

NEXTTRIP, INC.

NASDAQ: NTRP

CONNECTING CONTENT
TO COMMERCE

Travellers are inspired through **storytelling**. They plan through **content**. They book through **confidence**.

THE NEXTTRIP ECOSYSTEM

NextTrip operates across two complementary business divisions creating a connected travel marketplace that serves both travelers and the travel industry.

One connected ecosystem. Inspiring content + seamless booking + powerful solutions = More travel. More growth.

NEXTTRIP, INC.

BUSINESS-TO-CONSUMER (B2C) INSPIRE. ENGAGE. CONVERT.



Inspires travel through premium television and streaming content reaching audiences worldwide.



Extends destination discovery with editorial content, guides, and digital storytelling.



Connects viewers directly from content to bookable travel experiences through interactive technology.



Full-service travel booking platform for hotels, flights, cruises, vacation packages, tours, and more.



Luxury travel platform specializing in the world's leading hotels and resorts.

BUSINESS-TO-BUSINESS (B2B) POWERING THE TRAVEL TRADE



Our flagship B2B platform designed specifically for travel advisors.



End-to-end group travel management, booking, and payment platform (acquired by NextTrip in 2025 and formerly known as TA Pipeline).



A content and commerce platform that aggregates content across the NextTrip ecosystem, allowing advisors to share destination and travel content with clients while embedding bookable links that generate advisor commissions.

— FULL FUNNEL ADVANTAGE

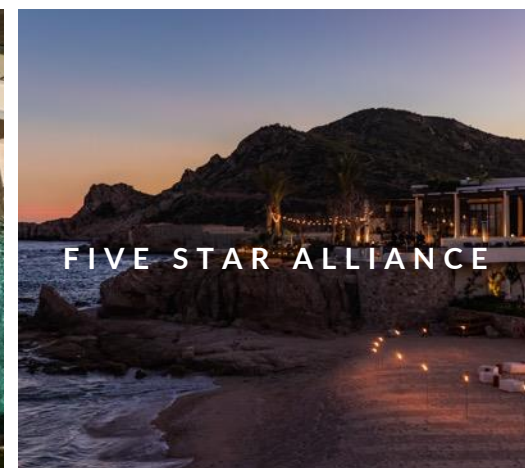
A SOPHISTICATED TRAVEL FUNNEL

NextTrip exists as a sophisticated full-funnel travel ecosystem, one that moves through every stage of the travel journey, from inspiration to consideration and conversion. And, ultimately, brand loyalty: return bookers, guests, and clients.

Unlike traditional media platforms that only generate awareness, NextTrip controls the entire travel discovery-to-booking funnel. JOURNEY TV drives travel inspiration through cinematic storytelling.

NextTrip's travel platform enables viewers to immediately plan and book the experiences they see. This creates a direct link between media exposure and measurable travel conversions.

No other travel media platform currently controls this full funnel.



AWARENESS → CONSIDERATION → CONVERSION

THE FUNNEL

OUR MEDIA BRANDS



JOURNEY TV: LONGFORM

NextTrip's travel entertainment network, JOURNEY TV showcases travel through award-winning series, destination storytelling, and culturally-rich programming. Distributed across leading FAST TV platforms and VOD, it inspires travellers with journeys that move curiosity into real travel.

www.journey.tv



TRAVEL MAGAZINE: SHORTFORM & EDITORIAL

Travel Magazine is NextTrip's editorial engine for discovery; a trusted travel media brand that transforms inspiration into action through authoritative storytelling, curated destination intelligence, and seamless pathways to booking and services across the NextTrip portfolio.

www.travelmagazine.com

OUR BOOKING BRANDS



FIVE STAR ALLIANCE

Five Star Alliance is NextTrip's luxury hotel discovery and booking technology platform; a globally recognized authority on five-star hospitality that connects discerning travellers to the world's finest hotels, resorts and cruises. It transforms travel search into confident reservations across a luxury portfolio worldwide.

- This is our luxury, high-end resort, hotel and cruise collection
- Audience with an income of \$200k+
- 150k subscribers, with strong open rates and CTRs

www.fivesstaralliance.com



NEXTTRIP VACATIONS

NextTrip Vacations is a world-class booking engine for seamless travel planning; a sophisticated platform powered by **top-tier technology that connects travellers to flights, accommodation, and cruises.** NextTrip Vacations develops itineraries through exclusive deals and streamlined booking systems.

- This is our sun & fun, younger, more deal-centric audience
- Skewed toward women
- Over 1million subscribers

www.nexttrip.com



JOURNYGO

Travel inspiration today doesn't come from brochures or travel advisors. It comes from Instagram, travel shows, reels, and travel experts / explorers. Seeing is believing. Building trust through bookable content with content creators / explorers / travel experts.

People constantly say:

"I want to go there."

"We should do that exact trip."

"Save this for later."

