



Making travel safer and more accessible to all.

# Media Kit

TrovaTrip offers a platform and marketplace that brings together trip Hosts, Travelers and Operators offering over 500 unique travel experiences in 49 countries. But planning an adventure with TrovaTrip isn't just a good time—we're in this to make travel safer and more accessible to all.



Bali with @withrubina





Patagonia with @krissyclimbs

# About Us

Headquartered in Portland, Oregon, TrovaTrip is the leading platform that connects creators and communities directly with tour operators to offer memorable group travel experiences around the globe. With 150 itineraries and over 15,000 Travelers booked, TrovaTrip is enhancing the way people see and connect with the world by enabling them to follow their passion while traveling.

By connecting topic experts with Operators from around the globe, Hosts can offer once-in-a-lifetime group trips to their audiences. From summiting Kilimanjaro, practicing yoga in New Zealand, or hand making pasta in Italy with like-minded, adventurous individuals, TrovaTrip makes it possible.

Founded by a leadership team committed to inclusivity and making travel accessible to all, the TrovaTrip mission is to make travel safer and more accessible to all.

For more information, visit [trovatrip.com](https://trovatrip.com).



# Our Founders



**Nick Poggi**

*Co-Founder & CEO*

Nick Poggi graduated from the University of Oregon and briefly worked in finance before stumbling upon his passion for technology, growing 2 software startups by leveraging data to drive strategy and decision-making. In 2017, Nick combined his love for travel and passion for technology when he founded TrovaTrip with Lauren Schneider and Brandon Denham. Inspired by the idea that travel has the power to bring the world closer together, Nick believes the TrovaTrip platform makes travel safer and more accessible for all—proof that life is meant to be lived and the world is meant to be seen.



**Lauren Schneider**

*Co-Founder & CRO*

Originally from Portland, Lauren Schneider graduated from the University of Oregon before heading to San Francisco to pursue a career in sales. After a few years working in the ad tech space, she returned home to build the business she's always dreamed of - TrovaTrip. With the drive to make travel safer and more accessible to all, Lauren proudly brings to life a platform that allows others to host unforgettable trips with their communities. She is forever grateful to her co-founders, Nick Poggi and Brandon Denham, for being courageous (or nutty) enough to go all in on this journey together.



**Brandon Denham**

*Co-Founder & CTO*

Raised on a farm in Southern California, Brandon Denham studied history in college before heading to San Francisco, where he promptly fell in love with the way software was made. He took a job at a startup and followed a sideways path into programming. Brandon couldn't have been more excited when Nick asked him to help create TrovaTrip as CTO in 2017. From nights and weekends spent designing, planning and building the TrovaTrip platform, to creating a top-tier R&D organization - this wild journey is just the beginning of something incredible.





# Our Purpose

To enhance lives through meaningful connections, learning and exploration.

