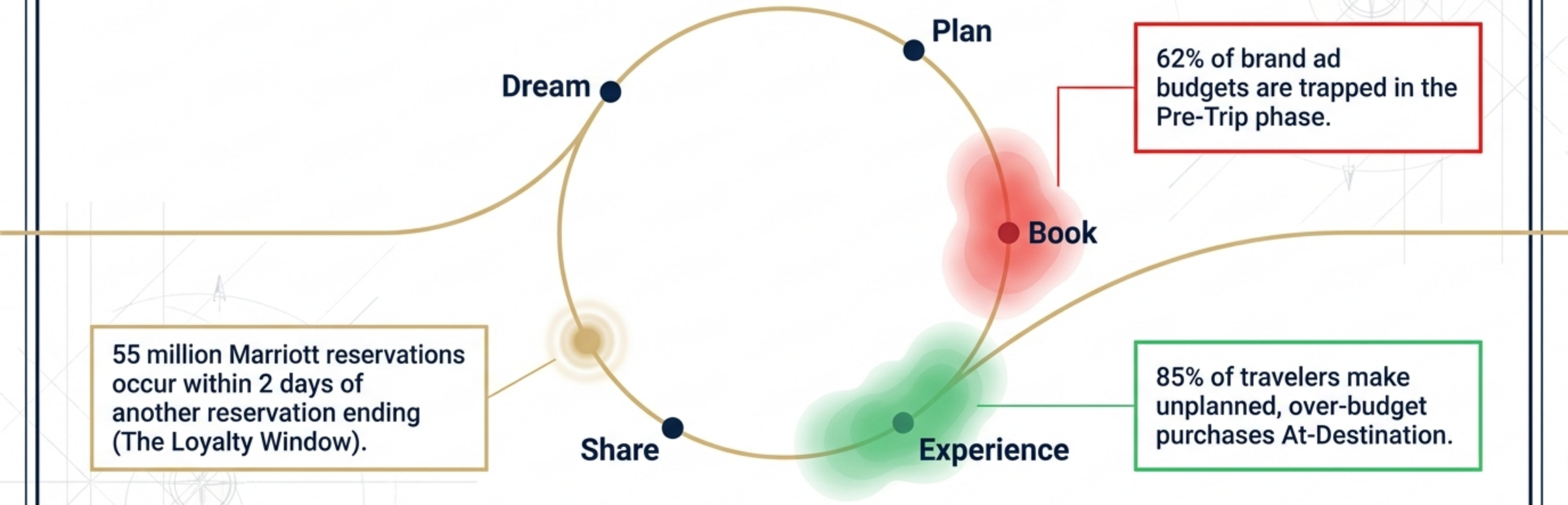
DAKDAN TRAVEL & ENTERTAINMENT DIVISION

THE HYBRID BLUEPRINT: FUSING TRAVEL LOGISTICS WITH AUDIENCE-TARGETED OOH MEDIA

WHERE TRAVEL MEETS AUDIENCE.

Gemini Notebook

The industry default concentrates budget on the booking moment while missing where the actual spending occurs.



62% of brand ad budgets are trapped in the Pre-Trip phase.

55 million Marriott reservations occur within 2 days of another reservation ending (The Loyalty Window).

85% of travelers make unplanned, over-budget purchases At-Destination.

TAKEAWAY: Dakdan's model monetizes the entire loop, capturing the under-utilized In-Transit (where 75% are open to discovery) and At-Destination phases

Gemini Notebook

We bridge the gap between complex travel logistics and audience-targeted media placement.



Professional Group Booking + Embedded Stadium Signage = High-Impact Audience Activation

Dakdan doesn't just book destinations; we place brands at the destination.

Gemini Notebook

Tailored product bundles align destination booking with high-impact venue visibility

Target Segment	Core Marketing Need	The Dakdan Hybrid Bundle
Tourism Bureaus (Domestic/Intl)	Need visitation & economic impact	Destination Group Booking + Targeted Stadium OOH Ads
Entertainment & Studios	Need launch visibility & fan engagement	Movie Release Media Blast + Fan VIP Travel Offers
Faith-Based (Grow Ministry)	Need community scaling & transformational events	NCL Cruise Charter Blocks + Christian Conference Venue Billboards

Gemini Notebook

A 3-voyage annual cruise architecture captures seasonal demand peaks and avoids calendar conflicts.