But inspiration rarely becomes reality because planning that exact trip is difficult, fragmented, piecemeal and expensive. JOURNY Travel removes the friction. What you watch becomes a ready-made itinerary you can **edit and book instantly, with tremendous savings** - both in time and money. So the leap from inspiration to travel becomes simple and fast, and with far more value for money.

[Play Video](#)

JOURNYGO: EARLY BETA RESULTS

We're excited to share an early look at the performance of JournyGO as we continue expanding our "Watch. Scan. Book." ecosystem.

AUDIENCE BEHAVIOR

- Our audience continues to be overwhelmingly connected TV viewers.
- **98% of viewing takes place on television**, with **Samsung TV Plus** and **LG Channels** representing our two largest distribution platforms.

EARLY BETA PERFORMANCE

While still in the first few weeks of beta testing, engagement has been very encouraging:

- **30%** of viewers exposed to JournyGO engaged with the on-screen QR code and visited the JournyGO experience.
- Of those visitors, **15%** progressed all the way to the shopping cart, demonstrating strong purchase intent.

Personalized, bookable itineraries generated directly from the content viewers are watching.

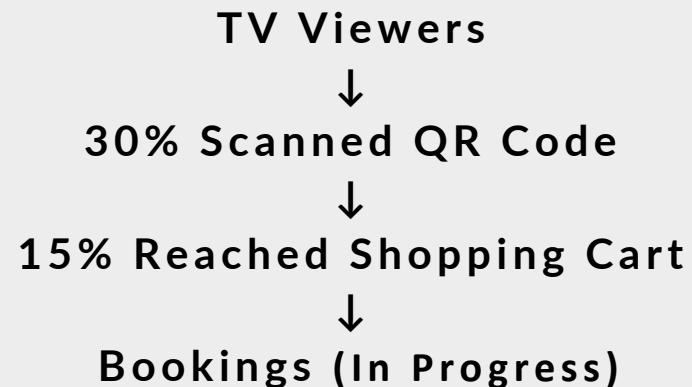
Save or email the itinerary so viewers can return when they're ready to plan or book.

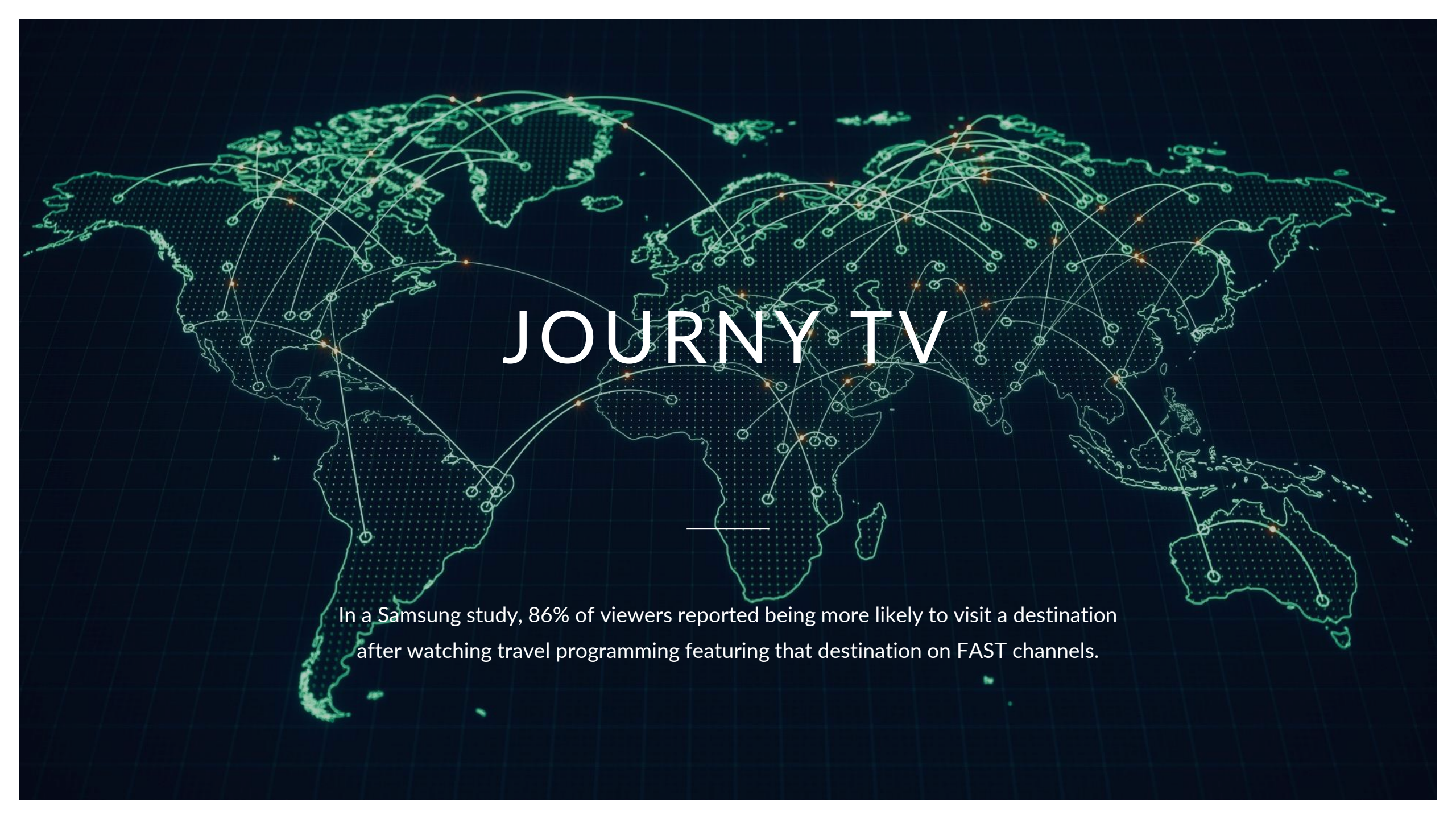
First-party data capture when viewers enter the JOURNYGO experience, turning anonymous TV viewers into addressable prospects.

