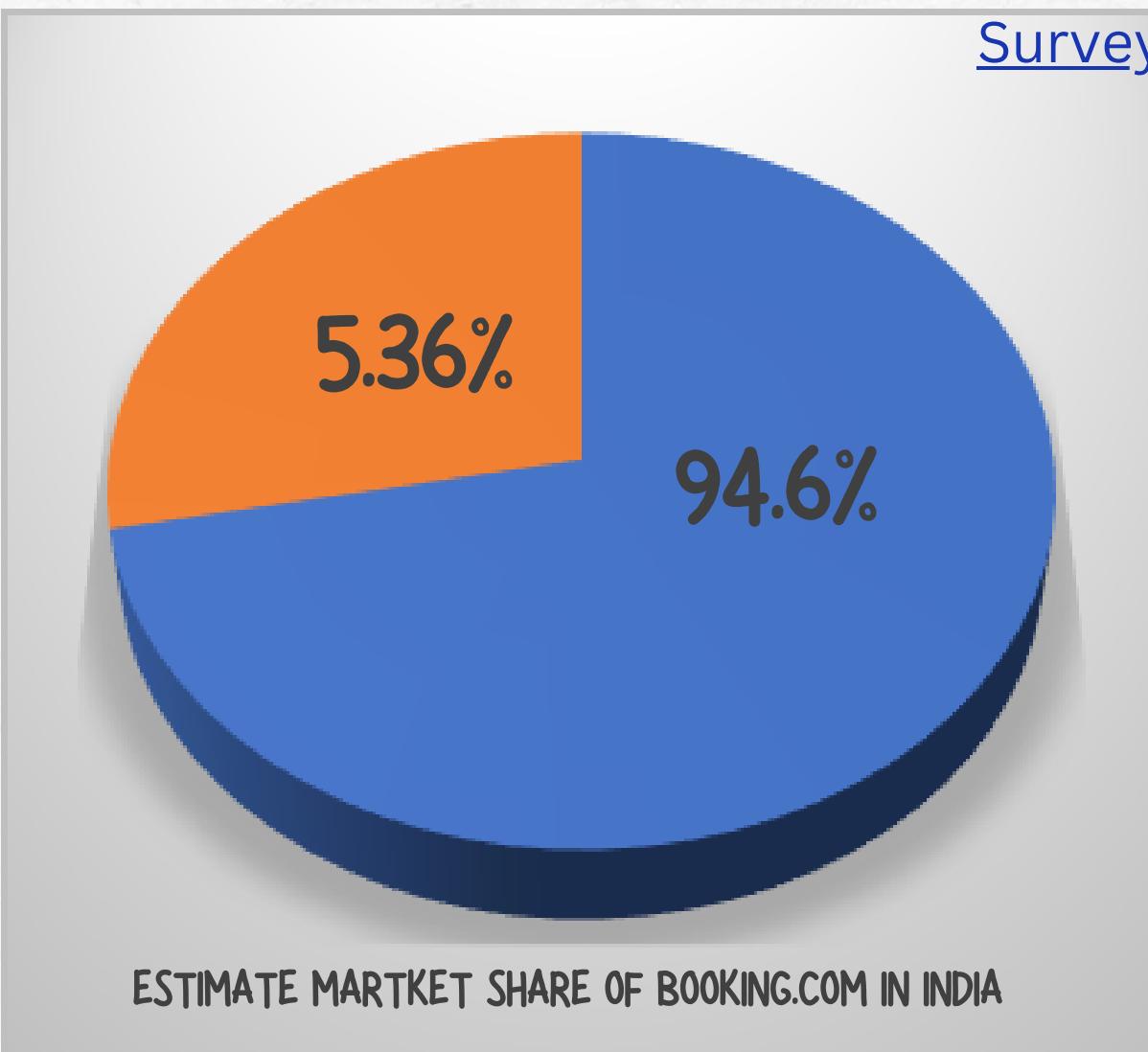


CURRENT TRAVELLING MARKET SIZE

Survey

THE TRAVEL AND TOURISM INDUSTRY IN INDIA IS EXPECTED TO EXPERIENCE SIGNIFICANT GROWTH, WITH ESTIMATED REVENUE REACHING USD 23.72 BILLION BY 2024. PROJECTIONS INDICATE A PROJECTED ANNUAL GROWTH RATE (CAGR 2024–2028) OF 9.62 PERCENT FOR THE INDIAN TRAVEL AND TOURISM MARKET. THESE PROJECTIONS COME FROM THE INDIA BRAND EQUITY.