The NCL Freestyle Cruising Advantage:

Norwegian Cruise Line's "Haven" VIP infrastructure and lack of fixed dining schedules allow for seamless, multi-track conference programming at sea.



Projected to drive $24.6M in gross annual revenue at a ~45% net margin.

Gemini Notebook

Complimentary cabins act as precision sales tools to generate a 20:1 revenue leverage.



1. The Input (Zero-Cost Asset)
NCL contract guarantees 1 complimentary cabin per 8 paid cabins.

2. The Catalyst (Group Leader)
Grow Ministry issues 1 comp cabin to a Church Pastor.

3. The Output (Multiplier Effect)
Pastor organizes a block of 10+ paid congregation cabins.

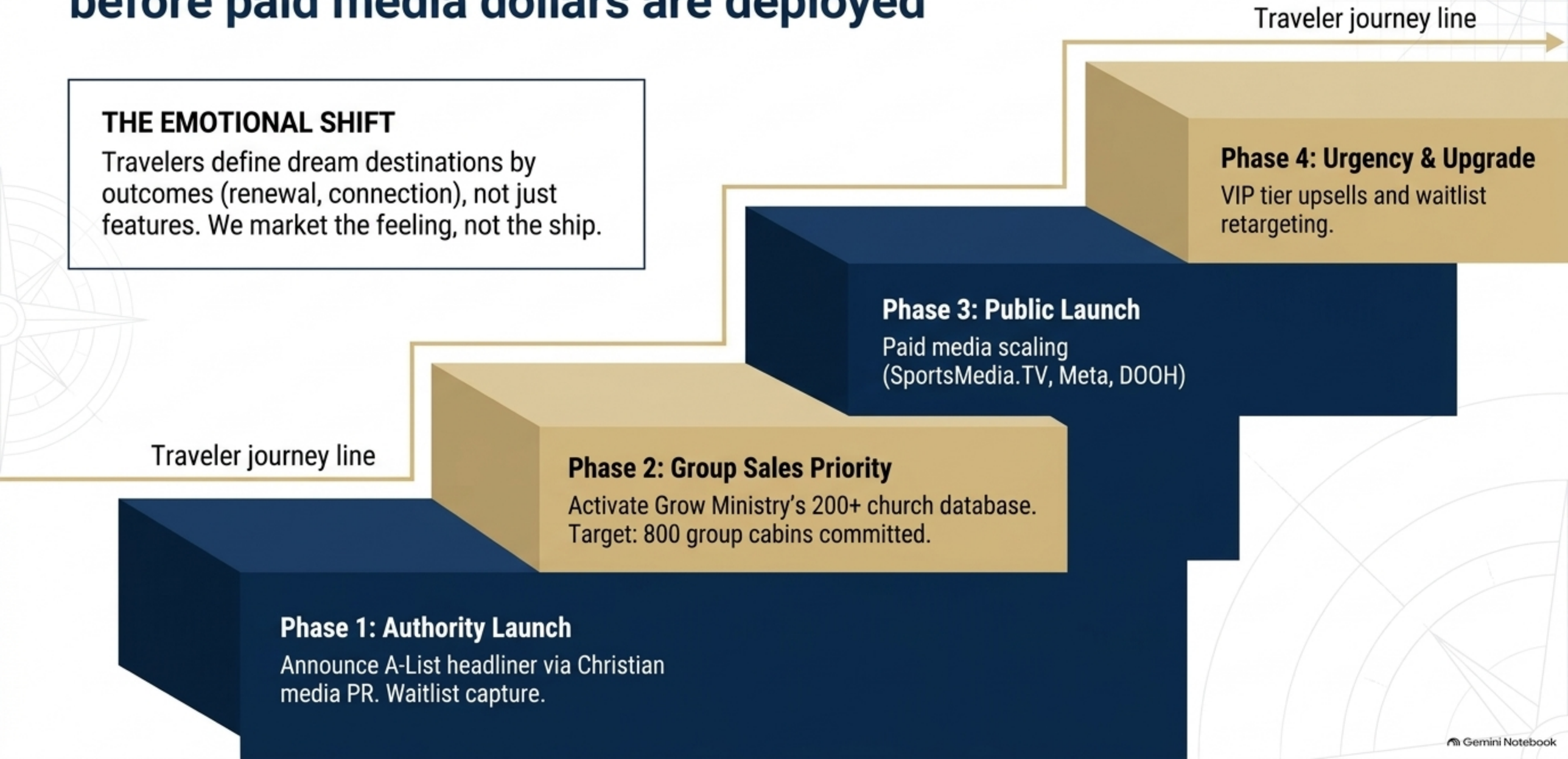
FINANCIAL IMPACT: 1 zero-cost comp cabin yields **$64,000+** in gross revenue. This organic, congregation-led sales engine drastically lowers Customer Acquisition Cost (CAC) while securing **$810,000** in projected corporate sponsorships.