Retargeting opportunities to re-engage those customers with relevant destinations, offers, partners, and travel products.

Full-funnel measurement from Watch → Scan → Engage → Save → Book, giving us visibility beyond traditional CTV impressions.

The bigger story is: JOURNY doesn't just deliver an audience—we create a path to identify, re-engage, and ultimately convert that audience into travelers.





JOURNY TV

In a Samsung study, 86% of viewers reported being more likely to visit a destination after watching travel programming featuring that destination on FAST channels.

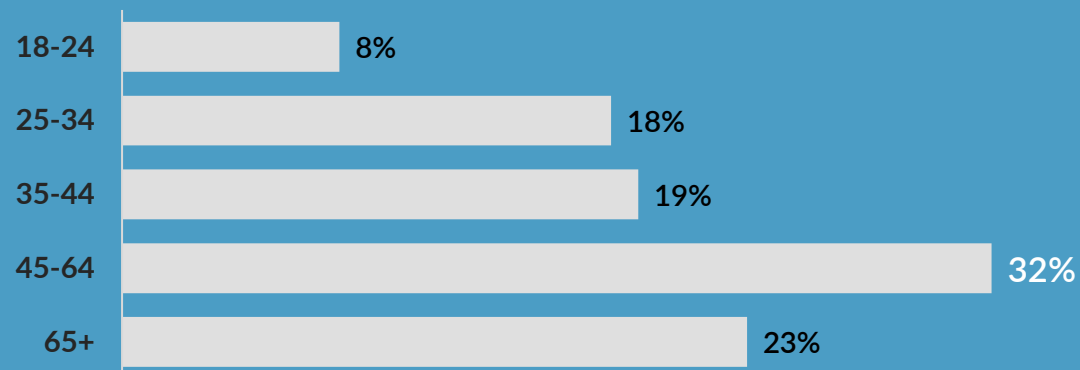
AN AUDIENCE THAT OVER-INDEXES WHERE IT MATTERS MOST

Premium. Affluent. Engaged.

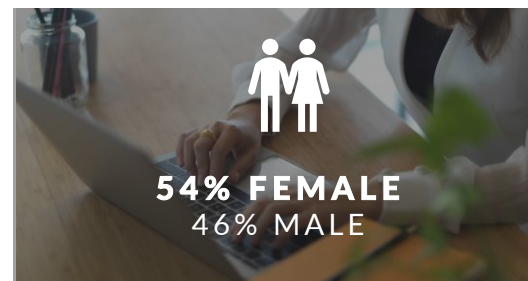
The most valuable audience for travel brands.

A MORE MATURE AUDIENCE. HIGHER VALUE

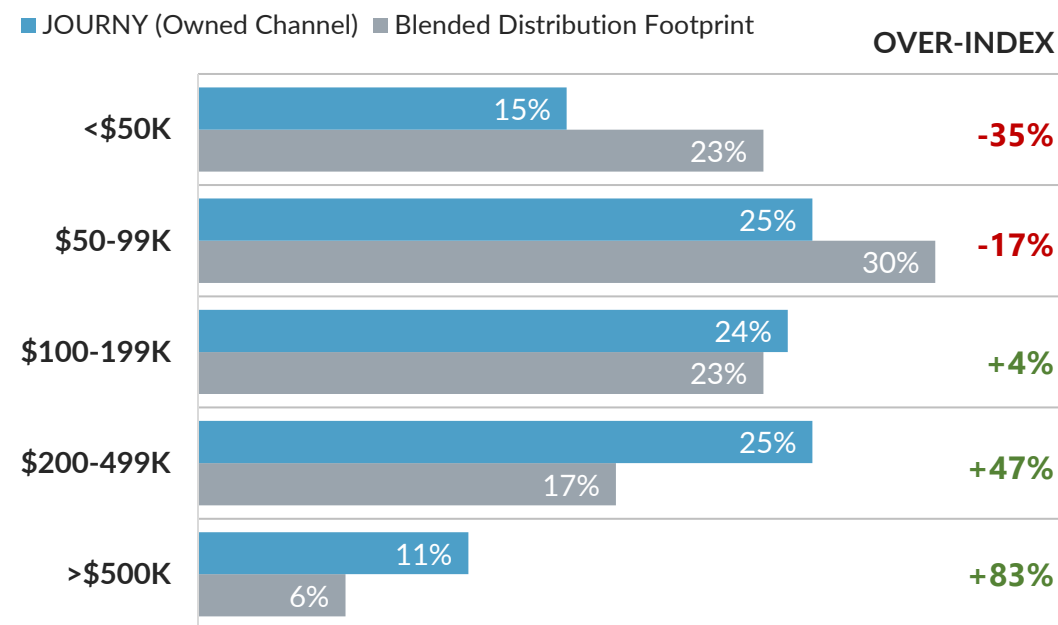
JOURNY reaches a mature, high-value travel consumer, with **56% of viewers age 45+**, an audience with established purchasing power and strong discretionary travel potential.



