

VISIT AFRICA

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PANEOTECH
A RETENIO & ASSOCIATES COMPANY

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ABOUT VISIT AFRICA

Visit Africa is the one stop tourism portal for the entire continent.

Visit Africa for the coming years aims to be the reference for travelers considering a trip to Africa and to (re)introduce the wonders of Africa to the world. The platform provides a complete offer allowing tour operators to showcase, advertise and sell their tours, holiday packages, accommodation, car rental etc...





PROBLEMS

NO AFRICAN PLATFORM

Non-existence of a one stop tourism platform for the entire African continent

OPERABILITY ISSUES

Hideously slow third-party content & Poor inventory management for tour operators on global tourism platforms

INDEXATION ISSUES

Poor indexing of small and medium-sized African tour operators on global tourism platforms

BOOKING PROCESS

Confusing and complicated booking process on global tourism platforms

VISIBILITY ISSUES

Lack of visibility of less popular destinations on global tourism platforms

SOLUTION

A one stop African Tourism
web platform where :

USERS

Users across the world can discover, plan and book tours and holiday packages through Africa

TOUR OPERATORS

Tour operators can showcase, secure bookings, and manage their tourism portfolio across Africa

NATIONAL TOURISM BODIES

Official national tourism agencies can showcase and promote their country's tourism offer to attract new tourists and develop their national hospitality industry

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GO WILD GO BEYOND



Where the
mountains echo

Find Your Adventure

PRODUCT OVERVIEW



UNIQUE

Only product on the market
specifically dedicated to
African tourism as a whole



FIRST TO MARKET

First beautifully
designed product that's
both stylish and functional



COLLABORATIVE

The product has been
designed in close
coordination with hospitality
industry professionals



AUTHENTIC

Designed with the help and
input of Information
technologies professionals

MARKET OVERVIEW

\$169B

Travel and tourism sector weighs
7% of Africa's overall GDP and
contributed \$169bn to its
economy
(2019 pre COVID numbers)

37.4 M

37.4 million yearly tourist
arrivals in Africa

24 M

travel and tourism sector
employed more than 24 million
people in Africa
(2019 pre COVID numbers)

MARKET ADOPTION

PARTNERSHIPS

Partnerships with national tourism boards

DIGITAL CAMPAIGNING

Implementation of an aggressive digital campaign for user acquisition

CUSTOMIZED SERVICES

providing tailor-made services to African tour operators to streamline their operations and grow their business





COMPETITIVE ADVANTAGES

Platform entirely focused on Africa unlike other global platforms

Value-added solutions for tour operators

Partnerships with the tourist offices of countries with lower tourist flows to promote their destination on the platform and capture the tourist flows generated



OUR COMPETITION

AFRICAN COMPETITORS

We identified about thirty African platforms that offer tours and sightseeing activities.

Most of them are travel agencies organizing their own tours (as opposed to Visit Africa which operates as a marketplace).

These platforms do not offer a comprehensive coverage across Africa, but rather focus on specific countries

GLOBAL COMPETITORS

TripAdvisor

Product not tailored for African markets and charge up to 20% per bookings to travel operators .

