



ARMADILLO WHITEPAPER

ARMADILLO MEDIA GROUP
ARMADILLO TRAVEL GROUP

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INTRODUCTION

ARMADILLO is a token issued by ARMADILLO TRAVEL GROUP.

ARMADILLO TRAVEL GROUP is an online travel platform.

ARMADILLO TOKEN (ARMAD) is imagined to help members of the group to get better deals in booking hotels, tours, summer courses and other travel arrangements.

The aim of this project is to connect the suppliers and travelers in one single platform which will bring them in direct communication which is leading to much better experiences for the both parties.

The members (travelers) will have opportunity to propose organizing events; create their own events, to organize them and to get full logistic and marketing support by ARMADILLO MEDIA GROUP.

Also they will be able to exchange experiences directly through the platform.

The members (suppliers) will have constant marketing coverage by ARMADILLO TRAVEL GROUP and their offers will be constantly updated on the platform.

THE NEED FOR INTERACTIVE TRAVEL COMMUNITY

We strongly believe that apart from very good travel platforms online and good travel agencies offline, the traveler still needs improvement of the travel services, namely:

- Many times the traveler didn't get the service he/she paid for or (for ex. the booking was in adults-only hotel and there actually the hotel was full of families with little kids).
- Sometimes the arrangement was overall ok but there were some peculiarities (for ex. There was one whole-day tour in Cairo and instead of visiting historical and archeological places as much as possible the travel guide wasted 4 hours of the group in visiting perfume manufacturer shop – shoddy isn't it?).
- The interactive travel community of ARMADILLO TRAVEL GROUP is intended to give to the members the best experience in getting exactly for what they pay and to give to all members' opportunity to give proposals for improvements of the travel arrangements and even to propose and create their own events with support of ARMADILLO TRAVEL GROUP.
- We are convinced that suppliers (in first instance property owners but not limited to) are one of the crucial elements in the travel chain, so engaging them into the interactive community will be of mutual interest, they will be well advertised on the network and they will directly listen what they can do more to fully satisfy their existing and attract new customers.
- ARMADILLO TRAVEL GROUP will not be "judging community" for existing and well established travel websites, it is simply own private travel space for its members, different world for different people – all members there are owners of the platform.

ARMADILLO

MISSION

WHAT WE OFFER

Holding ARMADILLO token means membership and ownership at ARMADILLO TRAVEL GROUP. The membership brings advantages as follows:

- Access to attractive travel arrangements for competitive pricing.
- Opportunity for members to create their own events and own travel arrangements completely supported by ARMADILLO TRAVEL GROUP.
- Free advertising of members products (if related to travel) within the network as well as outside the network (social media channels, google ads, press releases , creating videos for free for the members and submitting the videos within the network streaming channels etc.
- Regularly organizing surveys and polls in order to be updated constantly what market needs and demands (access to specific surveys will be exclusively granted just to the members) and each member can ask for organizing survey on specific topic and it will be executed by ARMADILLO MEDIA GROUP on behalf of the member.
- Constantly keeping the members informed of the development of ARMADILLO token.

OUR AUDIENCE

- persons eager to travel a lot and to explore new destinations
- travelers with interests in niche travel arrangements
- students interested in attending summer courses and camps
- owners of properties (private apartments, hotels, camps etc.) for rent interested in being part of the network
- owners of travel agencies
- travel guides
- persons interested in organizing travel groups on their own
- startups in the travel industry
- persons eager to organize their own events



HOW WE HELP

Travel industry details

In order our publics to understand the value of our project we need to give brief details about the industry in general:

- The International Air Transport Association (IATA) expects overall traveler numbers to reach 4.0 billion in 2024 (counting multi-sector connecting trips as one passenger); exceeding pre-COVID-19 levels (103% of the 2019 total). [source: [iata.org](https://www.iata.org)]
- Revenue in the Travel & Tourism market is projected to reach US\$855bn in 2023 [source: [statista.com](https://www.statista.com)]
- The largest Travel & Tourism market is the Hotels market with a projected market volume of US \$410billion in 2023. [source: [statista.com](https://www.statista.com)]
- The average revenue per user (ARPU) is expected to amount to US \$460. [source: [statista.com](https://www.statista.com)]
- In the Travel & Tourism market, 74% of total revenue will be generated through online sales by 2027. [source: [statista.com](https://www.statista.com)]

Interesting:

- Travelers aged 18-34 are the most likely to go big on their next trip (80% compared to 56% of travelers over 50). [source: [Expedia](https://www.expedia.com)]
- [Generation X travel behavior](#) shows that travelers over 40 are more likely to travel with a significant other or multiple generations of family. Travelers under 40 are more likely to travel with a group of friends or solo. [source: [Evolve](https://www.evolve.com)]
- About 40% of Millennials pick holiday destinations based on how Instagrammable the pics will be. [source: [passport-photo.online](https://www.passport-photo.online)]
- 45% Gen Zers trust influencers' travel recommendations. [source: [passport-photo.online](https://www.passport-photo.online)]
- 6 in 10 Gen Z's (56%) and Millennials (61%) are "influenced by the quality of the culinary scene when choosing where to stay in a destination". [source: [Travelmarketreport](https://www.travelmarketreport.com)]
- 38% of Millennials indicate celebrities and digital content creators have a great deal of influence on their travel decisions. [source: [Travelmarketreport](https://www.travelmarketreport.com)]
- 57% of Millennials "have made a travel purchase based at least partially on a post by a celebrity or influencer". [source: [Travelmarketreport](https://www.travelmarketreport.com)]



And more:

- 59% of travelers are booking trips 2-5 months in advance, compared to less than 2 months in advance in 2020 and 2021. [source: Evolve]
 - 62% of travelers plan on taking 3 or more trips in 2023. [source: Evolve]
 - The percentage of shoppers that abandon their travel purchase is 85% for desktop users and 91% for those buying on a mobile device. [source: SalesCycle]
 - 72% of mobile bookings happen in the 48 hours following Google searches that include the words "tonight" and "today". [source: StratosJets]
 - In 2022, 64% of those booking online make online purchases on desktop and 44% make them on a mobile device. This shows a shift from 2021, when 59% of bookings were done on desktop and 41% on a mobile device. [source: SalesCycle]
 - 70% of all travelers do their research on a mobile device. [source: StratosJets]
 - Travelers visit 38 sites on average to finalize and book their travel plans. [source: Skift]
 - 45% of travelers prefer booking a trip from start to finish from a single website that presents options for flights, accommodations, car rentals, and extras. [source: Travelport]
 - Of travelers with 2022 travel plans, 47% say they won't consider canceling until much closer to their trip dates and 32% plan to travel no matter what happens. [source: Evolve]
 - 66% is the revenue share of online sales in the global travel and tourism market. [source: Statista]
 - 11% of travelers are willing to try daring or high-adrenaline activities. [source: Expedia]
 - 24% of travelers are looking for an unforgettable night out. [source: Expedia]
 - 21% of travelers are most excited to try experiences they would usually never do, like: sleeping under the stars (19%), traveling alone (17%), skinny-dipping (11%), or having a vacation romance (10%). [source: Expedia]
 - 61% of travelers are most interested in outdoor activities (like hiking, biking, and kayaking) and wellness/relaxation experiences. [source: Evolve]
 - About 20% of travelers worldwide plan to take more guided cultural activities than they did in 2019. According to recent food tourism statistics, this fact also applies to cultural dining experiences. [source: Trip Advisor]
 - Water sports experiences have seen +311% growth between 2019 & 2022. [source: Viator]
 - Cruise, sailing & water tours experiences have seen +122% growth between 2019 & 2022. [source: Viator]
 - 73% of people looking forward to trips "outside their comfort zone" that push them to their limits, there will be an influx of niche experiences. [source: Hospitality-on]
 - 93% travelers are willing to cut back on some aspects to save money on a trip, – such as gifts or souvenirs (65%), eating out (41%), transportation (36%), or accommodations (33%) – the majority (71%) is not willing to cut back on their activities and experiences. [source: PRnewswire]
 - 95% prefer to spend at least part of their trip on new and unique experiences (PRnewswire)
 - 68% of respondents said they're prepared to "go big" on their next trip. [source: Invoca]
 - Travelers who book tours and activities on their phones spend 50% more than those who book elsewhere. [source: Explodingtopics]
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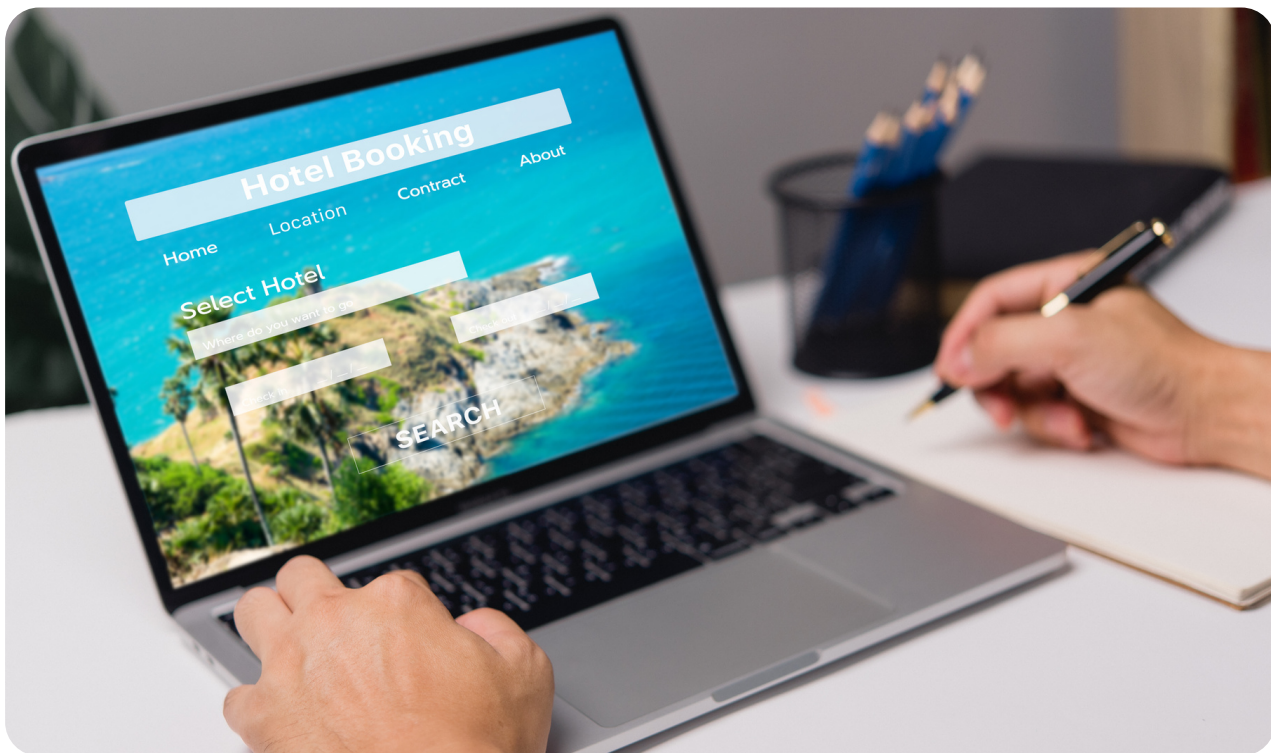
Most common issues

- Travel agencies issues
 - Reliable online presence
 - Having a website is not sufficient to help fill visibility in the online space
 - Website indeed shows online presence, however, without a responsive website equipped to deal with bookings and answer your clients' questions efficiently, travel website mustn't even dream of success. [source: yourstory.com]
 - Providing services as per specific requirements – when the operator provides its customers with services as per their expectations and demands, they feel special) [source: yourstory.com]
 - Knowing clients' requirements – to what extent, the operator knows its customers, matters a lot in a business. It is because the more the operator knows the customers; the better knows their expectations and demands, thus gearing up to fulfil their specific and individual needs much better.