- Greater purchasing power and higher discretionary spend
- More likely to travel and take longer trips
- Stronger brand loyalty and repeat purchase behavior
- Influential decision-makers in household spending



AN AFFLUENT AUDIENCE WITH GREATER PURCHASING POWER



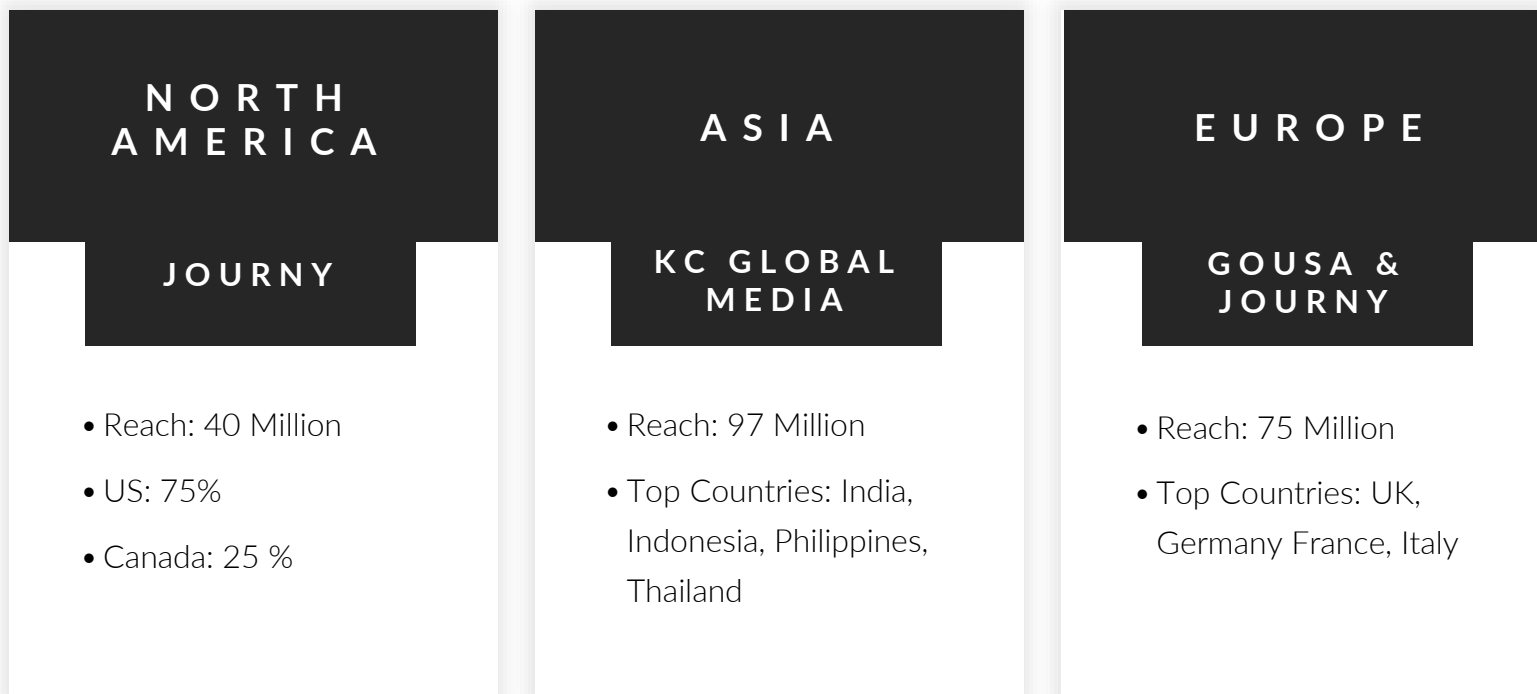
36% earn \$200K+

VS. **23%** in a blended footprint

+57% over-index for \$200k+households

DISTRIBUTION

- More than **40 million minutes** watched globally per month
- 30 minute average viewing time
- Distributed on more than **10 major platforms and in over 100 countries** across the **Americas, Europe, Asia, Africa, and Australia**
- Spanish language channel available in Mexico, Argentina, Chile, Colombia, and Spain
- Distribution includes our VOD and Apps



