

STRATEGIC PARTNER BRIEFING • TRAVEL INDUSTRY

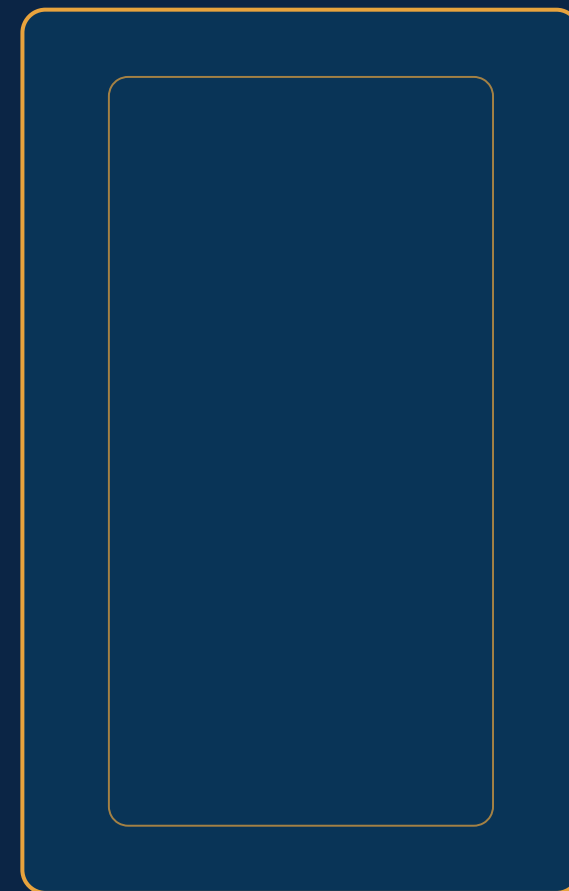
Nine Doors

A Meaning Architecture for AI-Powered Travel

From curated travel philosophy to a licensable AI agent — a three-stage offering for hotels, destinations, tour operators and travel media.

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From travel information to travel intelligence

The travel market already has powerful search, recommendation and booking engines. What is missing is a consistent layer of interpretation — why people travel, how a place acquires meaning, and how a journey can be matched to a traveller's real intention. Nine Doors supplies that layer, and packages it as a partner-ready offering.

01

Knowledge Base

A curated body of travel literature and philosophical, sociological and psychological work forms the intellectual foundation.

02

Method

Nine clearly defined doors organise themes, perspectives and forms of travel inside one recognisable framework.

03

AI Product

A specialised agent applies the method to destinations, routes, content and individual traveller intentions.

The philosophy does more than produce individual texts — it creates an enduring editorial system. New content stays connected, deepens the model, and reinforces a distinctive, recognisable point of view with every application.

Everyone has access to the same AI now

Generic assistants can answer where and how. Without a distinct point of view, AI-generated travel content converges toward the same recommendations, the same tone, the same itineraries — brand differentiation disappears exactly when personalization matters most.

WHAT TRAVELLERS ACTUALLY WANT

- Competence — an editorial point of view worth trusting
- Intention — an understanding of why this journey, now
- Experience — depth beyond the top-10 list

