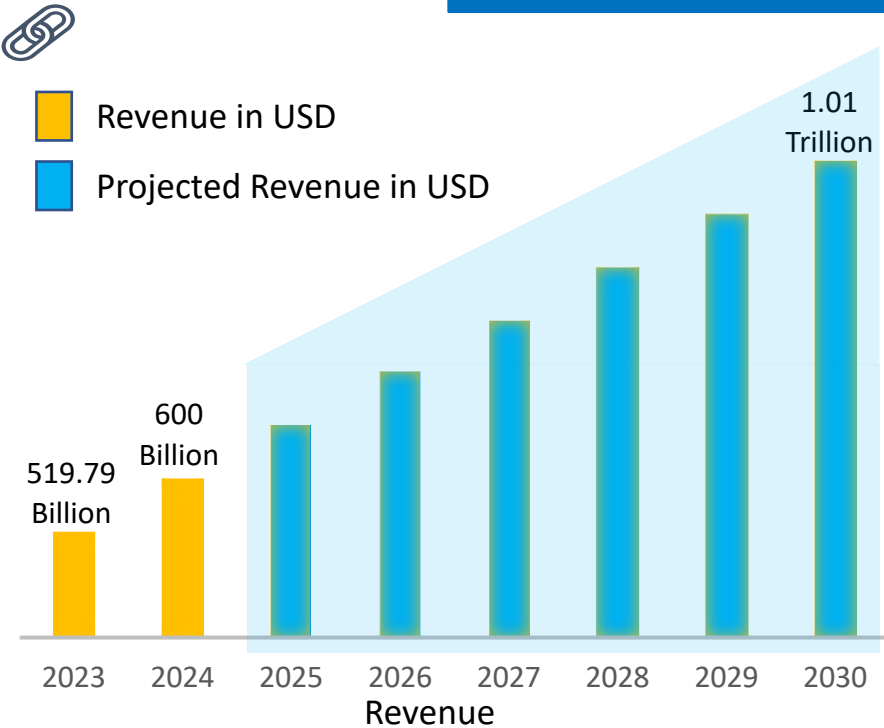


Global Online Travel Market: Overview



Global online travel market is forecasted to generate a revenue of **USD 600 billion** in the year **2024**

Market is projected to grow at **CAGR 8.9%** from 2024 - 2030 to a projected revenue **USD 1.01 Trillion** by 2030

Factors contributing to growth include **rising consumer spending on travel, technological advancements** and **increased internet penetration**.

About Booking.com

Founded in 1996 in Amsterdam

28 million reported listings

Present in over 70 countries

Available in 43 languages

Revenue Model

Booking.com is based on the **agency revenue model** and earns from commissions similar to the brick-and-mortar travel agency. It earns a **10-30% commission** from hotels on each booking, depending on the hotel type and size

Revenue streams	Actors involved
1. Online Travel Reservations 2. Commissions and Transaction Fees 3. Advertising	1. Travellers 2. Hotels 3. Airlines 4. Attractions 5. Cabs 6. Booking.com team

Value Proposition

1. **Convenience** for travellers by streamlining the selection and booking process for accommodations

2. By comparing prices and offering competitive rates, Booking.com helps users find the **best deals**

Competitive Landscape of Online Travel Agents (OTA)

Company	Market Cap (in USD Billion)	Country
Booking Holdings	135.07	USA
Airbnb	94.20	USA
Trip.com	31.72	China
Expedia Group	16.97	USA
MakeMyTrip	8.86	India

Booking Holdings, Airbnb and Trip.com account for almost **40%** of the online travel bookings globally

MakeMyTrip is the dominant player in the Indian market with almost **60%** market share

There is intense competition for market share. **Reduced profit margins and pricing pressure** are two outcomes of intense competition.

