

CONSULTING AND ANALYTICS CLUB



DO IT LIKE **TESLA**

Startup allotted : Travel **Triangle**

Team Member:

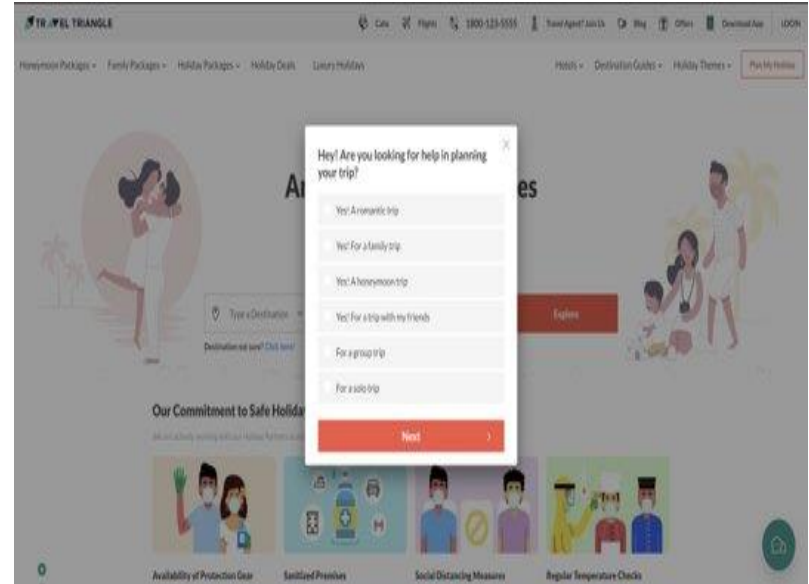
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ABOUT TRAVEL TRIANGLE



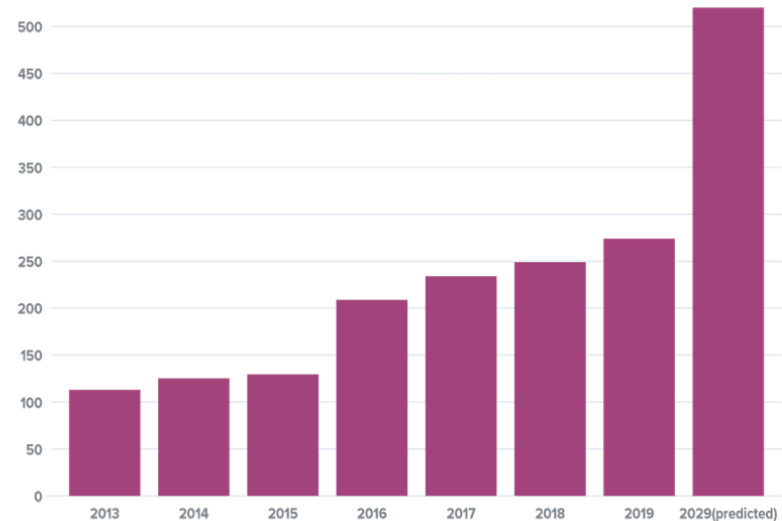
- With the help of AL/ML algorithms, it provides **personalized** and **customizable** tour packages.
- Exceptional end-to-end travel experience by collaborating with **local travel agents** and **constant guidance** provided to customers.
- **20 lac+** travelers visiting monthly and a **97% positive quotient** by travelers.
- A colossal network of **650+ verified local travel experts** in **65+ destinations**.



TRAVEL AND TOURISM : OUTLOOK IN INDIA

- ❑ Travel and tourism is one of the largest industries in India, with a total contribution of over **247 billion U.S. dollars** to the country's GDP.
- ❑ According to WTTC, India ranked **third among 185 countries** in terms of travel and tourism's total contribution to GDP in 2018.

