

Overview



Chasing Dreamz Travel

EXECUTIVE SUMMARY

Company Overview:

Chasing Dreamz Travel, founded by **Shannon Keller**, is a full-service travel agency committed to creating meaningful, personalized travel experiences for individuals, couples, families, and groups. With a focus on connection, service, and seamless planning, the agency transforms clients' travel aspirations into expertly crafted itineraries that inspire lifelong memories.

Core Challenge & Opportunity:

In today's fast-paced world, travelers seek convenience, personalization, and reliability when planning their getaways. Many are overwhelmed by online options and uncertain where to find trusted guidance. Chasing Dreamz Travel addresses this challenge by combining expert travel planning with a personal touch — offering clients a one-stop, stress-free solution that balances value, quality, and customization.

Primary Goals:

- Achieve a **20% year-over-year increase** in client bookings across leisure, group, and destination travel segments.
- Expand the **independent travel advisor network** through mentorship and training programs, with a target of **50 new agents by 2026**.
- Increase **brand visibility and digital engagement** by 30% through enhanced social media strategy and online marketing.

Key Strategies:

- Deliver tailored travel planning through one-on-one consultations and curated itineraries.
- Strengthen digital presence via consistent, value-driven content across social media platforms.
- Establish partnerships with top-tier resorts, cruise lines, and tour operators to offer exclusive client perks.
- Implement scalable mentorship systems to empower new travel advisors under the Chasing Dreamz Travel brand.

Competitive Landscape:

The travel industry is experiencing renewed growth, with increasing demand for authentic and stress-free experiences. While online booking engines dominate mass markets, Chasing Dreamz Travel differentiates itself through **personalized service, real relationships, and trusted expertise** — ensuring each traveler feels seen, heard, and cared for.

Unique Strengths:

- Hands-on, client-focused planning from an experienced advisor.
- Proven success in family, couples, and group travel organization.
- Established vendor partnerships and exclusive travel offers.
- Mentorship opportunities fostering business growth within the travel network.

Financial Projection:

Based on current growth trends and expansion initiatives, Chasing Dreamz Travel anticipates a **25–30% revenue increase within the next 12 months**, supported by higher booking volume, network expansion, and improved client retention.

Call to Action:

Join us in supporting the continued growth of Chasing Dreamz Travel — where passion meets purpose and every journey is designed with care. Whether you're a traveler seeking expert guidance or an entrepreneur looking to build your own agency, we invite you to be part of a brand that helps people chase their dreamz — and live them.