COMPETITORS AND SECONDARY RESEARCH

AGODA OFFERS MORE THAN 2 MILLION LISTINGS, PLACING AN EMPHASIS ON AFFORDABLE HOTELS AND GUESTHOUSES. IT PROVIDES SIGNIFICANT SAVINGS, WITH DEALS ADVERTISED TO BE AS HIGH AS 80% OFF. HOWEVER, IT LACKS ITINERARY BUILDING FEATURES AND OFFERS LIMITED RECOMMENDATIONS BASED ON SEARCH HISTORY.

MAKEMYTRIP DOMINATES THE INDIAN MARKET WITH ITS SELECTION OF OVER 1 MILLION HOTELS COVERING ALL CATEGORIES. IT IS A GREAT CHOICE FOR BUDGET-CONSCIOUS TRAVELERS IN INDIA, OFFERING DEALS SUCH AS "FLAT 30% OFF ON SELECT HOTELS." ADDITIONALLY, IT PROVIDES BASIC ITINERARY SUGGESTIONS BASED ON SEARCH CRITERIA AND BASIC RECOMMENDATIONS BASED ON LOCATION AND PAST BOOKINGS. CLEARTRIP HAS ACHIEVED IMPRESSIVE GROWTH AND NOW HOLDS THE SECOND-LARGEST MARKET SHARE, MAKING IT THE FASTEST-GROWING ONLINE TRAVEL AGENCY (OTA). THE INDIA TRAVEL MARKET, DRIVEN BY OTAS, HAS EXPERIENCED A STRONG RECOVERY, REACHING ₹3,892 BILLION (US\$48.7B) IN FY23.

MARKET SIZE OF BOOKING.COM

BOOKING.COM HOLDS A 5.31% MARKET SHARE IN THE RESERVATION-AND-ONLINE-BOOKING MARKET AND IS UP AGAINST 25 COMPETITORS IN THIS CATEGORY. TRIPADVISOR IS THE TOP ALTERNATIVE TO BOOKING.COM, WITH A MARKET SHARE OF 40.98%, EXPEDIA WITH 7.33% AND CLEARTRIP HAS ACHIEVED IMPRESSIVE GROWTH AND NOW HOLDS THE SECOND-LARGEST MARKET SHARE, MAKING IT THE FASTEST-GROWING ONLINE TRAVEL AGENCY (OTA). THE INDIAN TRAVEL MARKET, DRIVEN BY OTA, HAS EXPERIENCED A STRONG RECOVERY, REACHING ₹3,892 BILLION (US\$48.7B) IN FY23.



Booking Journey

Relevant business and product outcomes

Booking.com is a popular travel and lodging website that allows users to search for, compare, and book hotels, flights, rental cars, and holiday packages from anywhere in the globe. There are almost 28 million listings in 230 countries and territories, so there is something for everyone.

All are available, whether you choose a luxurious resort or a low-cost hostel. The app and website also provide unique bargains and discounts on hotels, allowing you to save money while traveling. Booking.com's user-friendly interface and 24/7 customer service help ensure that your travel arrangements go smoothly!

ACTORS -Booking.com along with infra and staff

INVOLVED

- Transport Agencies
- Customers
- Guides
- Destination Targets
- Financial Players
- Advertisement companies



“Destination”- Before searching for accommodations, customer must first select a location where ever he/she wanted.

“Filtering”: After choosing a destination, the user has access to multiple filters based on their preferences.

“Choosing”: The subject can choose number of rooms based on the size of their party, or an individual can select a room at a hotel, motel, resort, or other property of their/his choice.

“Payment”: After selecting a room in your preferred location, the next step is to pay for the booking confirmation. The best aspect is that several payment options are available, and individual can choose multiple options of payment.