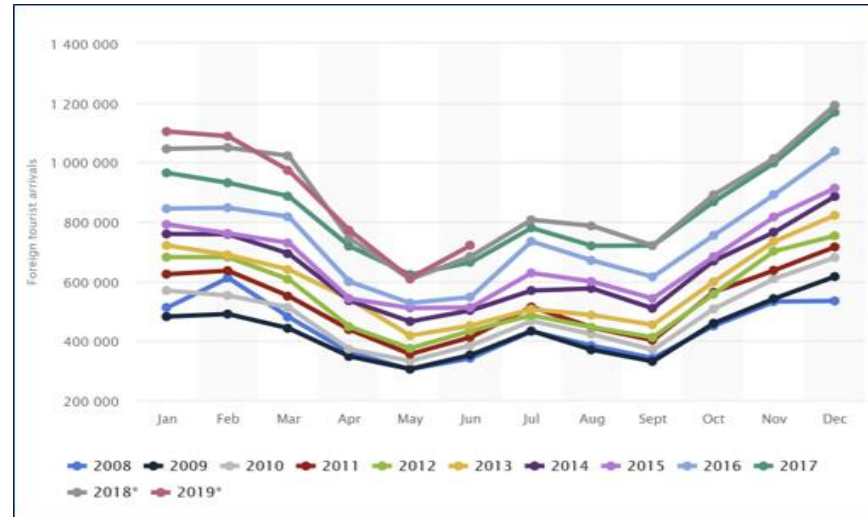
Total contribution to GDP in India from 2013-2029
(in billion U.S. dollars)



MARKET DYNAMICS: GROWTH IN POTENTIAL CUSTOMERS



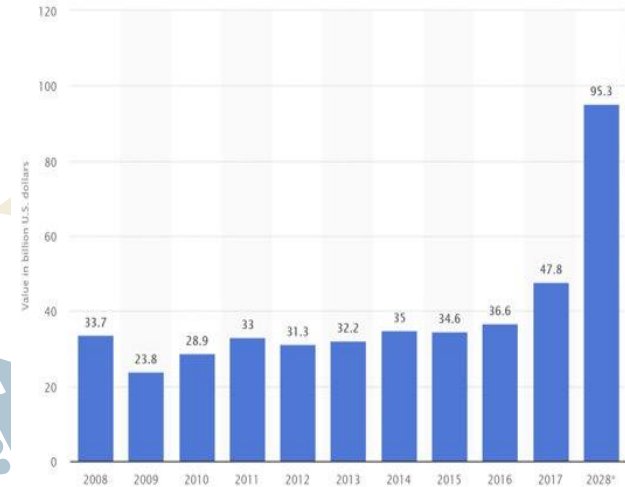
- By **2030**, the value of India's business travel market is expected to reach **\$93 billion**.
- Outbound Travel from India is growing at the rate of **15-18 % annually**.
- India will account for **70 million** outbound tourists by 2030.
- India has **28 million** passport holders all of which are potential travelers.
- At present around **25 million tourists** from India travel **abroad**.



INVESTMENTS IN TRAVEL INDUSTRY IN INDIA



- The value of capital investments in tourism sector across India in the year of 2028 is forecast to be around **95.3 billion U.S. dollars**, up from about **47.8 billion dollars in 2017**.
- By **2030**, India is expected to be among the **top five** business travel market.
- The investments in this sector have seen an overall increase from 2008.
- **100% FDI** is allowed.



Investments in travel industry from 2008-2028

KEY INVESTORS IN TRAVEL TRIANGLE

- Fundamentum and KB Global Investment fund (\$13M)
- Fundamentum (\$12M)
- RB Investment pte. Ltd.(\$10M)
- BESSEMER Venture Partners (\$8M)
- SAIF Partners (\$1.7M)



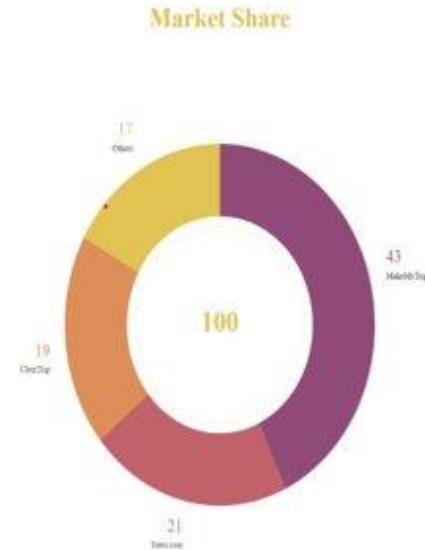
FUNDAMENTUM



SAIF Partners

COMPETITORS ON GROUND

- Similar startups include **MakeMyTrip, ClearTrip, Yatra.com** and the relatively new startups like **Thrillophilia, Holidify, Nearify, Trip38** and many more.
- MakeMyTrip, ClearTrip, Yatra.com still continue to dominate even-though the newer startups have begun to make their place in the market.
- Despite this, Travel Triangle ranked **16th out of 20 most visited travel sites in 2018.**