Gemini Notebook

Emotional storytelling drives pre-launch authority before paid media dollars are deployed

THE EMOTIONAL SHIFT

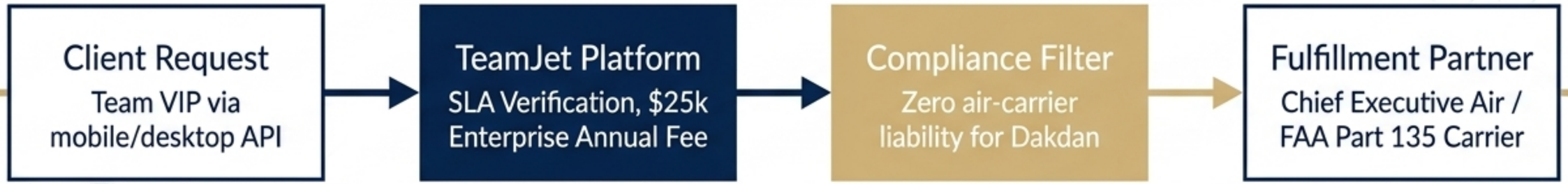
Travelers define dream destinations by outcomes (renewal, connection), not just features. We market the feeling, not the ship.



Gemini Notebook

TeamJet provides a supplemental charter procurement platform that shields **clients from air-carrier liability**