— JOURNY ORIGINALS

PREMIUM TRAVEL STORIES, PRODUCED IN-HOUSE

CONTENT

- 75+ Original + Exclusive Episodes
- 400 Hours of Content

JOURNY TV Originals represent the heart of the channel; premium travel storytelling developed and produced in collaboration with world-class creators. These cinematic series explore destinations through culture, people, cuisine, adventure, and personal journeys.

Our originals are designed to:

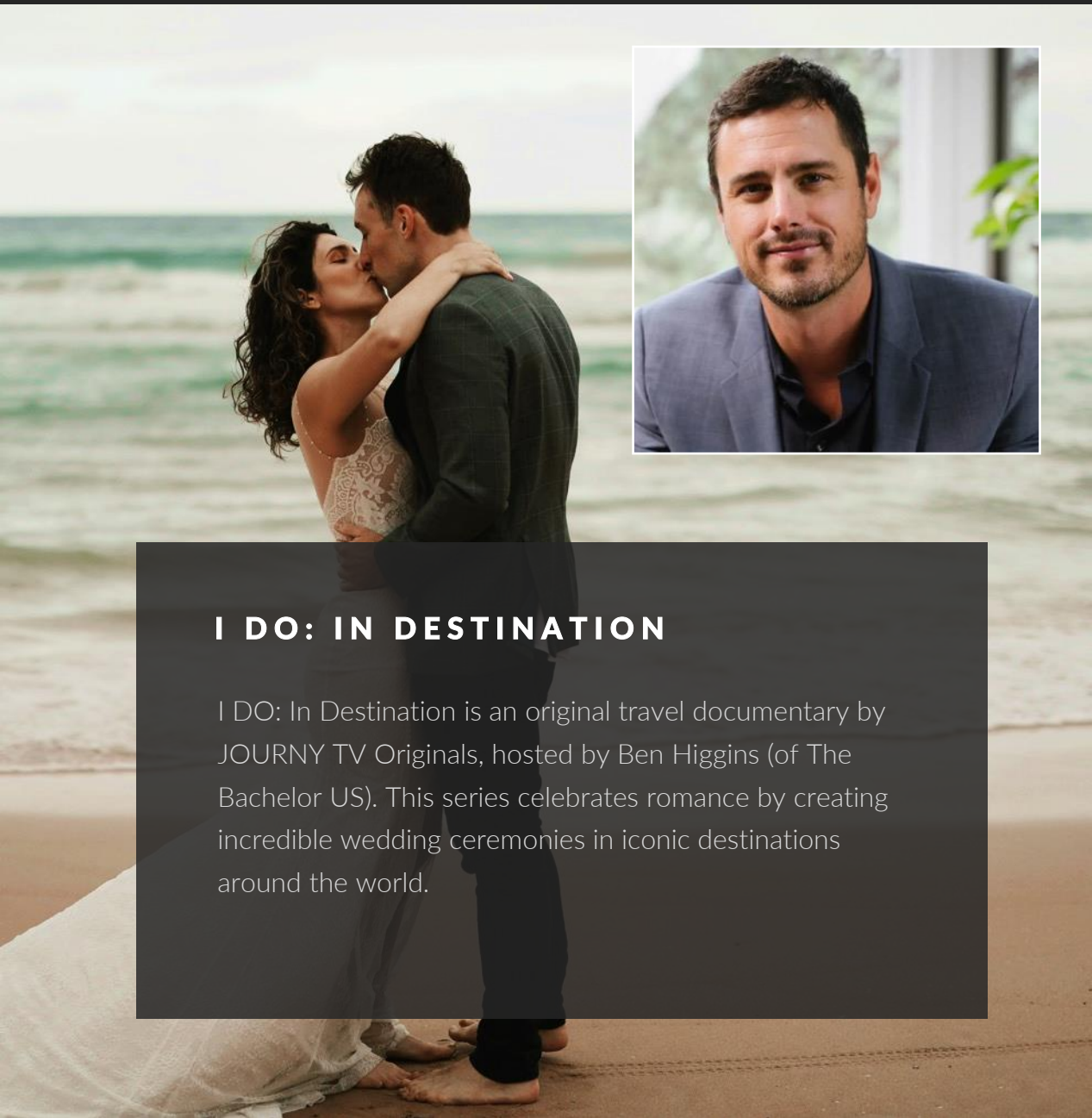
- Deliver emotionally engaging travel storytelling
- Showcase destinations in a cinematic, aspirational way
- Integrate naturally with tourism boards and travel brands
- Inspire audiences to explore the world

From luxury experiences to hidden cultural discoveries, JOURNY TV Originals create memorable, authentic travel narratives.