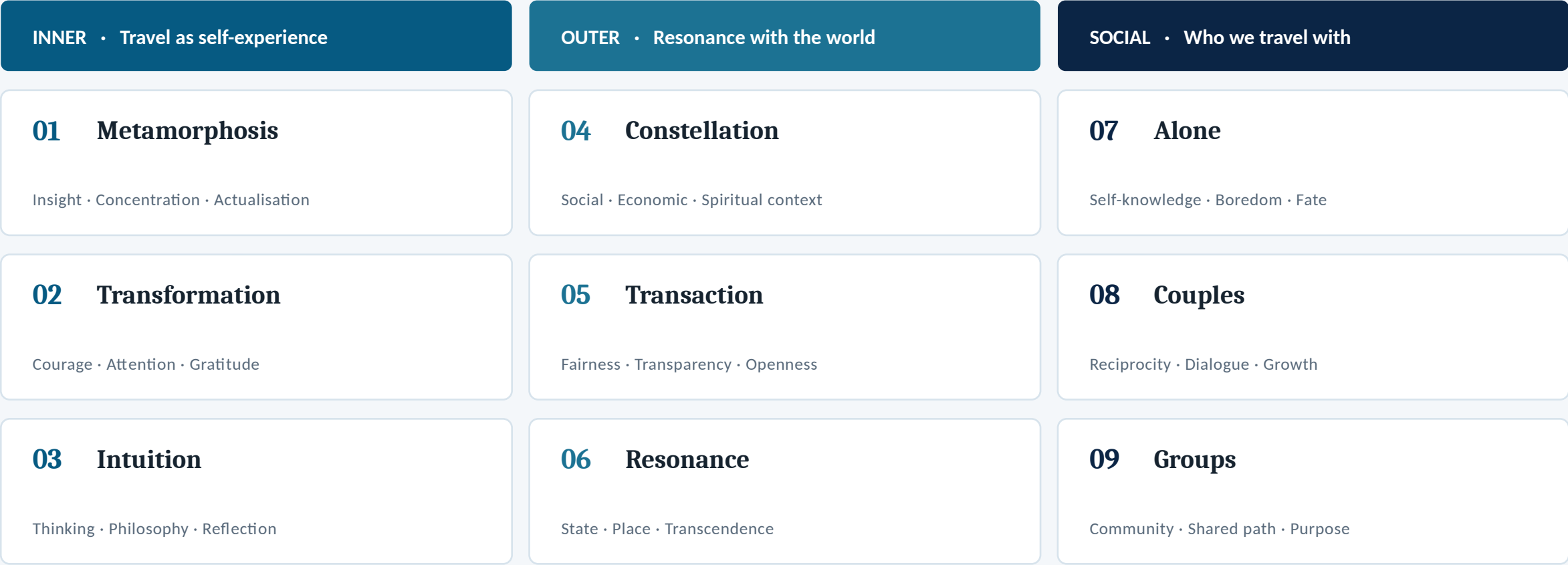
VS

WHAT GENERIC AI DELIVERS TODAY

- Broad, general-purpose chat assistants
- Search and booking engines optimised for conversion
- No proprietary point of view — easily copied, easily replaced

Three dimensions, nine doors, one framework

Every piece of content and every traveller intention is mapped to one or more doors — creating a growing knowledge network with consistent language.



A three-stage path — each stage stands alone

Partners can enter at any stage. Together, the three stages compound into a full AI travel ecosystem.



Editorial Content License

The Nine Doors taxonomy licensed as a ready-made editorial system — content is organised by real traveller meaning, not just by destination or theme.

TARGET PARTNERS

- Travel media & publishers
- Destination marketing organisations (DMOs)
- Tour operators with in-house content teams

DELIVERABLES

- Nine Doors classification applied to existing content
- Editorial guidelines & assignment rules
- New articles, routes and newsletters mapped to doors

COMMERCIAL MODEL

- Licensing / editorial retainer
- No technical integration required
- Fast to launch — content-only engagement

AI Travel Agent — White-Label API

A specialised agent applies the Nine Doors as live decision logic — turning a traveller's intention, budget and time into meaningful, on-brand recommendations.

TARGET PARTNERS

- Hotels & boutique resorts
- Tour operators & travel agencies
- Reservation and booking platforms

DELIVERABLES

- API access to the Nine-Doors reasoning agent
- Branded chat / concierge experience
- Connection to partner inventory or affiliate booking

COMMERCIAL MODEL

- SaaS / API usage fee
- Optional revenue share on completed bookings
- White-label — partner's brand, not Nine Doors'

Platform & Marketplace

A destination platform that combines curated, meaning-driven content with a network of vetted partners — the endpoint the first two stages build toward.

TARGET PARTNERS

- Partner networks & travel associations
- Multi-property hotel groups
- Regional and national DMOs