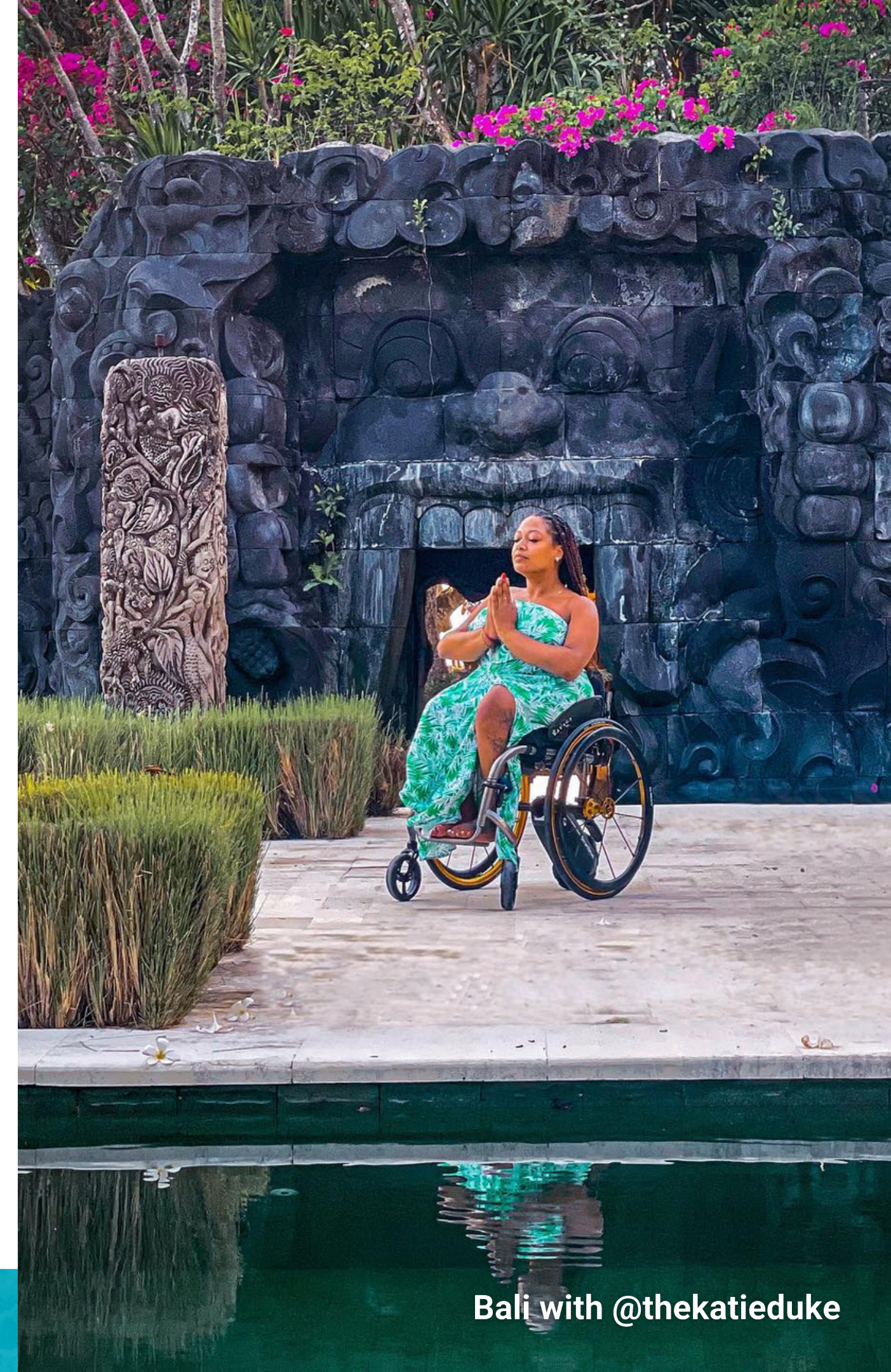
## Sustainable and Ethical Tourism

TrovaTrip's purpose drives everything we do and starts with respect and mindfulness of the people and lands we visit. That means respecting wildlife, culture and etiquette, learning a few words in the local language and honoring marked boundaries. Each of these small things goes a long way and makes a big difference when traveling the world.

## Book with Confidence

TrovaTrip's Book with Confidence Pledge is a complete commitment to safe and seamless travel with certified, rigorously vetted Operators who know the local lay of the land and customs. Also, TrovaTrip provides Hosts with general liability insurance while on their trips. And if plans change, Travelers have clear cancellation policies.

Equally important, TrovaTrip's Book with Confidence Pledge means ethical travel that is sustainable and makes a difference in local communities.





# Who We Connect



## Hosts

Hosting with TrovaTrip means stress-free travel planning. Hosts survey their audiences to pick the perfect destination, strengthen their brands, bond with their communities in real life and support local economies along the way—all while earning repeatable income.



## Travelers

TrovaTrip gives Travelers a safe and exciting way to see the world. By joining their favorite topic experts, Travelers are naturally surrounded by a like-minded community who shares common interests. Whether it's yoga, writing, photography, or adventure—TrovaTrip empowers Travelers to step outside of their comfort zones, book a trip (solo or with friends), form new connections and see the world in unique and memorable ways.