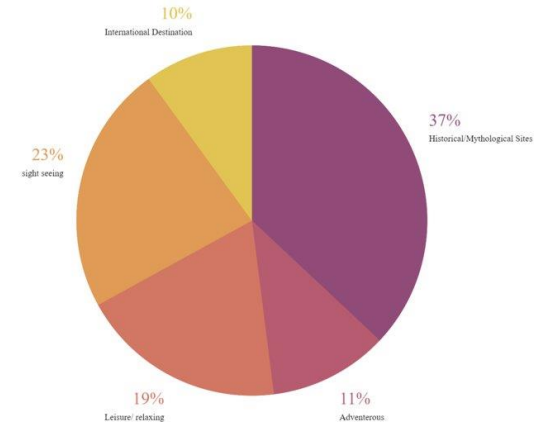
POTENTIAL COMPETITORS OF TRAVEL TRIANGLE

Startup	Positives	Negatives
Thrillophilia	<ol style="list-style-type: none">1. Tour packages to 25+ countries around the world.2. Attractive website, eye-catching and good layout.3. Powerful partners like Uber, JW Marriott, MakeMyTrip, Trip Advisor etc.	<ol style="list-style-type: none">1. Packages are not made as per requirements.2. Relatively expensive.
Holidify	<ol style="list-style-type: none">1. Powerful filters and eye-catching website.2. Interactive map interface.	<ol style="list-style-type: none">1. Packages are not personalized.2. Covers only 7 countries, much lesser than all its competitors.

FAVOURABLE TOURIST DESTINATIONS IN INDIA

- ✦ As the decision process related to family tour destination has been shifted from the head of the family to the younger generation, we can see a trend where there is growth in destination chosen by young population during a family tour.
- Still **Historical/Mythological Sites** are preferable than the rest.
- Travelers with high incomes are more likely to have taken many different types of trips: **adventure travel (33%), music event (31%), other festival (30%), cruise (27%), and skiing/snowboarding (20%)**

Favourable Destinations Among Tourist In India



CURRENT TREND IN CUSTOMERS OF TRAVEL TRIANGLE

Indian Travel and Tourism Industry is on the rise with people holidaying for an average of **3.5 times per year**.

Customers like :

- **Newly married couples** in search of a highly personal experience.
- **A group of friends** wanting an adventurous and well-planned trip.
- **Families with young children**, in search for wonderful places to spend time together and make memories; a hint of adventure mixed with leisure and comfort.
- **Solo travelers** in search of the perfect adventure within their budget.

constitute majority of the customer base of **Travel Triangle**.



TARGET AUDIENCE OF TRAVEL TRIANGLE

➤ Eco Travelers

A rise is being seen in the no. of environmental conscious travelers. Being one doesn't mean you have to spend a lot of money or make a lot of difficult changes. A large no. of travelers now care about what negative impact their travel plans have on nature and incorporate changes to minimise them.



➤ Bleisure Travelers

Bleisure travel is one of the emerging concepts in the travel industry, and its growth has meant a greater focus is now being placed on the needs of the corporate traveler who wants to enjoy some leisure time during their trip.

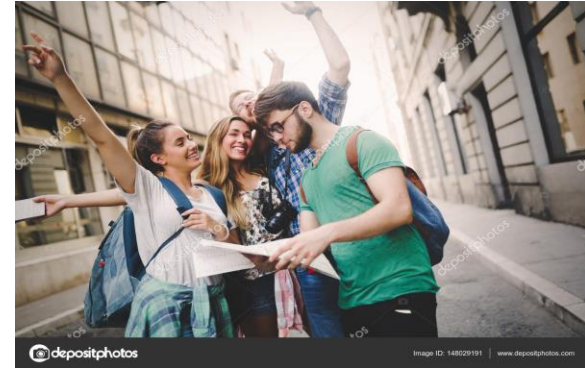


➤ **Generation Z**

Young generation are now in desire of new changes, they are not satisfied by pre-framed tour packages. They are more attracted to the customizable packages where you can choose whatever you like and based on that, future packages are framed.

➤ **Old/Retired Couples**

It's usually seen that old & retired couples face difficulties in finding suitable tour packages which cater their every need for the trip. Many middle-class people save a lot from their incomes to enjoy post retirement, and if the company can live up to their expectations, they can have a whole new consumer base that likes to travel, relax, visit various mythological places within the country and much more!