Insights From Research - Survey



23+
Respondents



80% belong to
the Age group
25-35



40% travel
more than 6
times a year



50% are
intrigued by AI
travel planner



55% prefer to
travel with
someone

Personalization is considered essential by many, with a significant number of travellers **valuing tailored advice and itineraries** that cater to their specific interests and needs

Real-time airfare and hotel pricing monitoring, personalized travel suggestions and access to planning and itineraries offline are among the top features desired by travellers

The most common **challenges** faced by respondents include **delays in resolution** and inadequate **customer service**

There is a demand for **tools** that facilitate **cooperative planning, real-time updates, and financial monitoring**

50% of the respondents are intrigued by **AI-powered travel planning tools**, showing a significant level of interest in such technology

Concerns about trust in hotel and airfare rates, fear of prices dropping after booking, and not wanting to risk comfort due to low cost are key reasons why travellers may **abandon** booking apps without making a reservation

GAP:- The users want **Personalization, Customized Itinerates, Real time updates, Booking platform integration** and **Conversational experience** in one place

Insights From Research - Interviews

"I love spontaneity! But finding the right accommodation and flights can be **overwhelming**"

"I dream of an app that recommends **family-friendly accommodations** near attractions and provides **real-time updates on flight delays**"



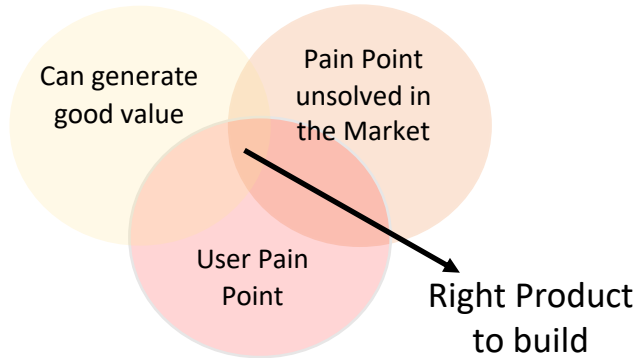
"I'm all about saving bucks. It'd be awesome if the app could **predict price fluctuations** and notify me when it's the best time to book. A **split payment option** for group trips would be fantastic to have"

"Booking.com is great, but I need a feature that **syncs my travel bookings** with my **work calendar** automatically. Plus, a reliable way to **compare cancellation policies** across different platforms."

Jobs to be done

When I browse multiple OTA to plan my trip, I expect to find the best prices and accommodations quickly. **But**, I get frustrated due to information overload and fluctuating prices on different websites. **Please** create a platform that would take care of my end to end travel planning. **So** I can complete my travel planning smoothly and efficiently.

Identifying the opportunity



- Users find it **difficult** to **manage multiple aspects** of their travel plan. They need **assistance** in planning their itinerary due to a lack of **reliable** information source
- Global online travel booking industry is a **rapidly growing** industry as covered in slide 1 and there are multiple **unaddressed pain points**. Solutions addressing these pain points will have a high chance of succeeding
- There are very few Apps that provide **end to end travel planning services**. Market leaders like Booking.com, Expedia, MMT etc. can leverage their extensive database to provide a **holistic** travel planning solution. These organizations will also address the **reliability** concerns as they have brand reputation to live up to

User Personas



Alex Cook

Age: 32

Gender: Male

Occupation: Software Developer

Income: Upper-middle class

Location: San Francisco, CA

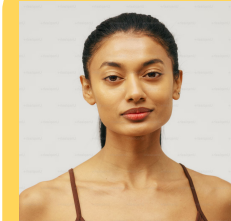
Marital Status: Single

Goals: To plan a stress-free vacation with minimal effort

Motivations: Alex loves technology and convenience

Pain Points:

- The **vast number of choices** available on OTAs makes it difficult for Alex to decide on the best option
- Often, there are **unexpected fees** that are not disclosed upfront, leading to a sense of mistrust and dissatisfaction
- Sorting through reviews, ratings, and travel forums can be **time-consuming** and **confusing**
- Alex has experienced occasional **website crashes** or **errors** during the booking process, which can be frustrating and lead to missed opportunities



Tanisha Roy

Age: 28

Gender: Female

Occupation: Marketing Manager

Income: Middle class

Location: Mumbai, India

Marital Status: Married with 1 child

Goals: To plan a family-friendly vacation that is both enjoyable and educational

Motivations: Need for a vacation that caters to the interests of both adults and children

Pain Points:

- Finding accommodations and activities that are **suitable for a family with a young child** can be challenging
- **Prices** on OTAs can **fluctuate** frequently, causing anxiety about whether to book now or wait for a better deal.
- Booking for **multiple family members** can be complex, especially when managing different travel documents and preferences.
- Tanisha feels that OTAs do not offer enough **personalized recommendations** for family trips

What is the true problem?

