Contact US Now

We look forward to connecting with you and shaping the future of travel together.

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Journey MENTOR

Who is Journey Mentor?

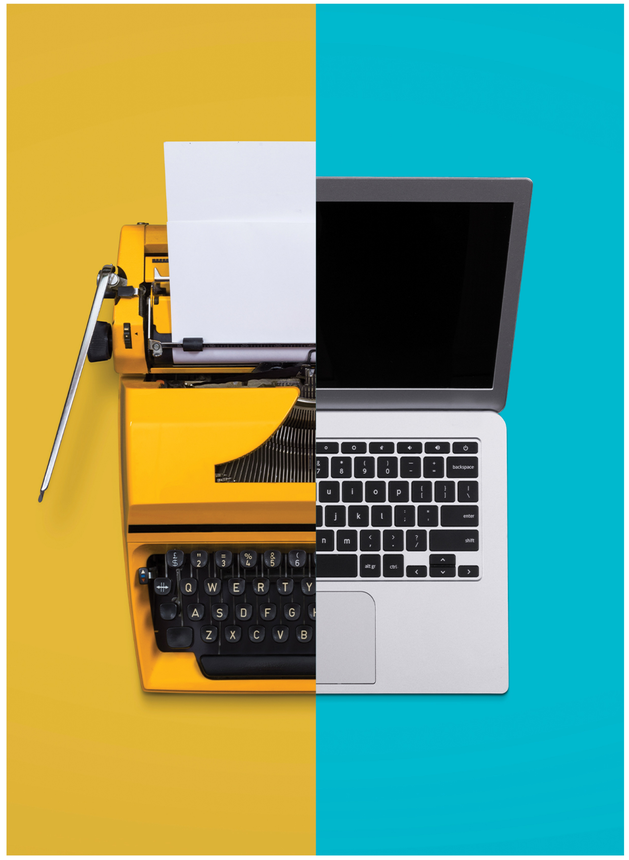
Why is Travel Technology so old?

Travel technologies have not substantially changed in more than fourty years. While travel business models have evolved, the core technology has seen little renewal. Search is still based on origin, destination, and travel dates. At the core of every reservation is still the PNR.

Recent system outages have shown that the underlying EDIFACT communication protocols—developed before the internet—remain in daily use. Air travel still requires a ticket with only four coupons and an audit coupon, despite being "electronic" for over twenty-five years.

New Distribution Capability

NDC, the most recent innovation in distribution, remains only partially adopted after fifteen years.



Who is Journey Mentor?

Our mission is to transform the way travel operates commercially. We deliver a paradigm shift by deploying cutting-edge technologies that provide real competitive advantages for our customers—making them more profitable, operationally efficient, and traveller-oriented.

Our values:

- **Fair treatment of all stakeholders**
- **Deep appreciation of our customers**
- **Profitable innovation that strengthens the travel industry**
- **Openness to ideas from anywhere**
- **Environmental and social responsibility, with respect for sustainability, cultural diversity, and the effects of globalisation**

Journey Mentor aims to modernize travel technology, introducing tools that improve revenue, efficiency, and profitability.

Travel, technology, and business innovation are in our DNA.

What are we changing?

The underlying paradigm of travel eCommerce requires suppliers to pay for distribution — whether through intermediaries, technology services, or digital marketing. Journey Mentor is redefining this model by creating a worldwide peer-to-peer network where all participants buy from each other on equal terms.

This includes airlines, travel agencies, tour operators, DMCs, MICE agencies, corporate agencies, consolidators, and GSAs. Our platform removes barriers, enabling these businesses to transact effectively in a mutually beneficial ecosystem.

With Journey Mentor:

- Suppliers do not pay for distribution.
- Travel sellers pay a small portion of incremental revenues from new suppliers introduced through our coalition.
- Access to existing suppliers is provided free of charge.
- Our innovations in search, pricing, booking, and servicing make travel companies more profitable and efficient.