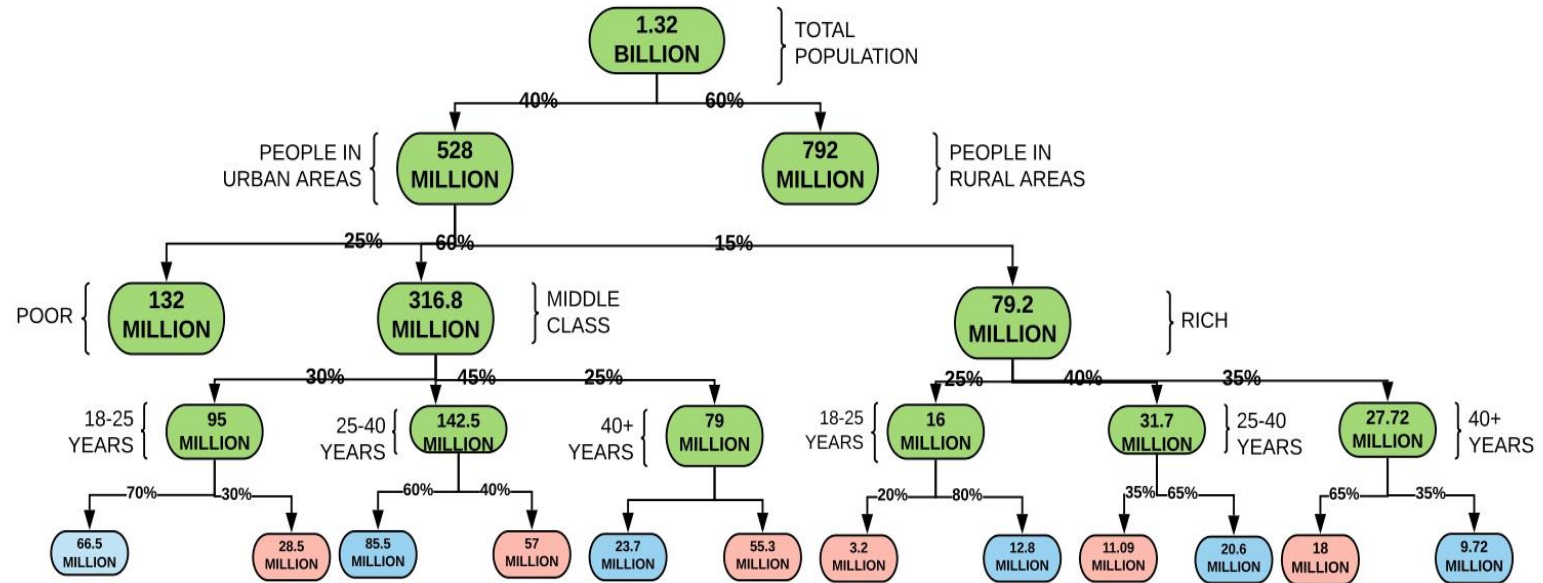
GUESSTIMATES

GUESSTIMATION



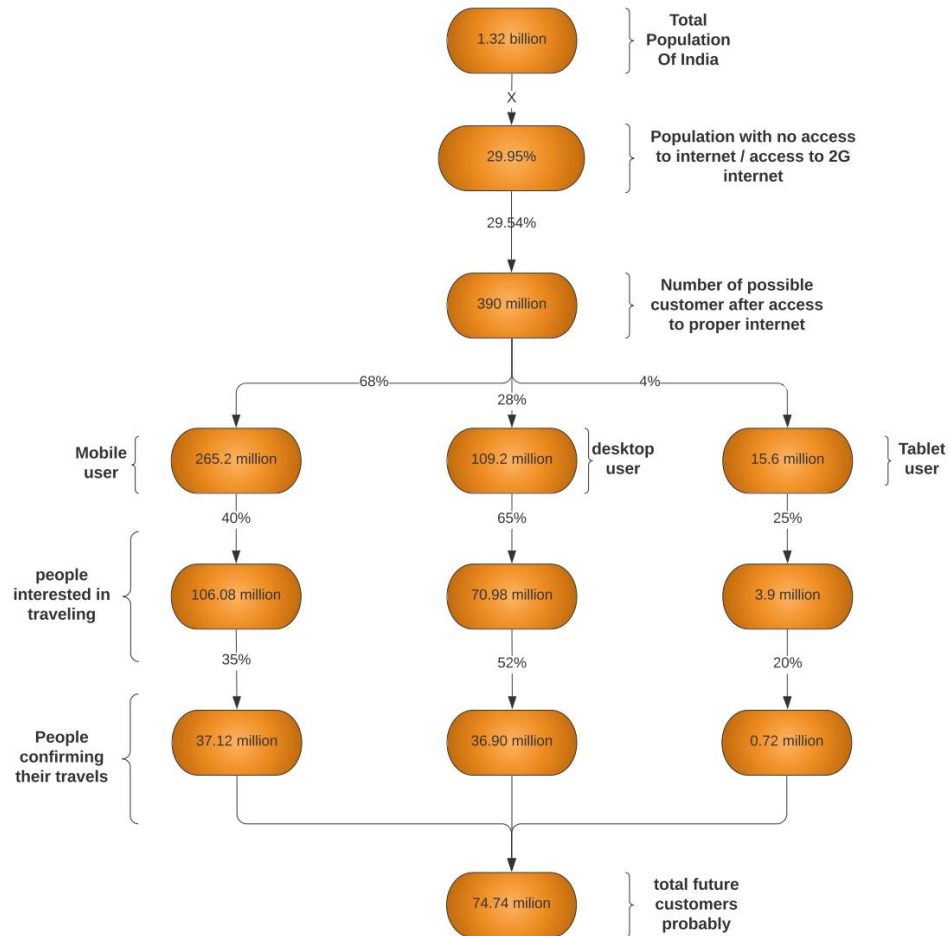
GUESSTIMATE

CURRENT CUSTOMERS FOR THE TRAVEL INDUSTRY : URBAN AREAS



■ - willing to travel

■ - Not willing to travel



GUESSTIMATE OF NON-INTERNET USERS IN INDIA :POTENTIAL CUSTOMERS

- India has a population of about 390 million people who do not have access to internet or are using feature phones with 2G network.
- Out of these possible customers, **68% are predicted to use mobiles, 28% desktop, and 4% tablets.**
- People using mobiles, desktops & tablets have respectively **40%, 65%, 25%** interest in traveling or search for traveling packages.
- Very few people confirm their travels plans on the first visit to the platform. Therefore respective percentages of **people confirming their travel plans; are 35%, 52%, 20%.**
- Total no. of customers that **Travel Triangle** can grab in the coming years are **74.74** million.

“ USER PERSONA



AKSHAY

LOWEST

HIGHEST

TECH KNOWLEDGE:

BUDGET:



ABOUT AKSHAY

- Akshay is a carpe - die mist person.
- Optimistic but quite a nit-picking and fussy guy, who likes everything to be perfect and hygienic around himself.
- Active in sports, very popular among friends.
- Enjoys adventurous trips and mainly travels with his girlfriend or his group of friends, but never alone. He enjoys camping in the forest too.
- Prefers low budget tours due to constrained budget.

GOALS AND NEEDS

- Prefers budget friendly packages.
- Prioritizes group tours over solo trips.
- Particular about itinerary involved in the package