JOURNYTV
originals

ORIGINALS IN PRODUCTION

A romantic couple is shown in profile, kissing on a sandy beach. The woman has dark, curly hair and is wearing a light-colored lace dress. The man has short dark hair and is wearing a dark green blazer. They are standing on the sand with the ocean and a cloudy sky in the background.

I DO: IN DESTINATION

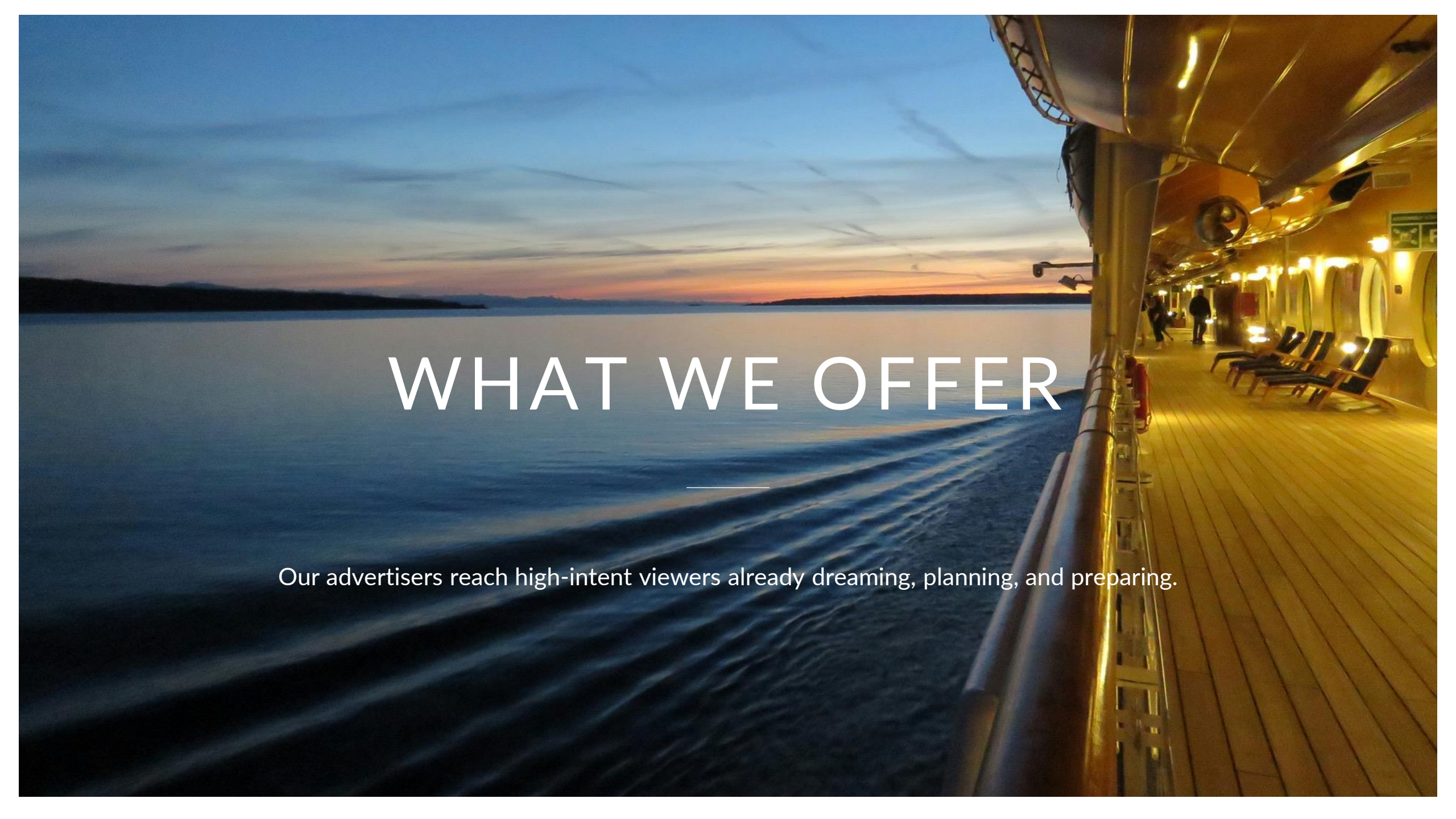
I DO: In Destination is an original travel documentary by JOURNY TV Originals, hosted by Ben Higgins (of The Bachelor US). This series celebrates romance by creating incredible wedding ceremonies in iconic destinations around the world.

A large, multi-masted sailing ship with white sails is sailing on a blue ocean under a clear blue sky. The ship is viewed from a low angle, emphasizing its height.

TIDE

A vibrant travel and food series set aboard a cruise ship, blending cultural discovery with the art of dining. At each port of call, the host explores local markets, farms, cafés, and hidden gems, meeting the people and gathering ingredients that inspire a unique pop-up restaurant experience on the ship's open deck.