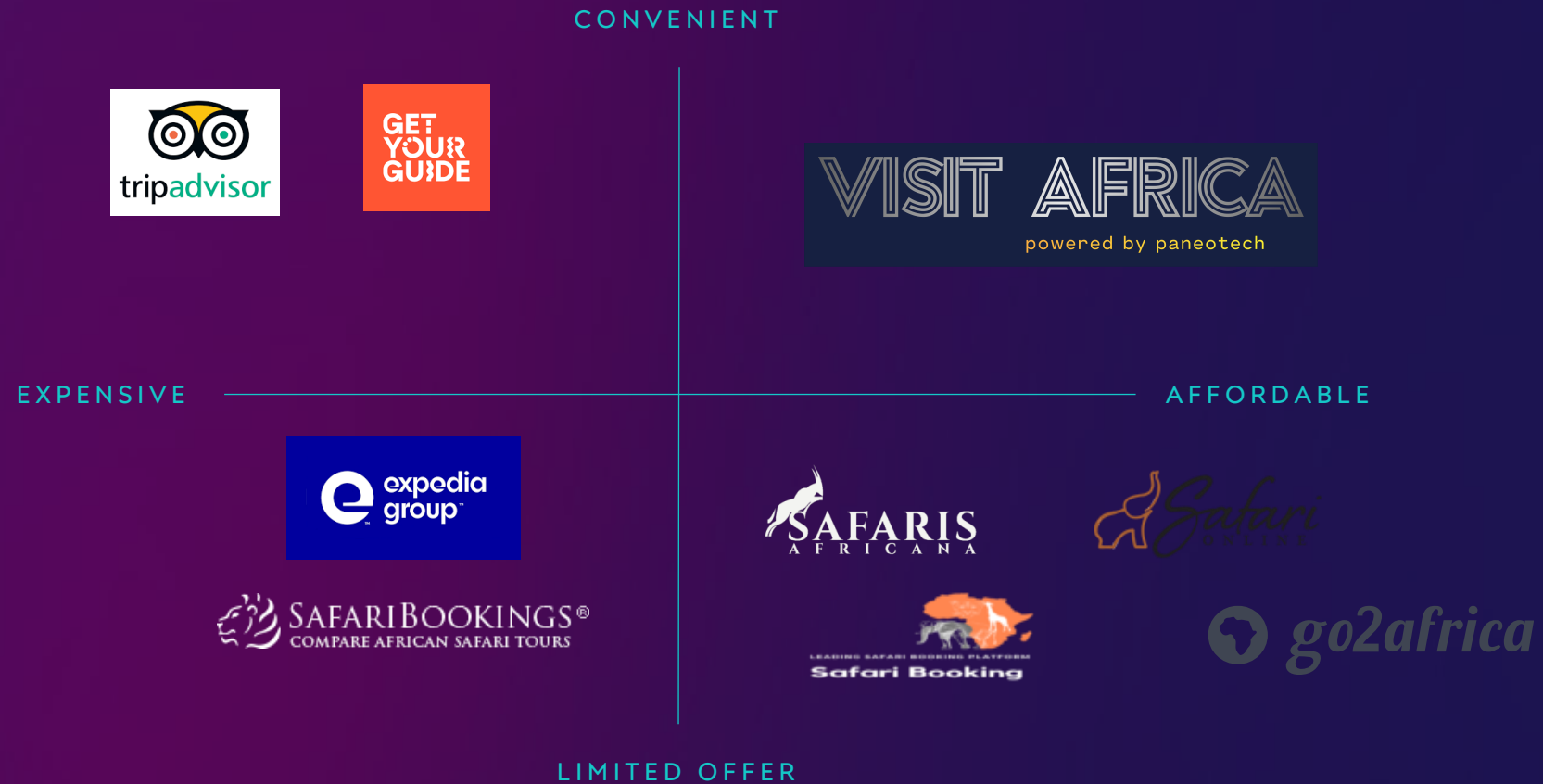
GetYourGuide

Product is expensive for tour operators; commission rates in the range of 20% – 30% and not tailored for African markets.

Expedia Group

Product is affordable for tour operators but lack supply management tools for tour operators to better manage availability of their offers.