- Is more inclined towards adventurous trips



BACKGROUND

AGE

19

LOCATION

GUWAHATI

MARITAL STATUS

GIRLFRIEND

OCCUPATION

STUDENT

EDUCATION

BACHELOR'S

CHARACTERISTICS

- Friendly, popular amongst peers
- Active, into cycling and swimming
- Loves adventures, travel-enthusiast
- Particular about cleanliness, organized

TECH KNOWLEDGE : _____

BUDGET: _____

ABOUT PRACHI

- Work-oriented and focused woman.
- Often under stress due to pursuit of achieving her goals.
- Has a hectic daily schedule and is often loaded with work.
- Budget is not an issue. Prefers trip with more relaxation and rejuvenation.
- Very particular about cleanliness. She loves adventures as long as they don't involve the usual commotion of cities.

GOALS AND NEEDS

- Prefers posh hotels
- Adventurous trips as long as they are away from the hustle & bustle of cities
- Particular about itinerary involved
- Prefers quiet, serene spots



BACKGROUND

AGE

29

LOCATION

HYDERABAD

MARITAL STATUS

MARRIED

OCCUPATION

LAWYER

EDUCATION

SJD.

CHARACTERISTICS

- Career oriented, focused
- Short tempered
- Socialite, popular in elite circles
- Avid reader

SURESH

LOWEST

HIGHEST

TECH KNOWLEDGE:



BUDGET:



ABOUT SURESH

- Belongs to the middle-class strata of Indian society.
- Head of his family and has 2 kids.
- Working as a manager in a company, Suresh has gathered enough money to go on a trip with his family.
- He has high values and is fond of quiet & serene spots.
- A strong devotee of God.
- Follows customs of the traditional Indian society.

