://ojs.jssr.org.pk/index.php/jssr/article/download/103/80/883
[11] https://www.dawn.com/news/1693317
[12] https://bookme.pk/blog/heres-to-new-adventures-bookme-raised-75-million-investment
[13] https://techsauce.co/news/sastaticket-pk-raises-us1-5-million-series-a-funding-round-led-by-gobi-partners
[14] https://profit.pakistantoday.com.pk/2020/12/04/hotel-management-startup-roomy-raises-1-million-in-pre-series-a-round-led-by-lakson-vc/

Travel and Tourism Players in Pakistan

Ghumo.pk

Ghumo.pk is a technology-enabled company that provides vacation rentals - including homes, hotels, villas, apartments in Pakistan. It is a first peer-to-peer vacation rental platform, enabling people to rent places for business travel, leGhumo.pk is an online vacation rental marketplace in Pakistan that offers fully serviced apartments with modern designs and exceptional comfort, providing more space to live and work. The platform aims to empower millions of Pakistanis by leveraging the country's inherent spirit of hospitality and combining it with technology to facilitate better travel and earning opportunities. The hosts are integral to this vision, offering guests a genuine experience of traditional Pakistani hospitality.

The platform enables property owners to list their properties for short-term rentals, similar to Airbnb, thereby allowing them to monetize their assets. The company has been featured in prominent Pakistani media outlets such as Dawn, Geo, and Samaa, highlighting its growing presence in the country's tourism sector. Additionally, Ghumo.pk maintains an active presence on social media platforms, including Facebook and Instagram, where they showcase their properties and engage with potential customers. In summary, Ghumo.pk serves as a facilitator for property owners to offer short-term rentals, providing travelers with comfortable and modern accommodation options across Pakistan.



Chkar Lodgings

Chkar Lodgings is a travel and tourism company specializing in curated travel experiences through a diverse range of accommodation options and tour packages. Founded with a focus on authentic local connections, Chkar offers home rentals, hotels, and resorts across top destinations in Pakistan. The company ensures a seamless blend of comfort, safety, and competitive pricing, designed to appeal to travelers seeking off-the-beaten-path adventures.

The company's tour offerings cater to a wide range of interests, including adventure, cultural, historical, and helicopter tours, as well as honeymoon, hunting, and sightseeing excursions. These





packages cover major tourist destinations such as Gilgit-Baltistan and the Hunza Valley, allowing travelers to experience Pakistan's rich heritage and stunning landscapes. Chkar also boasts partnerships with high-end accommodations like Serena Hotels, offering guests access to premium lodging where available.

Chkar's customer support operates 24/7, enabling the company to provide immediate assistance throughout the travel process.

> *I had a wonderful traveling experience with Chkar. This firm organized my trip professionally. The arrangements were well prepared & were in time. The customer response time is also good. I recommend Chkar Lodging for your tours. Happy travels.*
> *– Noushad Ali Khwaja -United Kingdom*

> *Lodging was excellent. Very good locations and friendly staff. Highly recommended.*
> *– Mi Gardem -Dubai*

Bookme



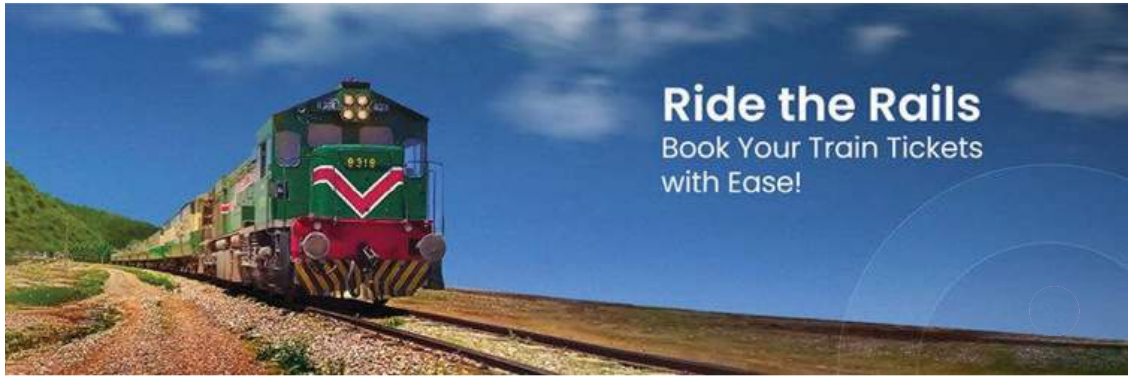
Bookme.pk is Pakistan's leading online ticketing platform, offering a comprehensive range of services across travel, entertainment, and events. Launched as the country's first fully cashless ticketing service, Bookme.pk enables users to book intercity buses, domestic and international flights, hotels, and entertainment events through its digital platform. The platform's integration of multiple services has streamlined the traditionally paper-based ticketing industry in Pakistan, making it a preferred choice for over 6 million users.