User Persona



Name	Aisha
Age	28 years old
Occupation	Senior Manager
Location	Mumbai
Income Range:	12-15 Lakh per annum

About the User

Aisha uses Booking.com for booking different travel areas and hotels and she puts lots time in planning in advance and enjoys getting recommendation for activities

Pain points

- Too much of information gives a feeling of cluttered and difficult to manage.
- Has budget constraints hence cannot decide

Goals and needs

- Can easily adapt to real time change
- Wants reliable property image
- Wants to know comparable prices
- Get personalized result based on Gen AI search

Behaviour

- Rely on customer service rather than online booking
- Likes to explore new areas and make new friends on the go.

Personality

- Imaginative
- Enthusiastic
- Social
- Flexible
- Traveler

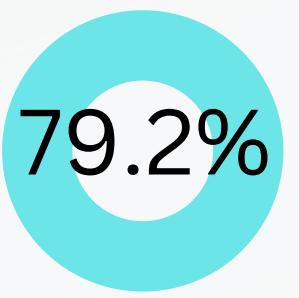
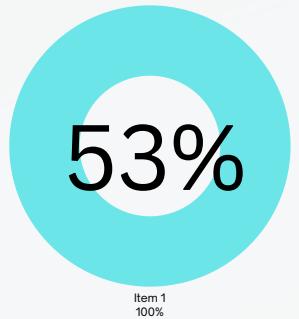
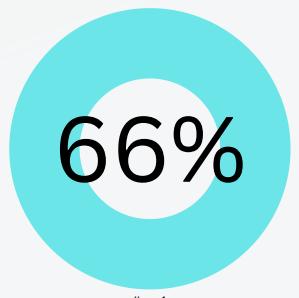
USER SEGMENT AND USER RESEARCH

Who are the users?



- They are planners and enthusiasts
- They know their destination of planning
- They like to travel in groups
- They are budget oriented people
- They use booking sites regardless of their age, location or any identity
- They plan in advance whether it is personal vaccination or business vacation
- They rely on rating and reviews given by other for easy booking

User survey insights



They don't like too much of information on single page

The concept of using GenAI to address issues with travel planning is appealing to many.

They think that they should get reward points on booking hotels and travel plans that feeds directly back to their travel experience

Structured analysis of the problem

Time consuming

Time consumption for getting result

- Search is clumsy
- sometimes confusing



Information

Information provided is complicated and lengthy

- too much of information at a time
- leading customer to difficult in taking decision

Linking bills

Absence of linking bills with LTC claims

- Hundreds and thousands of govt., PSU and corporate employees avail LTC facilities every year thereby constituting a good percentage of tourists visiting various places which need to be tapped.
- Bills of a number of private and corporate houses like BLCL, IRCT, Ashok travels are authorized for LTC claim

Fake Images

Posting of Unrealistic and artificial images.

- Artificial images taken from various sources leads to adverse feedback and confuse customers
- Fake images Erodes faith on the company



Hidden prices

Difference in booking and final price

- Promised booking price must remain unchanged with final bill
- Feedback on such different prices adversely effect marketing
- Difficult to understand whether the property listing price is before or after discount

