

AtlasGURU

2023 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. Currently, the platform features over 800 itineraries spanning across 125 countries and featuring over 500 contributors.

MISSION:

AtlasGuru's mission is to engage the travel community through fostering the exchange of captivating stories, inspiring wanderlust in others, and assisting intrepid explorers 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, Boulder and Seattle.

HOW IT WORKS:

To create a free trip report, AtlasGuru offers a user-friendly 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!

ITINERARY AI:

In August 2023, AtlasGuru is launching a new generative AI tool called Itinerary AI. Leveraging the power of OpenAI's ChatGPT technology, Itinerary AI will revolutionize the landscape of travel planning by harnessing the vast collection of human fueled, user-generated content (UGC) from AtlasGuru's extensive database of travelers. This groundbreaking platform redefines travel planning by using the human-created itineraries on AtlasGuru to fuel AI-generative trip plans. This creates better quality itineraries than AI can do alone and gives travelers the option to view the source itineraries used to create the AI-generated trip plan. This innovation combines the advances in AI with the human touch from the travel community.

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.

WEBSITE:

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SOCIALS:

Facebook: <https://www.facebook.com/AtlasGuru>
Instagram: <https://www.instagram.com/atlasguru/>
LinkedIn: <https://www.linkedin.com/company/atlasguru>
Pinterest: <https://www.pinterest.com/atlasguru/>
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