Key products include bus booking, where travelers can access a wide range of bus operators across Pakistan, and flight booking, which offers options for domestic and international travel. The platform also supports hotel booking, providing a selection of accommodations in major Pakistani cities, and event booking, allowing users to secure tickets for concerts, movies, and sports events.

Recently, Bookme.pk expanded its services to include train and car rental bookings.

Bookme.pk has formed strategic partnerships with companies like Telenor and UPaisa to facilitate seamless payments. It has expanded its operations internationally, entering the Saudi Arabian market with agreements with Mrsool and the Saudi Tourism Ministry. The platform handles the highest number of daily digital transactions for banks and payment gateways in Pakistan, solidifying its role as a key player in the digital economy.

The company's growth has been recognized through various accolades, including a gold award at the Asia Pacific ICT Alliance Awards. Backed by USD 7.5 million in Series A funding, Bookme.pk continues to expand its offerings while focusing on enhancing user experience and maintaining its position as a leader in Pakistan's travel and entertainment sectors.



Sastaticket

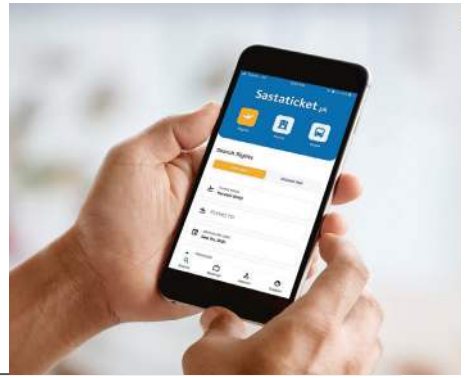
Sastaticket.pk is a prominent online travel platform in Pakistan, providing comprehensive travel services designed to make travel planning easy and accessible. The platform offers a range of services including flight bookings, hotel reservations, holiday packages, and bus tickets.

Established with the goal of simplifying travel for the Pakistani market, Sastaticket.pk has quickly become a go-to choice for travelers looking for convenience and affordability. Its user-friendly platform is accessible via both web and mobile app, offering seamless booking experiences across domestic and international travel.

As of recent figures, Sastaticket.pk has facilitated over 700,000 flight bookings, 300,000 bus bookings, and 50,000 hotel reservations, serving millions of travelers. With partnerships with major airlines such as PIA, Emirates, Air Arabia, and Flydubai, the platform offers a wide selection of travel options. Its bus booking service features collaborations with top operators like Daewoo and Skyways, catering to both domestic and international routes. In total, Sastaticket.pk has helped users travel over 20 million kilometers.

In addition to its core services, Sastaticket.pk offers exclusive deals and discounts through its mobile app, providing an added incentive for customers. The platform's secure transaction system, powered by partners such as Visa, Mastercard, and PayPak, ensures a hassle-free booking experience for all users. The platform has partnered with key financial institutions such as HBL, JazzCash, and Easypaisa, ensuring secure and efficient transactions for its users. The company's strong focus on customer service, with features like 24/7 support and refunds within 48 hours, has further cemented its reputation as a reliable player in the travel industry.

With its commitment to expanding services and offering competitive prices, Sastaticket.pk continues to play a key role in Pakistan's digital travel landscape.