DELIVERABLES

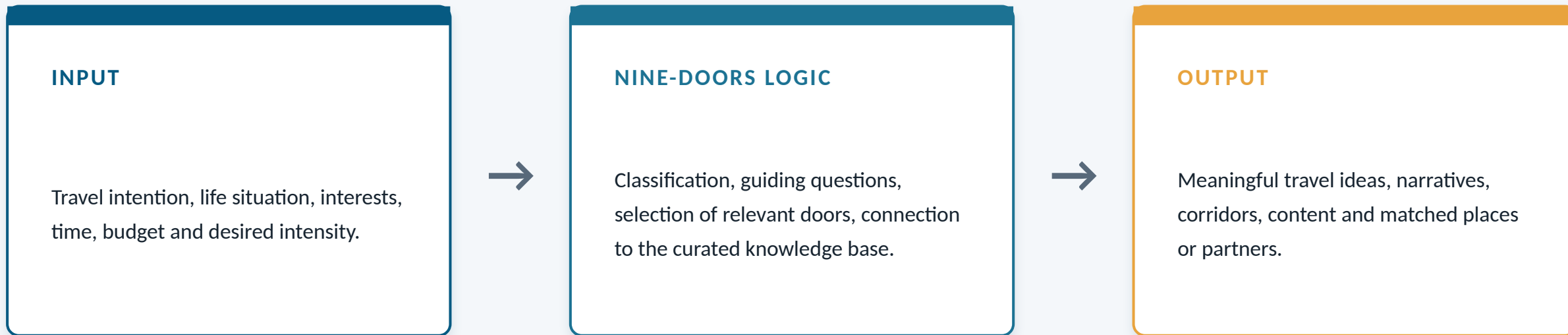
- B2C discovery platform ("get your travel idea")
- Curated partner directory & booking layer
- Aggregated data across the partner network

COMMERCIAL MODEL

- Marketplace / listing fees
- Premium content subscriptions
- Transaction-based revenue share

The agent as an interpretive travel companion

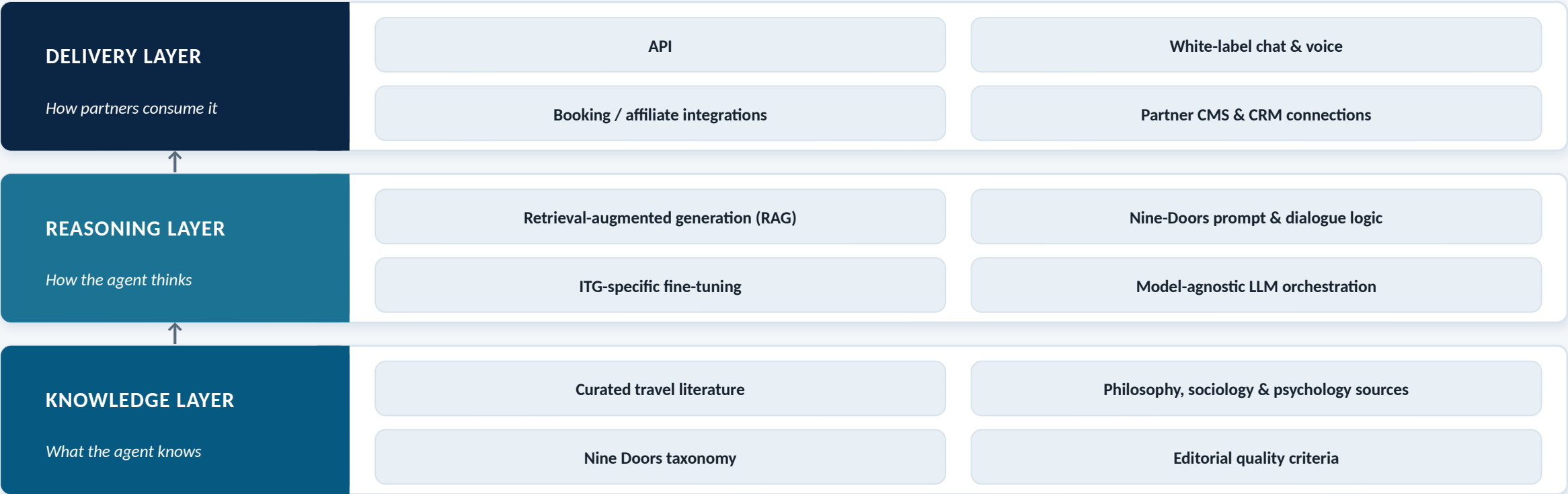
The agent doesn't just cite the Nine Doors — it applies them as a live logic for interpretation and decision-making.



The technical platform is replaceable. The curated knowledge base, the taxonomy of the doors, the assignment rules, the prompt and dialogue logic, and the editorial quality criteria are the true proprietary core.

How the agent is built, layer by layer

Three layers, stacked from the ground up. Content and taxonomy sit at the foundation — the model on top is interchangeable.



Model-agnostic by design — the reasoning and knowledge layers keep working as underlying foundation models change. The foundation model is a component, not the product.