A wide-angle photograph of a cruise ship's deck at sunset. The ship is moving across a calm sea, leaving a white wake. The sky is a mix of blue, orange, and yellow. The ship's deck is visible on the right, with a railing and some lounge chairs. The text "WHAT WE OFFER" is overlaid in the center.

WHAT WE OFFER

Our advertisers reach high-intent viewers already dreaming, planning, and preparing.

— WHAT WE OFFER

CONTENT DISTRIBUTION & MONETIZATION

Extend the reach and value of the content you've already created.

If you've already invested in producing travel content, JOURNY TV can help maximize its impact. We license and distribute existing long-form programming, destination films, branded content, and travel series to our global television audience, reaching over **250 million viewers worldwide**.

Distribution opportunities:

- **Global Television Distribution** across the JOURNY TV network and streaming platforms.
- **Reach Over 250 Million Viewers** through one of the world's largest travel television networks.
- **Expand Audience Reach** by bringing your content to new markets and connected TV audiences.
- **Content Licensing** for existing travel films, documentaries, destination features, and branded programming.

Monetization opportunities:

- **JOURNY GO Integration** – Activate interactive QR technology that allows viewers to explore and book the destinations they see on screen.
- **Branded Blocks** – Surround your content with exclusive branding, sponsorships, and commercials to create a dedicated branded viewing experience.

- **Booking & Commerce Activation** – Transform inspiration into measurable travel bookings through integrated calls-to-action.
- **Long-Term Content Value** – Generate continued exposure and commercial opportunities from content you've already produced.

YOUR CONTENT. OUR GLOBAL AUDIENCE.

JOURNY TV helps partners unlock greater value from existing content by combining worldwide distribution with commerce, sponsorship, and audience engagement – turning premium travel storytelling into an ongoing marketing and revenue opportunity.



— WHAT WE OFFER

CONTENT CREATION, PRODUCTION & DISTRIBUTION

Go beyond traditional advertising with premium travel storytelling.

JOURNY TV partners with destinations, hotels, resorts, cruise lines, tourism organizations, and travel brands to develop original long-form programming that inspires travelers while showcasing authentic experiences. Every production is custom-built around your brand and supported by global distribution across the JOURNY network.

Our production services include:

- **Creative Development** – Story concepts, scripting, and production planning.
- **Professional Production** – Cinematic filming, drone footage, interviews, and destination storytelling.
- **Full Post-Production** – Editing, color grading, graphics, sound design, and final mastering.
- **Raw Footage & Marketing Assets** – Professionally captured video, photography, and digital collateral for use across your own marketing channels.
- **Original Series & Special Programming** – Custom travel series, branded documentaries, destination features, and event coverage.
- **Global Distribution** – Broadcast across the JOURNY television network, streaming platforms, website, social media, and partner distribution.
- **Integrated Call-to-Action Opportunities** – QR code integration, interactive experiences, and direct booking capabilities through the JOURNY ecosystem.

FROM CONCEPT TO GLOBAL AUDIENCE

From creative development through production, post-production, and worldwide distribution, JOURNY delivers premium travel content that continues creating value long after filming is complete.



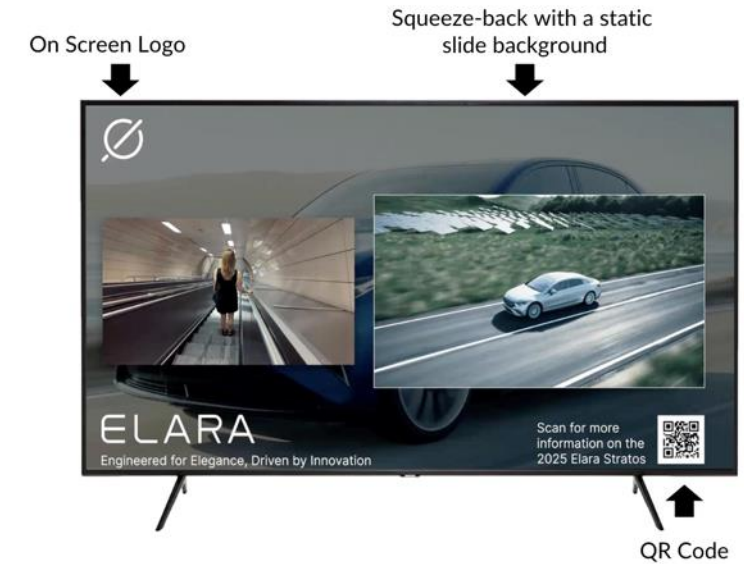
WHAT WE OFFER

MEDIA ADVERTISING BRANDED BLOCK

- Repeatable year-round for key calendar events and holidays
- Choose your time slot and day of the week for maximum impact
- Created, curated and delivered by JOURNY TV's award-winning production and editorial team
- Drives additional revenue streams for measurable ROI