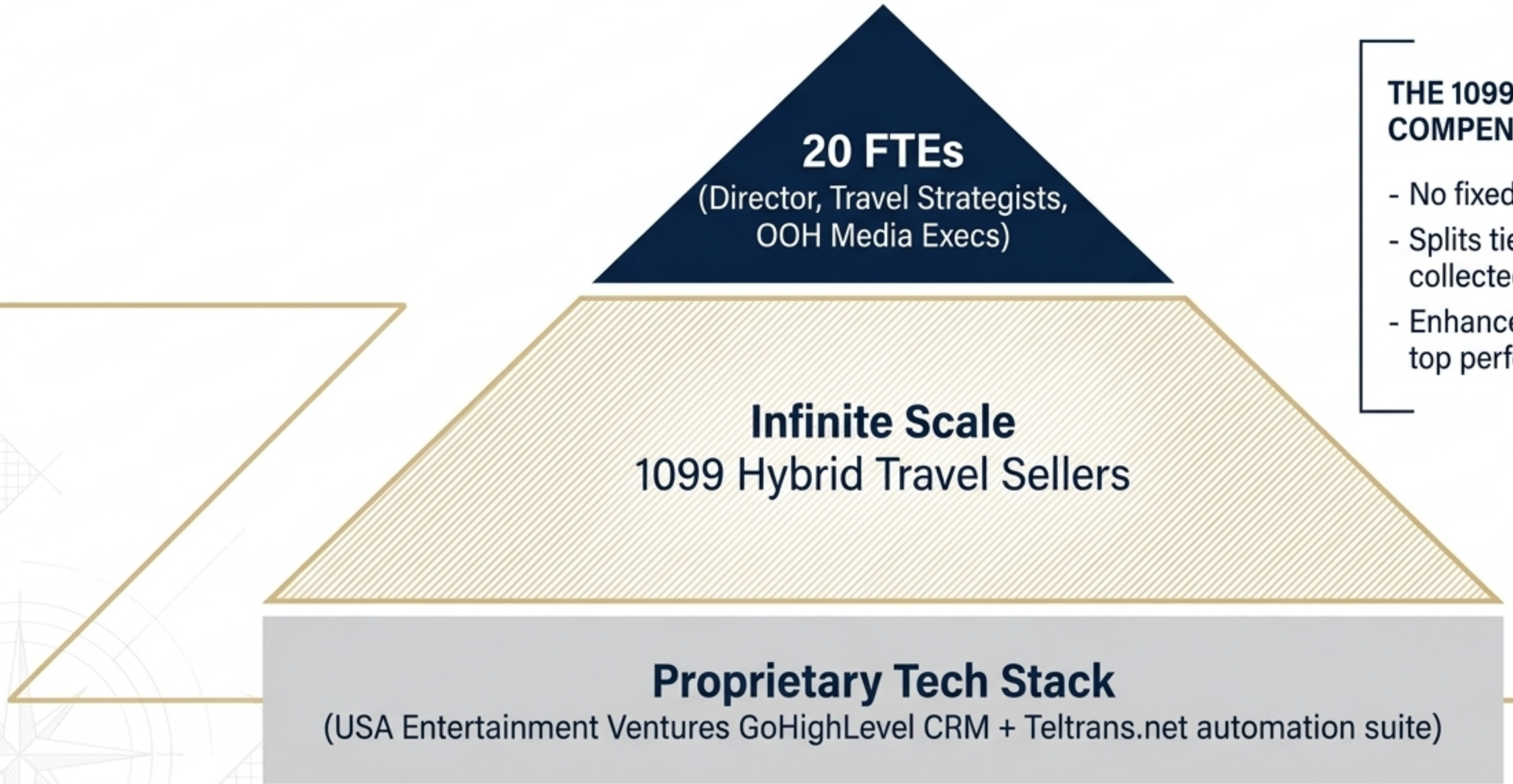
Architectural Routing Schematic



ECONOMIC IMPACT: Fixed-fee platform pricing model generates $1,250 (Light Jet) to $3,500 (Heavy Jet/Intl) per completed flight without the overhead of operating aircraft.

Gemini Notebook

A scalable core team is amplified by an expansive 1099 network tied directly to gross margin.

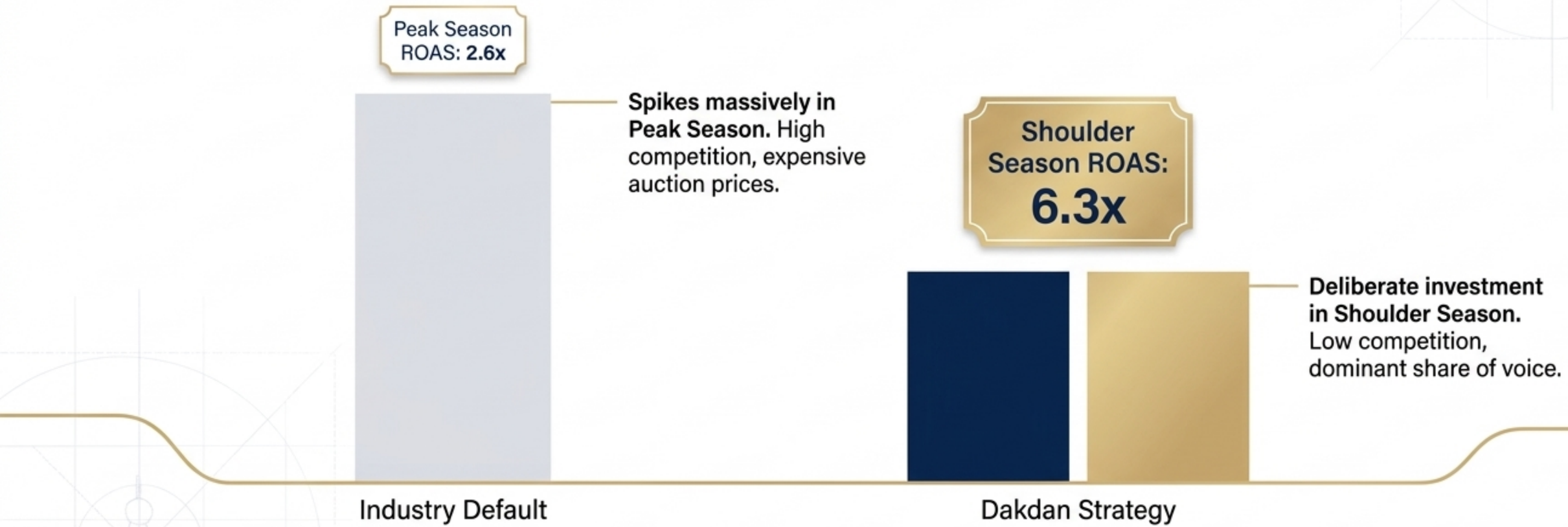


THE 1099 COMPENSATION RULES

- No fixed salary
- Splits tied strictly to collected gross margin
- Enhanced overrides for top performers

Gemini Notebook

Reallocating media budget to shoulder seasons captures identical customer value at significantly higher efficiency.