GOALS AND NEEDS

- Constraint budget. Can't spend much on tours
- Wants to visit every pilgrimage site of India
- Prefers locations which offer sight-seeing with mythological sites.
- Likes trips with less adventures and more relaxation

BACKGROUND

AGE

46

LOCATION

DEHRADUN

MARITAL STATUS

MARRIED

OCCUPATION

MANAGER

EDUCATION

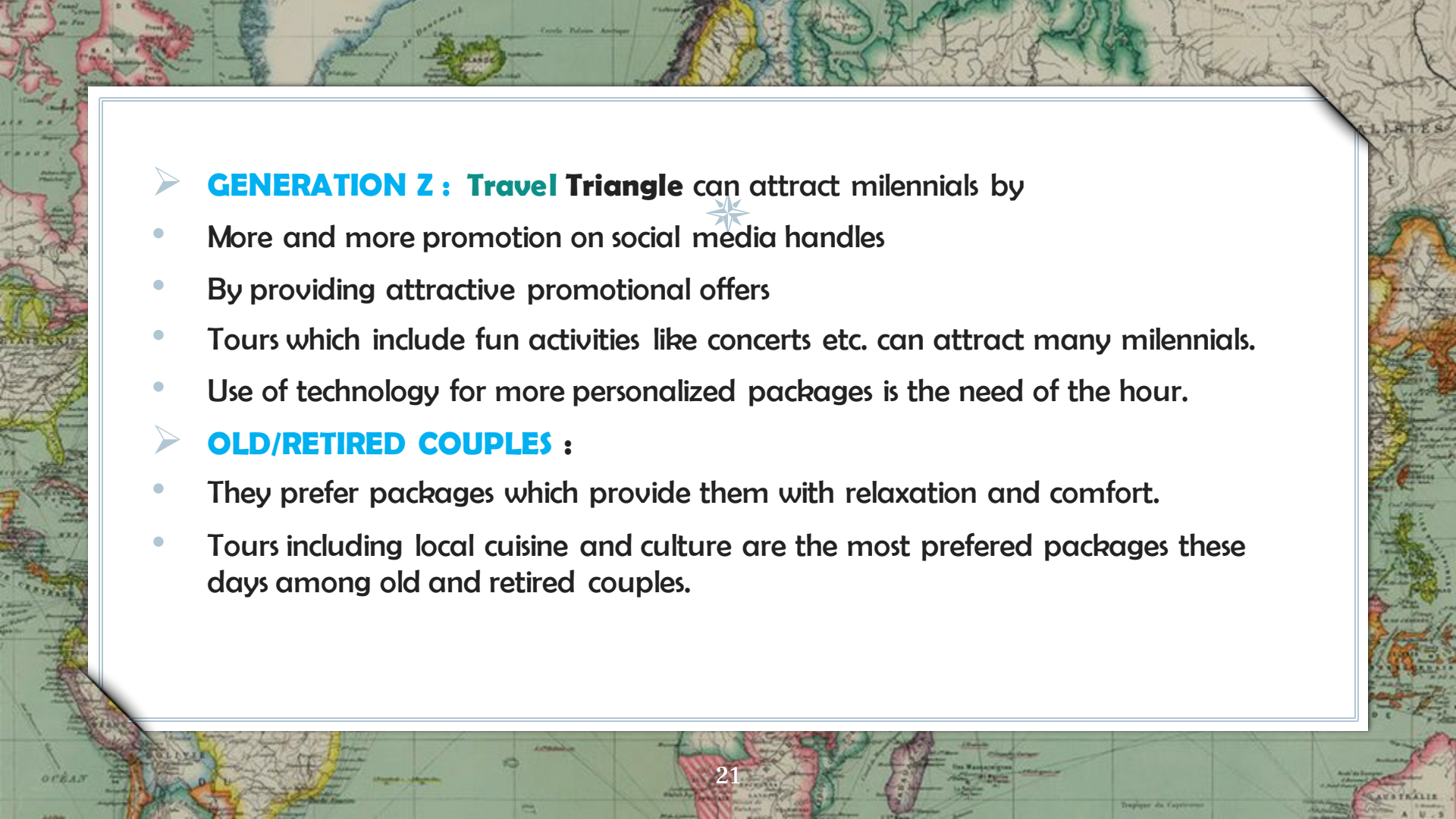
GRADUATE

CHARACTERISTICS

- Family oriented
- Dotting father
- Immense belief in God
- Authoritative

HOW TO ATTRACT THE **TARGET AUDIENCE**

- **ECO TRAVELERS:** **Travel Triangle** can attract eco travelers by:
 - Preferring homestays or rural farm stays in remote parts of the country wherein one can interact with the locals and know more about their culture and history.
 - Supplementing the meager incomes of the locals and by lighting up their houses with the help of solar energy, facilitated by the money they get from the eco-travelers.
- **BLEISURE:** Bleisure traveling can be encouraged by the startup by focusing more on:
 - overseas and long-distance trips
 - offering group packages with attractive offers
 - keeping packages exclusively for the weekends.

