

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.

About Iter

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.

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