Travel and tourism industry is becoming futuristic by inculcating new travel trends in its ecosystem making it more feasible for the public. There is an enduring desire to travel.

Travelers issues

In this part we will not go into regular issues like cancelled or delayed flights, messy bookings or misspelled passports, we will focus on what travelers wants , what type of niche arrangements they like , what is missing in the offers, which destinations are trending and which destinations.



Understanding the market

We are strongly convinced that for successful business the vital part understands your publics, what they need and what they really like, and the main focus will be on exploring it via:

- Organizing polls on regular basis related but not limited to:
 - Travel destinations
 - Type of travel arrangements (ex. historical and educational trips, summer holidays, honeymoon packages, water sports arrangements, alternative tourism arrangements, summer camps and courses preferences, adrenaline arrangements etc.)
 - Votes for already visited destinations and executed arrangements
 - Enabling ARMADILLO own social media platform with chat for the members where they can exchange in real-time their own experiences

The results of the votes and polls will be published on the web via search engines, social media platforms and travel oriented websites. This way is believe the contribution to the quality of the offers, attracting more travelers and improving the tourism in general will be outstanding since the surveys will be visible to anyone and especially tour operators and accommodation managers will get better feedback directly from their customers.

- Organizing internal votes and polls within the community in order to improve contribution of ARMADILLO TRAVEL GROUP toward its members
- Categorizing operators by region

Thus we know that our project is pretty unique since the accent will be pointed on interactivity of the traveler and the wishes and needs of the travelers will be articulated and summarized in the results of the regular polls. This way we are convinced that the project will have great impact on the industry with very satisfied customers and bigger profit for the operators of any type (hotels, agencies, guides etc.)



POSITIVE IMPACT

Having all points explained above we know that that the project will have great positive impact of the industry and will bring new standards in.



OUR GREEN AGENDA

Apart from the main project activity ARMADILLO TRAVEL GROUP will constantly remind its members on global issues and topics which matters to all of us:

- Our personal contribution in mitigating the effects of the global warming and air pollution.
 - Awareness for paper waste and the need to go digital as much as we can because of us and our children.
 - Awareness for endangered, critically endangered and other threatened species (ex. Brazilian and giant armadillo).
 - Awareness for healthy life, keeping good physical condition and shape, the positive effect of physical activity related to practicing recreational sports.
 - Encouraging members of the community to bring out the best in themselves.
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ARMADILLO

VISSION

We see our community of 400.000 members by mid-2025 exchanging travel experiences, chatting between them, proposing different types of arrangements, organizing their own events. We see the supplier's members of the network by mid-2025 completely relying on our researches, and preparing their offers based on our surveys. We see at least 20.000 unique passionate travelers spending hours on our websites and social media channels daily.



TOKENIZATION

GENERAL

We don't believe in issuing token as goal by itself. We believe in our token because we believe in our project apart from the tokenization. Our community will give value to the token and the team will calculate the initial value of the token based on total unique visitors of our websites and social media channels.

Good traffic of each website brings value anyway no matter if there is a token on sale or not, so having underlying value will create the value of the token. Without having underlying value based on traffic we will not enter into advertising of the token.

There are 100.000.000 ARMADILLO coins on ERC-20 network. The number of coins will be never increased. The company will retain always 10.000.000 coins for the issuer as reward for the work and efforts.

At this stage, sales of the token are possible only through private sale. If someone is interested in private sale our contact email for investors is: sales@thearmadillo.net

In the following 2 months (November and December 2023) we will inform about the date when presale will be launched.