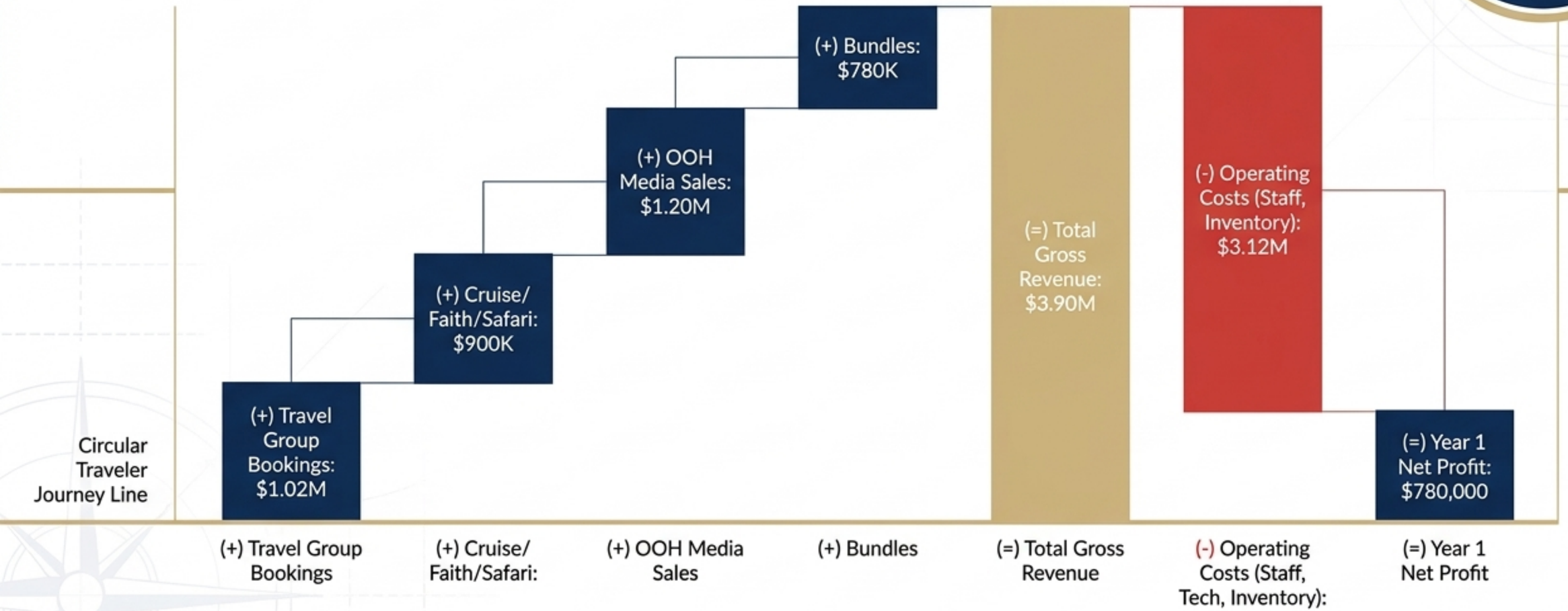
INSIGHT: Shoulder-season bookers spend within 5% of peak-season bookers. Dakdan exploits this inefficiency to lower Customer Acquisition Cost (CAC) while building long-term brand equity.

Gemini Notebook

Diverse travel and media revenue streams generate a 20% net profit margin in Year 1.

