

PILLAR

INSTITUTE · PRACTICE AREA · FLAGSHIP OPERATIONAL

Travel & Entertainment — Legacy English Infrastructure.

Fifteen years operating in the most brutal verticals on the open web. The receipt that proves the engine works — and the operational template applied to the regional practices. A deep English-language inventory across Travel, Entertainment, Sports, Music.

STATE: OPERATING · FLAGSHIP

PILLAR MEDIA & ENTERTAINMENT · PILLARME.COM

Image: [Las Vegas Strip](https://commons.wikimedia.org/wiki/File:Las_Vegas_strip.jpg) (https://commons.wikimedia.org/wiki/File:Las_Vegas_strip.jpg) by Jon Sullivan (PD Photo.org) via Wikimedia Commons, Public Domain.

01 — Structural role: this is the flagship.

This practice is structurally different from the others, and that's the point. The first four are *emerging* infrastructure opportunities. This one is *proven* infrastructure operated as a flagship — because it's the receipt for everything else.

THE MODEL

02 — The foundation is free.

Pillar provides the core infrastructure of the next-generation web — in the languages and markets it serves — at no cost to the communities building on it. We earn revenue only at the edges.

FREE · DOMAINS IN STEWARDSHIP

Premium namespace

Premium single-word .com domains held in stewardship and made available to local builders to build on — not parked, not flipped.

FREE · AI-FLUENCY TRAINING

Capacity

AI-fluency training delivered to the educators, operators, and teams closest to the work, so they can build at the level the moment demands.

FREE · DISTRIBUTION

The network

Access to a distribution network that carries native-language work to real audiences — reach that isolated operators cannot easily replicate.

Pillar earns revenue only from premium and edge services — [Studio \(/studio\)](#), builds, [Authority \(/authority\)](#) engagements, and enterprise and institutional programs. The infrastructure a community needs to own its own digital future should be a public good. We treat it like one.

03 — What Pillar brings.

Pillar is the bridge between world-scale infrastructure and the people building the next-generation web. Here is what crosses that bridge — and stays with the communities it serves.

MILLIONS OF DOLLARS

Premium domains

Millions of dollars of premium single-word .com domains across the portfolio, held in stewardship and put to work by local builders — the scarce, appreciating namespace of the web.

MILLIONS OF DOLLARS

Compute

Millions of dollars of compute — the raw GPU and cloud processing power that turns AI from a demo into working products. Generating native-language content, training models, and running tools at scale all run on compute that individuals and small organizations cannot afford on their own. Pillar provides it.

MILLIONS OF DOLLARS

Training

Millions of dollars of AI-fluency training, delivered to educators, operators, and civil servants so the people closest to the work can build at the level the moment demands.

THE RELATIONSHIPS

A deep network

Top network connectors, operators, and investors across the regions and languages Pillar serves — relationships that take years to build and open doors capital alone cannot.

DECADES

Operating experience

Decades of combined experience across the Pillar team, earned in the most competitive verticals on the open web and applied to the hardest infrastructure problems.

04 — The argument.

Travel is one of the most brutal verticals on the open web — seasonal, event-driven, intent-rich, highly competitive, dominated by huge incumbents (Booking, Expedia, TripAdvisor, Kayak), constantly disrupted by changes in search behavior. The fact that Pillar built and operated competitive infrastructure inside this category — at scale, across thousands of sites simultaneously, in English where everyone else is also competing — is the strongest possible proof of operational capability.

Entertainment compounds the story: time-sensitive, fandom-driven, event-keyed, one of the highest engagement verticals online. Operating infrastructure that competes for “Super Bowl 2026 Bad Bunny” search traffic is operating infrastructure that can compete for anything.

05 — Pillar’s position.

A deep English-language inventory in categorized form across Travel, Entertainment, Sports, Music, and adjacent verticals. The English position is the largest single-language operational receipt in the portfolio. **State: operating** — this is what ‘operating’ means calibrated against the hardest vertical on the open web.

FanTravel.com is the named anchor. The fifteen-year operational history. Brian’s flagship operator role. The receipt cited on the Authority page and the homepage trust signals.

[Read the FanTravel case study → \(/case-studies/fantravel\)](/case-studies/fantravel) [TVCeleb case study → \(/case-studies/tvceleb\)](/case-studies/tvceleb)

06 – Critical framing: this is not the ‘old business.’

This is not the old business Pillar is growing out of in favor of the impact work. It is the flagship operational practice that funds, proves, and credentialed everything else. The “Legacy” in “Legacy English Infrastructure” refers to *length of operation*, not *being out of date*.

The cross-practice value: the English-language Travel/Sports/Entertainment playbook is the template applied to LATAM, francophone Africa, the Philippines, and Indonesia where travel and entertainment markets are growing fast and native-language web infrastructure is thin. This practice serves *both* as a current English-language revenue line *and* as the operational template for the regional practices.

07 – Buyers we’re built for.