- 
- **GENERATION Z : Travel Triangle** can attract millennials by
 - More and more promotion on social media handles
 - By providing attractive promotional offers
 - Tours which include fun activities like concerts etc. can attract many millennials.
 - Use of technology for more personalized packages is the need of the hour.
 - **OLD/RETIRED COUPLES :**
 - They prefer packages which provide them with relaxation and comfort.
 - Tours including local cuisine and culture are the most preferred packages these days among old and retired couples.

MARKETING STRATEGIES



STRATEGY : SOCIAL MEDIA ADVERTISEMENT

PLAN OF EXECUTION :

1. We can get popular travel & food bloggers and also MEME pages on platforms like Instagram, Facebook & youtube to advertise our brand through paid posts & videos.
2. MEME pages on Facebook are gaining popularity and hence are a better platform to advertise our product.
3. Partially sponsor trips of Travel vloggers on Youtube to advertise our tour packages.
4. Special discount coupons on subscription to various channels.

TIMELINE OF EVENTS:

1. Deciding the pages, food bloggers, travel vloggers, channels.
2. Negotiating the advertising prices with them.
3. Deciding what content to be uploaded once in every two days.
4. After the successful trial of the above plan, we can decide whether to further expand this advertisement strategy to other social media platforms like Facebook etc.



SOCIAL MEDIA KPIs



- **REACH**

1. **Follower count :** A large no. of followers and likes on the handle indicates a large reach. Despite a strong base on **Instagram(185,000 followers)**, Travel Triangle considerably lags on **Facebook** with a mere **926,000 followers**. We believe with the help of ads on Facebook, the startup can gain close to **3 million followers within a span of 3-4 years**.

- **ENGAGEMENT**

1. **Likes:** The more likes a post has, the higher engagement it will cultivate. Likes are also a sign that your content has authority and deserves more attention from your marketing team. At present the startup receives approx. **1000 likes per post on Instagram and 35 likes per post on Facebook**. This can be increased to approx **5000 likes per post on Instagram & 3000 likes per post on Facebook**.
2. **Comments & Mentions:** If your content is relevant and informative, it will spark a conversation with your followers and help generate loyalty. There are hardly any comments on Facebook and about **20 on Instagram**. This can be comfortably increased to **50 comments on Facebook and about 200 on Instagram in 3-4 years**.



A background map showing the East African continent, the Indian Ocean, and parts of Asia. Labels include 'Mt. Kilimanjaro', 'Indian Ocean', 'East Africa', 'Maldives', 'Borneo', and 'Celebes'.

• CONVERSIONS

1. **Inbound Link** : Adding Inbound links can help us to track the number of customers heading towards the main website. It is estimated that percentage of users heading towards to man website will **increase by 4 fold** in **next 3-4 years**.
2. **Lead Conversion Rate**: Lead conversion rate indicates how many of your leads end up buying something from you. As compared to the present, we can see lead conversion to **grow by 20%** in the upcoming future.

• CUSTOMER LOYALTY

1. **Cost per lead**: The easiest way to determine cost-per-lead is to simply look at the amount of cash you spend on your social campaigns. As the influence of social media is increasing, cost per post will **increase drastically**.
2. **Issues resolved**: Social Media is a way to prove your value in countless ways. Giving **proper attention** to the negative reviews on social media and solving them **religiously** will lead to **better customer satisfaction** in the future.

COST ESTIMATE & FEASIBILITY

COST ESTIMATE

Total Investments: **\$44.7M**

Funds available for marketing : **\$1M - \$1.5M**

Budget allotted for Social Media Influencers with followers more than 1M (which includes platform like Instagram, YouTube, Facebook): **\$500k - \$650k**

Social media pages : **approx. \$350k**

Sponsored ads post : **\$200k**

FEASIBILITY

- Roughly **\$10K** is charged by popular influencers(1M+ followers) for each post. So with our budget of **\$500K-\$650K, we can rope in approximately 50-65 influencers.**
- MEME pages and other less popular influencers charge much less, about **\$500 per post**. With a budget of **\$350k**, we can expect promotion from about 700 pages!
- **Facebook charges \$10 per ad while Instagram charges about \$5 per ad.** With a huge budget of \$200K we can attract a large audience!