- Travelers face an **overwhelming** amount of **information** when planning trips—flights, accommodations, activities, local tips, and reviews. It's challenging to sift through all this data and make informed decisions
- **Holistic Planning:** Users want a single platform for planning flights, accommodations, activities, and transportation.

Who are the customers facing the problem?

- Travelers aged 25 – 35 years who travel multiple times a year and typically use Online Travel Agents for planning multiple aspects of their trip
- These travelers prefer travelling with someone and travel at least 3 times a year

How do we know it is a real problem?

Insights from our research suggests:

- Almost all of the respondents feel they need assistance while planning their travels
- 40% feel the need to have personalized travel recommendations
- 50% of the users feel there needs to be a platform where they could monitor the prices real time

What is the value generated by solving this problem?

For the customer

- Better decision making and recommendations
- Time spent in coordinating different aspects of travel will reduce considerably
- Real time price monitoring across different platforms will help them get better value for money

For Booking.com

- Increases engagement, conversion and retention
- Longer session times and repeat visits contribute to higher ad impressions, affiliate commissions, and cross-selling opportunities
- Solving an unmet need would give competitive advantage

Why should we solve this problem now?

- The focused user segment are the major revenue generators for Booking.com. Improving their experience will generate more revenue.
- Substantial number of users feel need for travel planning assistance.
- There are not many reliable solutions in the market that addresses this need of the travelers

Potential Solutions

Collaborative Travel Planning Platform

Concept:
A platform that allows travellers to collaborate with friends, family, or fellow travellers to plan trips together

- Features:**
- Group Decision-Making Tool
 - Shared Wishlists
 - Real-Time Collaboration
 - Budget Management
 - Social Features

AI Travel Planner

Concept:
An AI-driven travel planning assistant that learns from user preferences and historical data to suggest personalized itineraries

- Features:**
- Personalized Itineraries
 - Real-Time Information Overlay
 - Dynamic Scheduling
 - Multi-Modal Transportation



Augmented Reality Travel Guide

Concept:
An AR app that enhances the travel experience by providing contextual information and interactive guides at various destinations