Yugo.pk

Yugo is a prominent travel agency in Pakistan, offering a comprehensive range of services to cater to the needs of travelers. With over 7 years of industry experience, Yugo provides flight bookings, hotel reservations, visa assistance, and tailored Umrah packages. The company is known for its customer-centric approach and has built strong relationships with airlines and suppliers, allowing them to offer competitive pricing and a wide array of travel solutions. With a network of direct contracts, Yugo ensures that clients receive the best travel deals available.

Yugo has been featured in several industry publications, including Propakistani, BolPakistan, Magnitt, and TechJuice, reflecting its growing influence in the travel sector. These accolades highlight the company's dedication to innovation and service, solidifying its reputation as a significant player in the travel industry. These features have helped Yugo to gain visibility and attract a loyal client base.

Yugo operates from three strategically located offices in Islamabad, Karachi, and Lahore, with a team of over 50 professionals dedicated to ensuring customer satisfaction. The platform has garnered a 4.7-star rating, indicating the trust and reliability it has built over the years. With over 100 direct contracts with airlines and suppliers, Yugo offers flexible refund options, faster access to itineraries, and competitive pricing, making it a convenient choice for travelers.



Yugo's core offerings include visa services, with assistance available for countries like Australia, Canada, UAE, and the UK, among others. Its Umrah packages cater to individuals and families, providing affordable pilgrimage solutions. The company's visa services cover a wide range of destinations and ensure a smooth application process for Pakistani travelers.

> *I am delighted to share that my Schengen visa application, specifically for Spain, was approved, all thanks to yugo.pk! Their team handled my application with utmost care and professionalism*
> *- Waseem Khan (Customer)*[15]

[15] *Travel Agency in Pakistan Yugo.pk (Aug,2024) Retrieved from https://www.yugo.pk*



Roomy

Roomy is transforming the travel and hospitality landscape in Pakistan with its modern, minimalist accommodations tailored for the country's young and expanding middle class. The company operates properties in popular tourist destinations, including Islamabad, Murree, and Chitral, focusing on tech-savvy, stylish designs to meet the needs of contemporary travelers. With a scalable business model, Roomy is positioned to serve both short trips and extended stays, aiming to make travel easier and more accessible.



Roomy has secured partnerships with major brands such as HUM, Nando's, GIZ, KFC, and ABACUS, catering to corporate clients and large-scale events. The company's properties are strategically located to attract both business and leisure travelers, with a focus on convenience and modern design. Roomy has been recognized for its innovative approach, setting new standards in the Pakistani hospitality industry.

Roomy operates several hotel properties, including the Roomy Signature Hotel in Islamabad, Roomy Mountain Top Resort in Naran Valley, and Lemon Lodges by Roomy in Nathia Gali. These locations offer a range of accommodations from urban hotels to mountain lodges. Additionally, Roomy provides dining options such as Skylight at the Roomy Signature Hotel in Islamabad and the Roomy Café in Murree, offering local and international cuisine.

With over 10 properties in key locations like Hunza, Peshawar, and Kalam Valley, Roomy continues to expand its portfolio. The company also offers a 3-step fast check-in feature via its mobile app, ensuring a seamless and contactless experience for its guests.



> *Surrounding Roomy Mountain Top Resort are these beautiful view spots & there is a river flowing too; I wanted to stop and take a picture at every spot but also didn't want to be that annoying person* ***- Humna Raza - Influencer***

> *Slept here btw. Actually one of the few modern, pretty and affordable hotels in Islamabad.* ***- Eva Zu Beck - Influencer***

> *Can't wait to revisit this beautiful lodge in Batakundi upper Naran. Thank you for your hospitality.*
> ***- Umair Jaswal - Singer***







iMusafir

iMusafir is a travel and tourism company offering a comprehensive portfolio of services, including hotel bookings, tour packages, car rentals, and corporate travel management. With a focus on providing value-driven and customer-centric services, iMusafir aims to streamline travel planning for both individual and corporate clients. The company offers a wide range of travel solutions, including domestic and international tour packages, hotel bookings, and car rentals, ensuring a seamless experience for customers. It services are designed to be responsive, efficient, and cost-effective, catering to the diverse needs of travelers.