Target partners across the travel value chain

PARTNER SEGMENT	USE CASE	ENTRY POINT
Hotels & Resorts	White-label AI concierge that recommends on-brand experiences, not generic city guides.	Stage 2
Destination Marketing Organisations	A meaning-driven content system that differentiates a region beyond "top things to do".	Stage 1
Tour Operators & Travel Agencies	Faster itinerary design grounded in traveller intention, not template packages.	Stage 1-2
Travel Media & Publishers	An editorial framework that gives AI-assisted content a consistent, ownable voice.	Stage 1

Revenue streams by stage

"We are building more than a travel platform — an AI-powered content and technology layer that inspires travellers and empowers partner businesses."

S1

Editorial licensing revenue

Recurring license or retainer fee for the Nine Doors content system and taxonomy.

S2

B2B SaaS / API usage fees

White-label agent access billed by usage, seat, or flat SaaS subscription.

S2

Affiliate & booking revenue share

Commission on bookings completed through partner-branded agent conversations.

S3

Platform & marketplace fees

Listing, curation and premium placement fees from the partner network.

SWOT: where the offering stands today

Designed for scalable growth on minimal initial capital — success depends on strong partnerships and rising demand for deeper, more meaningful travel experiences.

STRENGTHS

- Proprietary taxonomy — hard to replicate quickly
- Scalable, content-first structure
- Low capital required to start (Stage 1)

WEAKNESSES

- Expansion depends on securing quality partners
- Brand awareness still early-stage
- Agent quality depends on knowledge-base depth

OPPORTUNITIES

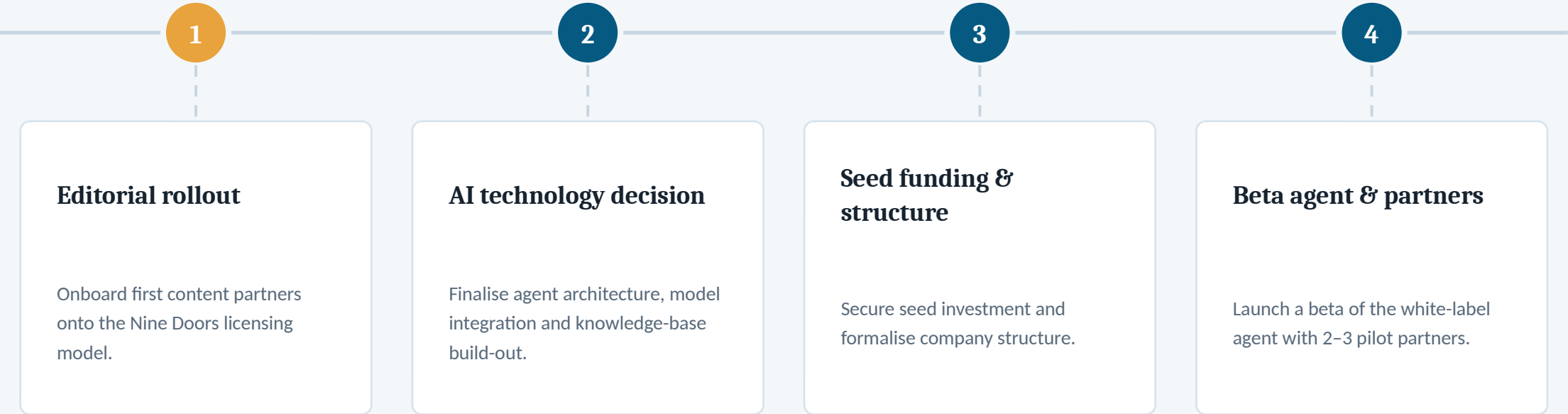
- Rising demand for differentiated, deeper travel content
- White-label AI is still new for most hotels & DMOs
- Content licensing creates recurring, low-effort revenue

THREATS

- Monetisation timeline depends on partner sales cycles
- Fast-moving foundation-model landscape
- Larger platforms could build similar taxonomies

What happens next

Four milestones move the offering from editorial licensing to a live, funded beta agent.



Let's open the first door together

Nine Doors — a licensable meaning architecture for travel content, AI agents and platforms.

www.inspirationtravelguide.com

Andreas Rieger · Nine Doors Travel Philosophy

PARTNER OFFERING · 2026