- Features:**
- Interactive Maps
 - Virtual Tours
 - Gamification

Prioritization: RICE Framework

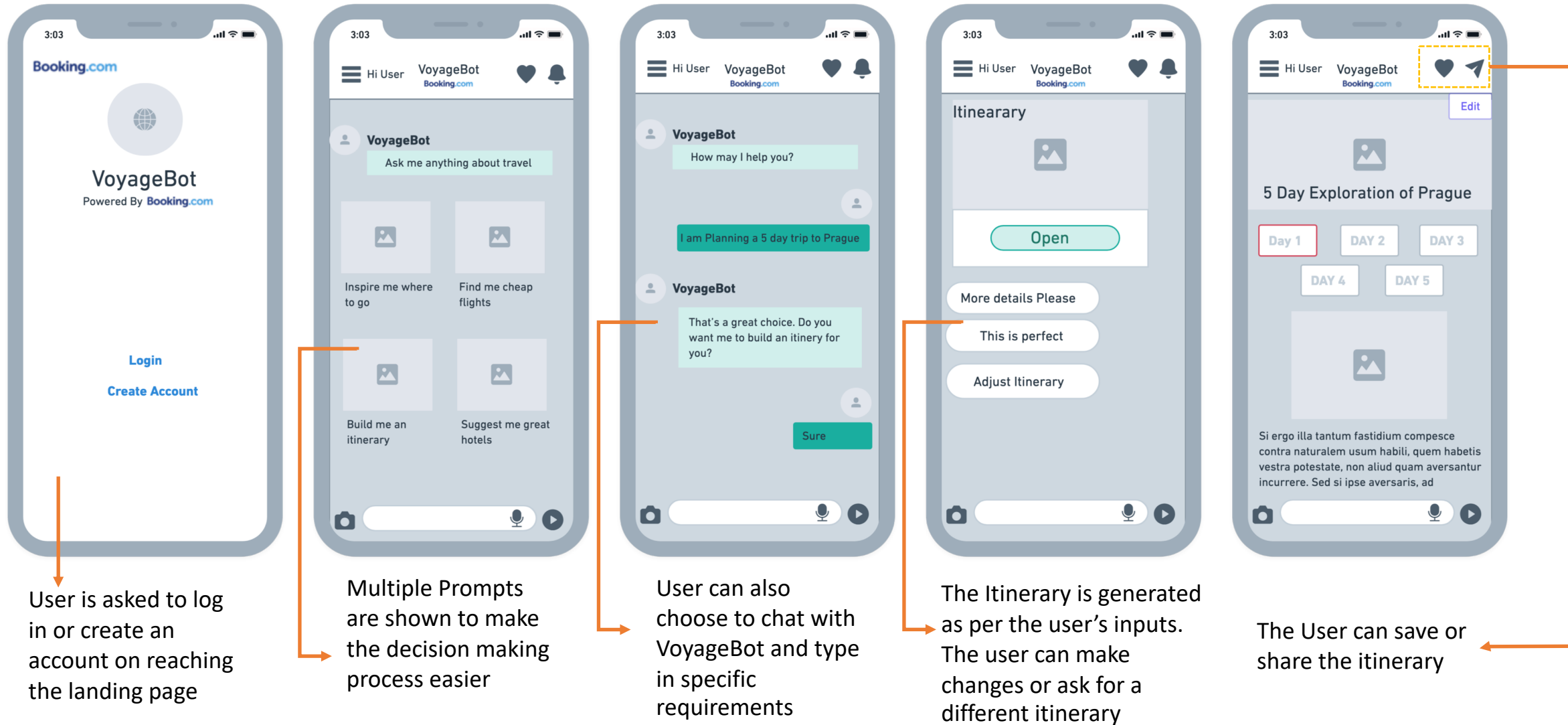
Solution	Reach	Impact	Confidence	Effort	RICE Score
AI Travel Planner 	9	9	7	6	94.5
Collaborative Platform	6	8	6	5	57.6
AR Travel Guide	2	7	5	8	8.75

Assumptions

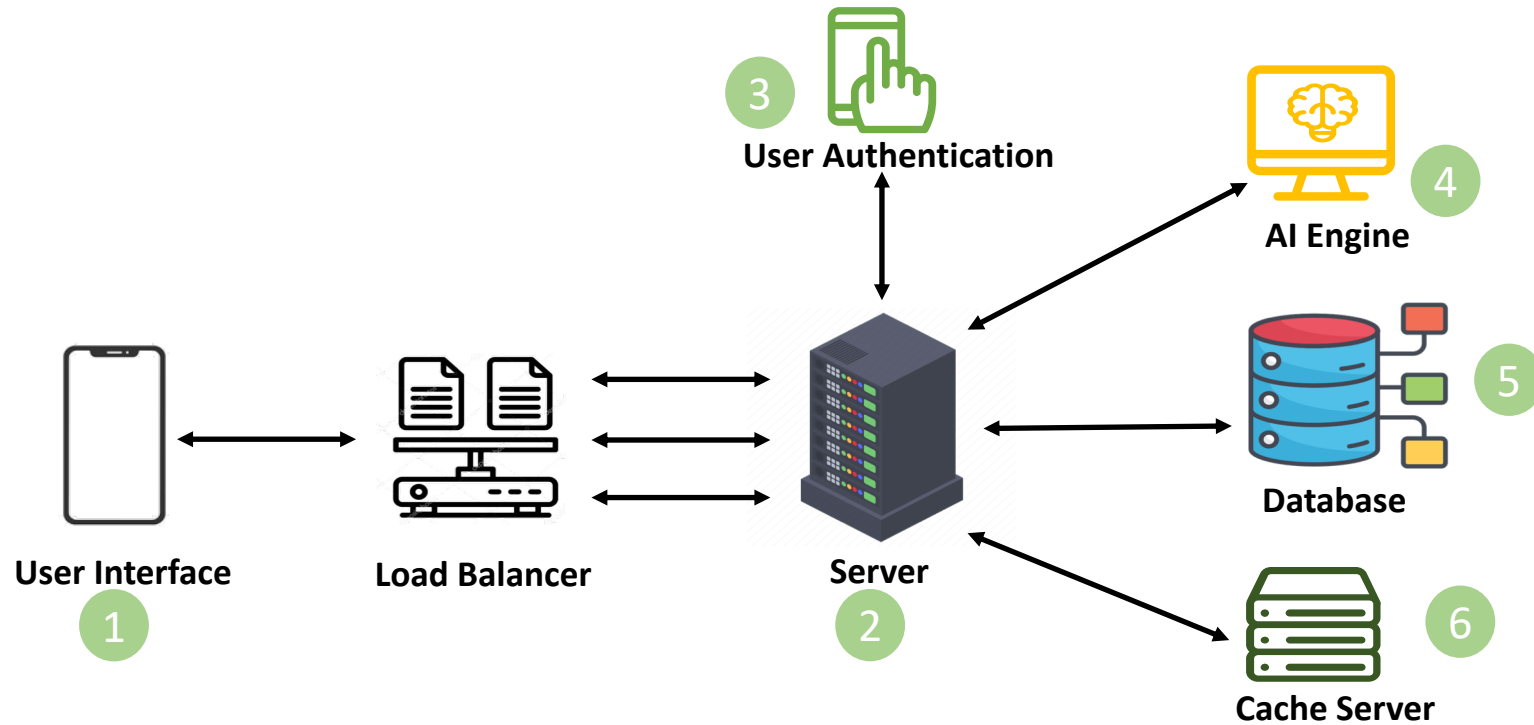
1. Infinite tech Bandwidth
2. Target Market - Global