While iMusafir's client list includes corporate and leisure travelers, its range of services caters to various budgets, from luxury experiences to affordable getaways. Its accolades include serving a growing number of domestic and international travelers and offering curated tour packages that cover both popular and off-the-beaten-path destinations.

Domestically, iMusafir provides specialized tour packages for destinations such as Hunza, Skardu, Swat, Neelum Valley, and Murree. Internationally, it offers packages to Dubai, Turkey, Malaysia, and Singapore, among others. Additionally, the company supports religious tourism with Sikh Yatra and Umrah packages. Each service is tailored to meet the specific needs of its clients, ensuring flexibility and convenience.

iMusafir's technology-driven approach and user-friendly platform make booking seamless, with a mobile-responsive website that offers real-time availability and pricing for hotels and tours. Their team of highly trained travel professionals ensures that clients receive the necessary details and assistance throughout their journey.

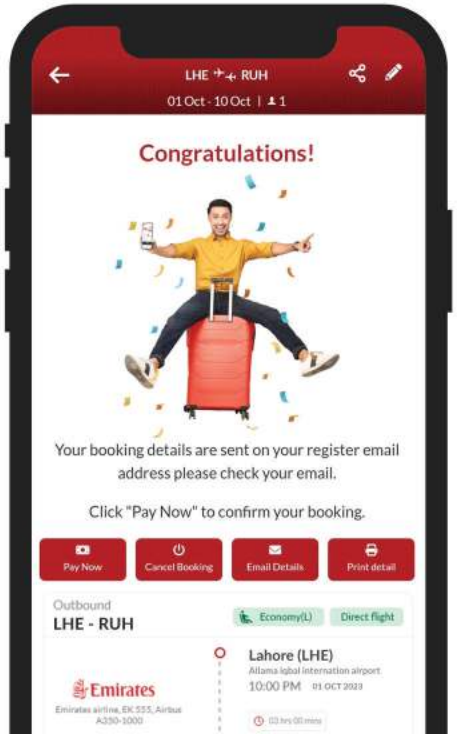
> *I travel with iMusafir this is the best company ever have traveled with they providethe best facilities and services I recommend iMusafir to everyone*
>
> *We had a wonderfully smooth trip to Shogran through iMusafir pk. Every detail was taken care of and made us feel pampered and comfortable. Thank you so much Noman bhai for a vacation of a lifetime for my family.*

Jazz Mosafir

Jazz Mosafir offers a comprehensive range of services including flights, hotel bookings, domestic and international tour packages, visa assistance, and travel advisories. With an emphasis on bridging industry gaps and fostering sustainable tourism, Jazz Mosafir caters to both individual travelers and corporate clients. Its product offerings are designed to be user-friendly and accessible, enabling seamless travel planning through their digital interface.

Jazz Mosafir has received multiple accolades for its impactful campaigns. The company won a Bronze award in the Social Media category at the Effie Awards for their "Safar Without Suffering" campaign. Additionally, this campaign secured a Silver award in the David vs. Goliath category, further showcasing the company's creative approach in the highly competitive travel and tourism market.

The platform's services include a booking system for flights, hotels, and tours, allowing customers to explore destinations like Phnom Penh, Balochistan, and religious pilgrimage sites such as Madinah and Jeddah. Flights are available from major Pakistani cities, with competitive pricing for domestic destinations and international flights. In addition to leisure travel, Jazz Mosafir provides Umrah packages, including logistical support for visa processing and accommodation.



Jazz Mosafir's digital platform integrates travel blogs, video content, and its signature series "Mosafir Kahani"—a collection of travel stories and experiences shared by real travelers. This content fosters a community of travel enthusiasts, providing insights and inspiration for future travelers.



Roomph

Roomph, founded in 2019, offers standardized, affordable accommodations across major cities and tourist destinations. By addressing the fragmented budget hospitality sector, Roomph provides consistent and predictable lodging options, ensuring travelers enjoy reliable, cost-effective stays. The company's mission is to make travel more accessible for millions of Pakistanis by offering a tech-driven platform where users can find, book, and manage their hotel stays with ease. Roomph's properties are located near public transport and in secure locations, making it convenient for both leisure and business travelers.

