



CASE STUDY

As Covid restrictions are lifted, more people would like to experience the world. However, some feel as if they are not financially able to do so. Stingy Wanderer Inc. requested research and materials to help a broader clientele.



OBJECTIVES

Stingy Wanderer Inc. wanted to create resources for clients looking to travel as restrictions abroad begin lifting. In an effort to draw a larger clientele, one of the target audiences they wanted to focus on were those looking to experience travel on a budget. As trips abroad can cost between \$3000-\$5000 for one person (sans discounts), Singy Wanderer's objective was to find the best options to draw in clientelle with a lower price tag.

SOLUTIONS

No one needs to break the bank in order to have an adventure. By contacting licensed travel agents and agencies and conducting research alongside budgetary analysis, a list of solutions and resources was collected together in multiple formats.

The user will be able to independently navigate a Rise 360 Course, download worksheets and budget organizers, and review worksheets that will give them all of the information needed to successfully plan, budget, and embark upon their very own budget friendly adventure!

BENEFITS

Benefits One

Resources allow for a wider range of people in different financial situations to have access to travel.

Benefits Two

Rise 360 Course and other materials are easily accessible and can be rewatched for clarification.

Benefits Three

Guide and downloads not only allow for customer base to follow easily, but are accessible for those in training positions.

AT A GLANCE

Challenges

- Budget Friendly Travelers
- Corporate Incentives
- Travel Agencies
- Wandering Travelers

Benefits

- Direct Savings: 40%-91%