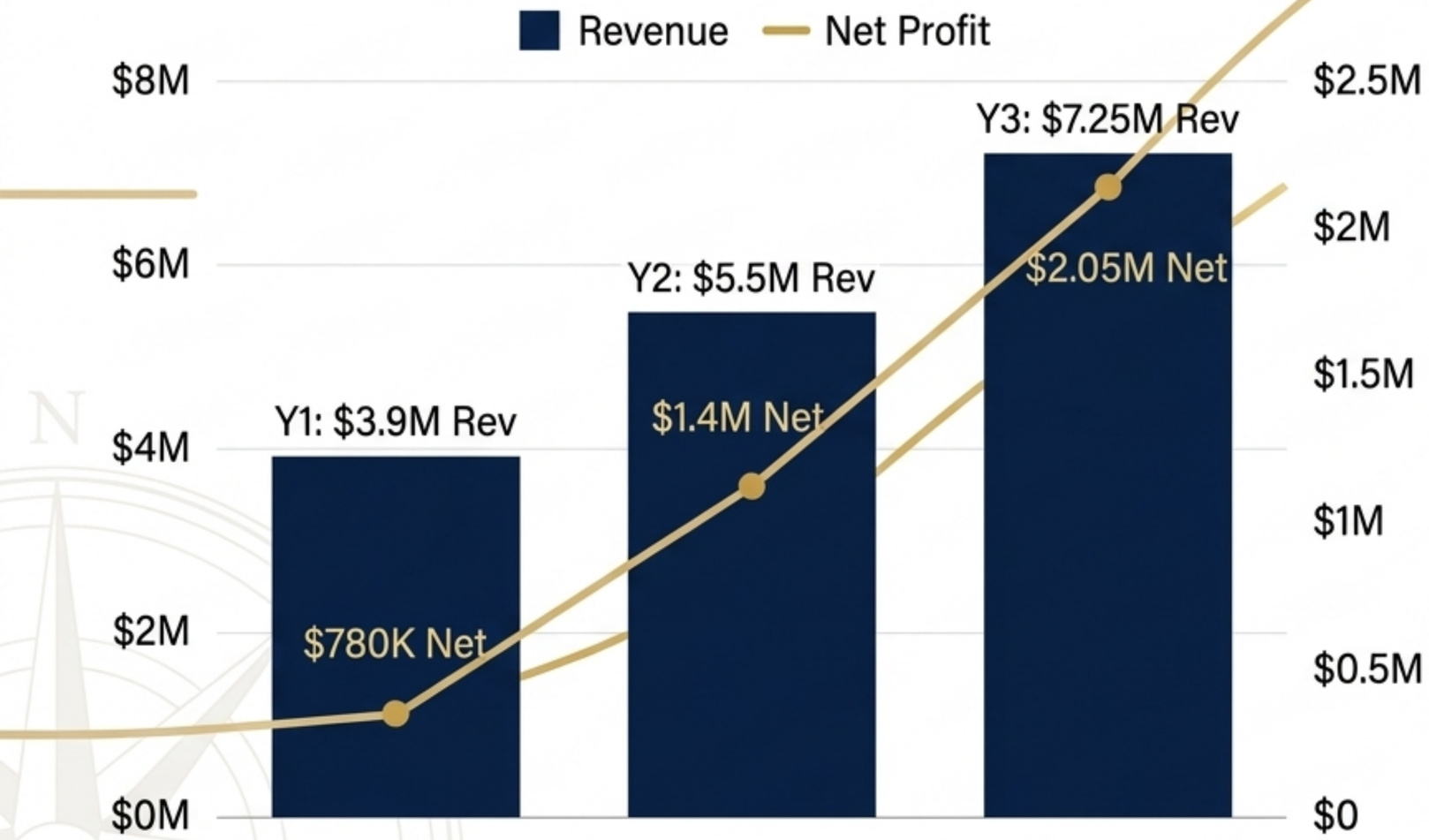
80%
Gross Margin
across all hybrid products

Financial Architecture Waterfall



Gemini Notebook

Healthy unit economics drive break-even within 12 months and support aggressive multi-year growth.



Unit Economics

- Customer Acquisition Cost (CAC): ~$350
- Lifetime Value (LTV): ~$15,000

CAPITAL ASK

Optional $500K–$750K SBA Loan injection designated strictly for staff recruitment, tech development, and scaling proprietary media inventory.

Gemini Notebook

Dakdan is not a traditional agency. We are an ecosystem convenor bridging travel, media, and technology.

Travelers: Captured via faith groups, sports teams, and targeted shoulder-season media.

Venues/OOH: Activated via Sportrons and stadium digital billboards.



Technology: Secured via GoHighLevel CRM and TeamJet compliance APIs.

Brands: Monetized through high-ROI sponsorships and media placements.

The future of travel marketing is full-journey. By owning both the travel logistics and the audience media, Dakdan controls the infrastructure to deliver it.

Gemini Notebook