Roomph offers three main product tiers: Roomph Premium, Roomph Standard, and Roomph Basic. Roomph Premium includes complimentary breakfasts and spring mattresses, catering to travelers who seek extra comfort at reasonable prices. Roomph Standard offers more affordable options with standard amenities such as air-conditioning and Wi-Fi, while Roomph Basic is focused on providing the essential services like clean bathrooms and basic comfort. Each accommodation tier is designed to meet specific budget needs, ensuring broad appeal across different traveler demographics.

The platform lists popular hotels such as OBAN Hotel in Lahore, Hotel Excelsior in Karachi, Diplomat Hotel in Islamabad, and Byarsa Hotel in Skardu, covering key urban and tourist locations. Roomph's digital platform allows users to take advantage of flexible booking options like "Book Now, Pay Later" and member deals available through its mobile app. With up to 50% off on select properties and a loyalty program that offers a free night after ten stays, Roomph is geared toward creating a user-friendly experience with significant cost savings.

In terms of partnerships, Roomph collaborates with local hotels to ensure that budget travelers have access to safe and reliable accommodations. The company's strategic alliances in the hospitality sector enable it to provide rooms that meet quality standards at competitive prices. Roomph has quickly grown to become a go-to platform for travelers seeking both affordability and convenience, making it a notable player in Pakistan's emerging TravelTech ecosystem. The platform's features, such as free Wi-Fi, air-conditioning, and clean bathrooms across all properties, ensure that even budget-conscious travelers can enjoy a comfortable stay.

Bookkaru

Bookkaru is a comprehensive travel and ticketing platform that caters to both local and international clients. Offering a wide range of services, including bus, car, and flight bookings, as well as tickets for cinemas, events, and tours, the platform simplifies travel and entertainment planning across the country. With a user-friendly design and secure payment processes, Bookkaru aims to make the booking experience efficient and reliable for travelers.



The platform has established partnerships with leading payment gateways such as Easypaisa, Jazzcash, and APG Alfalah Gateway, ensuring secure and flexible payment options for its users. Bookkaru also works closely with major transportation providers and entertainment venues, offering a broad range of travel routes and event ticketing options. This extensive network allows users to plan intercity travel, attend local events, and book flights all in one place.

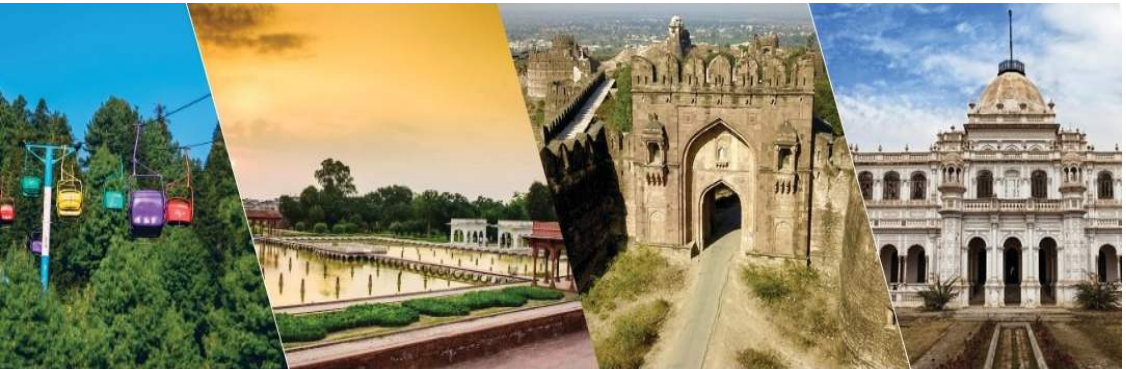
Bookkaru's key services include bus tickets for popular routes like Lahore to Karachi and Islamabad to Lahore, ensuring affordable and accessible transportation.

The platform also provides domestic and international flight bookings, as well as car rentals for city travel. For entertainment, users can book cinema tickets and access tickets to events and attractions, making it a one-stop-shop for all travel and leisure needs.

Bookkaru's mobile app enhances the booking experience, offering a secure and convenient interface for users to manage their travel plans. The app supports a variety of payment methods, including credit cards, digital wallets, and point-of-sale transactions, ensuring a smooth and secure transaction process. Additionally, 24/7 customer support is available to assist travelers at any time, reflecting the platform's commitment to customer service.



