

AtlasGURU

2024 FACT SHEET

OVERVIEW:

[AtlasGuru](#) is a premier user-generated content (UGC) travel platform featuring a community of avid travelers who share itineraries and expert travel tips. The platform currently showcases more than 850 itineraries spanning across 125 countries, with over 500 featured contributors.

MISSION:

AtlasGuru's mission is to engage the travel community through fostering the exchange of captivating stories, inspiring wanderlust in others, and assisting travelers with the use of ChatGPT in planning their next adventure. Launched at the end of 2019 as a dedicated web publishing platform, AtlasGuru empowers everyday travelers to share their unforgettable travel experiences. The platform addresses the rising demand for a centralized hub where travelers can access curated itineraries and travel narratives, sparing them the inconvenience of navigating through cumbersome forums and scattered travel blogs. Embrace the journey with AtlasGuru, where travel enthusiasts unite to create a world of boundless exploration and inspiration.

LAUNCHED:

2019

HEADQUARTERS:

AtlasGuru has a globetrotting team based all over the world including in Mexico, Poland and in Philadelphia, and Boulder.

HOW IT WORKS:

Users can interact with AtlasGuru in three ways:

- **Become a Travel Storyteller:** Publish your trip reports, complete with video, images and interactive maps, using the site's user-friendly form and registration process. Once registered, users can craft their unique profile and post their social handles if desired. Next, the platform guides you through a series of questions, facilitating the creation of a detailed free trip report. Finally, with just a few clicks, your travel story is published, enabling you to share your travel experiences with friends, family, colleagues, and social platforms.

Get ready to embark on a journey of storytelling with AtlasGuru!

- **Travel Inspiration:** Source inspiration through the search tool and browse travel advice from hundreds of travelers
- **Customized Itineraries:** Build a unique itinerary using AtlasGuru's new complimentary AI itinerary tool which combines ChatGPT's AI power with AtlasGuru's curated library of human-created itineraries. After answering a few simple questions, the AI tool will generate a unique itinerary tailored to your preferences and interests.

ITINERARY AI:

AtlasGuru's Itinerary AI, launched in late 2023, redefines travel planning by using the human-created itineraries on AtlasGuru to fuel personalized AI-generative trip plans. Leveraging the power of OpenAI's ChatGPT technology and advances in AI, Itinerary AI revolutionizes the landscape of travel planning by harnessing the vast collection of human fueled, user-generated content (UGC) from AtlasGuru's extensive database of travelers. The groundbreaking platform, accessible via a seamless one-click process, redefines travel planning to fuel AI-generative trip plans, creating better quality itineraries than AI can do alone and giving travelers the option to view the source itineraries used to create the AI-generated trip plan.

CEO & FOUNDER:

Driven by a passion for travel research and engaging discussions, Philadelphia based CEO Kim Bennett created AtlasGuru with a mission: to share stories, foster conversations, and provide honest travel information sourced from a vibrant community of passionate travelers worldwide. Prior to launching AtlasGuru, Kim's professional journey spanned over 15 years working in senior marketing roles for renowned publishing and consumer goods companies such as Conde Nast, Martha Stewart, Amazon and Nordstrom. In 2023, Kim was named as a "Game Changer: Women Entrepreneurs Disrupting the Travel Hospitality Industry" in Women Leading Travel & Hospitality's annual report.

WEBSITE:

www.atlasguru.com
contact@atlasguru.com

ITINERARY AI TRIP ITINERARIES:

A selection of Itinerary AI itineraries created with ChatGPT and human traveler input include:

- Ultimate Beach Getaway in the Philippines
- 10 Days in Tropical Far North Queensland, Australia
- Chile Adventure: Hiking and Wine

SOCIALS:

Instagram: <https://www.instagram.com/atlasguru/>

Facebook: <https://www.facebook.com/AtlasGuru>

LinkedIn: <https://www.linkedin.com/company/atlasguru>

Pinterest: <https://www.pinterest.com/atlasguru/>

Threads: <https://www.threads.net/@atlasguru>

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