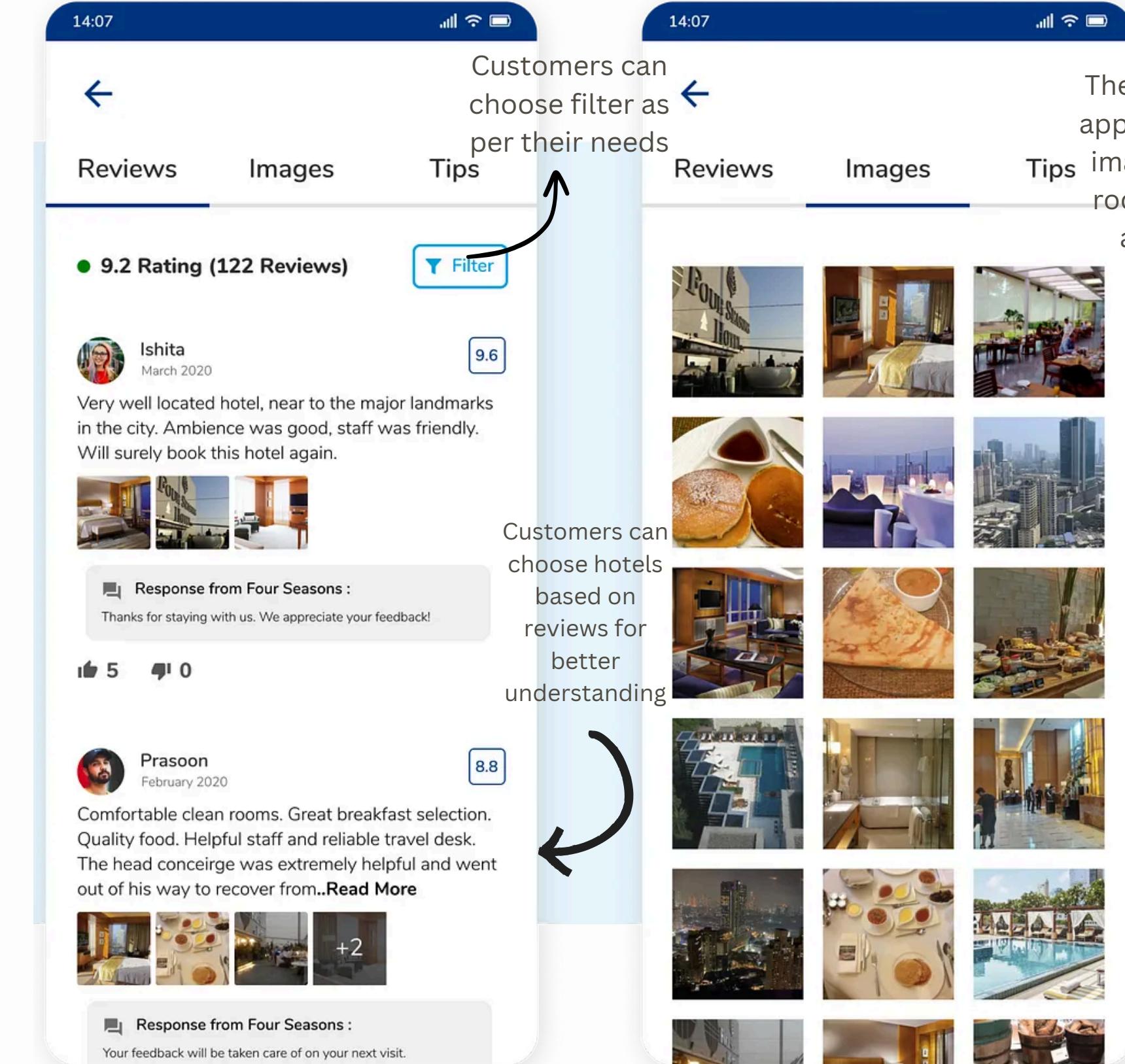
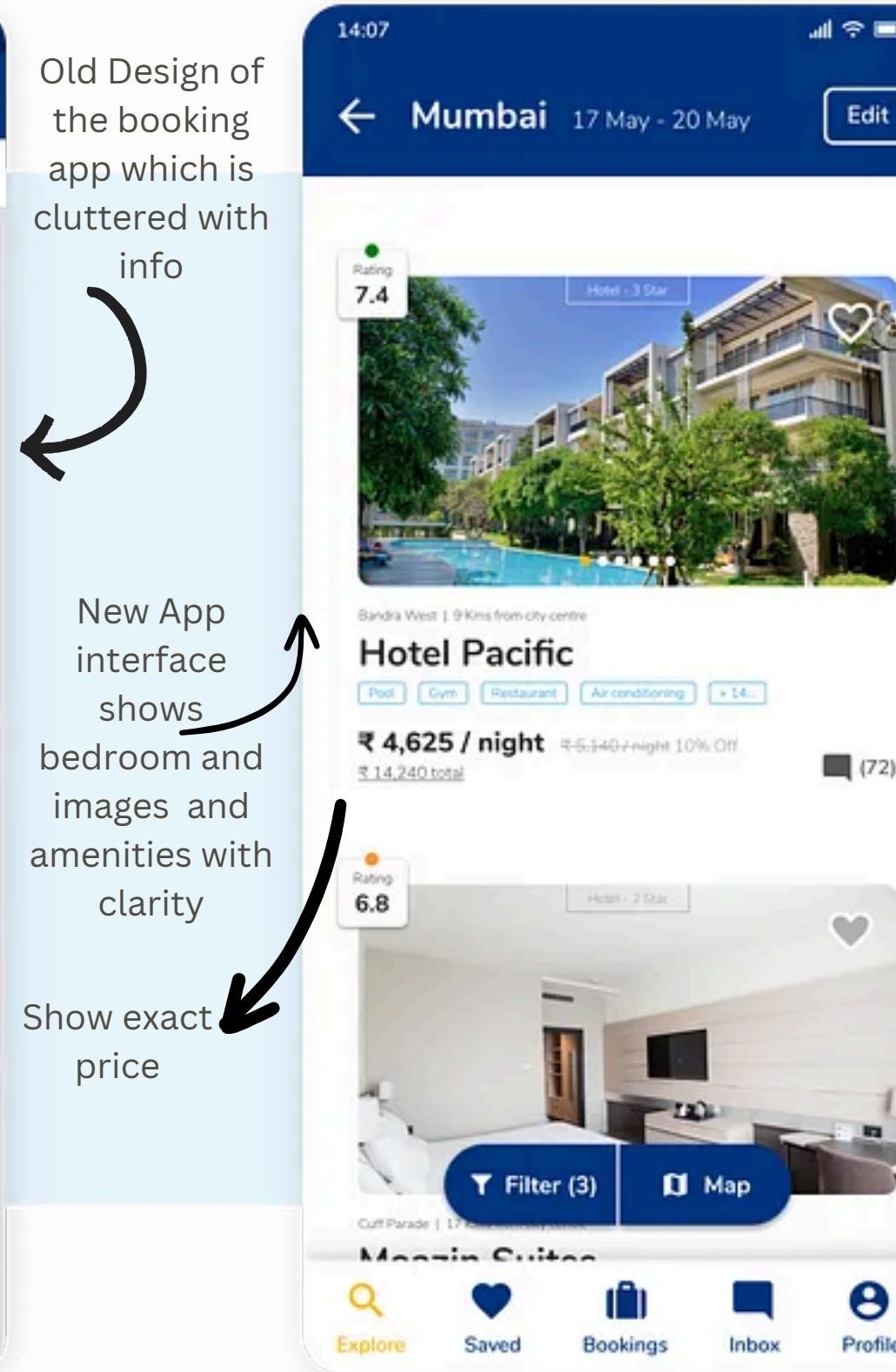