It also provides domestic and international flight bookings, ensuring a wide range of travel options. For intra-city travel, Bookkaro offers flexible car rentals. Additionally, it simplifies booking for partner cinemas and grants access to local events, concerts, and attractions through its event and attraction ticketing service.





Dosafar

DOSAFAR is a technology-driven platform aimed at revolutionizing public transportation through an integrated fleet and ticket management system. Launched to streamline operations for transport companies, it offers an all-in-one solution via its mobile and web-based services. DOSAFAR supports a wide range of vehicles beyond traditional buses, allowing owners of various transport modes to schedule rides through the DOSAFAR Passenger app. The platform focuses on improving the reliability and convenience of the passenger experience, optimizing fleet operations, and boosting ridership.

DOSAFAR has secured key partnerships to further enhance its service capabilities. A notable collaboration with the DNA Group in Saudi Arabia has extended its footprint in the Middle East. Additionally, DOSAFAR's fleet management solution is utilized by institutions such as the CEAD at MUET, Jamshoro, which recognizes the platform for improving transportation safety and efficiency. These partnerships reflect DOSAFAR's ability to cater to diverse transportation needs across different regions.

The platform boasts impressive statistics in terms of its user base and operational capacity. DOSAFAR's system supports real-time vehicle tracking, providing passengers with up-to-date information on their rides. The service has steadily expanded, with increasing numbers of vehicles and passengers utilizing its booking and fleet management systems. DOSAFAR's solution also includes integrated online ticket sales, helping transport operators manage their sales, inventory, and accounting in one place.

DOSAFAR's Fleet Management System is a comprehensive tool designed for public transportation companies to manage assets, inventory, accounts, and sales, offering full control over daily operations. The DOSAFAR Passenger App provides a user-friendly platform for passengers to book rides, view routes, and track vehicles in real time, enhancing convenience and reliability. Additionally, the Schedule Ride feature allows vehicle owners, including non-bus operators, to publish and manage scheduled rides, broadening transport options for passengers across various vehicle types.

Notable Projects

- **Fleet Management System**
- **DOSAFAR Passenger App**
- **Schedule Ride Feature**



GOHO Rooms

GOHO is Pakistan's is a tech-enabled affordable hospitality brand, founded in 2017, with a mission to provide standardized, budget-friendly accommodations across the country. By leveraging technology, GOHO streamlines the booking process and enhances the guest experience through an efficient, user-friendly platform. The brand targets both domestic and international travelers seeking affordable, reliable lodging options without compromising on quality or service.

GOHO manages over 500 rooms across key locations in Pakistan, serving a diverse clientele with more than 40,000 guest nights to date. Its properties cater to a wide range of travelers, including business professionals, tourists, and families. The company emphasizes affordable pricing, providing essential services like air-conditioned rooms, complimentary Wi-Fi, and 24/7 customer support across all of its properties. GOHO's portfolio includes budget hotels, guest houses, and serviced apartments, ensuring a variety of accommodation options for different needs.

The company has built strategic partnerships with local and international travel platforms, expanding its reach to a global audience. GOHO has collaborated with renowned online travel agencies (OTAs) such as Booking.com and Agoda, making its properties more accessible to international travelers. These partnerships, combined with its growing domestic presence, position GOHO as a key player in Pakistan's hospitality sector.

In terms of numbers, GOHO's properties maintain a high occupancy rate, with consistent growth in the number of nights booked annually. The brand's tech-enabled platform simplifies the booking process, enabling real-time reservations, secure payments, and instant confirmations, backed by 24/7 customer service. This focus on technology helps GOHO stand out in a traditionally fragmented hospitality market.

Goho offers affordable lodging with standardized services such as air-conditioning, Wi-Fi, and housekeeping. It also offers guest houses, ideal for families and longer stays, offering comfortable rooms and communal spaces. Additionally, serviced apartments are also available that are fully furnished apartments equipped with modern amenities, targeting business travelers and extended stays.