## Operators

TrovaTrip partners with top certified Operators who connect our groups with the best local Guides in the industry. These Guides are trained professionals who lead the groups in-destination from the day they arrive to the day they depart. The Guides speak the language, know the customs, are known to be the cause of some belly-aching laughs, share the best recommendations for where to eat abroad and more.





# Travel With Us



**500+**

Trips Available

**400+**

Current Hosts

**150**

Professionally  
Designed Itineraries

**49**

Countries

## Just a few of our trip categories



Photography



Exploration



Exploration



Health/Wellness



Food



LGBTQ+



Yoga



Bali with @kelskiel



# Our Platform

Changing the way groups travel.



## Itinerary Marketplace

Vetted and approved Operators can upload and manage their own itineraries ready to use.



## Audience Research Tool & CRM

Hosts can survey their community to understand travel intent and budgets.



## Trip Planning & Pricing

Connecting Hosts with Operators for a seamless trip planning experience.



## Booking Management

TrovaTrip manages all aspects of the booking, activities and accommodations for Hosts and Travelers.



## Host Marketing Tools

Marketing tools support Hosts to sell their trips.



## Traveler Payment Processing

Easy to use platform for Travelers to book and manage their trips.





# Survey Results



Show Qualified Only

Total Responses

875

Qualified Responses

677

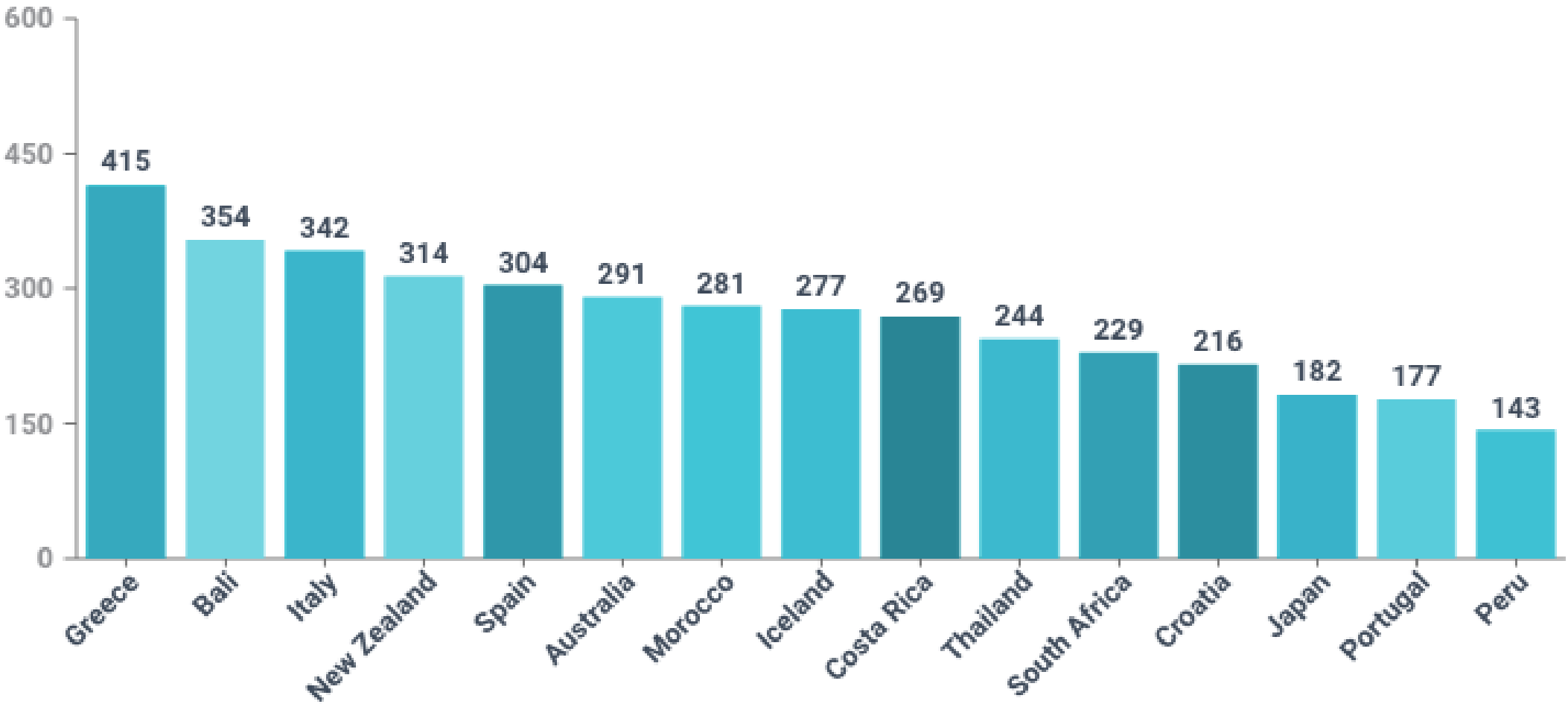
Top Destination

Greece

Most Popular Price Point

3000+

## Popular Destinations



# Host Tools

## Audience Survey Data

Each Host is provided with a unique survey link to share with their community (social media audience, professional network, friends, family, etc.) Sharing the link allows them to collect data on key pieces of audience information such as:

- Number of interested potential Travelers
- Travel budget
- Top preferred destinations
- Best time of year to travel
- Areas of interest
- Age
- Gender

Our platform compiles the information into easy to interpret graphs, allowing TrovaTrip Hosts to plan and sell the perfect trip, resulting in more revenue earned. Hosts get to choose from 150 professionally designed itineraries and add value to their trips through providing educational workshops based on audience interest.



# Host Tools

## Pricing Tool

The in-app pricing tool allows Hosts to easily set their earnings for a trip. By pricing their trip within their audience's travel budget (collected via survey data), Hosts add their margin to the base cost of the trip to maximize their earnings while keeping booking costs accessible for Travelers.

