**Study on enhancing conversion for a Kerala based tour operator**

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**Abstract**

The current generation is fully automated. Even the tourism industry have also moved into intelligent automation. My research focuses on Paradise Holidays, an online tour operator of Kerala. The top tour operator in Kerala for ten years, Paradise Holidays, offers specialized private day tours, cultural tours, history tours, and walking tours in Kochi for tourists visiting Kerala. Research takes into account why consumers select paradise and how to increase conversion rates of Paradise holidays.

Content

1. Introduction …………………………………………………………….4
2. Methodology ………………………………………………………….5
3. Result and Analysis ………………………………………………….
4. Conclusions…………………………………………………………….
5. References……………………………………………………………….
6. **Introduction**

This project is part of the internship program under Prof. Omkumar Krishnan offered by IIM Kozhikode. We extensively collaborated on the project with Mr. Ratheesh R Nath, an industry guide from Paradise Holidays. The customer needed opinions as well as marketing plans for his brand. They proposed a few goals that they wished to be addressed in the report.

* 1. **Objectives:**

The objectives are of the project are:

* Why do consumers select Paradise Holidays over its rivals?
* How can we increase the conversions of paradise holidays from 10% to 20%?

1. **Methodology**

I had to conduct interviews with customers of Paradise Holidays to ask them questions, on which we could arrive at a conclusions . The questions were:

* 1. How did you first learn and know about Paradise Holidays?
  2. What was the biggest factor that influenced your decision to book with “Paradise Holidays” instead of other travel companies?
  3. What specific features or activities included in the “Paradise Holidays” tour packages appealed to you the most?
  4. Did the reputation, recommendation, or reviews of "Paradise Holidays" play a role in your decision to book with them?
  5. Did you have any specific requirements or preferences for your Kerala trip that "Paradise Holidays" was able to accommodate?
  6. Did the pricing of the "Paradise Holidays" tour package influence your decision to book with them? If so, how?
  7. Were there any special deals or promotions that made you choose "Paradise Holidays" over other travel companies?
  8. How likely are you to book another "Paradise Holidays" tour package in the future?

The sample size was 136 . I sorted the data using excel and spss to arrive at the following conclusion. I also had the opportunity to interact with the staff of paradise holidays, which helped me to learn more about consumers and how they typically engage with them.

1. **Result and Analysis**
   1. The result obtained after the analysis of interviews are:
   2. 78.7% of customers said they got to know about paradise holidays from google.
   3. Reviews influenced 25.7% of customers to choose paradise holidays.
   4. Customers indicated in 30.9% of responses that they truly enjoyed the services offered by paradise holidays.
   5. 80.1% of customers claim that reviews influenced their decision.
   6. The cost of the package, according to 74.3% of clients, did affect their decision.
   7. 64% of respondents said they would undoubtedly book another trip with paradise holidays.
   8. Additionally, I attempted to map the outcomes of each question by comparing them to one another. The results were:
2. 33 of the 103 customers who said that they would book another trip with Paradise Vacations mentioned that their favourite aspect of the company was their service.
3. 81 out of 103 respondents indicated that the pricing impact did matter, and that they would undoubtedly plan another trip in the future.
4. 92 of the 103 people who replied yes stated that we made our reservations previously , not because paradise offered us a nice price or discount
5. Without any specific arrangements being made on their most recent trip, 62 out of 103 respondents said they would still be eager to book a package in the future.

1. **Conclusions**

The study gave us the following insights:

* 1. Customers are extremely happy as evidenced by the future bookings table, where 64% of customers want to book package again.
  2. The reason why they chose Paradise over its competitor may be understood from the product appeal table: they were most attracted to the company's services.
  3. The source of awareness table makes it abundantly clear that the majority of individuals learned about paradise holidays through the internet or Google, thus we should work to promote that aspect to enhance conversions.
  4. 80% of consumers read reviews and recommendations before hiring someone, therefore it is important to develop a network through those channels as well.
  5. Customers are extremely happy as evidenced by the future bookings table, where 64% of customers want to book package again.
  6. Also, after the survey and the interaction with the staff that I arrived at the conclusion that website of paradise holidays was just a place to begin; after that, customers embark on fresh experiences assisted by sales representatives. In an effort to fully automate the procedure, it would be really appreciated if customers could prepare their itinerary before entering OTP to receiving a call back.
  7. The only statistically significant result was result 3.2.3, which only had a 3% error.

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