

Turtlely

Vendor Discovery & Operational Intelligence

WHAT IT IS

Turtlely is not just a search tool. It is an institutional travel brain built for everyone involved in group travel operations: coordinators, program managers, directors, and group leaders. It turns vendor knowledge into a structured, searchable, self-improving asset that belongs to the organization, not to any individual on the team. Discovery becomes curation. Hours of vendor research become minutes of review.

THE PROBLEM IT SOLVES

Group travel operators spend hours finding vendors in unfamiliar cities, re-vetting places they have used before, and rebuilding context every time a new team member joins. Institutional knowledge lives in email threads, spreadsheets, and individual heads. When an operator or manager leaves, that knowledge walks out with them. No existing tool captures group-travel-specific intelligence: bus parking availability, group minimums, private dining capacity, historical performance by program type, or which contact actually picks up the phone.

WHAT IT DOES

Natural language search — An operator describes a trip in plain English. The app parses intent, destination, group size, budget, and preferences into a structured search. Voice input is supported on every search and review field — no typing required.

Multi-source vendor discovery — Pulls from an internal database enriched with Google Places data, supplemented live by OpenStreetMap via Overpass API. Chains, permanently closed venues, and low-rated results are automatically removed.

Intelligent scoring — Vendors ranked across five tiers: operator review history, Google reputation, demographic fit, contact completeness, and program profile match.

Decision intelligence — Vendor decisions (accepted, rejected, and why) are captured via a swipe stack. Rejection reason chips (too expensive, wrong vibe, bad location, used before, not available) feed structured signal back into scoring. Every decision improves future results.

Browse mode — A full-screen vendor swipe stack on the Intel page. Operators browse vendors by city and type, check websites, and save candidates before any program is active. Website impression chips log passive vetting signal without any formal review.

Passive signal collection — Dwell time on vendor profiles, website clicks, phone clicks, and search abandonment are all logged automatically. No action required from the operator.

Similar programs badge — Vendors used in programs with matching city and type are surfaced with a visual indicator. The system begins making recommendations as soon as the first programs are on record.

Named contacts — Operator contacts at each vendor are stored inline on the vendor profile and persist across staff changes. Institutional relationships survive turnover.

Program management — Trips structured as programs with linked vendors, activity levels, themes, movement constraints, and budget. Itineraries can be pasted or uploaded and vendors are extracted automatically.

Review collection — 7-step structured review flow captures food quality, service speed, value, accessibility, bus parking, booking ease, and likelihood to rebook. Reviews feed directly into vendor scoring.

The Turtle Den — A staff engagement layer where users can play games or listen to music during downtime, and are prompted to leave vendor reviews after 30 seconds of activity. Passive review collection without adding to operational workload.

THE DATA MOAT

The search layer is commoditized. Any mapping tool can surface a list of restaurants near a hotel. What no competitor can replicate is the accumulated operational intelligence: which vendor was rejected because the bus could not park, which hotel charged a hidden fee, and which museum has a group entrance that is not public knowledge.

That data does not exist anywhere publicly. It is captured passively through normal workflow, reviews after a trip, swipe decisions during a search, browse mode reactions, and time spent on a vendor profile. Every interaction makes the system more accurate. Every person who uses it contributes to a dataset that their successors benefit from immediately.

PARTICIPANT FEEDBACK (POTENTIAL LAYER)

The most valuable signal in group travel is participant feedback, not post-trip surveys that arrive two weeks later, but real-time reviews collected while the group is still on-site.

The vision: a participant checks into a restaurant. Their itinerary knows they are there. Turtlely surfaces a three-question prompt (food, service, value) that takes 20 seconds to complete. Participant reviews at scale, tied to a specific vendor, a specific program, and a specific date, are irreplaceable. No public review platform has the program context to make it meaningful. Staff reviews tell you what the operator thinks. Participant reviews tell you what the group experienced. Together, they are the most complete picture of vendor performance in the industry.

AUTHORSHIP NOTE

Built using AI-assisted development throughout. Product decisions, UX design, feature prioritization, and operational logic came from direct experience running group travel programs. The domain expertise drove the product; AI tools handled implementation complexity.