To encourage urgency in bookings and quickly collect the minimum number of Travelers needed for a trip to operate, Hosts have the ability to offer "early bird" pricing (typically set at a \$100-\$200 discount). The early bird discount offers Travelers a lower cost spot for being the first to book and has been a successful marketing tactic for Hosts selling their trips.

In this tool, Hosts can fill out the early bird and regular price fields to view potential earnings based on various group sizes. Then, they can adjust the early bird and regular price until they reach their earnings goals.



## Pricing

It's time to price your trip by setting your early bird and regular trip price. Typically, hosts set their early bird price \$100-200 below the regular price to create urgency for travelers to book sooner. Fill out the early bird and regular price fields below to view your potential earnings.

Early bird price

USD

3150

Regular price

USD

3400

## Potential Earnings

This chart breaks down your potential earnings at various group sizes. Adjust your early bird and regular price until you reach your earnings goals.



Show Cost Breakdown

Number of Travelers	Cost per Traveler	Total Projected Earnings	
8	\$2579	\$4568	<div></div>
10	\$2467	\$7330	<div></div>
12	\$2456	\$9328	<div></div>
14	\$2378	\$12308	<div></div>
16	\$2323	\$15232	<div></div>
18	\$2275	\$18250	<div></div>
20	\$2223	\$21540	<div></div>



# Meet the Hosts

Meet the leaders who partner with TrovaTrip to bring their communities together to visit epic destinations, pursue their passions and form lifelong connections.



Patagonia with @chelseayoga



# Rubina Bernabe

@withrubina | Motivator/ Rollerskater/Content Creator

65K

Total Followers



A long-time traveler and bartender turned roller-skater and content creator, Rubina is a Los Angeles native empowering and inspiring her followers to pursue their passions at any stage of life. Best known for her unmatched energy and “if not now, then when” mindset, Rubina encourages her community to live authentically, unapologetically and without regret.







“Some experiences in life will impact you forever, and this trip has done that for us. It was such a meaningful trip to share with queer couples and know that we all felt this instant sense of safety, comfort, and loving acceptance at all times.”

**-Luke and Kelsey**

## Tobias Young

@simplytobiasyoung | Content Creator/Actor/Chef

Tobias Young, a.k.a. SimplyTobiasYoung, is all about helping people find their purpose and live life to the fullest without making any apologies along the way. For TY, cooking has a special ability to bring people together. He believes, “No matter your shape, size, sexual preference, or religion, you deserve happiness, serenity, and peace of mind.”

