

Iter

Iter Travel App LLC · press@itertravelapp.net · itertravelapp.net/press

About Iter

Short

Iter is a travel planning app that learns how a person likes to travel, then plans the trip with them. Developed by Iter Travel App LLC, an independently funded company founded in New York by Valentin Lieu, Iter combines visual preference learning, conversational planning and editable itineraries. Iter is available on the App Store and Google Play.

Long

Iter is a travel planning app that learns a traveler's preferences from visual choices and conversation, and turns them into a day by day itinerary the traveler can edit.

It opens with photos, short clips and a few quick questions. A traveler's responses establish an initial Taste Profile: preferred pace, the kinds of places that appeal, how they like to spend a day. The profile is refined by later choices and conversations, including distinctions within an interest; a traveler can enjoy museums and prefer one a day.

Planning begins with a destination, a budget, a feeling, or nothing more than a date. Iter responds with suggestions shown as images, drawn from the Taste Profile and the current conversation. The traveler keeps or passes on each one, asks for alternatives, or changes direction, and the itinerary forms through that exchange. Iter's working principle: Iter proposes, the traveler decides.

The result is a day by day itinerary in which every stop can be replaced, reordered, removed, or supplemented, including a hotel the traveler has already booked. A change affects only the stop that was changed; the rest of the itinerary stays exactly as the traveler left it. Hotel and flight options come from travel provider partners and are booked with the provider.

Between trips, Home surfaces places and experiences that fit the profile, together with a smaller number that deliberately sit outside it, for travelers to save toward a future

trip. Iter also plans day trips: from a traveler's home region, it proposes a single day, planned and editable the same way as a longer trip.

Iter is developed by Iter Travel App LLC, an independently funded company in New York founded by Valentin Lieu. It is available on the App Store and Google Play and free to download and use; the release that introduces the Taste Profile, visual planning and editable itineraries arrives 1 November 2026.

Fact sheet

Company	Iter Travel App LLC
Location	New York
Founder	Valentin Lieu, founder and Sole Member
Funding	Independently funded; no outside investment
Product	Iter, a travel planning app for iPhone and Android
Category	Travel planning
Availability	App Store and Google Play. Major release with the Taste Profile, visual planning and editable itineraries: 1 November 2026
Pricing	Free to download and use; paid subscription tiers planned for later
Website	itertravelapp.net
Press	press@itertravelapp.net

What Iter Does

Visual learning	A short onboarding of photos, short clips and a few quick questions establishes a Taste Profile, refined by later choices and conversations.
Collaborative planning	Suggestions arrive as images, drawn from the profile and the conversation; the traveler keeps, passes or redirects, and the itinerary forms through that exchange.
Itinerary control	A day by day itinerary in which any stop can be replaced, reordered, removed or supplemented. A change affects only that stop.

Between trips

Home surfaces places and experiences that fit the profile, plus a few that deliberately don't; day trips from the traveler's home region.

Personalization And Privacy

Iter uses a traveler's choices and conversations to personalize suggestions and itineraries. That information is held with the traveler's account and informs later recommendations. Iter does not sell it, and payment plays no part in how recommendations are ranked. Details: itertravelapp.net/privacy

The People Behind Iter

Valentin Lieu, founder · Sergey Kurdyuk, lead developer · Ksenia Skorobogatova, design and brand · Michelle Gross, travel experience specialist

Founder statement

Approved for publication. Quote as written.

"Travel is deeply experiential. It takes shape through local culture, everyday traditions and the people encountered along the way. I built Iter to help close the gap between a suggested itinerary and the experience a traveler hopes to have. That starts with learning what draws someone in, then helping them explore the possibilities while keeping the decisions in their hands."

Valentin Lieu, founder of Iter

Release, 1 November 2026

Iter introduces a way of planning trips that learns how people like to travel

Arriving 1 November 2026, the release brings together photos, short clips and conversation so travelers shape an itinerary around their interests and preferred pace.

NEW YORK. On 1 November 2026, Iter Travel App LLC releases a major update to Iter, its travel planning app for iPhone and Android. The release introduces the Taste Profile, visual planning and editable itineraries, with the traveler shaping the plan at every step. It is free to download and use.

Iter is already on the App Store and Google Play. This release is designed to close the gap between receiving a ready made itinerary and taking part in creating a trip: travelers build their Taste Profile, respond to visual suggestions and refine the itinerary as it develops.

Learning through images

Iter begins with photos, short clips and a few quick questions. People recognize what draws them in faster than they can describe it, so images give travelers something to respond to, and conversation clarifies what the response means. Those first responses provide the clues to a Taste Profile, which Iter refines from what travelers say and choose as they plan. The aim is to connect what appeals to a traveler with practical choices about places, experiences and pace, down to distinctions such as enjoying museums while preferring one major visit a day.

Visual planning

Planning can begin with a destination, a budget, a date or an idea of how the trip should feel. Iter presents places and experiences as images, informed by the Taste Profile and the conversation. Travelers keep what fits, ask for alternatives or change direction, and the itinerary takes shape in front of them before the plan is complete.

Keeping decisions with the traveler

The resulting day by day itinerary stays editable. Travelers can add, replace, reorder or remove individual stops, including a hotel they have already booked, and editing one stop leaves the others unchanged. Hotel and flight options come from travel provider partners, with bookings completed through the provider. Iter proposes; the traveler decides.

"Travel is deeply experiential. It takes shape through local culture, everyday traditions and the people encountered along the way. I built Iter to help close the gap between a suggested itinerary and the experience a traveler hopes to have. That starts with learning what draws someone in, then helping them explore the possibilities while keeping the decisions in their hands," said Valentin Lieu, founder of Iter.

Between trips

Home offers places and experiences that reflect a traveler's preferences, alongside a few beyond their usual interests, to save for future trips. Iter also plans day trips from the traveler's home region.

What is in the release

Taste Profile	Built from photos, short clips and a few quick questions; refined by later choices and conversation.
Visual planning	Suggestions shown as images, drawn from the profile and the conversation; the traveler keeps, passes or redirects.
Editable itinerary	A day by day plan in which any stop can be added, replaced, reordered or removed; a change affects only that stop.
Home	Between trips: places and experiences that fit the profile, a few that don't, and day trips from the home region.

Availability and privacy

The release is available on the App Store and Google Play from 1 November 2026, free to download and use. Paid subscription tiers are planned for a later date. Iter associates learned preferences with the traveler's account and uses them to personalize the experience. That information is not sold, and payment does not determine the ranking of recommendations.

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Media contact

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Screenshots

PNG, up to 1800 px wide, shown in an iPhone frame on white. Captured 29 September 2026 from the current app.

screen-splash.png Splash. The Iter mark on opening.

screen-home.png	Home. Ideas, nearby getaways and places, filtered by vibe.
screen-chat.png	Visual planning. Suggestions shown as images; the traveler keeps, passes or redirects.
screen-itinerary.png	Itinerary. A Paris day as a numbered list of stops, and the same trip by day.

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