Why are we making these changes?

It is time for new tools and technologies that create mutual benefit across the travel value chain. Journey Mentor's approach delivers tangible advantages for every stakeholder:

- **Suppliers lower their distribution costs and improve profitability.**
- **Travel sellers gain broader and more affordable access to content, enhancing their own profit margins.**
- **Travellers save time and money, receiving better offers and rebates.**
- **Journey Mentor earns a modest return, reinvesting it to develop better technologies.**

By leveraging the latest innovations, we enable greater efficiency that leads directly to higher profitability.

Is Artificial Intelligence the future of travel?

Large Language Models (LLMs), such as ChatGPT, represent impressive technological progress. However, they are trained on public data—not the private, business-critical data that drives your company.
Journey Mentor combines Machine Learning (ML) with Agentic AI to create secure, private systems that learn from your own data. Our AI agents deliver personalised insights and decision support, empowering experts to make faster and more informed choices.

Our approach ensures that AI strengthens human expertise rather than replacing it—enabling travel professionals to manage greater workloads with higher accuracy and efficiency.

Journey Mentor believes travel is a force for good

Travel connects people, cultures, and ideas. It promotes understanding, tolerance, and peace. Journey Mentor believes travel is a positive force in the world—but it must also be responsible.

To us, responsible travel means

1. Encouraging awareness of sustainable travel choices
2. Supporting local communities so that profits stay within them
3. Making accessibility an essential part of every travel experience

Rather than dividing the world into “haves” and “have-nots,” we believe travel can bridge gaps through knowledge, empathy, and shared experience

What is the future for Journey Mentor?

Journey Mentor continues to invest in innovation that improves travel for suppliers, sellers, and travellers alike. Our focus includes:

Expanding our use of Agentic AI with new ML-driven assistants for travel professionals.

Introducing advanced search features that consider weather, sustainability, voluntourism, and disruption prevention.

Developing tools for automated recovery, real-time traveller assistance, and situational awareness.

We believe that when used responsibly, AI will revolutionise travel by empowering human experts to make better decisions.

If you share our vision or wish to explore the future of travel technology, we invite you to

CONNECT WITH US.

Experienced Executive Team with Travel

SHANE BATT
FOUNDER & CEO

More than 40 years in travel and related technologies. Experienced innovator and problem-solver. Gifted engineer and mathematician. Experienced executive.

SUE GILL
NON-EXECUTIVE DIRECTOR

Founder of YES (Your Event Solutions). Chief Executive of YES until May 2024. Excellent commercial skills building strong business relationships. NED of Maggi's Charity.

GORDON HAGUE
EXECUTIVE CHAIRMAN

NED with Ozone API. Experienced board director and investor with strong private equity experience. Capital markets specialist. Investor in several start-ups, Chartered Accountant.

FADI FAHES
CHIEF SUPPORT OFFICER

More than two decades in the travel industry with executive roles in airlines, industry organisations and technology companies. Continuous advocate for customers.

MIKE JOSEPH
NON-EXECUTIVE DIRECTOR

Chief Executive, Lucida Group. Entrepreneur and serial investor. Strong leadership and commercial skills with proven business acumen. Mike is the largest cash investor in Journey Mentor.

SANA EBADI
CHIEF TECHNOLOGY OFFICER

More than a decade of developer and management experience with technologies in financial services, travel and process control. Strong innovation skills.

STAVRIANA ANTONIOU
NON-EXECUTIVE DIRECTOR

Founder, AA Partners in Law. Attorney with strong commercial acumen. Licensed investment advisor. Member of the Cyprus Bar. Experienced with corporate law in multiple venues, trusts and early-stage businesses.

ELEONORA ORTHODOXOU
VICE PRESIDENT MARKETING

Experienced executive in marketing and commercial roles. More than 20 years of marketing experience. Strong planning skills and business acumen. MBA in Marketing.

TRAVEL SMARTER.