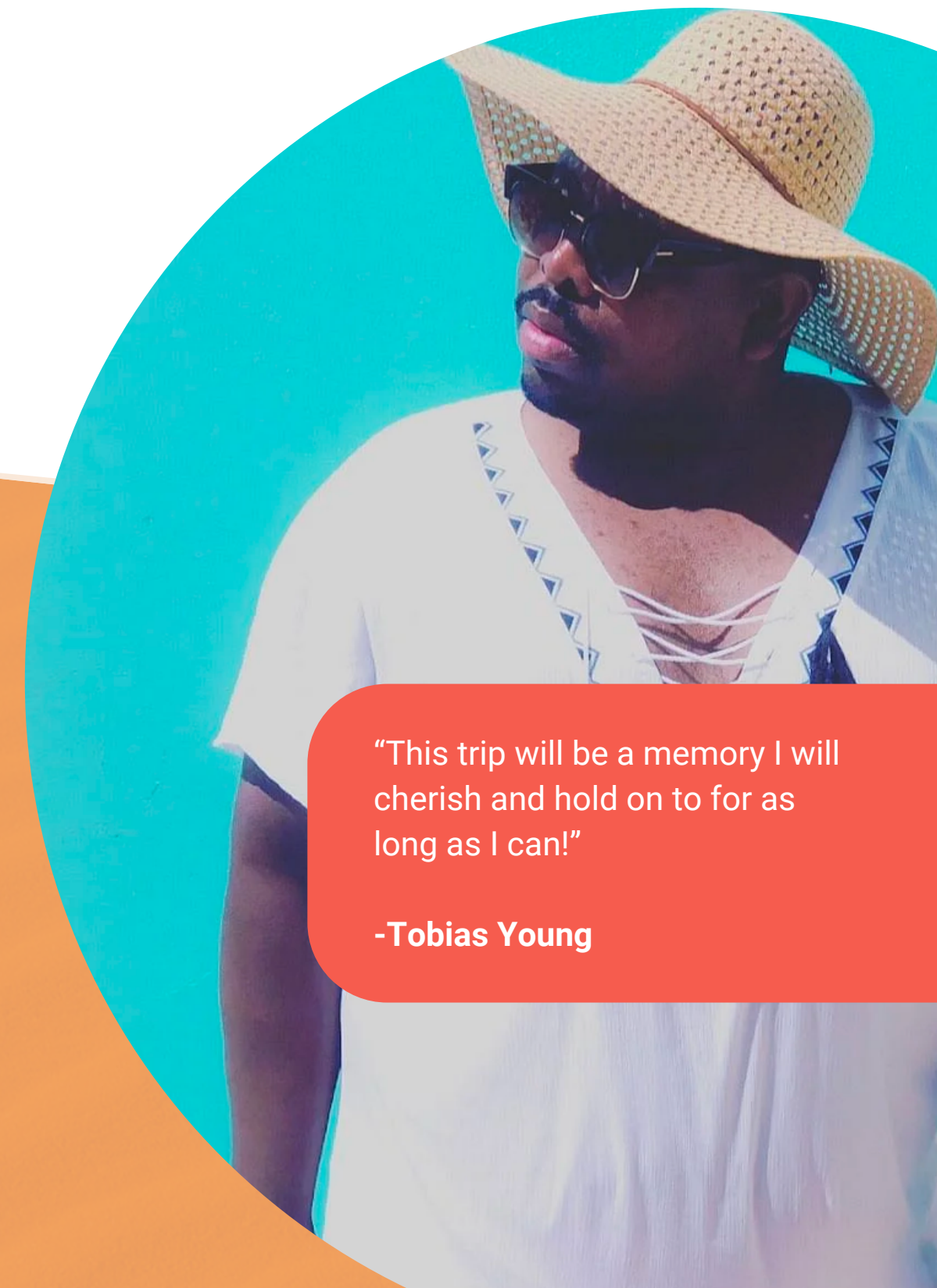
 24.2K  568K

## Luke and Kelsey

@kelseystacypearson @lukewesleypearson |  
Content Creators

Based in Portland, Oregon. Luke and Kelsey are full-time content creators and influencers. They’ve built a following sharing content around health and wellness, plant-based eating, self-care and providing visibility and representation for the LGBTQIA+ community.