Friendly staff and great service. Definitely recommend GOHO.
*~ **Adnan Danish***

An excellent and good team works in the K-town Millenium branch. 100% customer relationship, especially Mr. Jalil. The cleaners were doing their job with passion and always ensured that we are satisfied. The rooms are very clean and I will recommend K-town for any tourist visiting with family. A special thank you to Mr. Jalil. Keep it up bro and God bless you.
*~ **Ali Haider***







TripDeal

Tripdeal, founded in 2019, provides a comprehensive range of services, including flight bookings, hotel reservations, visa assistance, travel insurance, and specialized Hajj and Umrah packages. Their platform leverages AI technology to offer travelers personalized deals across domestic and international destinations, including popular tourist spots in Pakistan and packages for Europe, Asia, and Africa.

In addition to individual travelers, Tripdeal caters to group bookings and holiday tours, including affordable trips to Europe and customized honeymoon packages. Their international offerings include destinations like Dubai, the Maldives, and Kenya.

The company has formed partnerships with various airlines and hotel chains, offering competitive deals. Despite its relatively small team, Tripdeal has expanded its market presence, focusing on technology-driven solutions for the growing travel industry in Pakistan.

Very best travel services. I'm so happy to travel with TripDeal.pk. 100% recommended ~ ***Huzaifa Gondal***

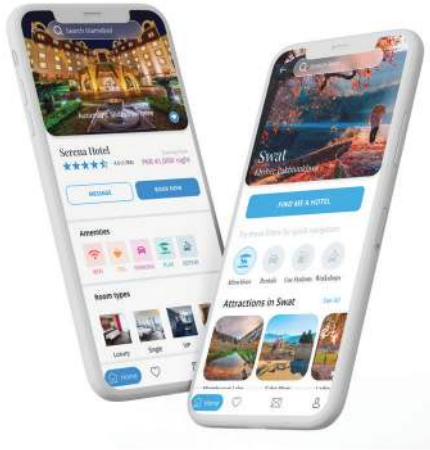
Best place to plan your trip anywhere in the world! ~ ***Sadiq Javed***

Exquisite, easy and affordable, will recommend highly ~ ***Mohsin Ali Sohail***

Tripmate

TripMate is a tourism startup focused on enhancing the travel experience through its mobile application. The app serves as a comprehensive travel guide, offering services like navigation, travel tips, and booking options, making it a go-to tool for tourists, particularly in northern Pakistan.

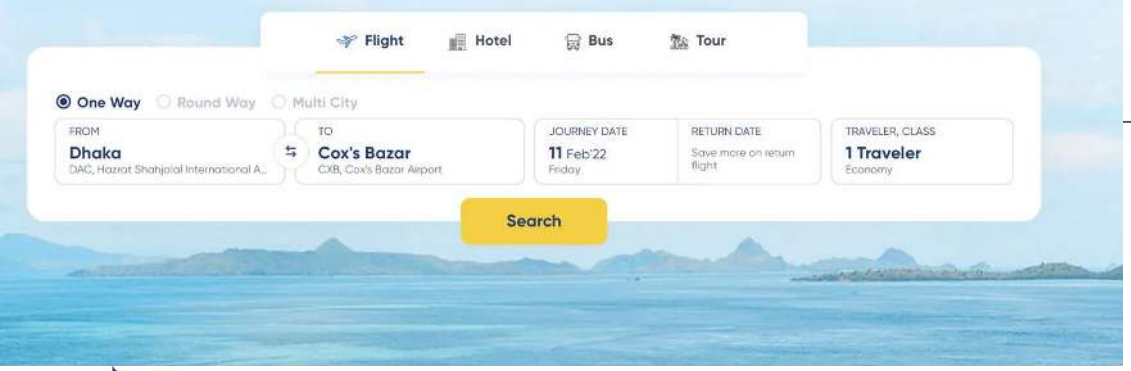
TripMate has received accolades for its innovation, including recognition at local tech and startup events. Its app is available on both Android and iOS platforms, with thousands of downloads and positive reviews from users for its offline capabilities and battery efficiency.





With features like weather updates, step-by-step navigation, and offline mode, TripMate offers a practical solution for travelers navigating remote areas with limited internet access. The app, which is designed and developed in Pakistan, stands out for its localized approach to travel information.