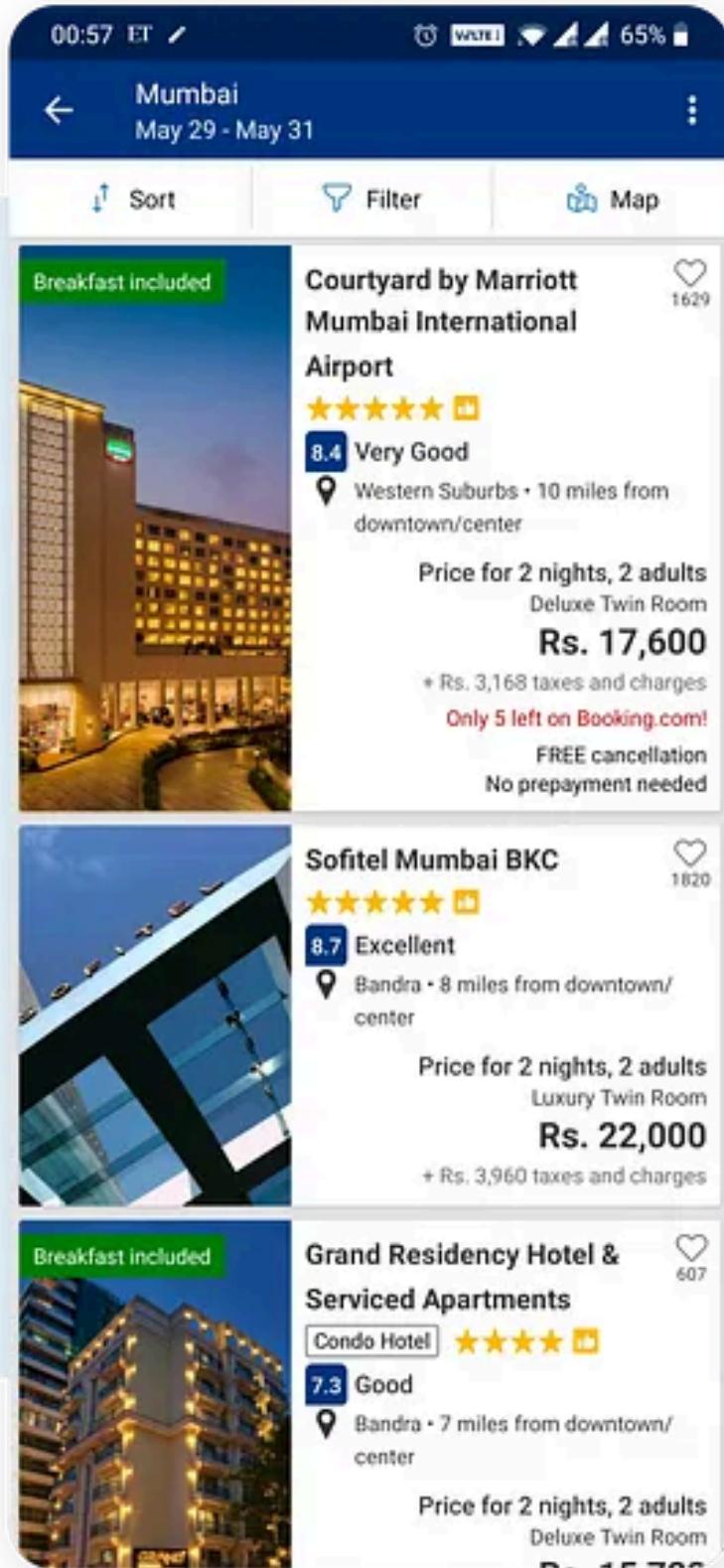
Search result