 137K  106K



“This trip will be a memory I will cherish and hold on to for as long as I can!”

**-Tobias Young**





# Ally Coucke

@acoucke | Writer/Adventurer/Creator

98K

Total Followers



98K

Ally Coucke is an author, creator and traveler whose heart-touching story as a devoted dog mom has connected and captivated her audience. After selling her business in the Pacific Northwest, Ally made her home in Denver but her passion for travel has taken her all over the globe. With 20 trips (and counting!) hosting with TrovaTrip, Ally has made sharing her explorations and experiences with her audience her full-time gig—something she never thought possible.







I was a little nervous about going on a group trip with strangers, but everyone that showed up became fast friends and we made lots of amazing memories together. Our Guide was extremely knowledgeable and we got to try a huge range of cuisine while in Peru."

-H. Woo Lee

# Katie Duke

@thekatieduke| Board Certified Nurse Practitioner/ Creator

Katie Duke is a board-certified nurse practitioner and creator based in NYC. She is best known for her authenticity and transparency, creating relatable content that inspires healthcare professionals and lifestyle enthusiasts across her social media platforms. She is an avid advocate for healthcare workers and mentorship and consistently aims to normalize dialogue about toxic work environments, owning your bad decisions, mental health, and finding quality of life within your personal and career path

 142K  32K

# H. Woo Lee

@hwoo.lee | Food Content Creator/Event Planner/Founder

As an aspiring chef and food content creator, Hwoo Lee always brings the flavor. What started during the summer of 2017 as a desire to learn how to cook for himself, quickly became an opportunity for growth. Now, with more than 600k followers across Instagram and TikTok, Lee is teaching people how to create fine dining dishes at home.

 328K  1.1M



"The most valuable experience I've had for building memories, sharing moments, and deepening relationships with my audience."

-Katie Duke



# Media Placements

## **TrovaTrip Ranked in Hot 25 Startups of 2022 by PhocusWire**

Nov 15, 2021

Every year, in collaboration with the annual Phocuswright Conference, PhocusWire releases their Hot List of travel, tourism and hospitality startups to keep an eye on for the year to come. They consider data on consumer and investor interest and calculate who they project to be the top-ranking companies for the year to come.

[Read more](#)

## **This Badass Archery TikTok Star Will Teach You Her Skills on a National Park Adventure**

Nov 22, 2021

A rediscovered talent for archery and a dramatic TikTok video that generated some 10-million views set the stage for TrovaTrip Host Kendall Tichner's adventurers to Yellowstone and Grand Teton National Parks.

[Read more](#)

**TRAVEL+**  
**LEISURE**

## **Social Media Influencers Sync With Startup Tools to Sell Travel**

Aug 31, 2021

Instagram, YouTube, TikTok, and other platforms still haven't perfected the transactional tools to make it easy to buy the trips that social media influencers show off online. But a few startups, such as TrovaTrip, are focusing on the e-commerce challenge and have received investor backing.

[Read more](#)

**Skift.**



 **trovatrip**

Stay Connected





# Frequently Asked Questions

## What do trips include?

Trips include accommodations, transportation between cities, listed meals and guided activities relevant to the theme of the trip. Each trip includes a local Guide who speaks the language to make traveling a breeze for our groups.

## Do trips include flights?

Flights to and from the trip are not included because our Hosts and Travelers are arriving from all across the globe. However, any flights between destinations listed in the itinerary are included.

## What type of excursions and tours are provided?

Activities included vary from trip to trip and are based on the theme of the trip. These activities can range from local food tours to summiting Fitz Roy in Patagonia!

## How many Travelers on each trip?

Trips typically cap at 20 Travelers but it varies trip to trip.

[Read more FAQ](#)

## More Questions? Reach Out!



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