TripMate has formed strategic partnerships with local tourism boards, enabling accurate, real-time data on destinations. The company's vision continues to expand, aiming to become a key player in Pakistan's growing digital tourism market.



GoZayaan

GoZayaan is originally a Bangladesh-based TravelTech company which acquired FindMyAdventure, a Pakistani travel marketplace, for USD 3.5 million in 2022. GoZayaan focuses on simplifying and digitizing travel planning, especially in emerging markets. Established in 2017, the company offers a range of services including online bookings for domestic and international flights, hotel accommodations, and customized holiday packages. Its platform enables users to compare prices, view hotel amenities, and book flights through a user-friendly interface. As of 2022, GoZayaan boasts an inventory of over 700,000 hotels, catering to both local and international travelers.

The acquisition of FindMyAdventure was a key milestone, making it the first Bangladeshi TravelTech company to establish a presence in Pakistan. The acquisition enabled GoZayaan to tap into a similar market, leveraging geographical and user behavior similarities to grow its user base in the region.

During the COVID-19 pandemic, GoZayaan introduced several tech-driven solutions such as booking RT-PCR tests and travel insurance. The company also offered 0% EMI and travel loan programs to make travel more accessible for budget-conscious users. These innovations helped the platform maintain steady growth even as international travel came to a halt. The company saw a 10x growth in 2021-2022.

GoZayaan's partnerships extend to financial institutions, telecommunications, and lifestyle brands, offering added value through services like baggage protection and digital payments. The company is focused on becoming a 360-degree solution for travelers, blending convenience and transparency in its offerings. With USD 8.1 million raised in funding and a growing user base, GoZayaan is positioning itself as a leader in the digital tourism space across South Asia.

Booking.com

Founded in 1996 in Amsterdam, Booking.com has grown from a small startup into a global leader in digital travel. With an extensive offering that includes everything from city apartments to remote eco-lodges, Booking.com helps travelers book the ideal accommodations, transportation, and activities. Its platform simplifies travel planning, providing seamless services and tools to cater to both leisure and business travelers worldwide.

Booking.com is actively involved in sustainable tourism, collaborating with the Global Sustainable Tourism Council and the Travalyst Coalition to reduce the environmental impact of travel. The company has implemented initiatives to promote eco-friendly travel options, aiming to decarbonize the industry through partnerships and its sustainability programs.

Booking.com operates in over 70 countries with 198 offices globally, offering its platform in 43 languages. It boasts over 28 million accommodation listings, including more than 6.6 million unique stays like homes and apartments. The platform's services are designed to ensure low rates, instant confirmations, and secure bookings. In 2023, the company reported total greenhouse gas emissions of 276,308 metric tons of CO_2e, demonstrating its dedication to reducing environmental impact through the use of renewable electricity and waste management programs. Its 24/7 multilingual customer service ensures smooth transactions for travelers across the globe. Booking.com operates in Pakistan as part of its broader strategy to capture emerging travel markets across Asia. This effort complements the growth in Pakistan's hospitality industry, where international brands such as Radisson and Hyatt have recently expanded their presence. The platform offers a wide range of services in Pakistan, including accommodation bookings for hotels, guesthouses, and vacation rentals across major cities like Lahore, Karachi, and Islamabad, as well as smaller tourist destinations. The company has integrated local offerings, allowing travelers to choose from a variety of budget, mid-range, and luxury options.

The platform also provides car rentals, including electric and hybrid vehicles for eco-conscious users, and features flights with lower CO_2 emissions. To ensure convenience, Booking.com delivers 24/7 multilingual customer support, securing bookings and providing instant confirmations. Its competitive edge comes from adapting to local market needs, forming partnerships with airlines and rental services, and offering comprehensive travel solutions.

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in the Travel and Tourism Industry?

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and we'll take it from there.

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About this Industry Roundup

Pakistan Software Export Board developed this paper by hiring services of independent consulting firms to prepare this roundup on Pakistan's Travel and Tourism Tech sector. The paper focuses on Pakistan-based companies in this vertical and apprises the reader of the expertise available in Pakistan in this domain.

Disclaimer

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