TECHNICAL SPECIFICATION

- Contract Name: ARMADILLO
- Compiler Version: v0.8.17+commit.8df45f5f
- Optimization Enabled: No with 200 runs
- Other Settings: byzantium EvmVersion, MIT license
- Source code permalink:

<https://etherscan.io/token/0x33D845D6E70ed8F6334C273358d1c5a320449C6F#code#L1>



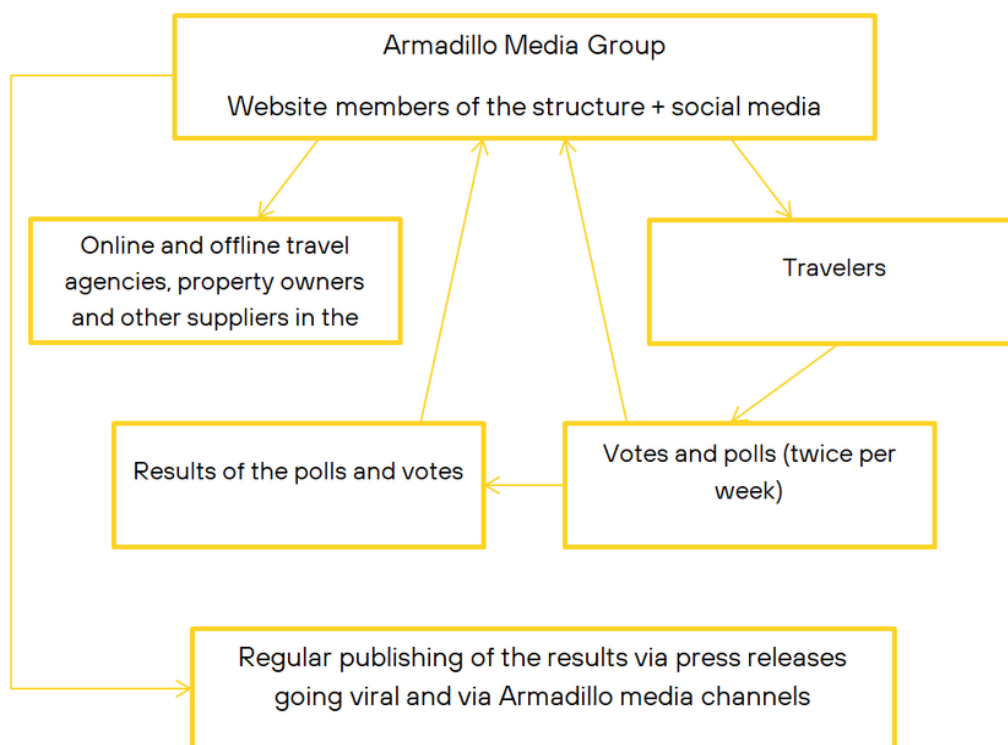
ARMADILLO

ROADMAP

Stage 1 – Token issuing on Erc-20 network (thearmadillo.net).

Stage 2 – Building own buy-sell platform with proprietary in-house built software for buying ARMAD on ERC-20 network.

Stage 3 – Connecting community.



Stage 4 – Creating multiple travel websites administrated by the most active members. Those members will get rewards in ARMAD and that way they will be part of the ownership structure of Armadillo Travel Group.

Stage 5 – Defining the rules of membership via buying ARMAD, specifically:

- Amount of minimum ARMAD bought for qualification of becoming member.
- Defining the level of membership (depending on amount of ARMADs hold) and subsequently:
 - Access to free advertising and posting on all channels operated by Armadillo Media.
 - Right for each member to organize own votes and polls (the results will be published on Armadillo Media channels).

Project started in February 2023, we are building it slowly and we are not hurrying to get listed on exchanges. ARMAD is token that gives opportunity to the holders to be part of Armadillo Travel Group and to have right their products to be advertised for free to more than 2,000,000 web users interested in travelling on regular basis- each month.



GOT ANY QUESTIONS?

Don't be shy! E-mail us at
sales@thearmadillo.net