Incomparable search results

- saved searched results are difficult to retrieve
- comparison with previous saved record is difficult
- cannot views the filter result easily

SCOPE VIA WIREFRAME PROPOSED SOLUTION

THIS SHOWS LESS CLUTTERED INFO, CLARITY OF PRICE AND PROPERTY RELIABILITY BY REVIEWS



Before

After

IDEATION

- New app of Booking.com will show crisp and clear information rather than cluttered information at single page.
- The new solution will show real images of the hotel, amenities with prices.
- Feedback from customers during the tour to mitigate problems if any.
- Provision of guide at tourist destinations
- Provide religious performers like 'pundits' at places like Prayagraj, Gaya, Haridwar etc
- Cost management: GenAI examines spending patterns to recommend cost-cutting measures or warns users of potential hidden fees.

POSSIBLE SOLUTIONS

- To recommend travel routes, airline tickets, and lodging, GenAI examines user data, travel history, and current news.
- With the assistance of GenAI, users can create a personalized itinerary.
- Based on user preferences, GenAI selects content for each place, including user reviews, ratings, photos, videos if possible.
- Based on the location and interests of the user, GenAI recommends events and activities.

CONSTRAINTS

- Difficulties in rebooking, price fixation etc. for extension of stay if need be.
- Pre-arrival acceptance and post departure clearance
- Non acceptance of booking due to pre bookings and on specific days