The Solution - VoyageBot



High Level System Design



1	2	3	4	5	6
Application interface that users engage with to utilize app functionalities	Server stores, managed and distributes the data	Manages user accounts, login credentials and data security	Processes data to generate information and shares responses to user inputs from the knowledge base	Stores all the user and website information	Maintains and shares static and previously requested data.

Business model

1. Subscription Model:

- Offer tiered subscription plans with varying features.
- Basic plans could include itinerary generation
- Premium plans might provide real-time updates, personalized recommendations, and priority support

2. Commission-Based Revenue:

- Partner with airlines, hotels, and activity providers
- When users book through your platform, earn a commission on each transaction

3. Affiliate Marketing:

- Recommend products (flights, hotels, etc.) and earn a commission for each successful referral

4. B2B Partnerships:

- Collaborate with travel agencies, corporate travel managers, or event organizers to offer white-label solutions or API access

Important Metrics

North Star Metric:

$$\text{Conversion rate} = \frac{\text{Number of successful bookings made} \times 100}{\text{Total number of unique Itineraries generated}}$$

1. **Number of Personalized Itineraries Generated (NPIG):** This metric reflects the core value of the product. To calculate NPIG, count the total number of unique itineraries created by VyoageBot over a specific time period (e.g., daily, weekly, or monthly)
2. **Revenue per User (RPU):** This metric calculates the average revenue generated per user
3. **Task Completion Rate:** This metric assess how successfully users complete essential tasks (e.g., booking a trip)
4. **User Engagement:** This metric tracks active users, session duration, and feature adoption.
5. **Customer Lifetime Value (CLV):** Calculate the long-term value generated by each customer.
6. **Net Promoter Score (NPS):** Assess customer satisfaction and loyalty.

Challenges and Mitigation

1. **Ethical AI or Responsible AI:**
 - **Challenge:** Ensuring that the AI system makes ethical decisions and avoids biases.
 - **Mitigation:** Regularly audit the AI algorithms, involve diverse teams in development and prioritize transparency.
2. **Data Security and Privacy:**
 - **Challenge:** Protecting user data while providing personalized recommendations.
 - **Mitigation:** Implement robust security measures, comply with privacy regulations and anonymize sensitive data
3. **Tech Dependence:**
 - **Challenge:** Over-reliance on AI systems leading to potential downtime issues.
 - **Mitigation:** Have fall back mechanisms for manual assistance when AI fails, and ensure system robustness.
4. **Understanding Nuanced Human Preferences:**
 - **Challenge:** AI may struggle to understand complex, context-specific preferences.
 - **Mitigation:** Combine AI with user feedback and human expertise to refine recommendations.