Conclusion: With proper social media marketing we can successfully attract **more than 2M people!**

STRATEGY : CONTENT MARKETING

PLAN OF EXECUTION

1. By **writing travel articles** focused on particular destinations and publishing in newspapers & travel magazines with information about where to eat, where to stay ,what places to visit etc. To increase readability, we plan on focusing on unique & undiscovered places.
2. Getting reviews from various travel influencers can be beneficial owing to their large fan following.
3. We plan on providing people with promotional benefits across the influencer's social channels.
4. Taking interviews of various travel vloggers and publishing on Travel Triangle's webpage.

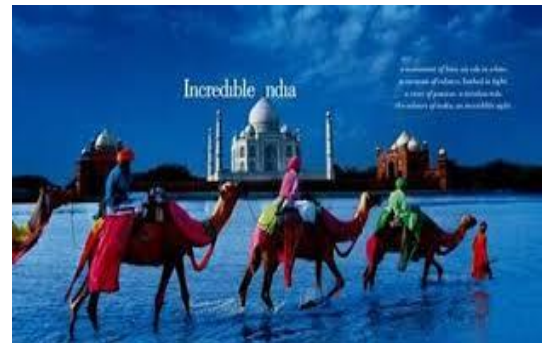
TIMELINE OF EVENTS

1. We first plan on chalking out the most popular magazines among the travelers & negotiating prices with various newspaper and magazine agencies.
2. Secondly we try to discover unexplored places and do a thorough research about the heritage and culture of the place.
3. We next make arrangements for interviews with popular bloggers.
4. If all of this works out successfully, Travel Triangle can focus on publishing its own guidebooks on travel.



CONTENT MARKETING KPIs

- **New letter sign-up**: We can see how many readers end up signing for the company's monthly newsletter. By increasing company's content media footprint, subscription on newsletter is going to **increase by 40%** in upcoming 3-4 years.
- **Readership per article**: Increase in offline magazine article can be stagnant due to less readership, but for the online platform, same is going to increase by 3 folds in the next 3-4 years.
- **Unique Visitors**: This KPI will tell us that how much our article is shared among the people. **More Unique Visitors** visiting the article, **more** will be the social media **outreach**. A **rise** by **60%** is expected in unique visitors in the next 3-4 years.



- **Lead Conversion Rate :** In magazines, we can estimate how many readers are turning up to be the final customers for our start-up by issuing magazine specific coupons. It is estimated that lead conversion rate is going to **increase by 30%** in the next few years as more and more magazines are being sold daily.
- **Direct links :** This refers to directing to the main website from the article through inbuild direct links. According to Google's case studies, **direct traffic** is responsible for **more sales than any other medium**. Direct traffic is a good thing! Clicks on direct links are predicted to get **doubled** in the upcoming few years.
- **Enquiry rate :** Enquiry related to the advertised packages, made through either calls or mails is a good signal. This represents the reach of the article/advertisement. It's predicted that package related enquiry may **grow by 35%** in the upcoming few years.

COST ESTIMATE FOR & FEASIBILITY

COST ESTIMATE

Total Investments: **\$44.7M**

Funds available for marketing after Social Media marketing: **\$500K-\$700K**

Budget allotted for publishing articles & ads in newspapers & magazines : **approx. \$150k**

Getting reviews from influencers and providing promotional benefits to the fans: **\$300K**

Interviews of vloggers & bloggers: **approx \$200K**

FEASIBILITY

- Roughly **\$500-\$1000** is charged by popular magazines & news agencies for each article & **\$100** for ads. So with our budget of **\$150k** ,we can rope in approximately **100-200 articles & about 500 ads.**
- For positive reviews from influencers, a minimum of **\$10** is charged per review. So we can rope in a lot of positive reviews to increase popularity. We also plan on providing promotional benefits of **\$30-\$50** to about 5000 people.
- Interviews with popular vloggers and bloggers would cost about **\$750-1000**. With our budget of **\$200K** ,we aim to conduct a minimum of **220 interviews!**
- Conclusion: With proper content marketing we can successfully attract **more than 300,000 people!**



TRAVEL IN STYLE, MILE BY MILE

THANKYOU!