Travel and entertainment brands with global ambitions. Tourism boards (national, regional, local). Airline-backed marketing investments. Entertainment IP holders looking for regional rollouts. Cruise and hospitality conglomerates. Sports federations. Booking Holdings, Expedia Group, Marriott, Hilton, Hyatt, IHG, cruise operators, regional airlines, national/state/city tourism boards, DMOs. League licensing arms (NBA, NFL, MLB, NHL international), regional sports federations, FIFA-affiliated regional bodies, esports organizations. Major studios (Disney, WBD, NBCUniversal, Paramount, Netflix content licensing), regional entertainment IP holders, music label digital marketing, gaming companies.

08 – Start the conversation.

If your foundation, family office, ministry, or program is working in this region or with these populations, we should talk.

[Request a briefing](#) → (/contact?practice=travel-entertainment)

The market.

09 — Travel and entertainment now drive one in ten dollars of global GDP, and the next decade of growth is not in English.

Travel, sports, music, and live experiences have consolidated into the largest discretionary spending category on earth. The infrastructure that monetizes it is being rebuilt in Spanish, Portuguese, French, and Bahasa.

\$11.1T

Global travel and tourism contribution to GDP in 2024, roughly 10% of the world economy

WTTC 2024

\$600B+

Global sports market size, growing 5 to 7 percent annually across rights, sponsorship, and attendance

PWC SPORTS OUTLOOK 2024

590M

Global esports audience, generating \$1.8B in direct revenue and far more in adjacent spend

NEWZOO 2024

\$2B+

Revenue generated by the Taylor Swift Eras Tour, the highest-grossing concert tour ever recorded

POLLSTAR 2024

\$120B

Annual US sports betting handle following legalization across 38+ states

AMERICAN GAMING ASSOCIATION 2024

\$2.8T

Purchasing power of the 65M-strong US Hispanic consumer market

NIELSEN 2024

The structural opportunity is no longer about demand, it is about distribution. Global tourism crossed its 2019 peak in 2024 with LATAM and Southeast Asia leading the recovery. LATAM football broadcast rights alone now clear \$5B per year. Bad Bunny became the first Spanish-language artist to top Spotify's global charts two years running, and the streaming wars between Netflix, Disney+, and Spotify have permanently reshaped how content reaches non-English audiences. The audience exists, the spending is real, and the operational infrastructure for capturing it in emerging markets is still being built.

Pillar has fifteen years inside this vertical. [FanTravel.com \(/portfolio\)](#) is our operational anchor, built and scaled inside the world's most competitive English-language travel and entertainment infrastructure, the same arena where Booking, Live Nation, StubHub, and DraftKings compete for margin. That operational playbook of SEO, paid acquisition, fan-first product, ticketing economics, and travel package economics is what we now adapt for Spanish-speaking Latin America, francophone Africa, the Philippines, and Indonesia through [Pillar Studio \(/studio\)](#).

The next paragraphs of this page explain how we apply that playbook through three coordinated motions: operator partnerships in-market, training local product teams through [Pillar Training \(/training\)](#), and AI-native tooling out of [AI Labs \(/institute/ai-labs\)](#). Read on for our position, our partners, and the specific entry points we are opening this year.

Frequently asked questions.

Why is the Travel & Entertainment practice positioned as 'flagship' rather than just 'operating'?

Because it's the receipt that proves Pillar can execute either of the other practice variants (emerging-market infrastructure or cultural reclamation) at scale. The fifteen years of operating competitive infrastructure in time-sensitive event-driven English-language travel and entertainment is the proof point that makes the rest credible. Without it, the LATAM/PanAfrica/Philippines/Indonesia practices would read as untested theses. With it, they read as known playbook applied to new geographies.

Is 'Legacy English Infrastructure' a code for 'the business we're leaving behind'?

No. 'Legacy' means length of operation, not being out of date. This practice is the flagship operational practice. It funds the other practices, it proves the engine works, and the playbook from this category is the template applied to the emerging regional practices. The name is honest about how long the practice has been operating; the framing positions it as the proof of capability, not a deprecation.

What category-specific results can Pillar demonstrate?

FanTravel.com is the named anchor — fifteen years operating in time-sensitive event-driven travel and entertainment infrastructure. TVCeleb.com is the entertainment-vertical companion case study. Specific competitive-results numbers are shared under NDA during the Authority scoping process. The [case studies](#) (/case-studies), surface what we can name publicly.

How does the Travel & Entertainment practice connect to the other practice areas?

Two ways. First: the playbook is the template applied to LATAM, PanAfrica, Philippines, Indonesia where travel and entertainment markets are growing fast and native-language infrastructure is thin. Second: the FanTravel/TVCeleb/etc. operational track record is the credibility for institutional buyers evaluating Pillar's capacity to deliver in the regional emerging-market practices.

Can a travel or entertainment brand engage Pillar in just this practice?

Yes — through Pillar Authority, which is the productized version of this practice for brand buyers. Tourism boards, sports federations, entertainment IP holders engage Pillar through Authority's tier structure (\$2K-\$25K+/mo with 6-month money-back guarantee). The Institute-level engagement is for institutional partners building broader programs that include travel and entertainment infrastructure as one component.