BRAND AGNOSTIC APPROACH WITH BOOKING LAYER

- Dedicated "Book This Trip" Landing pages
- Integrations with our world-class booking engine
- Luxury booking paths through Five Star Alliance
- Group Travel capture through TA Pipeline
- Sponsored Itineraries
- Lead Generation for Travel Agents and Visitors Bureaus
- Full Booking Funnel (where applicable)



TV Advertising



Ad Spots Between Programming Bumper Spots & QR Placement



Interactive Video Overlays



Call to Action Discounts and Polls



WHAT WE OFFER

DIGITAL ADVERTISING EXTENSIONS

AN OMNI-CHANNEL APPROACH TO DIGITAL MARKETING FOR MAXIMUM IMPACT

- Travel Magazine Sponsored articles
- Homepage takeovers
- Display Ads
- Native Editorial
- Newsletter Features





GRAND SUNSET PRINCESS
Playa del Carmen

This luxury all-inclusive family resort sits on a beautiful white beach in Playa del Carmen, ideally located near many tourist attractions and sights throughout the region. Save 60% on your stay at this all-inclusive resort with an exclusive offer from NextTrip.

BOOK NOW



TROPICAL DELUXE PRINCESS
Punta Cana

Located in the Dominican Republic, 15 miles from Punta Cana airport, this all-inclusive, family-friendly resort is set on a stunning beach surrounded by a palm grove. Enjoy savings of 55% when booking your stay at this resort with NextTrip.

BOOK NOW



GRAND PALLADIUM SELECT
COLLECTION

A NEW CHAPTER IN PUNTA CANA
GRAND PALLADIUM SELECT BAVARO

OPENING DECEMBER 2025

PALLADIUMHOTELGROUP.COM



CASE STUDIES

NEXTTRIP, INC.

YOUTUBE

JOURNY TV

FACEBOOK

INSTAGRAM

2.8M PLANNED
IMPRESSIONS

4.79M ACTUAL
IMPRESSIONS

1.7M PLANNED
VIEWS

3.8M ACTUAL
VIEWS

CASE STUDY 1: THAILAND TOURISM BOARD

'Healing, Culture and Coastlines - My Thailand Journey.

@HenryMoodie'

Copy

'Real luxury is the feeling when immersing yourself in nature.

In Thailand, music is everywhere - in the rhythm of flowing water, the whisper of the wind and the gentle, crafted footsteps on soft sand.

Here, nature and human connection compose life's most beautiful soundtrack. @HenryMoodie

JOURNY TV

FACEBOOK

INSTAGRAM

NEWSLETTERS

30+
COUNTRIES

650M+
REACH

\$720k+ INCREASED
REVENUE

2x RETURN ON
INVESTMENT (ROI)

CASE STUDY 2: PARADISE KITCHEN

Campaign across JOURNY TV with the following:

- Format: Travel / Culinary
- 30-second commercial

The Series: A premium culinary travel series filmed in Bali exploring Indonesian food culture and local ingredients

Global Distribution:

- SBS Food (Australia)
- HBO
- Tastemade
- Warner Bros. Discovery Asia
- ABC International
- Disney+
- Samsung TV Plus
- FAST & VOD Platforms worldwide

JOURNY TV

FACEBOOK

INSTAGRAM

NEWSLETTERS

1.5M+
IMPRESSIONS

84.5% INCREASE
IN ACTIVE USERS

2m 20s INCREASED
SESSION DURATION

40% INCREASED
WEBSITE EVENTS

CASE STUDY 3: RESORT PARTNER CAMPAIGN

Campaign across JOURNY TV with the following:

- Squeezebacks
- Bumpers
- 30-second commercial

The Objective:

Expand brand awareness and drive high-intent traffic from affluent travellers:

- Scaling beyond organic demand without paid search
- Driving qualified, high-value luxury travellers

The Strategy:

Contextual luxury video alignment with JOURNY.tv.

Included a total of 72 hours of airtime with prime-time placement.

Over a period of 90 days

- Premium Video Ad placement within Travel Programming
- High-intent content focus with QR codes and brand recall

The Results:

Core objectives achieved beyond baseline organic traffic

- Highly engaged viewers, exceeding benchmarks
- More engagement and brand alignment by content choices

Why it Worked:

- Immersive, contextual exposure drove qualified visitors
- Luxury positioning was reinforced and aligned with aspirational travellers
- Strong brand recall effect beyond traditional search acquisition

The background image is a scenic landscape. On the right side, a steep, rocky cliff face is covered with green and yellow foliage. A winding asphalt road with white lane markings curves along the edge of the cliff. Below the road, a calm, turquoise lake stretches across the middle ground. In the far distance, rolling mountains covered in dense green forests are visible under a clear sky. The overall scene is bright and scenic, suggesting a mountainous region like the Swiss Alps.

THANK YOU

NEXTTRIP, INC.