COMPETITION



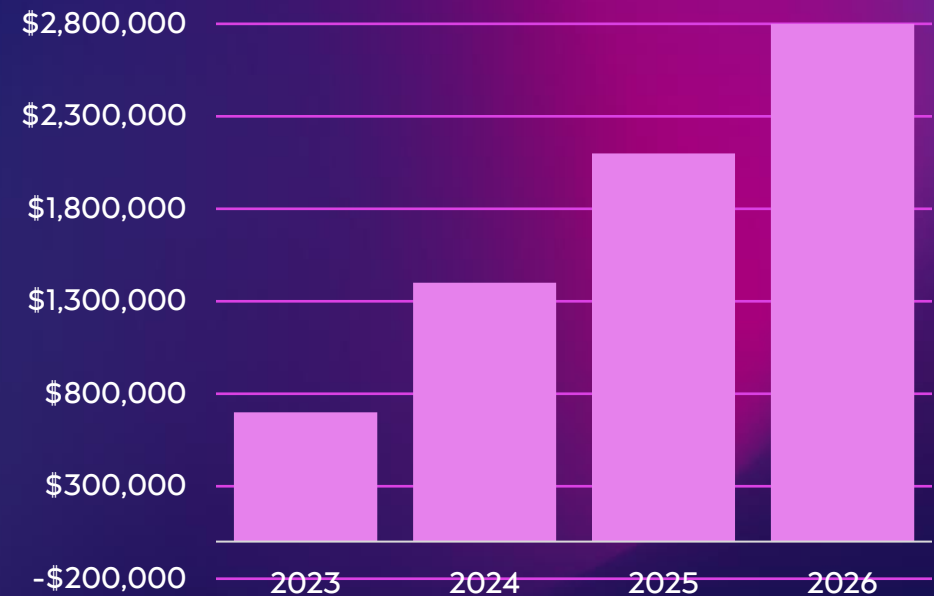
BUSINESS MODEL

We take 10% commission on booking transaction through the platform
for the next 4 years, we have the ambition to occupy gradually from 0.5 % to 3 %
of the total bookings of tours and holiday packages on the continent

KEY PROJECTED METRICS

	BOOKINGS	AVERAGE COMMISSION	GROSS REVENUE
2023	10.000	70	\$700,000
2024	20.000	70	\$1,400,000
2025	30.000	70	\$2,100,000
2026	40.000	70	\$2,800,000

REVENUE BY YEAR



MEET THE TEAM



JULIEN N RETENO

Founder & CEO



EMILE AMINTI

Chief Technical Officer



NELSON MBIYE

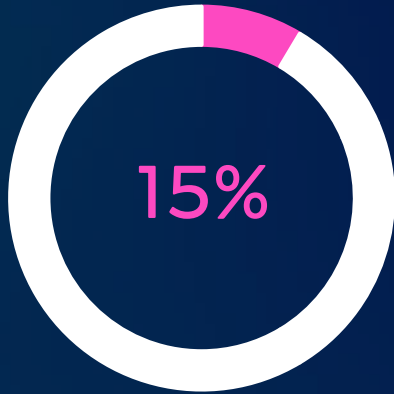
Head of Partnerships &
Business development



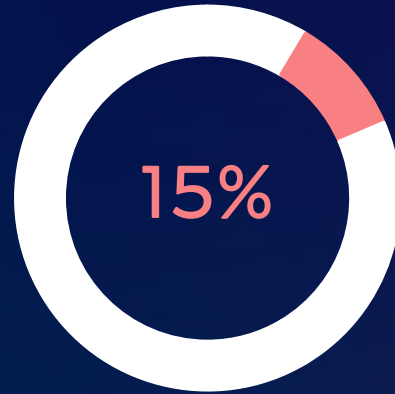
NANCY MBUYA

Head of Content & User
Experience

FUNDING REQUIREMENTS



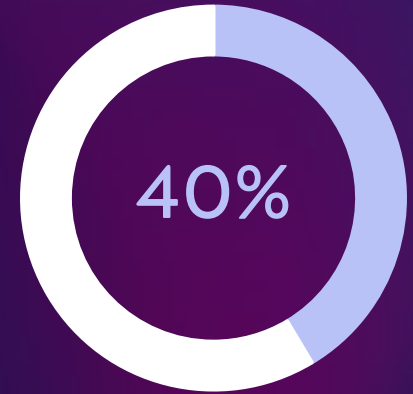
DIGITAL
CAMPAIGNING
&
CLIENT ACQUISITION



CASHFLOW



PRODUCT
DEVELOPMENT &
MAINTENANCE



BUSINESS
DEVELOPMENT

ABOUT PANEOTECH

PANEOTECH is a "tech-cocktail" company enabling fast-track IT solutions powered with a perfect balance of technology innovation, market needs, ergonomic solutions designing-development and business sustainability.

PANEOTECH is synonymous with a heady mix of pan African enthusiastic, young, and experienced engineering professionals and systems development tech wizards, adept at brewing innovative and dynamic digital solutions to contribute to Africa's socio-economic development.

We were founded in 2020 and are based in Johannesburg, South Africa with regional representations in Lomé, Togo and Kampala, Uganda.





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