PRIORITIZATION

RICE Score = (Reach x Impact x Confidence) / Effort

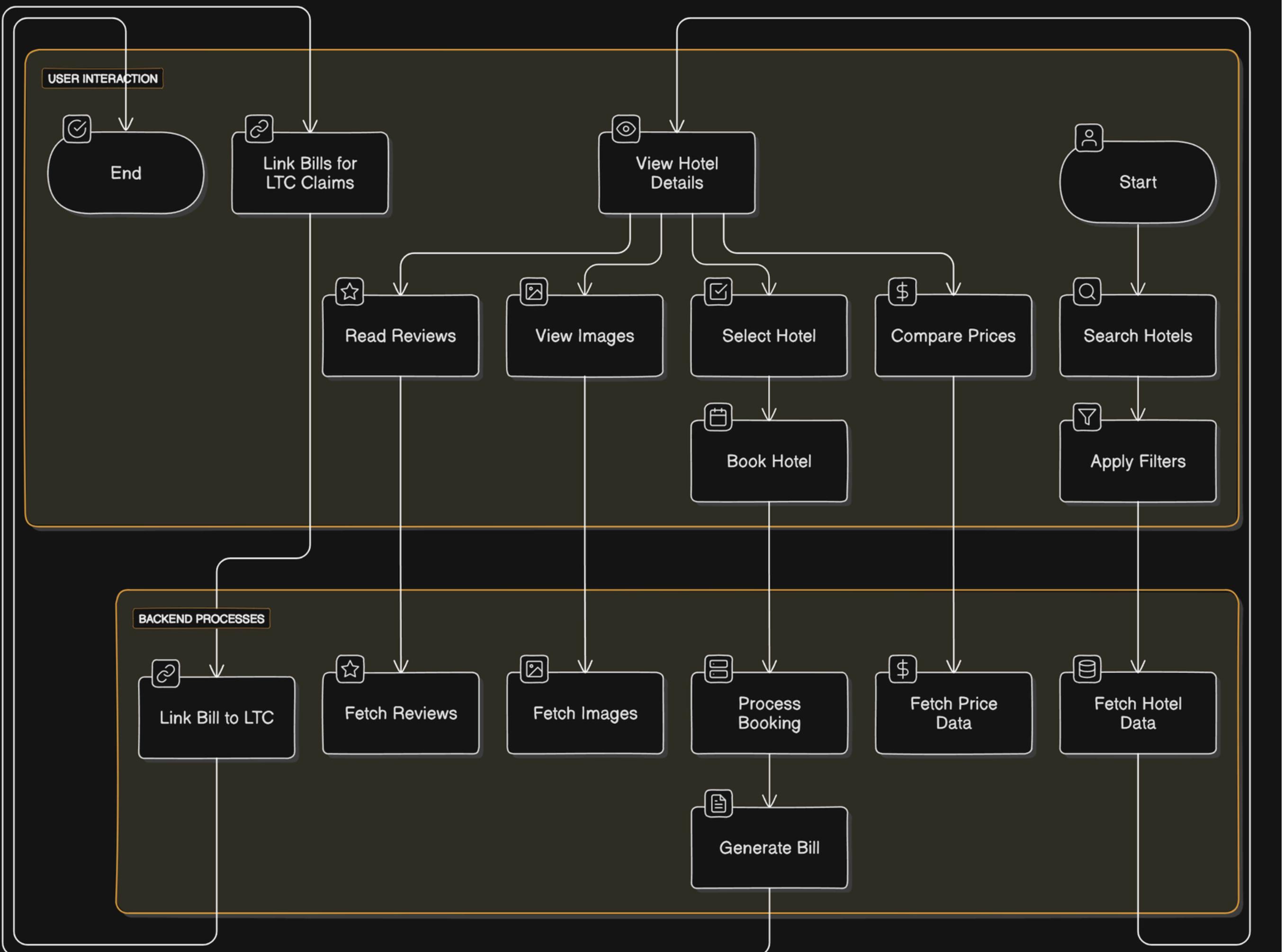
Task	Impact	Urgency	Total score
Launch of new app design	5	4	9
Use of GenAI solution	4	3	7
Reduce operating cost	4	1	5



Booking.com Hotel and Travel Booking Process

DETAILED ORIENTATION

- The overall goal of this project included a request for a responsive design demonstrating how the redesigned website would look on Booking.com.
- information to the point for easy arrival at making a choice
- a software needs to be developed for easy comparison and analysis by the customers
- issue of coupon in collaboration with other companies and reward points
- And Generating Bill for LTC claim



Key Metrics



Pitfalls:

- High commission fees: Booking.com charges a commission fee based on the total booking amount. It reduces the top of your charged fee by 15% on average for all confirmed booking reservations and non-refundable reservations.
- Customers have limited insurance protection: Booking.com just provides the Partner Liability Insurance package for home-like properties.
- Booking engine is not user friendly
- Paying is hard and less secure
- People are unsure about what they are getting.
- Use of GenAI for searching can be hectic and not accurate sometimes which may lead to disagreement.

METRICS	Avg. time on booking	Avg. click to open	Difficulty Rating
Current Website	1min 13sec	12	8 out off 10
Redesigned Website	25sec	5	1 out off 10
Success Rate	80%	78%	69%

Success Elements:

- User-centric strategy: Give user input top priority during development and release.
- Data-driven decisions based on GenAI: To optimize functionality, consider data from user behavior and testing.
- Focus on changes continuously depending on customer feedback and market trends
- Good CRM: Attend timely to all quarries from users and let them know about new features.